**A PROJECT REPORT**

**ON**

**PRODUCT MARKETING OF ELECTRICAL VEHICLE**

**WITH REFERENCE TO BAJAJ AUTO**

**SUBMITTED BY**

**TANMAY NARESH OZA**

**PGDIB**

**ROLL NO: 30**

**UNDER THE GUIDANCE OF**

**PROF. ADITI SAMIR**

**SUBMITTED TO**

**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**

**FOR THE PARTIAL FULFILLMENT OF**

**REQUIREMENT OF THE**

**POST GRADUATE DIPLOMA IN**

**INTERNATIONAL BUSINESS**

**DEGREE**

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# **DECLARATION**

I the undersigned solemnly declare that the project report PRODUCT MARKETING OF ELECTRICAL VEHICLE WITH REFERENCE TO BAJAJ AUTO is based on my own work carried out during the course of our study under the supervision of **PROF. ADITI SAMIR**.

 I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

I. The work contained in the report is original and has been done by me under the general supervision of my supervisor.

II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.

III. We have followed the guidelines provided by the university in writing the report.

IV. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.


Name**: TANMAY OZA**
Roll No**: 30**
DATE**: 14TH MAY 2022**

# TOPIC OF CONTENTS

# INTRODUCTION

The Bajaj Group is one of Mumbai, Maharashtra's oldest and largest conglomerates. The group is made up of 34 firms, with Bajaj Auto being the world's fourth largest two- and three-wheeler producer. Automobiles, scooters, motorcycles, and auto rickshaws are all produced and exported by Bajaj Auto. The company's image has shifted from scooter to two-wheeler. It sells scooters, and motorbikes, Three wheelers. Its expansion has occurred over the last four years, following the successful introduction of motorbike models. Small capacity, fuel efficient bikes (80-125 cc) were popular in India 10 years ago, and the countrymen were happy with the trend. For the first time, though, the market recognised a desire for high-performance motorcycles. with the launch of HERO HONDA CBZ in 1999.Bajaj Auto smelled money and opportunity and launched the PULSAR twins on November 24 ,2001. Bajaj Auto re-entered the scooter market on October 16, 2019, with the Urbanite EV sub-brand presenting a new electric version of their Chetak scooter. The Chetak Electric began production on September 25, 2019, at Bajaj Auto's Chakan facility. It was first sold through select KTM dealerships in Pune (4 dealerships) and Bangalore (13 dealerships) in January 2020.

# LITERATURE REVIEW

As noted by NMCC (2006), competitiveness of manufacturing sector is a very broad multi-dimensional concept that embraces numerous aspects such as price, quality, productivity, efficiency and macro-economic environment. There are numerous studies on auto industry in India, published by industry associations, consultancy organizations, research bodies and peer-reviewed journals. In this section, various studies on the Indian auto industry are Reviewed, under different heads pertaining to global comparisons, fiscal and trade policies and evolution of the Indian auto industry and other aspects. Global Comparisons. The Investment Information and Credit Rating Agency of India (ICRA, 2003) studies the competitiveness of the Indian auto industry, by global comparisons of macro environment, policies and cost structure. This has a detailed account on the evolution of the global auto industry. The United States was the first major player from 1900 to 1960, after which Japan took its place as the cost-efficient leader.

Cost efficiency being the only real means in as mature an industry as automobiles to retain or improve market share, global auto manufacturers have been sourcing from the developing countries. India and China have emerged as favourite destinations for the first-tier OEMs since late 1980s. There are only a few dominant Indian OEMs, while the number of OEMs is very large in China (122 car manufacturers and 120 motorcycle manufacturers). ICRA (2004) analyses the implications of the India-ASEAN5 Free Trade Agreements for the Indian automotive industry.

ASEAN economies are globally more integrated than India. The current size of Indian and ASEAN market for automobiles is more or less the same but the Indian market has a larger growth potential than the ASEAN market due to the low level of penetration. The labour cost is low in India but the stringent labour regulations erode this advantage. The level of infrastructure is better in India than Indonesia and the Philippines but worse than that in other ASEAN countries. The financial and banking sector is better in India than in the ASEAN countries.

The study notes that there is a huge excess capacity in ASEAN countries, in comparison with that in India, which will help them to tackle the excess demand that may arise in future. The study finds a 20-30 per cent cost disadvantage for Indian companies on account of taxation and infrastructure and 5-20 per cent labour cost advantage over comparable ASEAN-member-based companies. Similar findings are noted in a study by the Automotive Component Manufacturers Association of India (ACMA, 2004), particularly in comparison with Thailand.

Policy Environment and Evolution of Indian Auto Industry In this section, studies on the policy environment pertaining to the Indian auto industry and its evolution over the years have been reviewed. Pingle (2000) reviews the policy framework of India's automobile industry and its impact on its growth. While the ties between bureaucrats and the managers of state-owned enterprises played a positive role especially since the late 1980s, ties between politicians and industrialists and between politicians and labour leaders have impeded the growth.

The first phase of 1940s and 1950s was characterised by socialist ideology and vested interests, resulting in protection to the domestic auto industry and entry barriers for foreign firms. There was a good relationship between politicians and industrialists in this phase, but bureaucrats played little role. Development of ancillaries segment as recommended by the L. K. Jha Committee report in 1960 was a major event that took place towards the end of this phase.

During the second phase of rules, regulations and politics, many political developments and economic problems affected the auto industry, especially passenger cars segment, in the 1960s and 1970s. Though politicians picked winners and losers mainly by licensing production, this situation changed with oil crises and other related political and macro-economic constraints. The third phase starting in the early 1980s was characterised by delicensing, liberalization and opening up of FDI in the auto sector.

These policies resulted in the establishment of new LCV manufacturers (for example, Swaraj Mazda, DCM Toyota) and passenger car manufacturers. 7 All these developments led to structural changes in the Indian auto industry. Pingle argues that state intervention and ownership need not imply poor results and performance, as demonstrated by Maruti Udyog Limited (MUL). Further, the noncontractual relations between bureaucrats and MUL dictated

most of the policies in the 1980s, which were biased towards passenger cars and MUL in particular.

However, D'Costa (2002) argues that MUL's success is not particularly attributable to the support from bureaucrats. Rather, any firm that is as good as MUL in terms of scale economies, first-comer advantage, affordability, product novelty, consumer choice, financing schemes and extensive servicing networks would have performed as well, even in the absence of bureaucratic support. D'Costa has other criticisms about Pingle (2000) The major shortcoming of Pingle's study is that it ignores the issues related to sectors specific technologies and regional differences across the country.

In August 2006, a Draft of Automotive Mission Plan Statement prepared in consultation with the industry was released by the Ministry of Heavy Industries and Public Enterprises. This was finally released as a report in December 2006. This document draws an action plan to take the turnover of the automotive industry in India to US$145 billion by 2016, accounting for more than 10 per cent of the GDP and providing additional employment to 25 million people, by 2016. A special emphasis is laid on small cars, MUVs, two-wheelers and auto-components.

Measures suggested include setting up of a National Auto Institute, streamlining government/educational/research institutions to the needs of the auto industry, upgrading infrastructure, considering changes in duty structure and fiscal incentives for R; D. Similarly, NMCC (2006), which lays down a national strategy for manufacturing, recognises the importance of the Indian automobile and auto-component industry, particularly the latter, as a competitive knowledge-based industry with immense employment generation potential.

The policy recommendations of this study include VAT implementation, lower indirect taxes, power reforms, tax benefits linked to export earnings, duty-cut for raw material imports, R; D incentives for a longer period, establishment of auto parks, benefits for export-seeking investments, human resources development and modernisation fund for new investments in auto clusters. Industry players have been advised to improve their operational performance, determine their strategic posture as one among those identified in the study, improve capabilities in line with their posture and invest very rapidly in a planned manner.

ACMA needs to promote India as a brand, enable sourcing from India by global customers and promote the quality and productivity efforts of the auto component firms in India. ACMA (2006) notes that India's joining the WP (Working Party) 29: 1998 Agreement for global harmonisation of automotive standards, coupled with the funding of National Automotive Testing and Research Infrastructure Project (NATRIP) by the Government of India, has increased prospects of the Indian auto industry rising up to global standards in the near future, in all aspects.

Narayanan (2004) analyses the determinants of growth of Indian automobile firms during three different policy regimes, namely, licensing (1980-81 to1984-85), deregulation (1985-86 to 1990-91) and liberalisation (1991-92 to 1995-96). Unlike the prediction by Narayanan (1998), this study finds that vertical integration is detrimental for growth in a liberalised regime as it potentially limits diversification. Narayanan (2006) also finds that vertical integration plays a positive role in a regulated regime, while it is not conducive for export competitiveness in a liberal regime.

# COMPANY PROFILE

The Bajaj group founded in 1926 by Jamnalal Bajaj is among the top 10. business houses in India and now have 27 companies. Its track is stretching a variety of industries, including cars (two wheels and three wheels), furniture, lighting, metal and metal, insurance, tourism and finance. In 1945,

Jamnalal Bajaj had founded M/s Bachraj Trading Corporation Private Limited, A large company, which will export two-wheeled and three-wheeled15 Indian two-wheeler industry. In 1977, the company saw its factory produce 100,000 cars in one year. In another nine years, Bajaj Auto can produce 500,000 cars a year. 1994-95, Bajaj was racing against Honda, Suzuki and Kawasaki in the two-wheeler category Internationally. In 1997, Bajaj faced stiff competition in the domestic market as well market share stands at 40.5%. Bajaj has entered new markets and expanded its reach product portfolio from one product to many. Bajaj as a brand is well known in all countries several countries in Latin America, Africa, the Middle East, South and South East Asia. With about 500 dealers and more than 1,500 authorized service centres Bajaj is healthy a business network in line with its campaign to open about 1,400 rural areas & cities. The current network of Bajaj dealers offers all of these stores. Bajaj Auto is available is ranked as the fourth largest producer in the world of two and three wheels and continues

to be the largest Indian manufacturer of two and three wheels. During 2008-09, the company exported 772,519 two- and three-wheeled wheels that recorded growth by 25% more last year. It has plants in Nigeria, Indonesia and Egypt and is also under consideration Manaus, Columbia and Iran. Expanding into new areas, where the Bajaj, they saw the strength of a strong market, established relationships with large industries institutions that are committed to investing in the project. These are the investors who are building agreements with Bajaj Auto are called ―Business Partners. Bajaj unveiled its first electric scooter, Chetak, India in January 2020. In December 2021, Bajaj announced an investment of

₹300 crore to build a power plant in Pune. According to the company, the facility will be able to produce 5,00,000 electric vehicles (EVs) per year, providing both domestic and international markets.

PRODUCTS OF BAJAJ: -

Auto rickshaw (three wheels)

Bajaj is the world's largest manufacturer of automotive rickshaws and makes up about 84% of India's three-wheeled exports. During FY 2012–13, it sold almost. 4,80,000 three-wheelers which was 57% of the total Indian market. Of the 4 80,000 tires, 47% were sold locally and 53% were exported. In Indonesia, three Bajaj wheels are described as "wheels" and "ubiquitous" so much so that the word Bajaj (pronounced bajay) is used to refer to car rickshaws of any kind.

Budget cars
In 2010, Bajaj Auto announced a partnership with Renault and Nissan Motor to upgrade the $ 2,500 car, which aims to save 30 kilometres (85 mpg - imp; 71 mpg - US) (3.3 L / 100 km), or twice. a small motor vehicle, and a carbon dioxide emission of 100 g / km.

On 3 January 2012, the Bajaj auto unveiled the Bajaj Qute (formerly known as the Bajaj RE60), a small urban transport vehicle, officially classified as a four-wheeled bicycle. The target group of customers were Bajaj customers with three wheels. According to Managing Director Rajiv Bajaj, the RE60 using a new 200 cc petrol engine at the rear will have a top speed of 70 km per hour (43 mph), 35 km per litre (99 mpg - imp; 82 mpg). -US) and emissions of 60 g / km of carbon dioxide.

Electric scooters
Bajaj unveiled its first electric motorbike, the Chetak, India, in January 2020. In December 2021, Bajaj announced an investment of ₹ 300 crore to build a power plant in Pune. According to the company, the facility will be able to produce 5,00,000 electric vehicles (EVs) per year, catering to domestic and international markets.

Brand Logo: -

Brand Slogan: -

**The World's Favourite Indian**

After more than 40 years of Bajaj Auto's 'Humara Bajaj' tag line, the company released its new ID as 'World Favourite Indian' as it achieved a dramatic transformation from a local motorcycle maker to a global motorcycle power plant in 17 years.

**E. VEHICLE - BAJAJ CHETAK**

Bajaj surprised the world with their newest innovation in the form of an electric scooter. The Chetak is a fully equipped electric vehicle that was launched in January 2020. The scooter redefined the entire turf of electric vehicles and is available for sale in Pune and Bangalore. It comes in two variants that differ in specifications and are closely associated with the pricing. The basic model, Chetak Urbane, is priced at INR 1,42,830, whereas the top-spec model, Chetak Premium, is priced at INR 1,44,830. It has a sleek design with a comfortable seat that can accommodate two people.

It is an efficient scooter in terms of energy consumption. The motor gets charged at a fast speed which qualifies the vehicle for longer routes as well. If the battery is fully charged, you can ride up to 95 kilometres in a single run. Bajaj left no stone unturned to change the standard perception of the audience regarding the efficiency of an electric scooter. They incorporated a 4080 W BLDC motor that allows the scooter to reach a top speed of 70 kmph. In a nutshell, Bajaj Chetak is a good option for the modern audience that is looking forward to reducing the carbon footprint in the world. The scooter is adequate for all forms of commuting and offers vintage and classic design.

How is that the design of Bajaj Chetak?

Bajaj has been known for stellar designs, and that they lived up to their goodwill by taking the planning of Chetak to a different pedestal. The scooter is ideal for the fashionable generation, and thus the features are incredibly enticing. The scooter has also been cited together of the foremost stylish looking scooters within the market. the planning is chic, but it resonates with the classic trajectory of Bajaj. the colour palette provides a plethora of options in order that everyone can find the right match. The paint job of the scooter provides a glossy finish which complements the ergonomic exterior design. The curves are placed at the proper

places that help the rider to cruise through the traffic on all occasions. In terms of detailing, Bajaj offers a spread of features. The headlight of Chetak may be a bright LED that's surrounded by a LED strip. This addition revamps the classic design of Chetak and allows it to return up as a contemporary offering. The scooter gets 12-inch alloy wheels which are stylishly designed.

How does the Bajaj Chetak ride?

The Bajaj Chetak justifies all the traits of an electrical scooter, and thus the performance is magnificent. Its motor works quietly without producing mechanical noise in order that you'll ride in silence. This feature might set some users off because the feeling of riding a scooter is somewhat eliminated; however, the facility and thus the torque remain solid even within the absence of a fuel-charged engine. The scooter cruises through empty roads, and thus it's an option worth considering. In terms of power, the motor of the scooter features a peak level of 4080 W which is adequate for any two-wheeler. It allows the scooter to get high amounts of torque which ends up in instant pick-up and constant high speed.

The Bajaj Chetak comes with two riding modes to support the riding requirements of the buyer. These modes differ within the levels of power generation in order that the efficiency of the motor is often capitalized for starters, the Eco mode is supposed for busy roads where you can't breeze through the traffic, whereas the sports mode empowers the rider to brush past the empty streets quickly. These modes require different levels of battery, and therefore, you ought to be mindful while using them. If the scooter detects a slope or an uphill drive, the sensors present within the charging unit shift the modes automatically in order that the users can specialise in the road without constant manual intervention. an equivalent feature gets activated on less busy streets in order that the scooter can overtake and breeze past the limited traffic. To summarise, the Bajaj Chetak won't be as potent as the other fuel-powered 125cc scooter, but it can support the riding needs of a flexible audience with its quirky yet fantastic features.

How comfortable is Bajaj Chetak?

The Bajaj Chetak has an ergonomic body that's amid a good comfortable seat. it's at par with the industry standards. In terms of suspension, Bajaj has installed a number one link suspension in order that the impact of speed breakers is often negated to a bare minimum. you'll also find a mono-shock suspension at the rear for better overall comfort. Many stakeholders were anticipating the inclusion of ABS in Chetak; however, the corporate didn't move ahead with these expectations. It scrutinized the interior anatomy and installed a combined braking system Since the external body is light, you'll expect decent handling while riding the scooter for even the foremost essential things. It passes with flying colours within the domain of luxury and luxury, which makes the proposition more exciting.

How efficient is that the technology that's utilized in Chetak?

Technology is that the unique selling proposition of the Bajaj Chetak. Be it the synthetic intelligence-like features or the LCD screen that's present within the centre, it does well altogether possible domains The LCD screen is one among the USPs. The interface is straightforward to navigate with clear and visual fonts that suits a black and white theme. The screen is additionally equipped with Bluetooth which will be operated through a user-friendly application by Bajaj.

If you dive deep into the My Bajaj application, you'll find that when your device has secured a Bluetooth reference to Chetak, there are many options that aren't present within the variants created by the competitors. You can control the selection of your music from the left handlebar while implementing geofencing for security and tracking purposes. you'll also find all the real-time statistics in order that you're well prepared with the timeline of subsequent charging session. The sensors within the Integrated Charging Unit also throw some light on the many research and development that has been conducted while making this vehicle. of these features highlight the fashionable acceptance and also equip the scooter to please every rider that tries it out!

How is that the battery lifetime of Bajaj Chetak?

The Chetak comes with a Bosch battery which is additionally certified with an IP-67 rating. The battery promises a run of 85 km within the sports mode while extending it to 95 km for the eco mode. These figures are tough to achieve on Indian roads, but the particular output resembles the claims. The battery sustains itself for an inexpensive duration of your time when it's not in use. It lasts for a couple of days instead of getting exhausted within one day. The retention of battery is subjective to the utilization of the rider, and therefore, you'll need to plan your charging sessions wisely. The scooter gets fully charged in around five hours which suggests that you simply can charge it in one night to urge it ready for a few of days If the scooter is discharged, an hour filled with charging will allow it to succeed in 25 per cent of its full potential. This quick charging feature is formed possible with the utilization of a complicated charging cable which may be a part of the entire cost of the scooter.

How is that the overall performance of Bajaj Chetak?

Bajaj Chetak offers a smooth riding experience to each rider who takes it for a spin. it's a durable exterior frame that's exceedingly stylish and retro.

The motor of the scooter offers a top speed of 70 kmph, which is adequate for many Indian cities. There are two modes that shuffle consistent with the position of the scooter and therefore the levels of battery during the ride. The eco mode may be a blessing for daily commuters. To wrap the whole offering up with a show stopper, Bajaj also provides a guaranty of three years/5000 km, which motivates many users to shift from the normal scooters to the present modern marvel.

Is the Bajaj Chetak an honest value for money product?

The Bajaj Chetak electric scooter offers good value for money but is restricted by its availability. the general mixture of performance, comfort and features justify the premium pricing but there are other electric scooters that are equally good, if not better. Be it the electrical motor or the wisely chosen suspension, each little bit of the scooter is planned and executed precisely. The modern functions that accompany the LCD panel constitute a big source of traction. It adds to the customer experience journey by adding slightly of smartness

thereto. Bluetooth may be a crucial takeaway since it allows the user to make connections with the scooter. These scooters are available many colours, and thus you'll choose the colour which resonates the foremost with you. Bajaj Chetak may be a complete value for your money which can also mark your contribution towards a far better tomorrow.

## SWOT ANALYSIS

**STRENGTHS**

**1.**Excellent brand name
**2.** . Extensive R&D focus
3. High performance products across all categories
4. Product design and development capabilities
5. Widespread distribution network

**WEAKNESS**

1. High cost in various variants
2. Styles and Design
3. Pricing
4. Battery Life

SWOT

**OPPORTUNITIES**

1)Expansion to rural sector
2) Competing in the international market
3)   *Developmental changes*
   *4)Bajaj as a true MNC*

   .

**THREATS**

1.New Entrants
2.Competitors
3.Low Priced Bikes

# FACTORS INFLUENCING CONSUMER BEHAVIOR

Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy the needs and wants. It is important for the marketers to fully understand the theory and reality of consumer behaviour. There are many factors that influence consumer's buying behaviour namely cultural, social and personal.

**Cultural Factors**: - *Cultural values* determine a consumer's wants and behaviour. The kind of values one is exposed to determines the inclination for purchase. There is always a social stratification in the society and it is most often referred to as the 'Socio-Economic Classification'.
In India, the recent evolving culture has led to consumer behaviour where the consumer buys a motorbike while pursuing his graduation mainly for commuting purposes. This behaviour is most often seen in the majority of the urban social economic classes coming under the above average purchasing potential due to its relatively high pricing as compared to few other bikes available in the market. Thus, the target market is influenced via a wide variety of mediums namely advertisements in automobile magazines, peripherals and television.

**Social factors**: - *Social factors* such as the reference groups, family, roles and status affect the purchasing behaviour of the customer. The interaction within the groups influences a consumer's thought process. Family influences the customer's decision to buy a product. The primary group influencing the sale of Bajaj CHETAK consists of family, friends and colleagues. As the target market consists of students, as the initiator, the maximum influence in selecting a bike is exerted by friends and social circle and they act as the influencers in the buying process. Plus, the brand name of Bajaj evokes a sense of assurance in the minds of parents, the buyers. The youth centric looks at the performance relates more to the status of a student.

**Personal factors**: - Personal factors such as age, stage in the life cycle, lifestyle, occupation and economic circumstances, personality and self-concept affect a consumer's decision. The brand personality traits relating to Bajaj CHETAK are excitement, sophistication and ruggedness. The consumers choose Bajaj CHETAK over the other variants as this brand is

consistent with their actual self-concept. In addition, the transformation of psychological life-cycle from an adolescent to a teenager plays an important role in the process of buying.

# CONSUMER BUYING PROCESS
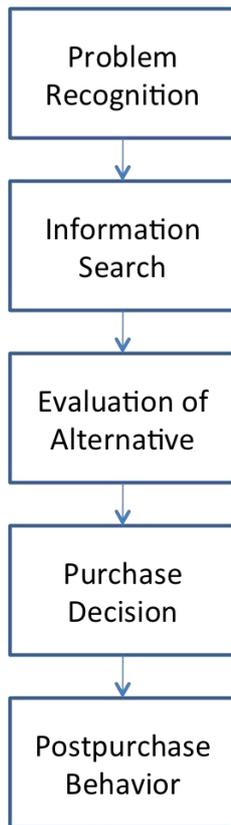
**Problem recognition**: - In this case the major impetus to the need is provided by an external stimulus. All the factors reported in the customer's Characteristics contribute to the basic needs that a consumer identifies. This is the first stage of the five stages for buying decision process. The need is aroused usually while admiring a friend's new bike and the urge to replicate or go one step further is generated.

**Information search**: - Before purchasing the person enters an active information search and goes through all the major information sources. While making the choice to buy a product, a consumer searches the information and thus constitutes the 'total set'. It is from this total set that he narrows down to make a decision, going through the awareness, consideration and the choice sets.

The automobile segment is much more influenced by the commercial and experiential sources of information. Based on this total set is condensed down to the choice set. Majority of buyers are type dominant buyer for Bajaj CHETAK as they first decide on the sports bike segment of the market and then analyse the options.

**Evaluation of alternatives**: - The consumer evaluation process has three parts. Firstly, the consumer tries to satisfy the need, followed by looking for a benefit and then lastly, the consumers see each product as a bundle of attributes like good quality, superior design, reliable, innovative features, etc.

Bajaj CHETAK fits into the typical existing consumer attitude for this segment of bikes and the belief in the Indian market of brand 'Bajaj' being a trusted brand helps in the decision-making process for the consumers. Post this consumer evaluates CHETAK by comparing the features and attributes offered individually by each alternative.

**Purchase decision**: - Using the elimination-by-aspects heuristic the consumer compares brands on the attribute selected probabilistically and eliminates brands which do not meet minimum acceptable cut-offs. Even if consumers form brand perceptions, two factors can intervene between the purchase intention and purchase decision. First is the attitude of others. The closer the other person is to the buyer, the more it influences the decision to buy. The second factor is unanticipated situational factors that may erupt to change the purchase intention.

**Post purchase evaluation**: - According to Kotler, "the marketer's job doesn't end with the purchase". Marketers must monitor the post purchase satisfaction, post purchase actions and post purchase product use and disposal. Customers are *dissatisfied* if their expectations are not met, *satisfied* when their expectations are met and *delighted* when the product exceeds their expectations.

Most of the users of CHETAK are satisfied after the purchase. As the survey also shows that most of the consumers are more likely to purchase the product again and also speak well about the product to other. The disposal of CHETAK is also very valuable and its resale value is very high.

# RESEARCH DESIGN

Company Profile:

The Bajaj group founded in 1926 by Jamnalal Bajaj is among the top 10. business houses in India and now have 27 companies. Its track is stretching a variety of industries, including cars (two wheels and three wheels), furniture, lighting, metal and metal, insurance, tourism and finance. In 1945,

Jamnalal Bajaj had founded M/s Bachraj Trading Corporation Private Limited, A large company, which will export two-wheeled and three-wheeled15 Indian two-wheeler industry. In 1977, the company saw its factory produce 100,000 cars in one year. In another nine years, Bajaj Auto can produce 500,000 cars a year. 1994-95, Bajaj was racing against Honda, Suzuki and Kawasaki in the two-wheeler category Internationally.

Title of the study:

Product marketing of electrical vehicle with reference to Bajaj auto

Statement Of Problem:

Is Bajaj has successfully in marketed its Electric Vehicle CHETAK

Literature Review:

In August 2006, a Draft of Automotive Mission Plan Statement prepared in consultation with the industry was released by the Ministry of Heavy Industries and Public Enterprises. This was finally released as a report in December 2006. This document draws an action plan to take the turnover of the automotive industry in India to US$145 billion by 2016, accounting for more than 10 per cent of the GDP and providing additional employment to 25 million people, by 2016. A special emphasis is laid on small cars, MUVs, two-wheelers and auto-components.

Sources of Information:

**Primary Information**: Collected through Questionnaire, Journals, internet.

**Secondary Information**: Through the company's website.

Objective of the Study:

        To analyse the market strategies of the company with the following points:

    i)      To understand what are the Unique Selling Propositions (USP) of CHETAK

    ii)     To know more about features about the product that customers would like to see improved.

    iii)    The awareness amongst potential customers of product.

Nature of Design:

Descriptive

Socio – Cultural Relevance of the Study:

Transport is a fundamental requirement of modern life, but the traditional combustion engine is quickly becoming outdated. Petrol or diesel vehicles are highly polluting and are being quickly replaced by fully electric vehicles. Fully electric vehicles (EV) have zero tailpipe emissions and are much better for the environment. The electric vehicle revolution is here, and you can be part of it.

Geographical Area to be Covered:

Pune

Timeframe:

March 2022- May 2022

Primary Data collection:

Questionnaire taken by random people.

Sampling:

Sample Size: 30 (Minimum Sample Size to get differential results)

Statistical Tool used:

Percentage Analysis

Limitations:

    a) The primary data collection is done by the Questionnaire.

    b) Sample Size is limited to 30 people.

    c) Different Statistical tools can be used.

    d) Only 1 company was considered.

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https://www.chetak.com/

# QUESTIONNAIRE

Respected Sir/Madam,

I am conducting this survey on Product Marketing Electric Vehicle with reference to Bajaj as a part of my annual project. It would be great of help if you answer following questions.

1.Name: -

2.Age: -

3.Gender: - Male Female Prefer not to say

4.Occupation: -

- ☐ Student
- ☐ Working
- ☐ Professional
- ☐ Business Owner
- ☐ Unemployed

5.Are you aware of an electrical vehicle?

- ☐ Yes
- ☐ No

6. Do you owe an electrical vehicle?

- ☐ Yes
- ☐ No

7.How did you come to know about Electrical vehicle?

- ☐ Social Media
- ☐ Mass Media
- ☐ Newsletters
- ☐ Exhibitions

☐  Friends or Family

8.Which Type of two-wheeler electrical vehicle do you prefer most?

☐  Moped

☐  Bike

9.Which attribute do you like most in your electrical two-wheeler?

☐  Charging Efficiency

☐  Pick up Design & Style

☐  Driving

☐  Comfort

10. What would you rate Bajaj Auto product on the scale of 0-5?

☐  0

☐  1

☐  2

☐  3

☐  4

☐  5

11.What is your opinion about the price of the Bajaj Electrical Auto?

12.If yes, which factor you consider is satisfies the most?

☐  Features

☐  Low Maintenance

☐  Design

☐  After sales service

13.Do you think that the Bajaj electrical vehicle are capable of attracting today's generation?

☐ Yes
☐ No

14.What is your opinion about the price of the Bajaj Electrical Auto?

☐ Highly Priced
☐ Moderate/Average Priced
☐ Low Priced
☐ Cannot say

14.According to your which brand is giving the most competition to Bajaj electrical automobile in India

☐ OLA
☐ ATHER
☐ REVOLT
☐ NO ONE

15.Would you refer friends and Family to buy Bajaj electrical Vehicle?

☐ Yes
☐ No

16.Please give suggestion to improve Bajaj as a brand

# RESEARCH ANALYSIS AND INTERPRETATION

1.Are you aware of an electrical vehicle?
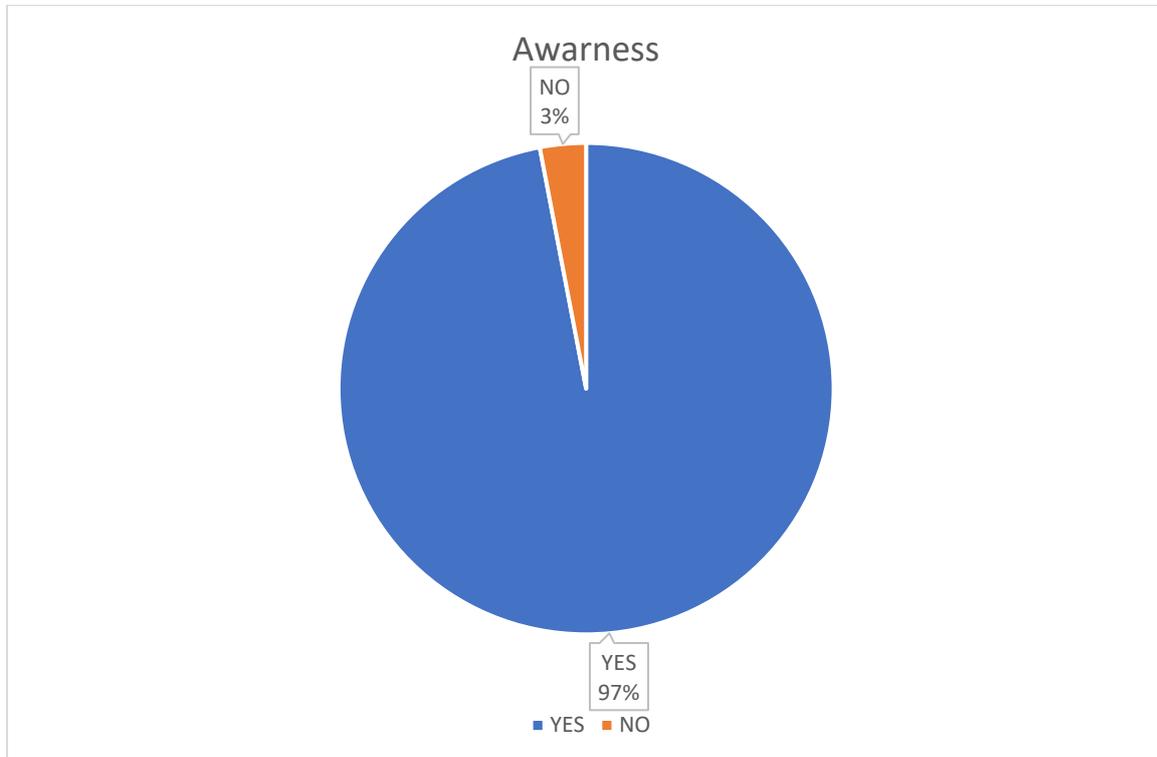


A} As of now you can see in pie diagram 97% of people are aware of electrical vehicle

B} Only 3 % of people aren't aware of electrical vehicle as they are business man and they are not interested in buying electrical vehicle as just before few months they have a vehicle

2. Do you own an electrical vehicle?

**Own E-Vehicle**

No
3%

Yes
97%

■ Yes ■ No
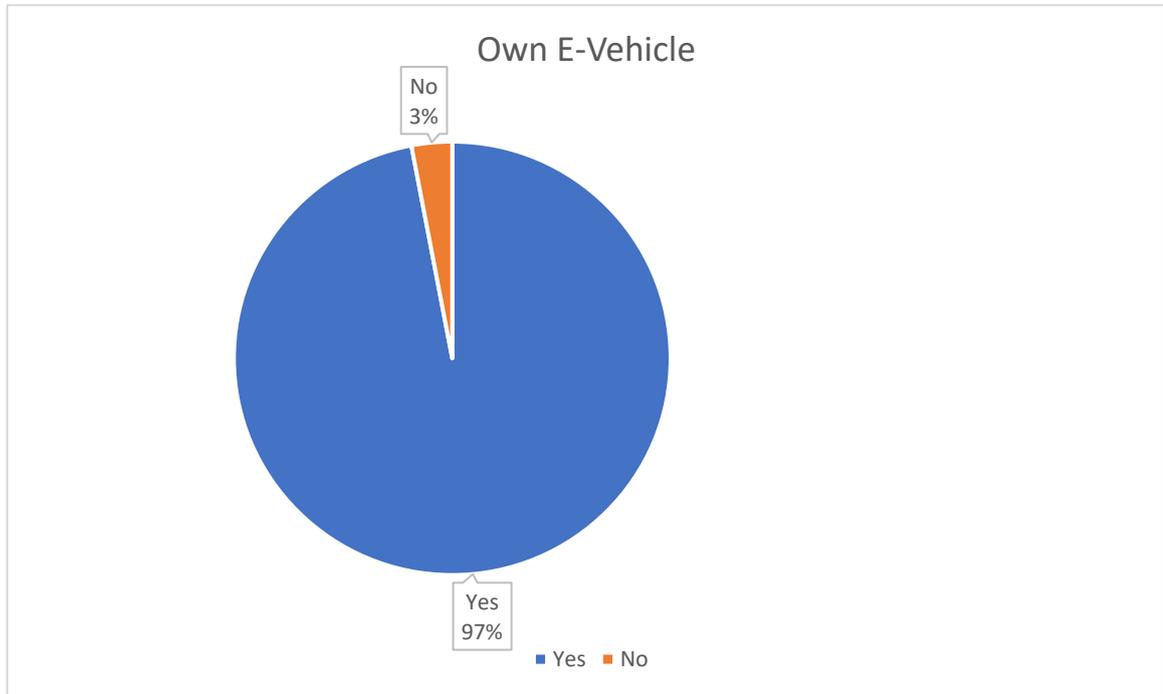
A} As we can see in the pie chart that 97% of people owe an electrical vehicle as per todays need due to it pollution also get controlled and fuel money is also saved.

B} Only 3% of people haven't bought electrical vehicle as they are having a research study on which vet

3.How did you come to know about Electrical vehicle?
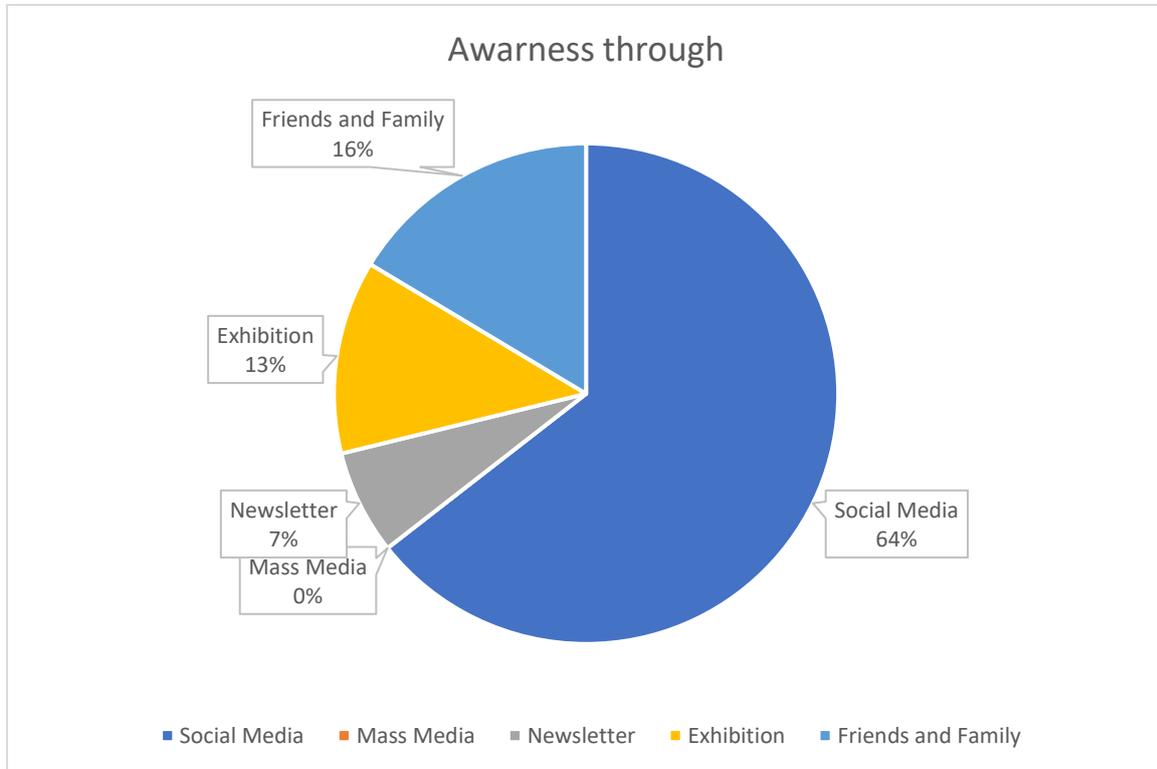


A} As we can see in the pie chart 63% of people have come to know about electrical vehicle through social media as today's generation use social media for high time

B} as we can see in the pie chart 0% of people aren't aware through mass media

C} as we can see in the pie chart 7% of people are aware through newsletter as company makes advertise of their products

D} as we can see in the pie chart 13% of people are aware because of exhibition as company arrange and exhibition after their product is launch so the people should get aware about their product.

E} as we can see in the pie chart that 17% of people are aware because of their friends and family it's because of m

4.Which Type of two-wheeler electrical vehicle do you prefer most?
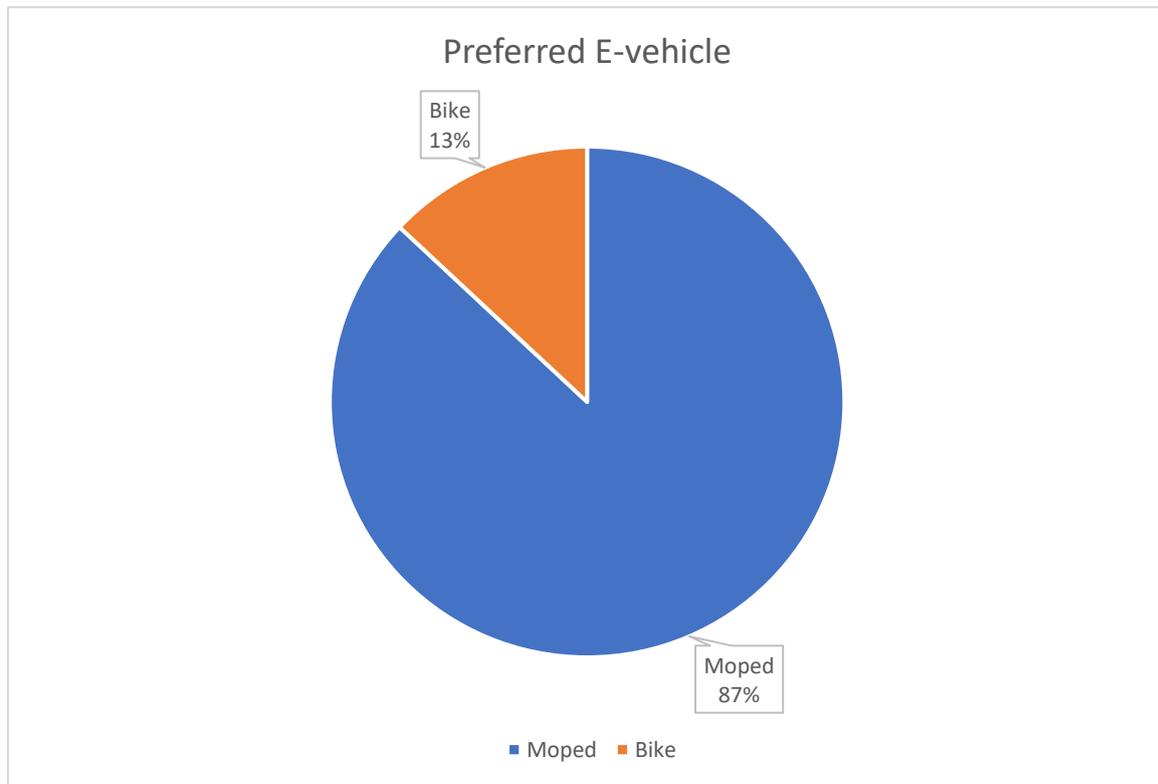


A} as we can see in the pie chart 87 % of people prefer the moped type of electrical vehicle as it is continent for the family male and female both can drive it alternate

B} as we can see in the pie chart 13% of people prefer the bike type of electrical vehicle as they can take advantage of that features

5.Which attribute do you like most in your electrical two-wheeler?
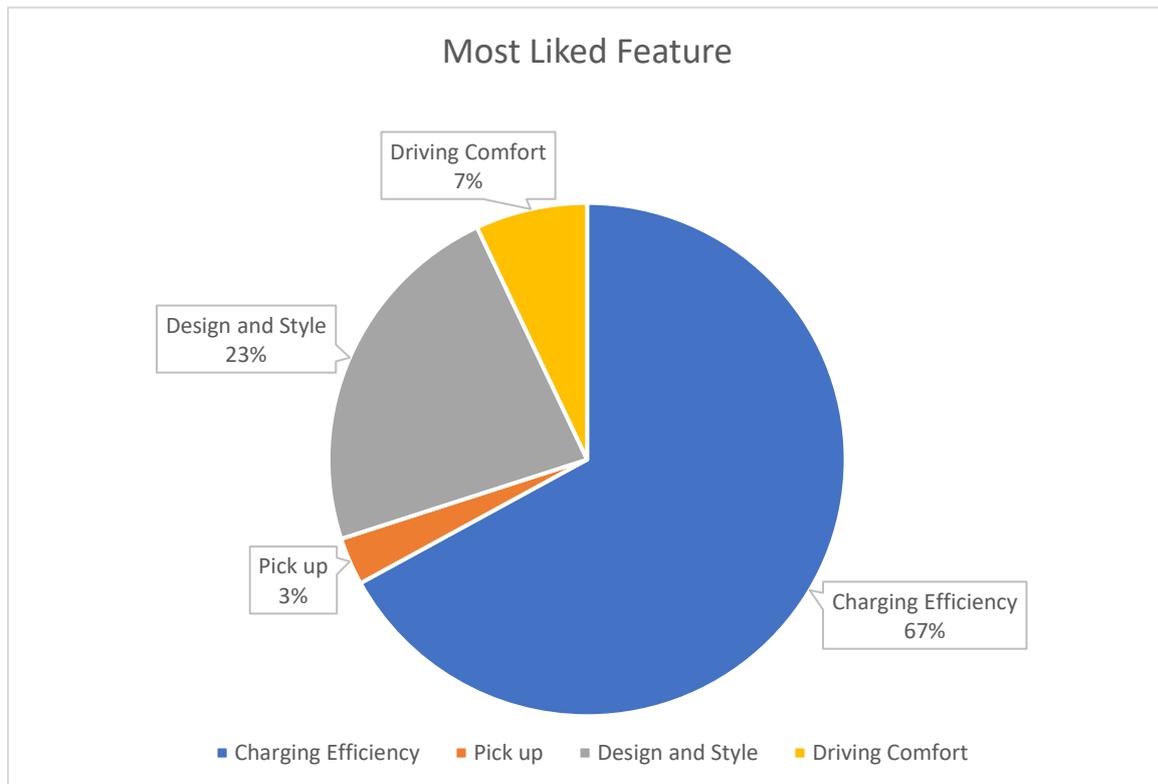


A} as we can see in the pie chart diagram that 67 % of people like charging efficiency attribute of electrical two-wheeler as it can be drive without any hesitate and where ever we go we can charge the battery of electrical vehicle as of now we can charge in our house or any socket we see

B} as we can see in the pie chart 3% of people like pick up attribute of electrical vehicle as it has high speed of pick up

C} as we can see in the pie chart diagram that 23 % of people like design and style attribute of electrical vehicle

D} as we can see in the pie chart diagram that 7% of people like driving comfort attribute of electrical vehicle

6.What would you rate Bajaj Auto product on the scale of 0-5?
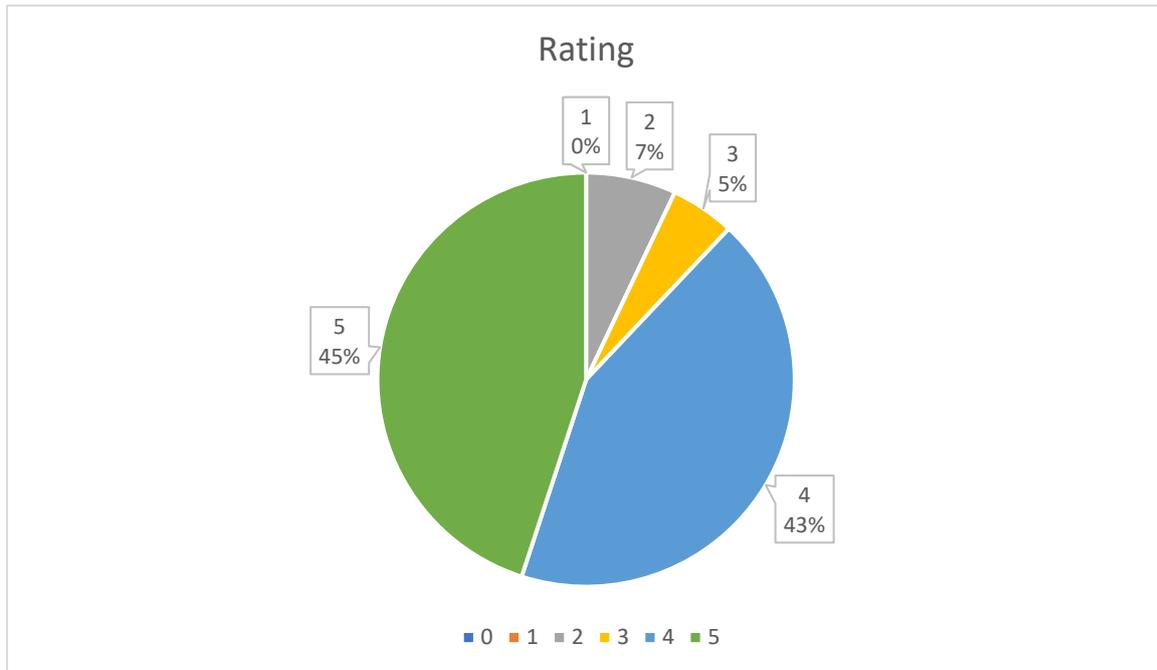


A} As we can see no respondents has rated between 0-1 for Bajaj Auto

B} Only 7% and 5% people have rated it 2 and 3 respectively.

C}Out 30, 7 respondents have rated Bajaj as 4 which is exactly 43% of the total ratings.

Rest 53% have rated 5 which the highest of all.

7. What is your opinion about the price of the Bajaj Electrical Auto?

## Opinion about Pricing
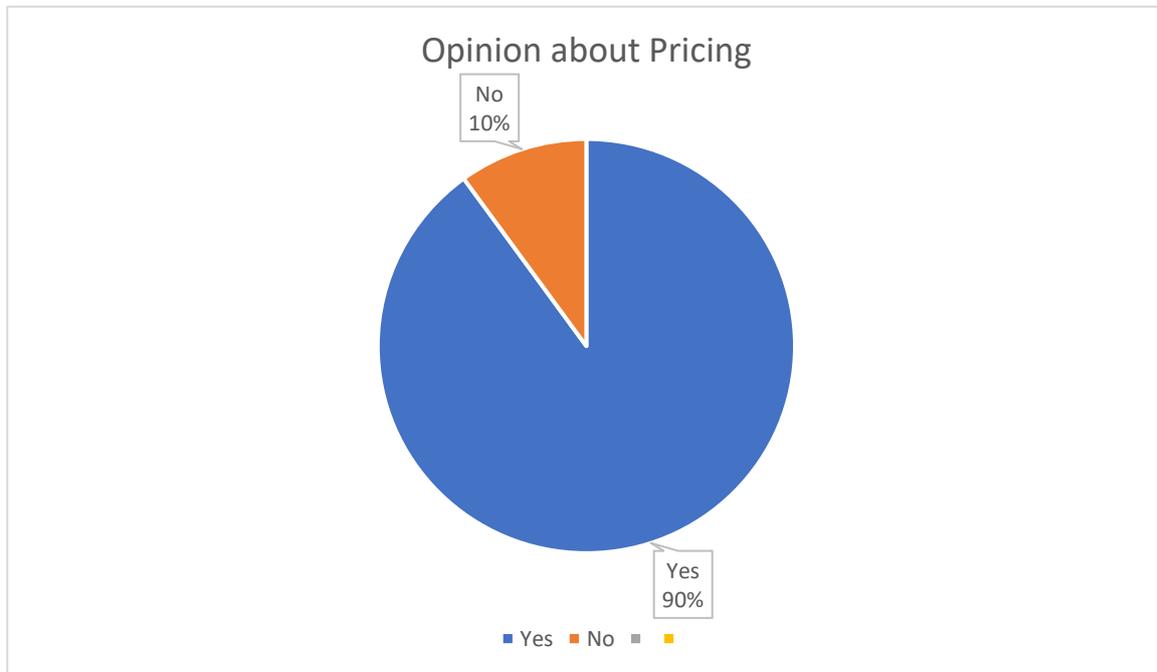


A} as we can see in this pie chart diagram that 90% of people are saying that the Bajaj auto electrical vehicle are highly priced as because before buying electrical vehicle, they all were using fuel vehicle which cost was preferable to all of them
B} as we can see in the pie chart diagram that 10% of the people are saying that the Bajaj auto electrical vehicle are moderate / average price because the money spend on the fuel was more so they are okay with the price of Bajaj auto electrical vehicle

8. Do you think that the Bajaj electrical vehicle are capable of attracting today's generation?



**Capability of Attracting Youth**

Cannot Say 3%
No 10%
Yes 87%

■ Yes ■ No ■ Cannot Say
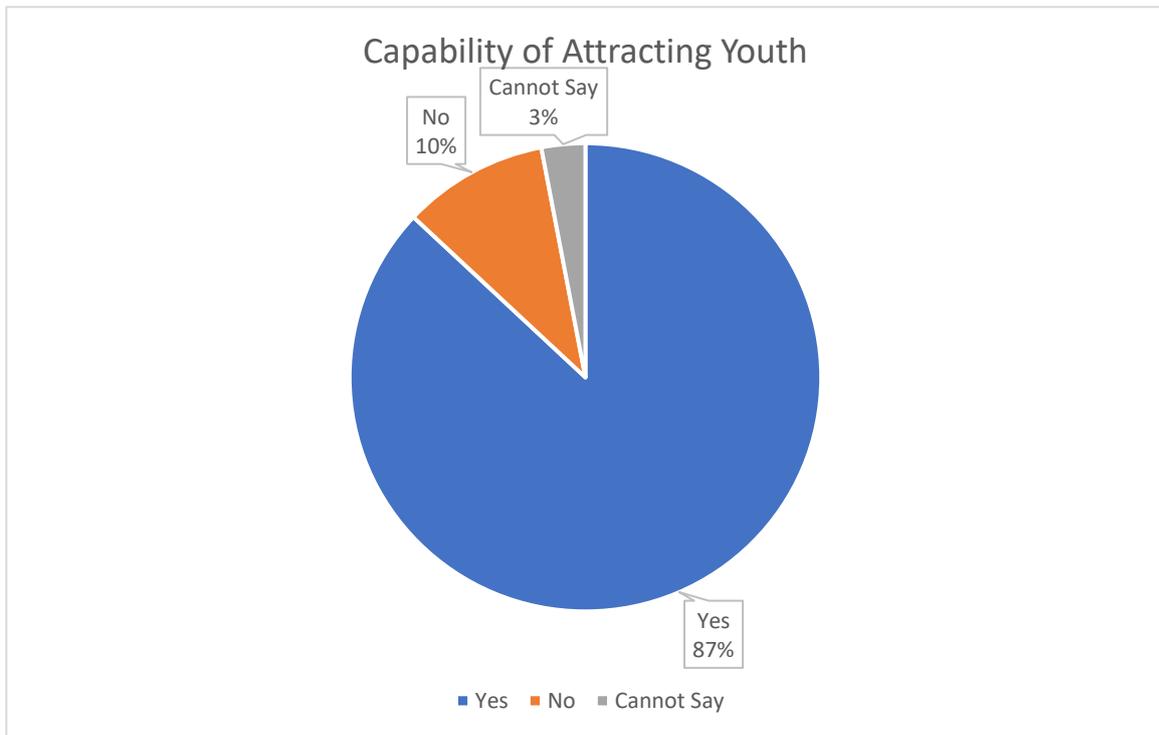
A} as we can see in the pie chart diagram that 87% of people think that the Bajaj electrical vehicle are capable of attracting today's generation as its module is design and style in that way today's generation like new things which are new in market and they are willing to buy those products

B} as we can see in the pie chart diagram 10 % of people are saying that Bajaj electrical vehicle are not capable of attracting today's generation as they think the other company which make electrical vehicle they have more features, good design and style so that they can attract today's generation

C} as we can see in the pie chart diagram that 3% of are saying that they cannot say if Bajaj electrical vehicle can attract today's generation

9. If yes, which factor you consider is satisfies the most?

## Most attractiive factor

Design
10%

Low Maintance
33%

Features
57%

■ Features  ■ Low Maintance  ■ Design
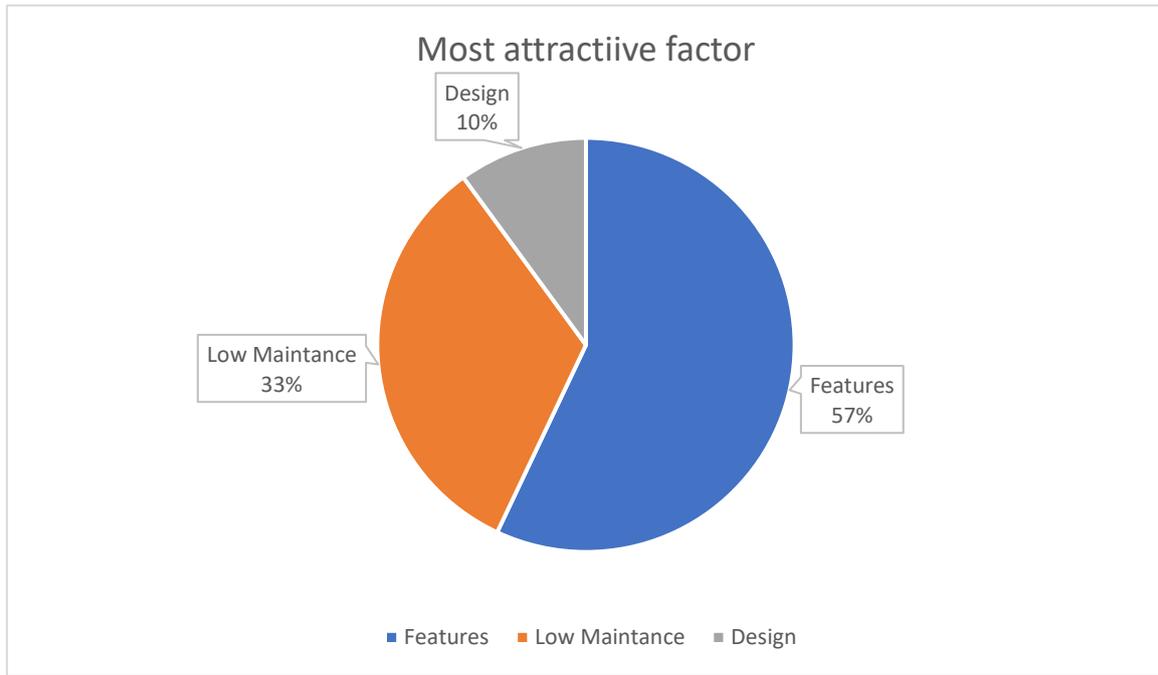
A} as we can see in the pie chart diagram that 57% of people are saying that the feature of vehicle is the factor that satisfied them most its.

B} as we can see in the pie chart diagram that 33% of people like the factor of low maintenance which satisfies them.

C} as we can see in the pie chart diagram that 10% of people like the design factor which satisfies them more

10. According to your which brand is giving the most competition to Bajaj electrical automobile in India.
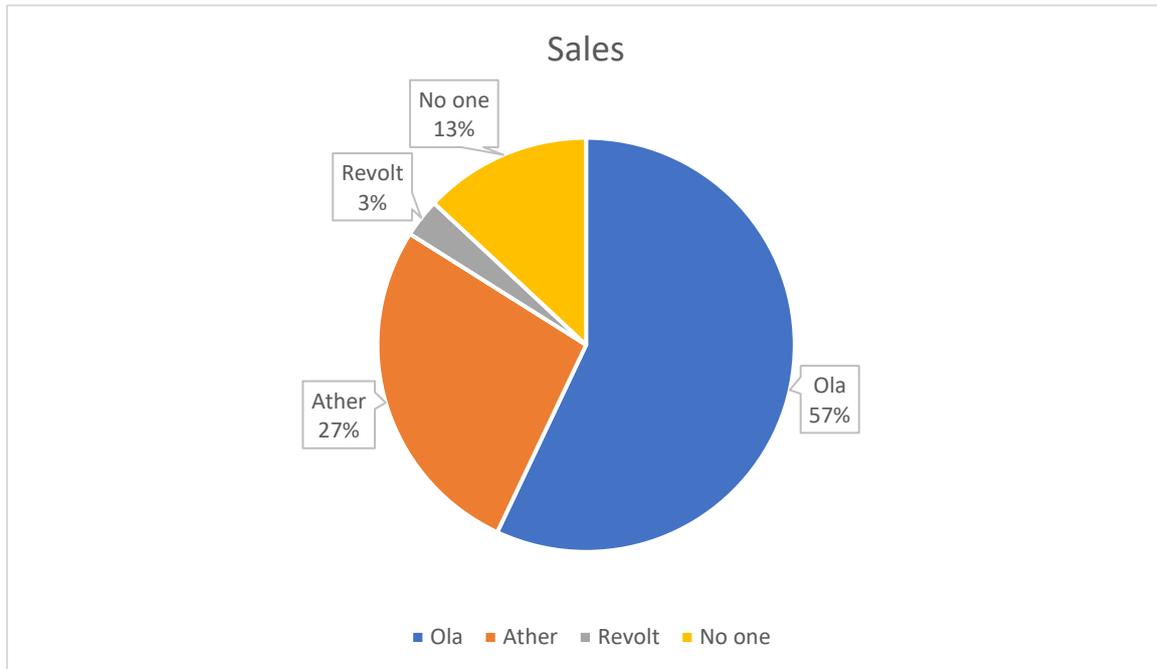


A} as we can see in the pie chart diagram that 57% of people are thinking that Ola is the competitor's brand which is giving Bajaj electrical vehicle product the most compaction than other brand

B} as we can see in the pie chart diagram 27% of people think that Ather is the brand which is giving tough competition to Bajaj electrical vehicle products

C} as we can see in the pie chart diagram that 3% of people are thinking that Revolt is the brand which is giving most competition to Bajaj electrical vehicle product

D} as we can see in the pie chart diagram that 13% of people are thinking that no one other brand is giving competition to the Bajaj electrical vehicle products

11. Would you refer friends and Family to buy Bajaj electrical Vehicle?



Reccomendation

No
10%

Yes
90%

■ Yes  ■ No
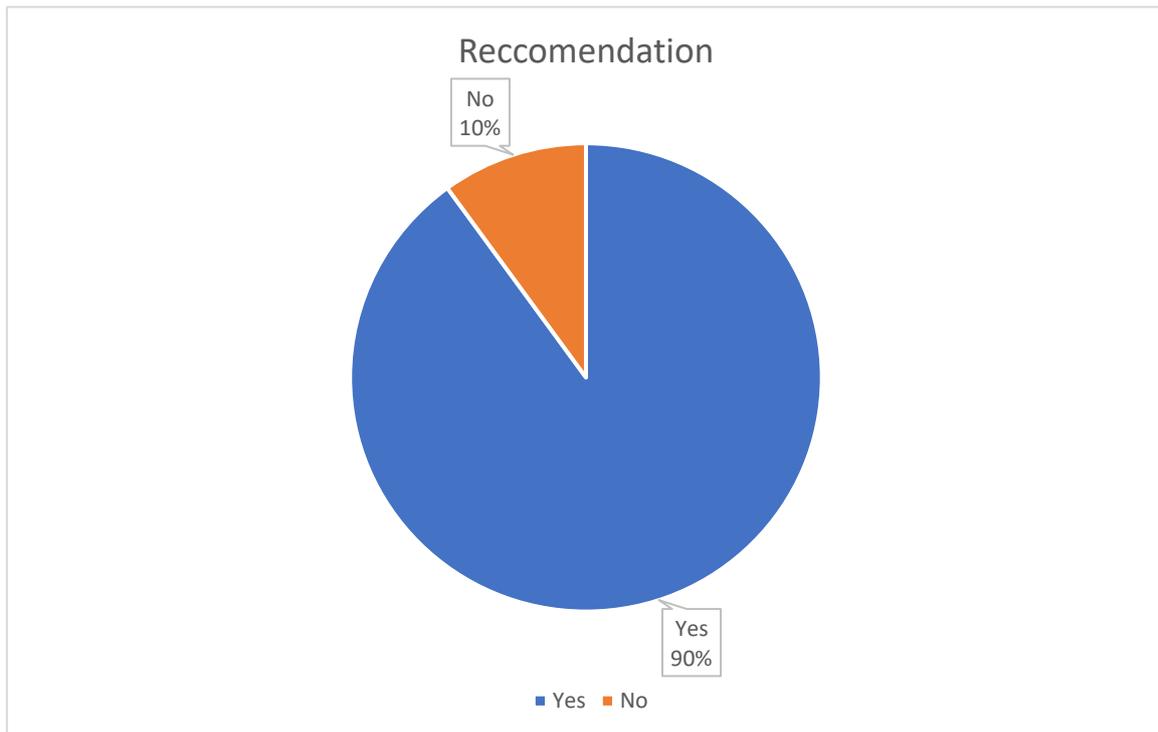
A} as we can see in the pie chart diagram that 90% of people are saying that they will refer their friend and family to buys the Bajaj electrical vehicle because they themself are satisfied with the Bajaj electrical vehicle

B} as we can see in the pie chart diagram that 10% of people are thinking that they will not refer their friends and family because they want some more changes in the Bajaj electrical vehicle

1} such as like make it more affordable

2} increase more charging efficiency of the electricals vehicle

# LIMITATIONS

1. The Sample size of the Questionnaire based survey conducted for this project is limited. The size which was considered for the survey was 30. Sampling size of 30 was needed to get differential results.

2. The analysis carried out in this project is based on the survey conducted and is accurate considering the scope of the project, it is suggested that a further survey is carried out with a larger sample size so that the amount of data collected is increased.

3. Different Statistical tools could have been used.
4. Only 1 company was considered.

# CONCLUSION


Clubbing the sections of analysis of Bajaj Chetak has given us many insights into the two-wheeler market as a whole and especially into the dynamics of Bajaj Chetak.

Through the environmental and SWOT analysis of Bajaj Chetak, we analysed the external and internal factors shaping the growth and sales of Chetak and the various opportunities and threats it faces for its future. Various marketing strategies adopted by Bajaj for Chetak over the years and their role in building the brand Chetak were studied.

In the second section, analysis of the consumer behaviour for purchase of bikes, buying roles and decision-making process was done. It was supported by the various customer surveys conducted by us. This section helped us understand how bike makers cater to various segments through various offerings. Third section talked about the competitor analysis of Chetak from various companies among various categories. The strategies taken by these companies for their product, promotion and positioning was studied.

Thus overall, this project was an experiential way to learn the concepts of marketing discussed in class and how they are applied in a real case scenario.

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A PROJECT REPORT ON

# THE BAT AND BALL GAME: IN A NEW FRAME

**A study of viewership balancing of IPL in the physical and digital space.**



**SUBMITTEDBY:**

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**UNDER THE GUIDANCE OF: PROF.DR.SHILPI.A.LOKRE**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

**(Autonomous)AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY**

**SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT**

**FOR BACHELOR OF BUSINESS ADMINISTRATION 2021-2022**

# THE BAT AND BALL GAME:

# IN A NEW FRAME

## The study of viewership balancing of IPL in the physical and digital space

# DECLARATION

I, Mr. Shreyas Walekar of BBA at Brihan Maharashtra College of Commerce declare the project title, "THE BAT AND BALL GAME: IN A NEW FRAME: A study of viewership balancing of IPL in the physical and digital space." The study was carried out by me for the partial fulfillment of the BBA program under the University.

This is to certify that this project work is completely original and has not been copied or borrowed from any source. This project is strictly for academic purpose and not for resale.

Date:

Place:                                                          (Shreyas Walekar)

# ACKNOWLEDGEMENTS

# INDEX

# EXECUTIVE SUMMARY

The coronavirus has affected people from all walks of life. Its been time and again proving to be a course changer in the history of various fields of the world like trade, films, sports, travel etc. The pandemic has forced people to view the world of health, hygiene and personal well-being with a whole new and important perspective.

Talking about perspectives, through this project, an attempt has been made to view the literal adaptations in the worldwide famous cricket tournament of IPL. The tournament too faced several hurdles in the past 2 years through the first and second waves in the country of India. From postponing the tournament indefinitely to shifting it to a whole other country, IPL faced numerous financial as well as logistical challenges.

To everyone's surprise, IPL handled the whole crisis smoothly and were very flexible in their operations. The result was several records to their name in the digital viewership game along with setting an example to the world as to how a tournament can be successfully organized in these times of turmoil.

An interesting viewpoint of the audience has been obtained too through collection of primary data. We can get to know whether the several changes that viewership of IPL underwent had any effect, either positive or negative, on the minds and hearts of the ardent cricket fans.

# LITERATURE REVIEW

 The coronavirus disease 19 (COVID-19) was first identified in December 2019 in China and caused clusters of respiratory illnesses. The highly transmittable viral infection is caused by the virus known as the severe acute respiratory syndrome coronavirus 2 (SARS-CoV2), which genomic analysis revealed that it is genetically related to the SARS outbreak that infected 8098 individuals across 26 countries. In the span of three months, the World Health Organization has declared the COVID-19 as a pandemic on March 11, 2020.The number of cases and affected countries is still rapidly increasing. This shows that the transmission rate of COVID-19 is much higher than the SARS outbreak almost two decades ago and has caused the majority of sporting events to be suspended and/or postponed.

At the beginning of 2020, no athlete/ fan/ organizer would have imagined that a match, let alone tournaments in their entirety, will be held behind closed doors (in empty stadiums and quiet atmospheres), however, the pandemic brought the sporting world to a standstill. While live sports have gradually resumed over the past few months, it is only under strict health guidelines and without fans

The IPL too was hit with the pandemic as the matches to be held and the first wave fell in somewhat the same window frame. In a statement, the IPL said the decision was "unanimously" taken by the tournament's Governing Council and the BCCI. "The BCCI does not want to compromise on the safety of the players, support staff and the other participants involved in organizing the IPL," the statement said. "This decision was taken keeping the safety, health and wellbeing of all the stakeholders in mind.

"These are difficult times, especially in India, and while we have tried to bring in some positivity and cheer, however, it is imperative that the tournament is now suspended and everyone goes back to their families and loved ones in these trying times."

BCCI president Sourav Ganguly had earlier ruled out the chances of holding the tournament later in that year.

"You can't plan anything. The FTP is scheduled. It's there and you can't change the FTP. All around the world, cricket and more so sports has stopped," he had said.

The coronavirus crisis had led to several sporting events being postponed or cancelled. The Tokyo Olympics, originally scheduled to be held from July that year, had to be delayed by a year.

Wimbledon had been cancelled, while the French Open had been postponed till later in that year.

The BCCI had then  contributed Rs 51 crore to the Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund to help fight the coronavirus outbreak in the country.

# OBJECTIVES OF THE STUDY

- To understand the ways in which IPL was affected by Covid.

- To discover ways how IPL battled the pandemic and kept the cash cow going

- To understand the commercial angle or means of generating revenue by sports organizers during the pandemic.

- To understand IPL viewing  audience during pandemic.

- To feel the emotions of ardent fans during the pandemic.

- To fulfill the academic requirement of the BBA marketing program.

# RESEARCH METHODOLOGY

The term 'research' refers to 'search for facts'. It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observations and comparison.

A research methodology is the specific procedures or techniques used to identify select, process and analyze information about a topic. In research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.


Types of Methods used:


- Primary data is the data collected firsthand by the researcher.
- Here it  was collected through means of a google form and the answers were analyzed thereof.
- **Secondary data** is the data already collected and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles, publications of the government and private agencies.
- Data available on the internet: Secondary data for this study was found through various websites, articles and documentaries.

# <u>INTRODUCTION</u>

CRICKET

Cricket is a bat-and-ball game played between two teams of eleven players on a field at the center of which is a 22-yard (20-metre) pitch with a wicket at each end, each comprising two bails balanced on three stumps. The batting side scores runs by striking the ball bowled at the wicket with the bat (and running between the wickets), while the bowling and fielding side tries to prevent this (by preventing the ball from leaving the field, and getting the ball to either wicket) and dismiss each batter (so they are "out"). Means of dismissal include being bowled, when the ball hits the stumps and dislodges the bails, and by the fielding side either catching the ball after it is hit by the bat and before it hits the ground, or hitting a wicket with the ball before a batter can cross the crease in front of the wicket. When ten batters have been dismissed, the innings ends and the teams swap roles. The game is adjudicated by two umpires, aided by a third umpire and match referee in international matches. They communicate with two off-field scorers who record the match's statistical information.

Forms of cricket range from Twenty20, with each team batting for a single innings of 20 overs, to Test matches played over five days. Traditionally cricketers play in all-white kit, but in limited overs cricket they wear club or team colors. In addition to the basic kit, some players wear protective gear to prevent injury caused by the ball, which is a hard, solid spheroid made of compressed leather with a slightly raised sewn seam enclosing a cork core layered with tightly wound string.

The Indian Premier League is a professional List A men's T20 cricket league, contested by ten teams based out of ten Indian cities. On 13 September 2007,[15] on the back of India's victory at the 2007 T20 World Cup,[16] BCCI announced a franchise-based Twenty20 cricket competition called Indian Premier League.

The IPL is the most attended T20 premier league in the world. In 2010, it became the first sporting event in the world to be broadcasted live on YouTube. The brand value of IPL in 2019 was Rs.47,500 crore(US$6.3 billion).

It has so far hosted 15 successful seasons and is leapbounding into the 16<sup>th</sup> one. The current cities with teams in IPL are Banglore, Chennai, Mumbai, Hyderabad, Jaipur, Kolkata, Mohali, Delhi, Ahmedabad and Lucknow. The defunct teams are Deccan Chargers, Rising Pune Supergiants, Pune Warriors, Kochi Tuskers and Gujarat Lions.

Sponsor ;Period Sponsorship fee (per year)-

DLF:2008–2012;₹40 crore (US$5.3 million)

Pepsi: 2013–2015;₹79.4 crore (US$10.5 million)

Vivo: 2016–2017;₹100 crore (US$13.3 million)[a]

Vivo: 2018–2019;₹439.8 crore (US$58.4 million)

Dream 11: 2020;₹222 crore (US$29.5 million)

Vivo:2021;₹439.8 crore (US$58.4 million)

Tata:2022–2023;₹439.8 crore (US$58.4 million)


Tata IPL 2022,[2] is the fifteenth season of the Indian Premier League (IPL)

 The tournament is being played from 26 March 2022, and to be concluded with the final on 29 May 2022. The group stage of the tournament is being played entirely in the state of Maharashtra, with Mumbai and Pune hosting the matches. The full schedule of the tournament was announced on 6 March 2022.

The season saw the expansion of the league, with the addition of two new franchises, namely Lucknow Super Giants and Gujrat Titans. Therefore, this was the second season to have ten teams, after the 2011 tournament. Chennai Super Kings are the defending champions, having won their fourth title during the previous season.


Sponsors 2022


| Partnership | Brand |
| --- | --- |
| Title Sponsor | TATA |
| Official Partners | Dream11 |
|  | Unacademy |
|  | CRED |

|  | Upstox |
|---|---|
|  | RuPay |
|  | Swiggy Instamart |
| Official Orange & Purple Cap Partner | Aramco |
| Official Broadcasters | Star Sports |
| Official Digital Streaming Partners | Disney+Hotstar |
| Umpire Partners | PayTM |
| Official Strategic Timeout Partner | CEAT |

- Title sponsorship from TATA– ₹440 crores
- Official sponsors – ₹210 crores
- Umpire sponsors – ₹28 crores
- Official strategic timeout sponsor – ₹30 crore

# IPL AND COVID NORMS

The 2020 IPL also known as the Dream 11 IPL(after Vivo pulled out as the original title sponsor), was originally scheduled to commence on 20 March 2020, but was suspended indefinitely due to COVID-19 Pandemic. Then, the tournament was announced to be played between 19 September and 10 November 2020 in the United Arab Emirates.

Some new rules were introduced like-

•Players will not be allowed to use saliva to shine the ball.

•All the matches will be played without an audience.

•Captains will not shake hands after the toss.

•Teams will be allowed replacements if a player tests positive for COVID-19.

The second rule regarding the restriction of audience from the stadium turned out to be a pivotal point in the Digital Viewership of the Indian Premier League.

People had no scope to attend the matches live in the stadium. Thus, the only means to watch the match was virtually. Televisions were the ideal choice but portability and affordability arose as two forward issues in the Indian Fanbase. There came in the knight in the shining armor of a partnership between Disney+Hostsar and the Indian Premier League, and as the numbers suggest, the rest is history.

Star India officially launched Hotstar on 11 February 2015 after fifteen months of development, coinciding with the 2015 Cricket World Cup and upcoming 2015 Indian Premier League (for which Star had acquired the streaming rights). The ad-supported service initially featured a library of over 35,000 hours of content in seven regional languages, as well as live streaming coverage of sports such as football and kabaddi, and cricket on a delay. Star CEO Sanjay Gupta felt that there "[weren't] many platforms available to Indian consumers offering high-quality, curated content besides, say, YouTube", and explained that the service would appeal most prominently to the growing young adult demographic, and feature "very targeted" advertising.

"With people generally staying indoors due to the pandemic with lack of other entertainment options due to Covid-19, viewership numbers have been

staggeringly high," Santosh N, external advisor to financial consultancy firm Duff and Phelps, told Reuters.

# **PERFORMANCE OF IPL DURING COVID**

To give a proper outlook, if push came to shove and the IPL 2020 was to be canceled, it would have left a $536 million hole in the pocket for the world's richest cricket board.

The opener of 2020 restart between Mumbai and Chennai was watched by over 200 million fans. The 2020 season just outscored everybody in numbers.

**Blistering Knock**

| 405 M | 836 M |
| --- | --- |
| Viewership reach of IPL in 2020 | Total TV viewers in India |

**21** No. of channels Star & Disney India aired matches on

₹**2,700 cr** Advertising revenues on TV in this year's IPL

| 400 B | 326 B |
| --- | --- |
| Viewing minutes on TV | Viewing minutes of IPL last year |

BCCL

As per BARC India viewership data, the tournament clocked a cumulative reach of 405 million viewers —out of a total TV universe of 836 million—across 21 channels that Star & Disney India aired the matches on.

With a total of 400 billion viewing minutes on TV, IPL 2020 clocked a 23% jump in total consumption over IPL 2019 (326 billion minutes), and a 12.4% increase over ICC World Cup 2019 (356 billion minutes).

With the rise in total time spent, the average per match impression also went up to 31.57 million.

BARC defines reach as the total number of individuals who viewed the event for at least one minute, while impressions denotes the number of individuals of a target audience, averaged across minutes.

Star had signed 18 sponsors and 114 advertisers for IPL. The broadcaster said that the female viewership was up 23% while kids viewership registered 20% jump over the previous season.

## HOW THE CONVERGENCE OF TV AND OTT WILL PLAY OUT

■ 2017  ■ 2020                    (in mn)

**Digital only viewers**
- 2017: 1.0-1.5
- 2020: 4.0

**Pay TV and pay OTT viewers**
- 2017: 6.0
- 2020: 20.0

**Pay or free TV and free OTT viewers**
- 200+
- 500

**180 mn**
Number of TV screen households in India

**500 mn**
Number of smart phone device screens ready for OTT

**780 mn**
Total number of TV viewers

Source: Ficci-EY –report
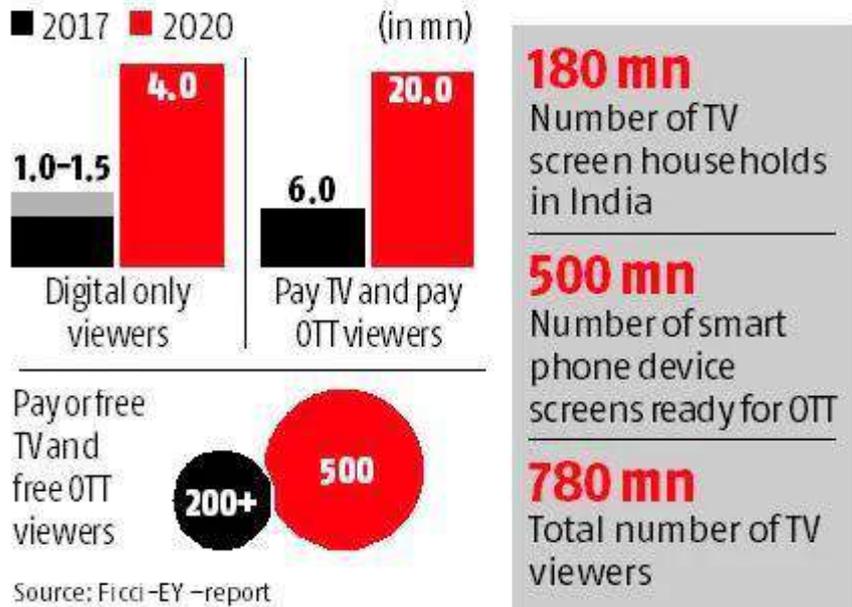
Even the 2021 season saw a similar start. After a stupendous opening, wherein the opening match between defending champions Mumbai and Bangalore garnered 10 billion minutes of viewership, the dream run of IPL started seeing a dip.

As per BARC data, the viewing minutes for the first 17 matches of IPL 2021 stood at 6.62 billion, as against viewing minutes of 8.34 billion for the first 14 matches of IPL 2020.

| Year | Week | Edition | Matches | Viewing Min(Bn) | Cume Reach (Mn) |
|------|------|---------|---------|-----------------|-----------------|
| 2019 | W13-W14 | IPL-12 | 17 | 6.07 | 101 |
| 2020 | W38-W39 | IPL-13 | 14 | 8.34 | 116 |
| 2021 | W14-W16 | IPL-14 | 17 | 6.62 | 105 |

# IPL TOPPLING COMPETITON

 During the 14th edition of IPL, it took Hotstar up a notch altogether. By the 19th over in the first half of the final match, viewership on Disney+Hotstar came close to the peak of the first qualifier match of IPL 14 which was between Delhi Capitals and CSK. During the qualifying match, the number of viewers reached a peak of 7.2 million, making it one of the most-watched games on Disney+Hotstar during IPL 14.

This record viewership in IPL 14 was surpassed during the final match when CSK in the 20th over made a total of 192 runs and the viewership went up to 7.6 million.

Throughout IPL 14, viewership ranged between 5.7 million and 6.7 million on the OTT platform, including in the first half of the league.

This year the opening match between Mumbai Indians (MI) and Royal Challengers Bangalore (RCB) recorded a peak viewership of 6.7 million.

When IPL 14 made a comeback after suspension, the match between MI and CSK in the second half of IPL 14 saw a peak viewership of 5.3 million. Even during the semi-final match between KKR and DC, viewership was in the range of 4.6 million to 5.6 million.

IPL 14 broke the popularity record in United Kingdom in 2020. BARB suggested that the tournament's viewership topped even that of some English Premier League football matches.

BARB said an average of over 250,000 people had tuned in across the UK to watch the IPL over the last two weeks in 2020, and research from Cricket Bet India had put Sky Sports Cricket's live viewers at 1,797,000 from October 12-

18. That was comfortably more than the figures IPL recorded the previous year, with the average for 2020 being significantly higher than the peak viewership in 2019, of 211,000.

Notably, the figures were better than the English Premier League's early viewership under their controversial new Pay Per View system – Newcastle United's home game against Manchester United had just 40,000 viewers.

According to figures released, even the highest-recorded viewers for a PPV EPL match – Liverpool's game at home to Sheffield United drew in 110,000 and Arsenal's clash against Leicester City touched 140,000 – were well below the IPL average in the UK.

The IPL is still well off the overall value and popularity of the EPL in UK, but the tournament has an 11 per cent growth rate, according to Cricket Bet India's study.

# CHALLENGES TURNED INTO OPPURTUNITIES

**Exploring new ad platforms and resolving outreach challenges**

Ads and performance Marketing are the top gainers and will continue to be the best scaling services for all brands. The Disney+Hotstar network has been promoting their native ads platform for most part of 2020 and 2021's IPL network. Many new brands would love to hop on this ad platform and consequently look to make changes to way performance marketing as a process is conducted.

**New regions and resolving audience consolidation issues**

The IPL has thoroughly been watching regions report from Hotstar, which indicates that they reached 55% of urban audiences. That was great! However, they decided to focus on the 45% remaining population. The access to high speed internet and 4G services had started to transcend geography. Jammu and Kashmir, an area of India which only recently only had 4G services resumed, was turned into a  potential seller's market for brands to explore newer audiences and consolidate the entire behavior of their TG. This bore sweet fruits for IPL in their viewership numbers area.

**Moment marketing and solving the issue of relevance to people**

Unless you've been living under a rock for the past three years, social media brands have completely changed how they go about marketing themselves. Meme and moment marketing have become the way brands market themselves to stay relevant. Be it, three super overs in two matches to an iconic player moment that can be a meme, brands would love hop on to anything related to IPL that will catch eyeballs!

**Video promotions and solving the problem of long form engagement**

Video is still king! Year on year, the trends of videos as a marketing tool have been growing on exponentially. A five times growth in videos as a marketing tool was recorded last year and the trends suggested that it could be even more this year. Therefore, brands have been producing more and more video content

and have been adding explainer videos, testimonial videos, exciting offer videos, and some innovative video theme-ads to create an ecosystem of a fresh and innovative business with customers at its center.

The wave of IPL was bringing with it strong tides of brand marketing, promotions and a chance to explode humongous in the digital space. Thus for many companies and brands, they discovered that being associated with IPL was a high risk- high reward situation, and thus they decided that it was time for them to either sink or swim.

# EMOTIONS AND EXPERIENCES OF PEOPLE

## ANALYSIS OF PRIMARY DATA

A simple questionnaire was circulated by me among my colleagues to understand their perspective, feels and emotions regarding this wonderful tournament and the effects that the pandemic had on it.

# Effects of COVID on IPL viewership

Hello guys, this is Shreyas Walekar here. Through this form I want to collect your honest feelings and perspective towards the tournament of IPL and whether how the effects of pandemic has changed your respective feelings and perspectives in any way! I'm really grateful for you as colleagues to take out your time and help me out. Cheers!!

👁 walekarshreyas007@gmail.com
(not shared) Switch accounts

☁

*Required

## Your name

Your answer

## Age

Age

Your answer

Since what age have you been following IPL? *

◯ 4-8

◯ 8-12

◯ 12-16

◯ 16-20

◯ >20

When was the last time you watched an IPL match in the stadium? (Mention the year) *

Your answer

What did you miss about the stadium experience when you watched IPL digitally(TV &OTT) during covid? *

Your answer

Did the change from physical viewership to digital viewership affect your interest in watching the games? *

○ Yes

○ No

○ Somewhat

Now that the Covid situation is relaxed and the physical viewership has been reinstated, where would you prefer to watch the match? *

○ Stadium

○ Tv/Hotstar

Did you view an IPL match in the recent past? *

○ Yes

○ No

What is the one thing that you like while watching the game at the stadium? *

◯ No

What is the one thing that you like while watching the game at the stadium? *

Your answer

What is the one thing that you do not like while watching the game at the stadium? *

Your answer

Share your fondest, most unforgettable memory of the IPL *

Your answer

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# Q2

Age
36 responses
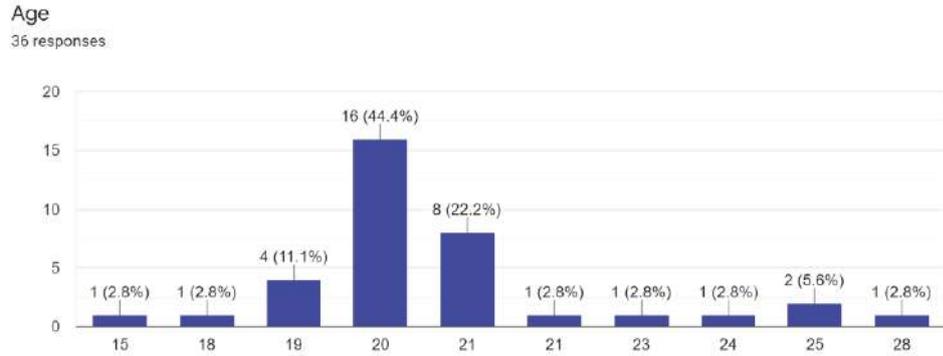


The targeted age group was between 15-25 years. The enthusiasm levels as well as the understanding of the game are relatively high during these years.

# Q3

Since what age have you been following IPL?
37 responses



4-8
8-12
12-16
16-20
>20
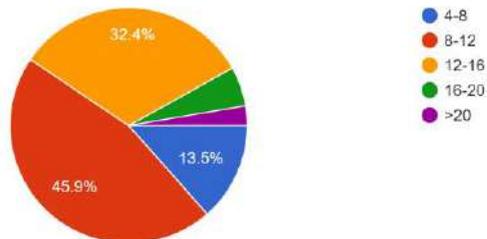
# Q4

When was the last time you watched an IPL match in the stadium? (Mention the year)
37 responses
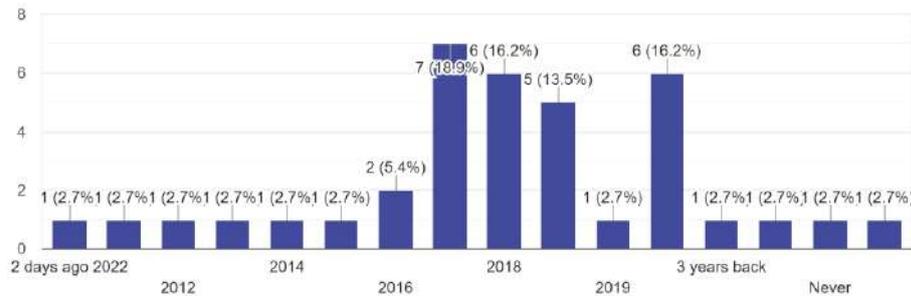


The answers to this varied as people have had a stadium experience in their own timeline. For some of them it was a childhood memory while for the others it was a recent affair.

# Q5

**What did you miss about the stadium experience when you watched IPL digitally(TV &OTT) during covid?**

The answers to this question were varied too. But the most repetitive one was the CROWD and the ENERGETIC ATMOSPHERE ALL AROUND. Some of them even took the liberty to label it as MAHOL. People suggested that this was the most lacked in the home experience. Watching players live and in front of you as well as get a rare chance to interact with them was also very popular amongst the answers.

# Q6.

Did the change from physical viewership to digital viewership affect your interest in watching the games?

37 responses



- Yes
- No
- Somewhat

29.7%
54.1%
16.2%
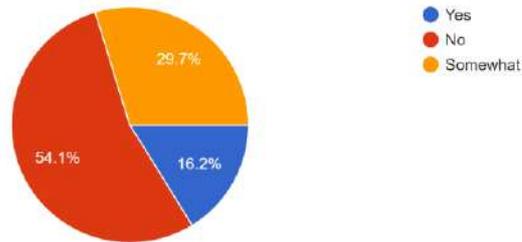
These are pivotal answers and are most closely related to my research. After the transition from physical to digital viewership, many had predicted that the missing element of the real and live atmosphere of the stadiums will affect the interest of people watching the IPL games. But it turns out, mere Covid isn't capable of doing so. As the answers clearly suggest, the interests of people to watch the IPL games wasn't affected by the digitalization of the viewership.

# Q7.

Now that the Covid situation is relaxed and the physical viewership has been reinstated, where would you prefer to watch the match?
37 responses



Legend: ● Stadium ● Tv/Hotstar
27%
73%
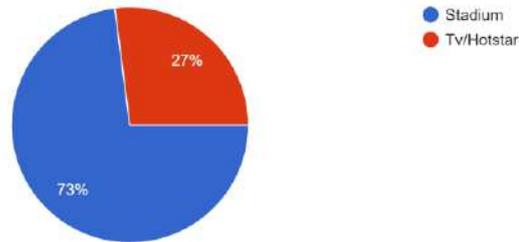
These answers clearly state that the pandemic has not been able to dampen the spirits of the majority of the crowd. The craze to view live IPL matches is still instilled in the hearts of the audience.

# Q8.

Did you view an IPL match in the recent past?
37 responses



Legend: ● Yes ● No
32.4%
67.6%
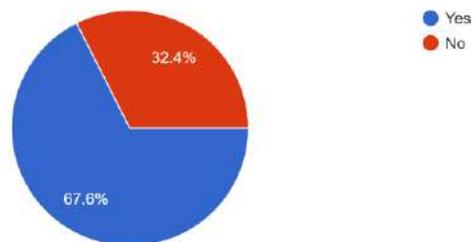
# Q9.

## What is the one thing that you like while watching the game at the stadium?

The answers to this question also had a majority favorite of THE CROWD. We as Indians with such abundant population are used to people getting hyped and cheering at various places may it be festivals, events or sports. The enthralling atmosphere and the loads of adrenaline running through the human body makes it an enjoyable affair. Not to much surprise, the joy of seeing players in front of you made its entry into the answers too.

# Q10.

### What is the one thing that you do not like while watching the game at the stadium?

This question gave rise to some interesting answers and perspectives. As most of the people in my survey are Pune based and have most likely viewed IPL matches in the MCA International Cricket Stadium Pune, their answers were closely in tandem to this very fact. Firstly, the major problem was the distance, traffic and parking as the stadium is located on the outskirts of the main city. It takes about an hour considering there's no traffic in the way to reach the stadium. The next issue that arose was ironically the crowds. We have to admit that us Indians are not the most well-behaved crowd. Some of my respondents found the constant howling and cheering to not be their cup of tea. The next issue in line was the expensive food rates, and that is applicable to all the stadiums in India as outside food isn't permissible inside the stadium. The remaining issues comprised of lack of clear visibility, lack of comfort in the seats and the absence of commentary during the live game.

# Q11.

## Share your fondest, most unforgettable memory of the IPL

37 responses

i) I can't recall a specific memory at the moment. But being a supporter of MI, every time the team wins (which is quite a lot), those can be counted as unforgettable memories of the IPL for me.

ii) MI vs RR when MI needed 1 ball six runs to qualify and aditya tare did it !

iii) Baz McCullum 156/158 day 1 , match 1 of IPL and then leaving for NZ

iv) Watching the ipl opening ceremony way back in this first ipl

v) I came on tv while watching the match at pune stadium

vi) love the intensity of the palyers

vii) RCB scored 270 runs

viii) Steve smith century

ix) The match which I watched in person was really a blissful experience

x) I was the part of the crowd when Chennai won the ipl

xi) Fav team winning ipl

xii) Watching Virat Kohli bat

xiii) RPS Vs SRH match in Pune

xiv) Dwayne smith smashing 14 in 3 balls off Ben Hilfenhaus to clinch the match for Mumbai against Csk. I was lucky enough to witness it live in the Wankhede.

xv) Sehwag once hit a six which came into my stand and my poster was shown on television!

xvi) Chris Gayle's 175

xvii) I don't have any

xviii) Watching Virat Kohli and Ab De Villiers bat

xix) Easily the most memorable moment of the IPL is Chris Gayle's unforgettable 66-ball 175. He smashed the Pune Warriors bowlers to all parts, clubbing 17 sixes and breaking multiple records in the process.

| xx) | 3 balls 14 runs were needed in the match of Mumbai Indians VS Chennai Super Kings. Mumbai was chasing. Dwayne Smith smashed 14 off the 3 balls of Ben Hilfenhaus' bowling. The match was on 12th may, 2012. |
|---|---|
| xxi) | Chris Gayle, 175* |
| xxii) | Watson and Gayle hitting a ton |
| xxiii) | Virat Kohli's bold during net practice(net bowler) |
| xxiv) | Cheering our real heroes. |
| xxv) | Opening ceremony of MCA stadium pPune |
| xxvi) | The time when Pune SuperGiants(CSK) won the match, as CSK is my favorite team(MS DHONI) plus it was my first time watching in a stadium □, it is unforgettable. |
| xxvii) | Andre Russel catch in crowd |
| xxviii) | Watching MS Dhoni bat on the MCA stadium |
| xxix) | MI vs RPSG finals |
| xxx) | High scoring qualifier 2 |
| xxxi) | I don't have any |
| xxxii) | 229 runs partnership ABD-Kohli vs Gujarat Lions in 2016. That was just bizarre!! |
| xxxiii) | On the night of May 13, during the IPL 2019 final defending champions CSK and Mumbai Indians in Hyderabad, Watson carried the chase towards 150 almost single-handedly with a heroic 80 off 59 balls before he was run out off the fourth ball of the final over. He was badly hurt still he played for his team. |
| xxxiv) | Opening match. McCullum batting |
| xxxv) | I saw the best catch of ipl from pollard right in front of me |
| xxxvi) | Sachin's 100 |
| xxxvii) | Talking with a player |

# CONCLUDING REMARKS

To conclude this project, I would like to highlight the success of IPL in the successful digitalization of their viewership. In my primary data I found out that the digitalization of the IPL viewership hadn't resulted in damping of majority of their spirits, of which all the credit goes to the excellent management of the IPL. They successfully handled the given problem, which was a major one and passed out with flying colors.

To conclude my secondary data, it stated that IPL was the most important financial tool for the worlds richest board of cricket, the BCCI. Even through the pandemic, with various different ideas and efforts, they kept the cash cow running. This really points at the successful management of the IPL and the records to it's name support the case.

# ANNEXURE

## SAMPLE QUESTIONNAIRE



IPL®

### Effects of COVID on IPL viewership

Hello guys, this is Shreyas Walekar here. Through this form I want to collect your honest feelings and perspective towards the tournament of IPL and whether how the effects of pandemic has changed your respective feelings and perspectives in any way! I'm really grateful for you as colleagues to take out your time and help me out. Cheers!!

walekarshreyas007@gmail.com
(not shared) Switch accounts

*Required

**Your name**

Your answer

Age

Age

Your answer

Since what age have you been following IPL? *

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○ 12-16

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Your answer

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Your answer

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○ Yes

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◯ No

What is the one thing that you like while watching the game at the stadium? *

Your answer

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Your answer

Share your fondest, most unforgettable memory of the IPL *

Your answer

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**Deccan Education Society's**

**Brihan Maharashtra College of Commerce**

**(Autonomous)**

A PROJECT REPORT ON

**PURCHASING PATTERN AND CONSUMER SATISFACTION**

**OF**

**DETTOL LIQUID HAND WASH**

PREPARED BY:

AMRUTA RAVINDRA KACHOLE

POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS

**ROLL NO: 49**

UNDER THE GUIDANCE OF:

PROF. ADITI SAMIR

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE
(AUTONOMOUS) FOR THE FULFILLMENT OF REQUIREMENTS OF
POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS DEGREE

2021 – 2022

# DECLARATION

I, **Amruta Kachole** of PGDIB hereby declare that the project report submitted on the **"Purchasing pattern and consumer satisfaction of Dettol Liquid Handwash"** made under the subject of research methodology represents my collection of information, original and secondary research, and work, which was carried out by me at the Brihan Maharashtra College of Commerce, Pune.

I have completed this mandatory Project Work as prescribed by the Brihan Maharashtra College of Commerce, Pune.

I further declare that the foregoing statements made by me regarding my project report are correct and complete.

# **ACKNOWLEDGMENT**

I feel great pleasure for the completion of this project. At the very outset, I would express my sincere thanks and deep sense of gratitude to the person who helped me during the collection of data and gave me rare and valuable guidance in the preparation of this report.

I take this opportunity to express my deep sense of gratitude and appreciation to my project guide, Mrs. Aditi Samir, for always helping me right from the beginning of the project. I am thankful for her timely guidance, cooperation, and encouragement.

I take the opportunity to thank all my friends and also thank all the people who are directly or indirectly concerned with this project. I also express my gratitude to my parents who helped and give constant support for this research.

**AMRUTA KACHOLE**

**PGDIB - 49**

**INDEX :**

# INTRODUCTION

Dettol, the brand synonymous with protection from germs, had for long been voted as India's Most trusted brand. In September 2008, the marketing team of Dettol was reviewing the brand's Performance in its 75th year of existence to formulate a three-year plan. Dettol's growth trend had been slow but steady over the years and several initiatives taken in the recent years had started yielding results.

The brand started its journey in 1933 as antiseptic liquid, but over the years, it has been extended to several product categories like toilet soaps, liquid handwash, and the liquid body having crea,m, and plaster strips. In the last few years, the growth trend had been encouraging with shares showing accelerated upward growth in most categories, but the team felt share gain could be much faster. The brand team decided to further build on the growth trajectory and set itself a visionary target – doubling Dettol's overall share in the next three years in the combined market of the product categories it is present in (Antiseptic Liquid, Bar soaps, Liquid Handwash, Bodywash).

The team knew that it had to address various challenges to achieve its ambitious target viz. consumers saw the need for germ kill only in specific situations, resulting in irregular usage and seasonality. The brand had to fight in a competing environment in which new variants and re-launches were used for driving growth, it was critical to determine what & where should be the business thrust to optimize the marketing spend and further accelerate the brand growth.

Earlier in India liquid handwash was not popular. Though people wash hands they do not prefer liquid handwash. FMCG Company creates awareness for changing handwashing. They try to make people health conscious concerning washing hands. In the FMCG segment Li, quid handwash is a growing product category.

The importance of personal care and hygiene brings us to our product which we have chosen for our market research project: Liquid Hand Wash
Hand hygiene pertains to the hygiene practices related to minimizing or preventing disease and the spreading of disease. The main purpose of washing hands is to cleanse hands from germs and bacteria or viruses and chemicals which can cause personal harm or disease.

# Brand Dettol

The brand Dettol was launched in India in 1933 in the Antiseptic liquid form as a treatment for cuts and wounds. For almost the first 50 years, Dettol was present only as an antiseptic liquid. Although it was being used in hospitals and nursing homes for first aid and disinfectant uses like cleaning wards, washing linen, etc. Consumers were also using it for bathing, mopping, shaving, and other secondary purposes. While it started its journey as the 'cuts and wounds' brand in the country, over the years it had taken over the role of 'protector from germs' in every situation.

Dettol Antiseptic Liquid has some strong, distinct associations-first and foremost is its trademark smell. Who can miss the characteristic Dettol smell that has been the reassurance to many a child's scraped knee! Consumers recognize the smell enough to refer to a medicinally clean room as a Dettolikeke the smell'. In the book, 'Planning of Power Advertising', Anand Halve mentions, "It is a safe bet that you will be able to tell the smell of Dettol liquid on a cut with the reassuring tingling sensation which tells you it begun to work. Savlon on the other does not have the same burning sensation, (and is) very often seen by consumers as 'ineffective' ".

The second characteristic is its amber-gold color. The third is the 'clouding' effect that appears when it is added to water.

Dettol's packaging is distinct in its very own way. The green & white colors are associated with hospitals. All Dettol products have a sword on the pack, which is a symbol for fighting germs and infection. Over the years, the clouding action and the sword have become synonymous with the brand and have been creatively used in Dettol advertising.

Consumers see Dettol as an 'expert', as something effective and versatile and guarantees protection from germs. It has been likened to a bodyguard who protects them from the unclean and unhygienic outside world. The brand's versatility stems from multiple uses of the antiseptic liquid which offers protection in so many different forms.
Usage of the brand gives rise to many emotions in the consumers' minds. From making them

feel safe and secure about the well-being of their family to make the mother feel that she has done the best for her family, the brand evokes positive imageries and emotions. Thus, it is only fitting that the brand's tagline says - **Be 100% Sure**.

Over the years brand Dettol has been extended and has made its presence felt in a number of product categories. While Antiseptic Liquid was the category where the brand was born and where it continues to command a dominant market share of 85%, its revenue growth is significantly driven by its presence in the other product categories of toilet soaps(or bar soaps), Liquid handwash, Body wash, Shaving Cream and Plasters too.

Each of these markets is at varying stages of evolution, so while in one market the brand - as the leader - had the responsibility of driving overall market growth, in other markets, the brand strategy had been to garner share. Fundamental to all the categories was the existence and creation of a consumer need for germ protection satiated by Dettol's trusted promise.

# COMPANY'S PROFILE

**Reckitt Benckiser plc.** is a British multinational consumer goods company headquartered in Slough, Berkshire. It is a major producer of health, hygiene, and home products. It was formed in 1999 by the merger of the UK-based Reckitt & Colman plc. and the Netherlands-based Benckiser NV.

Reckitt Benckiser's brands include Dettol (the world's largest-selling antiseptic) Strepsils (the world's largest-selling sore throat medicine), Veet (the world's largest-selling depilatory brand), Air Wick (the world's second-largest-selling air freshener), Calgon, Clearasil, Cillit Bang, Durex, Lysol, and Vanish. It has operations in around 60 countries and its products are sold in almost 200 countries.

Reckitt Benckiser is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index. It had a market capitalization of approximately £31.6 billion as of 13 February 2013.

**Type:** Public limited company

**Industry:** Consumer goods

**Founded:** 1814

1938 by the merger of Reckitt & Sons and J&J Colman

1999 by the merger of Reckitt & Colman and Benckiser

**Headquarters:** Slough, Berkshire, United Kingdom

**Key people:** Adrian Bellamy (Chairman)

Rakesh Kapoor (CEO)

**Products:** Cleaning products, Consumer healthcare products, Condiments, Personal care Products

**Revenue:** £9.567 billion (2012)

**Operating income:** £2.435 billion (2012)

**Net income:** £1.833 billion (2012)

**Employees:** 35,900 (2012)

**Website:** www.rb.com

# RB at a glance...

## 19 Powerbrands

Health  Hygiene  Home

which represent 70% of net revenue

**35,900** employees in over 60 countries

Our products are sold in **200** markets worldwide

**20m** consumer units sold a day

**7.3 billion** consumer units sold per year

**£9,567 million** our net revenue in 2012

**£2,570m** adjusted operating profit in 2012

## Healthier Communities

**£11 million** raised for Save the Children since 2003

More than **14,000** school children in 65 cities in India participated in Dettol's Healthy Hand Wash Programme

The partnership helped fund health and hygiene programmes in over 40 countries & reached nearly **350,000** in 2012

In 2012 durex reached **100,000** students at 100 secondary schools in South Africa with its sexual health programme

CONNECT-ED

## Better Design

Since 2007, we've had a **25% reduction** in the total carbon footprint of RB's global products per dose

**69%** of our water impact comes when consumers use our products

formulations changed as part of ingredient removal programmes since 2001 **2500**

LYSOL Power & Free uses hydrogen peroxide which has 1/3 less carbon footprint than the previous active ingredient

## Better Production

Since 2006, we've planted **5.8 million**

In 2012, we planted **371,000 trees**

**31%** reduction in factory water use (per unit of production) v 2000

To keep our manufacturing carbon neutral, we've extended our land holdings by 13km² to plant more trees  total 73km²

Absolute GHG emissions from production down 17%

We've decreased our energy use by 49% per unit of production since 2000  since 2000

**94%** reduction in lost work day accident rate v 2001

# Products

A key pillar of RB's strategy is to deliver outperformance – growth ahead of the rate prevailing in our markets –through a disproportionate focus on 19 Power brands in the health, hygiene,e, and home categories.

Representing the potent core of their total portfolio, these Power brands are in:-

Health:

- ❖ Durex,
- ❖ Gaviscon,
- ❖ Nurofen,
- ❖ Mucinex,
- ❖ Scholl and
- ❖ Strepsils

Hygiene:

- ❖ Bang,
- ❖ Clearasil,
- ❖ Dettol,
- ❖ Finish,
- ❖ Harpo,
- ❖ Lysol,
- ❖ Mortein and
- ❖ Veet.

Home:

- ❖ Air Wick,
- ❖ Calgon,
- ❖ Vanish and
- ❖ Woolite.

All RB's Power brands have significant potential for future growth through increased penetration, consumption,n and category expansion within markets where they already have a presence.

# MARKET



## LAPRAS

- ❖ **North Asia**
- ❖ **southeastst Asia**
- ❖ **Australia & New Zealand**
- ❖ **Latin America**

## RUMBA

- ❖ **Russia & CIS**
- ❖ **The Middle East, North Africa & Turkey**
- ❖ **Sub-Saharan Africa**

## ENA

- ❖ **North America**
- ❖ **Central Europe**
- ❖ **Northern Europe**
- ❖ **Southern Europe**
- ❖ **Western Europe**

## Vision

**RB's vision is a world where people are healthier and live better.**

RB's purpose is to make a difference by giving people innovative solutions for healthier lives and happier homes.

As the business grows, particularly in emerging markets, RB will only achiitsheir vision of a world where people are healthier and live better by recognizing and responding to our consumers' social and environmental challenges. RB will continue to focus on minimizing our impacts across the lifecycle of our products and maximizing the positive impacts we have on health and hygiene behavior. In doing so, RB will become more sustainable and more successful.

**MISSION**

- ❖ **Target health and hygiene Power brands**: Continue the successful Power brands strategy but increase focus and investment on higher growth, higher margin health and hygiene brands, in addition to the home.
- ❖ **Target fast-growing markets**: Prioritise 16 Power markets for disproportionate investment and growth. A significant number of these markets are emerging markets.
- ❖ **New organization structure**: Redeploy resources to increase focus on, and investment in, emerging markets.

RB's brands are marketed and sold in 200 markets across the world, but we know that the vast majority of our global growth will come from a few areas. RB has identified 16 PPower markets in both developed and emerging countries where we have a strong presence and the ability to win.

## VALUES

**Achievement**: We don't just aim high, we strive for outperformance.

**Entrepreneurship:** Daring to be different, taking calculated risks.

**Partnership:** Leveraging relationships for outperformance.

**Ownership:** Doing whatever it takes to win.
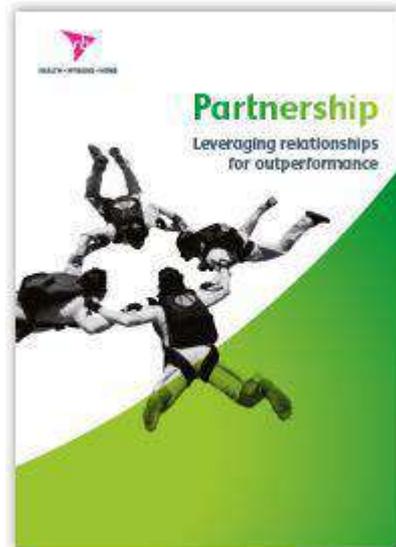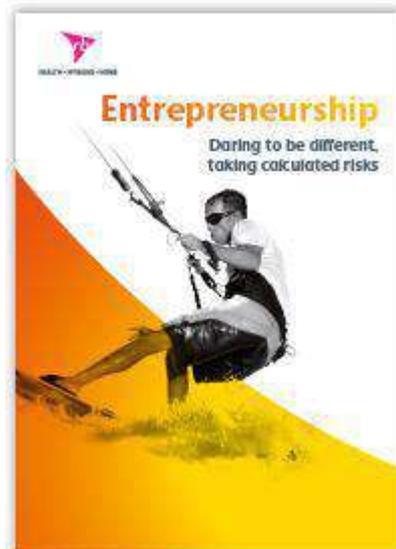
# MARKETING MIX OF DETTOL

**Product, place, and people** are considereds **Strategic P's** of the marketing mix. A clear strategy needs to be set for achieving objectives relating to each of the elements since these elements are fixed as they are the primary pillars of a company.

**Promotions, price, process, and physical evidence** are considered the **Tactical P's** of the marketing mix. These are more dynamic because they need to be updated according to customers needs and wants.

## PRODUCT –

Dettol, being a health and wellness brand, claims to kill 99.9% of germs.
Dettol derives its antiseptic properties from a chemical compound called Chloroxylenol, the chemical is mixed with water, soap, oils and isopropanol in a fixed proportion and then sold in various varieties of products.

When shopping, customers can find 10 different categories of Dettol products such as antiseptic liquids, soaps, hand wash liquid, hand sanitisers, shaving cream, shower gels, medical plaster, disinfectant spray, dishwashing liquid and surface cleanser. Dettol provides these products in various sizes and scents to best match the customer's needs.

The products are well packaged and often have offers on them to catch the customers eye.

## PEOPLE -

All the people involved in the activities of producing products, providing services and products to the consumers come under this element. People who produce and market a product also play an essential role in capturing customers.
The people who market the products of Dettol are usually retailers, pharmacists, convenience stores, etc who are trusted sellers of the products. The customers trust the marketers and therefore trust the product and the brand because of the regular purchases made from a trusted person and place.

## PLACE –

Dettol products are used in 124 countries by millions of customers. It has occupied 60% of the Indian market as the demand continues to grow in India and worldwide. The products can

be found everywhere, be it a mall, a small retailer or an internet e-commerce website, which proves that Dettol has a strong and successful place and distribution strategy in place.

The distribution channel is traditional which means Dettols sells to the distributors who distribute the product to wholesalers and retailers. It provides special deliveries to hospitals that usually order products in bulk. Dettol has a rural development sales force that covers rural areas and ensures it caters to customers in remote areas too.

## PROMOTION –

Dettol's promotional media can be seen on TV, billboards, newspapers, magazines, and social media. It spends heavily on advertising and Dettol partners with the government (Swachh Bharat Mission) to further strengthen its customer loyalty. It builds a personal bond with the customers through their online blogs, articles and research studies and offline awareness programs and campaigns. Social media platforms are also utilised to spread best hygiene practices, educational content and doctors advice to keep their customers engaged with the brand. Many celebrities, sports personalities, and brand ambassadors endorse and promote Dettol products through Ad campaigns.

## PRICE –

Dettol revises the prices of its products according to market needs. It uses a value pricing method in which the customer gets the best value for the product purchased. The products of this brand are trusted by millions worldwide because it has successfully maintained the value of their product and customers remain loyal to the brand even if they are offered cheaper alternatives.

The variants of all Dettol's products are available in different sizes and scents and priced accordingly. The customers can also buy a bundle of soaps at a discount and a hand wash with refills at a discount. Discounts, offers and samples are given to maintain the regularity of the customers which results in brand loyalty.

## PROCESS –

It is about the customer interface between the business and consumer and how they deal with each other throughout the process. The process of the product determines the capability of the product to supply the demand of the consumers. A process contains fast, easy and friendly methods or procedures applied to obtain the products needed by the consumers.

The robust distribution of the products of Dettol ensures fast and easy processes. A customer can buy the Dettol products online via Amazon or Flipkart, or offline via retailers, wholesalers, pharmacies and convenience stores.

PHYSICAL EVIDENCE –

Physical evidence is the device needed to support the appearance of a product, thus directly showing the quality of products and services provided to consumers. A product is easily recognized by its appearance and customers are attracted to the outlook of a product. It includes signs and logos, annual accounts and business reports, brochures, a website, and business cards.

The safe green colour and the sword symbolizes the fighting spirit of the product, the clear meaning behind the logo is to keep their users safe and protected. The physical appearance of any Dettol product is easily recognizable in any market.

Therefore, Dettols marketing mix is aligned with its customers' needs and successfully satisfies them. Its 7Ps strongly influence and support each other. Dettol provides the much-needed hygiene products for every home and healthcare system. Its robust implementation of 7Ps gives it a competitive edge and helps in maintaining a safe, healthy and clean environment for its customers.

# CORPORATE SOCIAL RESPONSIBILITY

The Company reached its goal of reducing its carbon emissions per dose of the product by 20% several years ahead of plan. It has now set a further goal for 2020 of reducing this by a further third, reducing its water impact by a third, and ensuring that a third of sales come from more sustainable products than previously existed.

Additionally, the Company has increased its support of Save the Children by 60% which has enabled a significant expansion of their work in bringing health through hygiene to many more vulnerable children, especially those under five years of age.

## Key Issues with Potential to have Material Impacts on the Business

### Environment
• Resource availability and use

• Water quantity and quality

• Greenhouse gas (GHG) emissions reduction

• Waste management

• Natural raw materials sourcing

• Operational environment, regulatory compliance

• Product (and packaging) use and disposal

• Pollution (including contaminated land)

• Energy use efficiency

• Carbon offsetting

• Product regulation

• Sustainable product innovations

**Social**

• Occupational health & safety

• Human rights and labor practices

• Responsible and ethical supply chain

• Impacts of demographic change

• Transparency on products and ingredients

• Consumer behavior change

• Talent attraction

• Employee engagement

• Charitable donations/philanthropy.

# LITERATURE REVIEW

## DETTOL LIQUID HANDWASH

Citation-

- **Pallavi Singh**
- Department of Public Health Dentistry
- Saraswati Dental College & Hospital

## Abstract

COVID-19 is a new illness and a big threat to global health. No specific antiviral agents are available for its treatment. The finest approach to manage this threat is to clean our hands properly. Washing hands under running water is a better way to stop the spread of infections.

70% of the people use Dettol Liquid Handwash and 30% of the people refused that they do not use the Liquid Handwash. Through this study, it can be seen that sampled people use this antiseptic Liquid Handwash for Health & Hygiene and people even use this product for Fragrance and recommendations of this product also make people use it. People use this Liquid Handwash for preventing or kill germs.

Through this study, we learn that recently in less than a year people have started using this antiseptic Liquid Handwash and barely people used it in more than 5 years but the average percentage of people used it in the time before that. The 77% of users of Dettol Liquid Handwash tells that they get quality products and only 23% of the users told that they think the quality is not up to the expectations.

Most of the users are satisfied with the product and some number users are not satisfied with the product due to different reasons. After using the Liquid Handwash, different users found different changes in their Health. Some think that this Liquid Handwash kills germs easily and some think the Liquid Handwash made no changes in their Health. Consumers would like to see different changes in the Liquid Handwash.

The users want more range may be for different age groups and they want price to be reasonable and better and attractive packaging. The users are so satisfied that 60% of the users will continue to buy the product even if the prices rise with time but still there are 40% of the people who are not ready to buy the product.

According to the study, the people who will not buy the product would prefer Lifebuoy with most percentage and pears with other different options. Most of the users think that Lifebuoy is the biggest competitor for the product 'LIFEBUOY LIQUID HANDWASH.' The users are so satisfied that they want to recommend the product to the people they know.

The product users say that the product is easily available to them but some users deny this fact. Advertisement and Family influenced most of the users to buy Dettol Liquid Handwash and even friends have some influence to use the product.
Most people are satisfied with the offers and promotion strategies but still, some people are unsatisfied with them.

The Dettol Liquid Handwash users generally buy the product from medical stores and general stores as they are easily available shops from where the users can buy.
The people even trust the other products of Dettol or Reckitt Benckiser. The users even use the Dettol Bar Soap mostly which helps them from protecting themselves from the Diseases.

Thus it shows that different users have different choices and buy different products of Reckitt Benckiser which makes the company a good skincare and healthcare choice for the customers.

# OBJECTIVES OF THE STUDY

1. TO KNOW ABOUT THE **"BUYING BEHAVIOUR"** OF THE CONSUMERS BASED ON:-

- Price
- Packaging
- Product Availability
- Usage Period
- Promotion Offers

2. TO JUDGE THE **"SATISFACTION LEVEL"** OF THE CONSUMERS ON THON THE FOLLOWING GROUNDS:-

- Quality
- Period
- Usage of Related and Other Products
- Reason of Usage like Recommended, Hygiene, etc.

# LIMITATION OF THE STUDY

• Only the questionnaire method was used as a primary tool to get the opinions of the people.

• My study is confined to 30 respondents which created a hindrance in concluding the use of handwash as a necessity.

• Research is done only in Pune. Geographical locations covered for the research are limited to Pune due to which sample size and variations in the opinions received were very specific.

 • Researcher's inexperience in the usage of the products has constrained the scope of the study.

 • Language barrier has also affected the study to some extent.

# RESEARCH DESIGN

It proposes to first conduct intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which main unanswered or liable to change, this shall be further taken up in the next stage of exploratory research. This stage shall help to restrict and select only the important question and issues that inhibit growth and segmentation in the industry.

Research design is a conceptual structure within which research was conducted. A research design is a detailed blueprint used to guide a research study toward its objective. It is a series of discussions taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

## TITLE –

Purchasing pattern and consumer satisfaction of Dettol Liquid Handwash.

## STATEMENT OF PROBLEM –

a) How important it is to inculcate the habit which leads to hygiene and a health
b) Finding out how Dettol was able to become the first thing for germ and bacteria resistant than just any antiseptic aid.

## LITERATURE REVIEW –

The article talks about the penetration of Dettol in the hygiene industry and how it changed the habits of households from ground zero .it also shows supporting statistics to advance the growth trajectory. Thus proving that the finest approach to manage this threat is to clean our hands properly. Washing hands under running water is a better way to stop the spread of infections.

# SOURCE OF INFORMATION –

**Primary data –**

I have used the authentic data provided by the official website of Dettol and Reckitt Benckiser.

**Secondary data –**

The study heavily relies on secondary data collected from articles and research papers and most importantly the valued feedback of its customers.

# OBJECTIVES OF THE STUDY –

To know about the **"buying behavior"** of the consumers based on:-

- Price
- Packaging
- Product Availability
- Usage Period
- Promotion Offers

To judge the **"satisfaction level"** of the consumers on thon the following grounds:-

- Quality
- Period
- Usage of Related and Other Products
- Reason of Usage like Recommended, Hygiene, etc.

# NATURE OF DESIGN –

Market study and descriptive research on consumer behavior.

# SOCIO-CULTURAL RELEVANCE OF THE STUDY –

Initially in India liquid and wash were not that popular. People would wash their hands they will not prefer liquid hand wash. FMCG companies started to create awareness for changing the handwashing try to make people conscious in respect to washing they have through the segment of liquid hand wash which was a growing product category the importance of personal care and hygiene brought us to their product which was chosen for market research which is liquid and hygiene 14 to the hygiene practice related minimizes and prevents disease.

**GEOGRAPHICAL AREA TO BE COVERED –**

The research study was conducted in a few parts of Pune. It helped me analyze different strategies which are used in these geographical locations to spread the awareness of handwashing as well as the use of Dettol to access clean hygiene if in case unavailability of that opportunity in the respective area.

**TIME DIVERSION –**

A detailed study will be performed on how much people are aware of Dettol and if they are using any other substitute of the same We have analyzed the contribution of hygiene to society by introducing a various range of products under Dettol, h ich was launched under the name of Dettol – liquid hand wash. The time required to complete this study was between April 2022 to May 2022.

**SAMPLING –**

Survey Sampling

**SAMPLING FRAME –**

 Pie chart
Bar graph

**SAMPLING TOOL –**

Questionnaire method

**LIMITATION OF THE STUDY –**

   • Only the questionnaire method was used as a primary tool to get the opinions of the people.
   • My study is confined to 30 respondents which created a hindrance in concluding the use of handwash as a necessity.
   • Research is done only in Pune. Geographical locations covered for the research are limited to Pune due to which sample size and variations in the opinions received were very specific.
    • Researcher's inexperience in the usage of the products has constrained the scope of the study.

• Language barrier has also affected the study to some extent.

**BIBLIOGRAPHY –**

- ❖ www.amazon.com
- ❖ www.google.com
- ❖ www.rbgroup.com
- ❖ www.mbaschool.com
- ❖ www.wikipedia.com

# QUESTIONNAIRE

**Q1. Do you use Dettol's Liquid Handwash?**

a) Yes

b) No

**Q2. For what purpose do you use Dettol Liquid Handwash?**

a) Recommended

b) Health and Hygiene

c) Fragrance

d) Antiseptic

**Q3. For how long have you been using Dettol Liquid Handwash?**

a) Less than a year

b) More than a year

c) Less than 5 years

d) More than 5 years

**Q4. Do you think Dettol Liquid Handwash provides quality products to its customer?**

a)Yes

b)No

**Q5. Are you satisfied with Dettol Liquid Handwash?**

a) Yes

b) No

**Q6. What changes have you felt in your Health after using this Handwash?**

a) Better Health

b) Less Diseases

c) More Hygiene

d) No change

**Q7. What changes you would like to see in Dettol Liquid Handwash?**

a) More range

b) Better packaging

c) Reasonable price

d) Any other

**Q8. Would you continue to buy Dettol Liquid Handwash even if there is an increase to say 10% - 15% in the price?**

a) Yes

b) No

**Q9. If 'NO' then which product will you buy?**

a) Lifebuoy

b) Pears

c) Savlon

d) Any other

**Q10. What do you think is the biggest competitor of Dettol Liquid Handwash?**

a) Lifebuoy liquid handwash

b) Pears Liquid Handwash

c) Savlon Liquid Handwash

d) Any other

**Q11. Will you recommend Dettol Liquid Handwash to others?**

a) Yes

b) No

**Q12. Do you find the product easily in the market?**

a) Yes

b) No

**Q13. What influenced you most to buy Dettol Liquid Handwash?**

a) Advertisement

b) Friends

c) Family

d) Self-Confidence

**Q14. Are you satisfied with the offers and promotions are given by the company?**

a) Yes

b) No

**Q15. From where do you buy Dettol Liquid Handwash?**

a) Organized Retail Store

b) Medical Store

c) General Store

d) Any other

**Q16. Do you use any other product of Dettol?**

a) Bar Soap

b) Antiseptic Liquid

c) Shaving Cream

**Q17. Do you use any other product of Reckitt Benckiser?**

a)  Fair and Handsome

b)  Vasocare Petroleum Jelly

c)  Vasocare Lip Balm

d)  Sona Chandi Chwanprash

e)  Malai Kesar Cold

f)  Dettol Liquid Handwash Powder

g)  Zandu Navratna

h)  Navratna Hair Oil

i)  Any Other

# DATA PRESENTATION & ANALYSIS
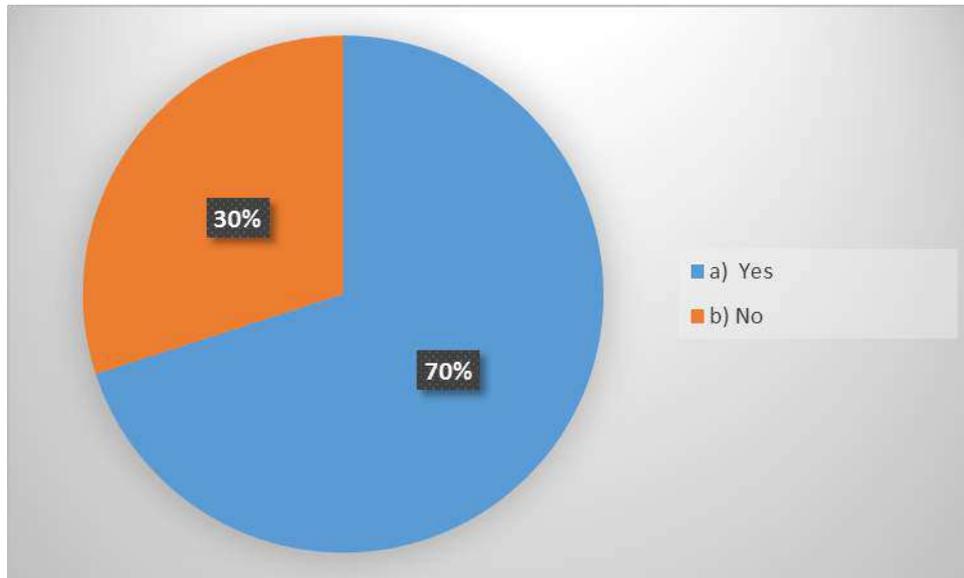


**Q1. Do you use Dettol Liquid handwash?**

70% of the people use Dettol Liquid handwash and 30% of the people refused that they do not use the handwash.
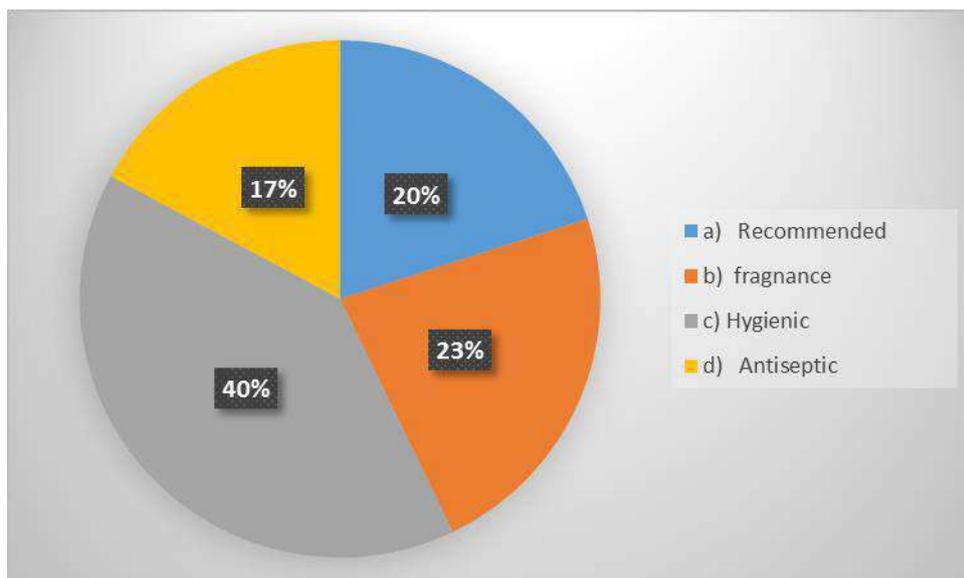


**Q2. For what purpose do you use Dettol Liquid handwash?**

Through this pie chart, people can see that through sampling people use this antiseptic for Health & Hygiene and people even use this product for Fragrance this product also makes people use it.
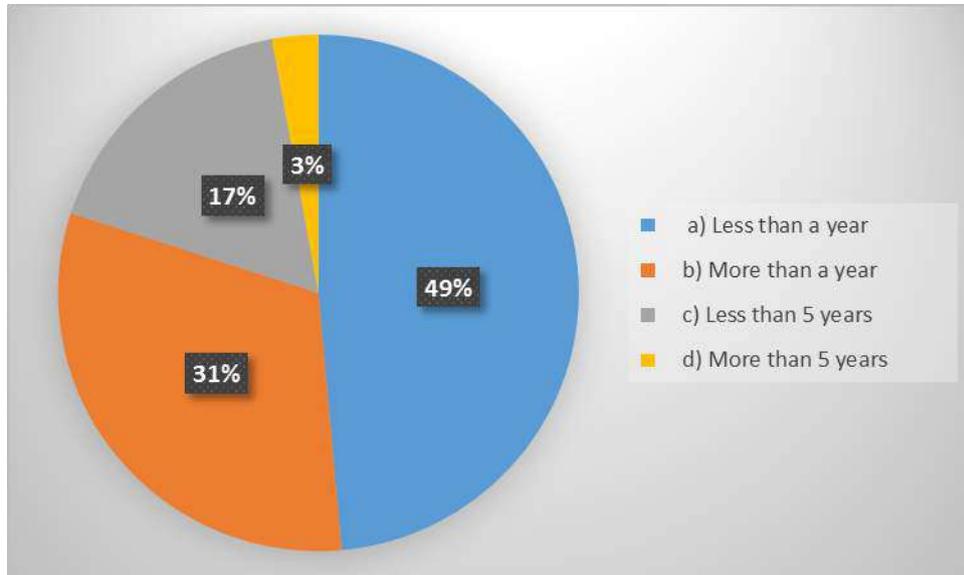


**Q3. For how long have you been using Dettol Liquid Handwash?**

Through this chart, we learn that recently in less than a year people have started using this Liquid handwash barely people used it in more than 5 years but the average percentage of people used it in the time before that.
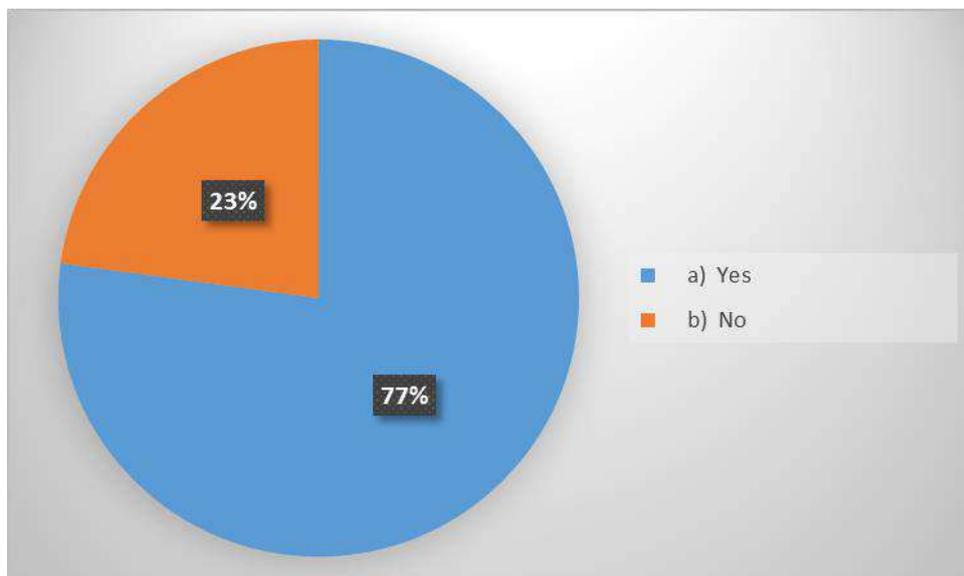


**Q4. Do you think Dettol Liquid Handwash provides quality products to its customer?**

The users of Dettol liquid handwash tells that they get quality products and only 23% of the users told that they think the quality is not up to the expectations.
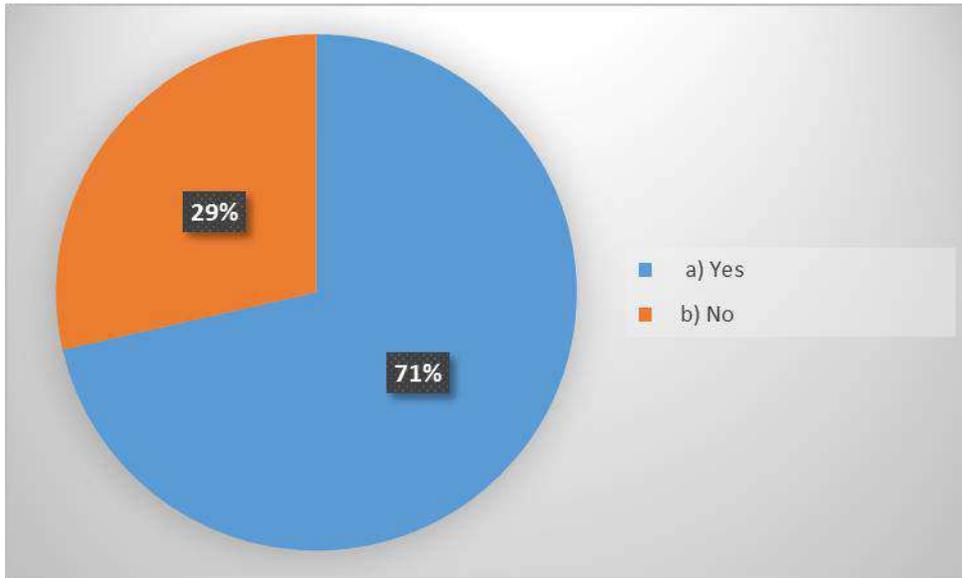
**Q5. Are you satisfied with Dettol Liquid Handwash?**

Most of the users are satisfied with the product and some number users are not satisfied with the product due to different reasons.
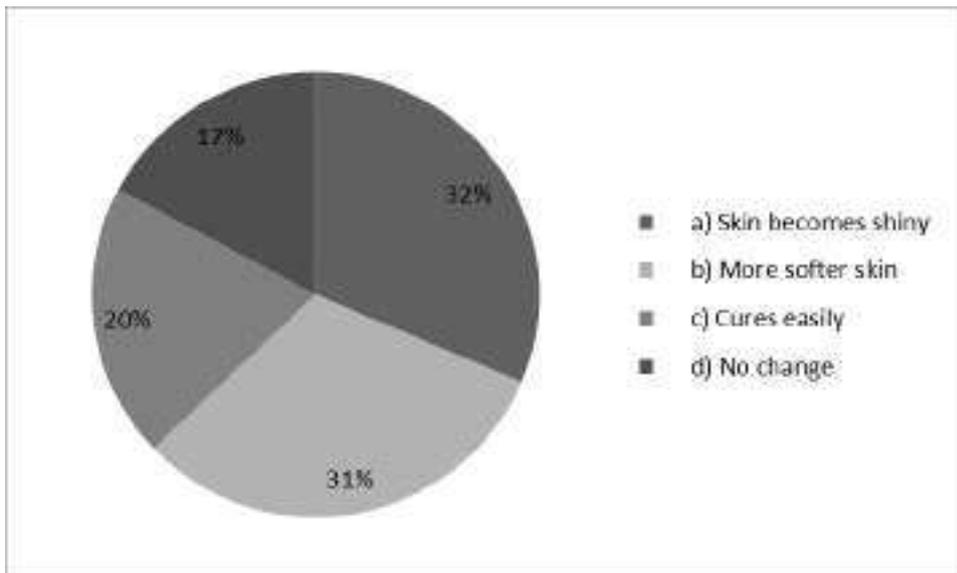


**Q6. What changes have you felt in your Hygiene after using this handwash?**

After using the Handwash, different users found different changes in their health. Some think that this handwash prevents germs easily and some think the handwash made no changes in their Health.
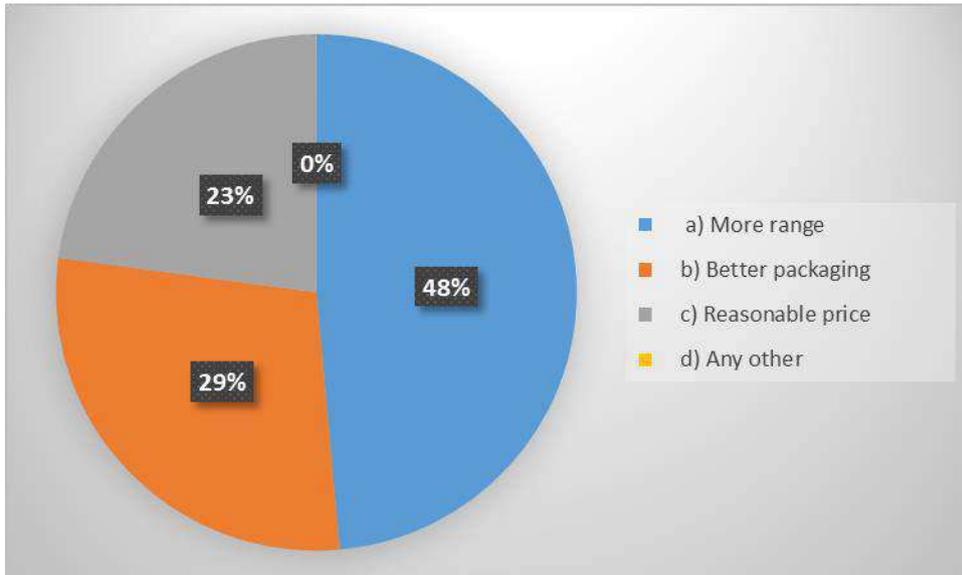
**Q7. What changes you would like to see in Dettol Liquid Handwash?**

Consumers would like to see different changes in the Handwash. The users want more range may be different for different age groups and they want price to be reasonable and better and attractive packaging.
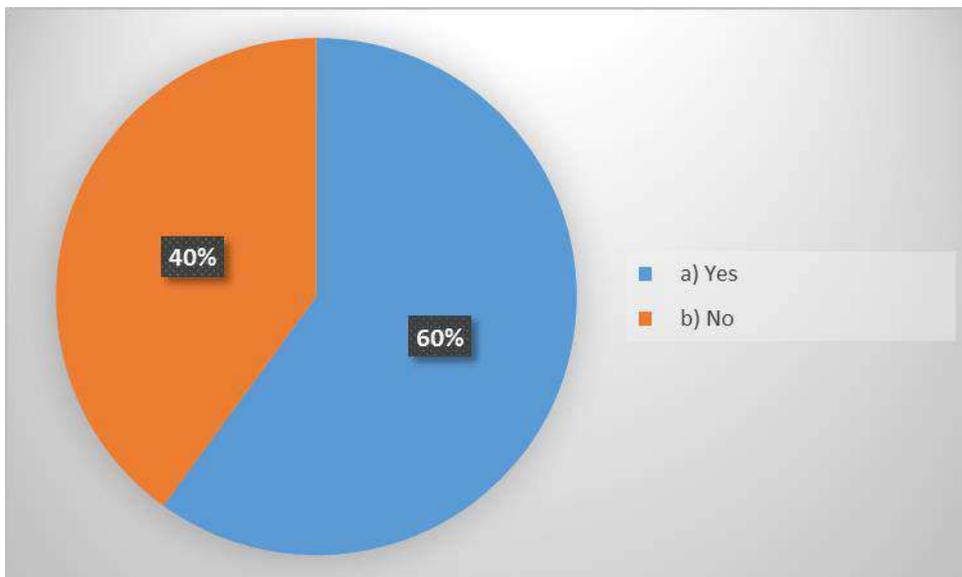


**Q8. Would you continue to buy Dettol Liquid Handwash even if there is an increase to say 10% - 15% in the price?**

The users are so satisfied that 60% of the users will continue to buy the product even if the prices rise with time but still there are 40% of the people who preferred to discontinue buying the product.
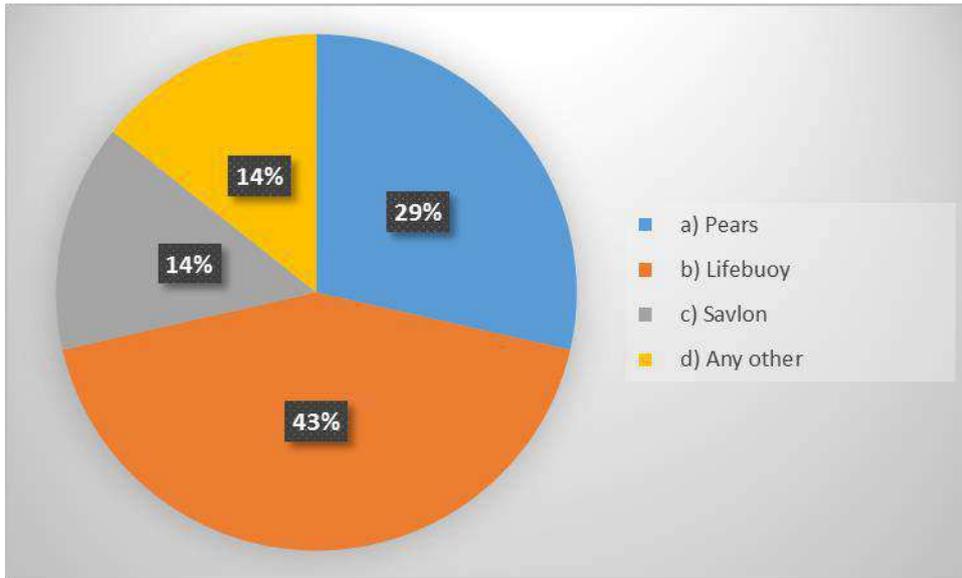
**Q9. If 'NO' then which product will you buy?**

According to the previous question, the people who will not buy the product would prefer Lifebuoy liquid handwash with most percentage and Pears with other different options.
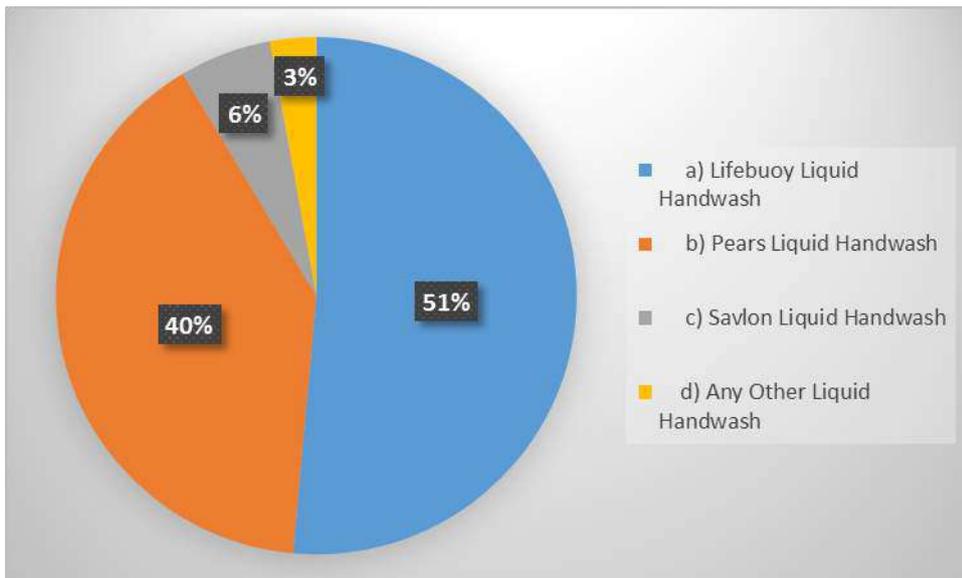


**Q10. What do you think is the biggest competitor of Dettol Liquid Handwash?**

Most of the users think that Lifebuoy is the biggest competitor of the product 'LIFEBUOY LIQUID HANDWASH.'
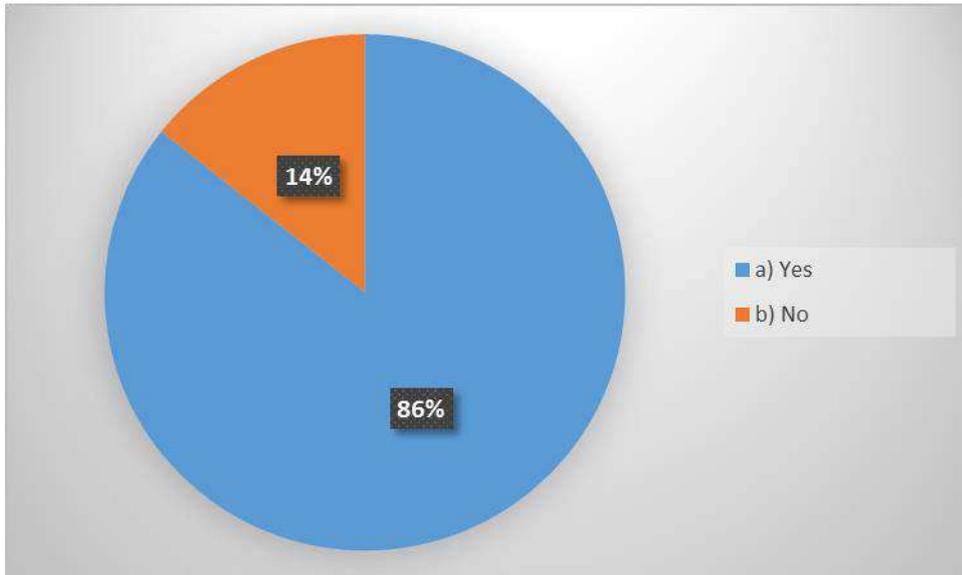
**Q11. Will you recommend Dettol Liquid Handwash to others?**

The users are so satisfied that they want to recommend the product to the people they know.
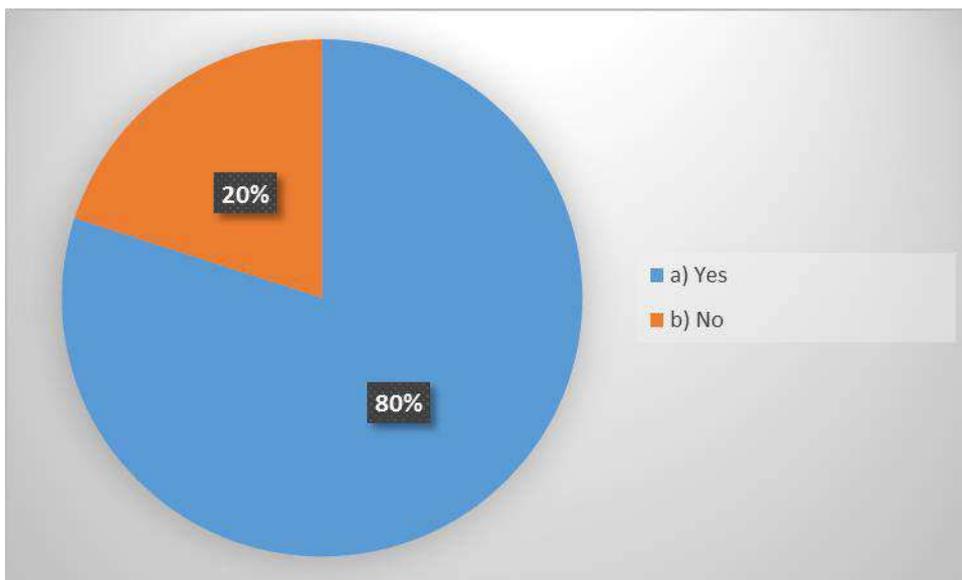


**Q12. Do you find the product easily in the market?**

The product users say that the product is easily available to them but some users deny this fact.
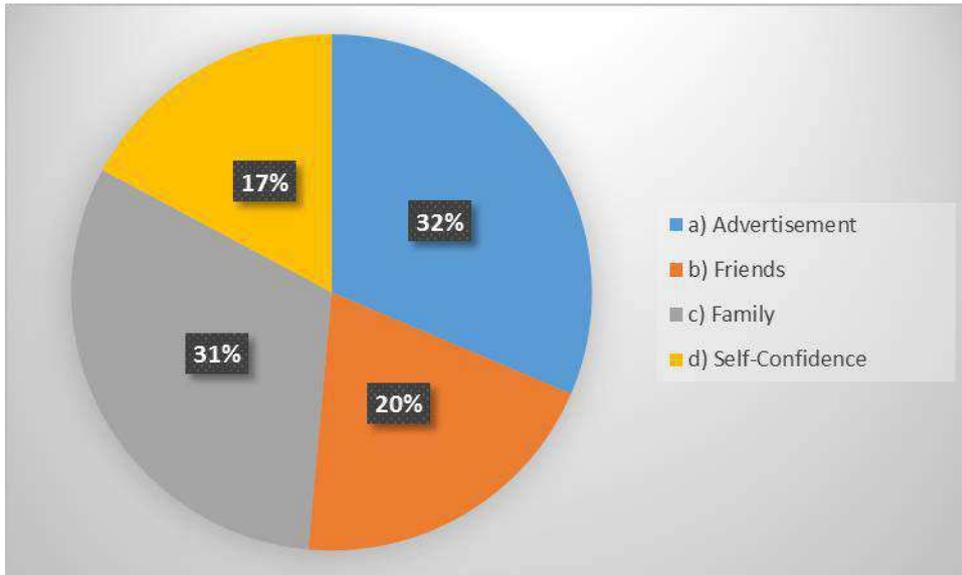
**Q13. What influenced you most to buy Dettol Liquid Handwash?**

Advertisement and Family influenced most of the users to buy Dettol Liquid Handwash and even friends have some influence to use the product.
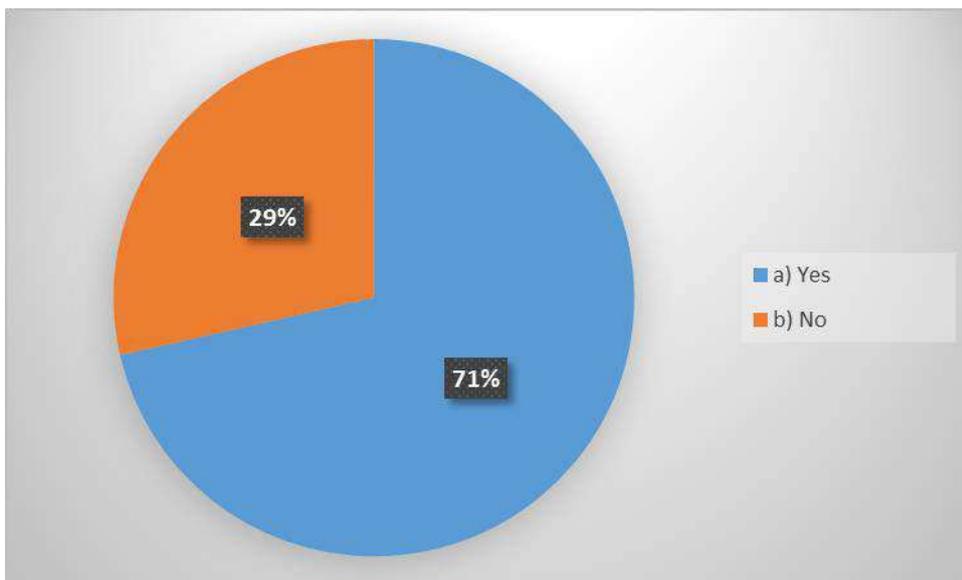


**Q14. Are you satisfied with the offers and promotions are given by the company?**

Most people are satisfied with the offers and promotion strategies but still, some people are unsatisfied with them.
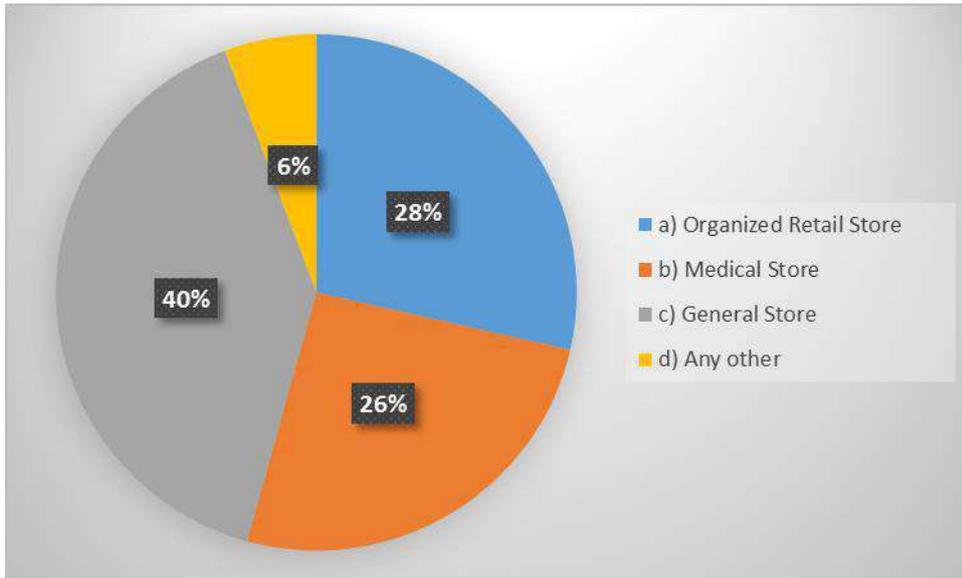
**Q15. From where do you buy Dettol Liquid Handwash?**

The Dettol Liquid Handwash users generally buy the product from medical stores and general stores as they are easily available shops from where the users can buy.
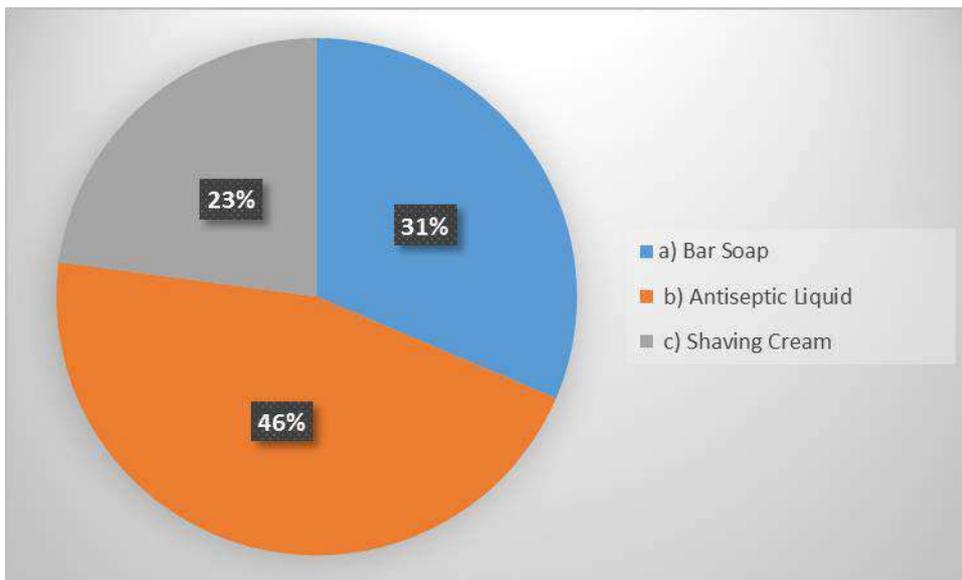


Q16. Do you use any other product of Dettol?

The people even trust the other products of Dettol. The users even use the Dettol Bar Soap which helps them from protecting themselves from Diseases.
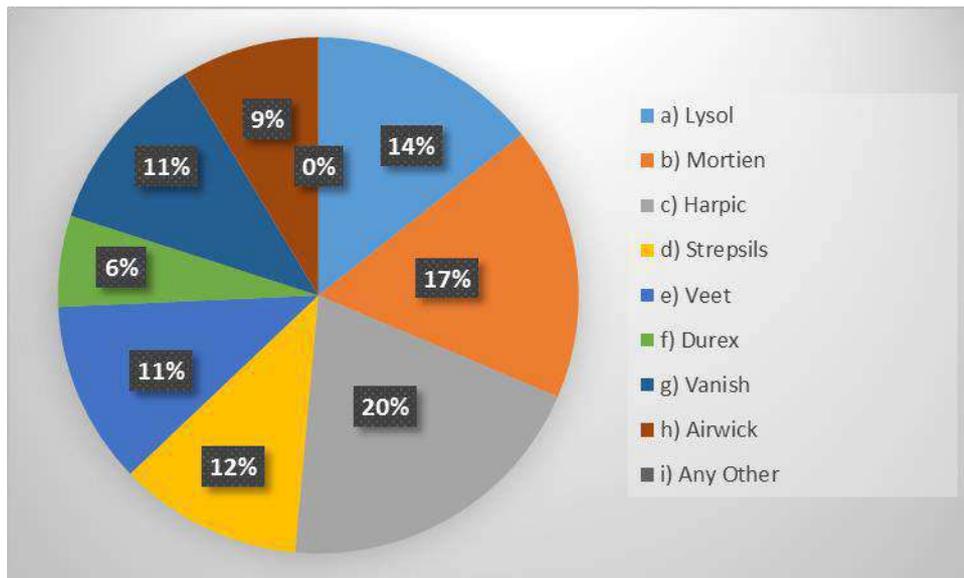
**Q17. Do you use any other product of Reckitt Benckiser?**

This shows that different users have different choices and buy different products of Reckitt Benckiser which makes the company be good skincare and healthcare choice for the customers.

# CONCLUSION

The product manufacturers should consider attractive advertising to attract the customers so that the customers who are not using the product should start using it as there is an increasing trend of nature-based products among customers.

At the same time, antiseptic product producers should also consider the reasons, which motivate the customers to buy the liquid handwash as they are concerned with hand germs issues. However, the inclusion of cosmetic aspects in their products would be more effective for the organization to increase its customer base and achieve sustainable growth.
Going ahead, it will be important to develop research and development capabilities to further customize products for Indian customers create greater awareness among the burgeoning middle class, and ensure effective distribution reach to service them.

Some people think that Dettol is not giving good quality products so RB needs to improve its quality so that it can capture a much larger share of the market.

RB must get a wider range of products according to the skin texture, an age group which will make people buy the product more as nowadays people believe more in buying products according to their age & skin texture.

Some percentage of people using Dettol Liquid Handwash think that the prices of the product are high enough so no more rising in the prices will make them continue to buy the product.

"Power brand products which legally mimic the labels to established brands narrow down the scope of skin products in rural and semi-urban markets so the brand should come up with something new, different, and very creative.

People buying the product think that Dettol liquid handwash is not available in all small and big stores so the product should be transported to all small and big areas so people do not have to buy any other substitute in case of non-availability.

The Healthcare care market is at a primary stage in India. With the change in lifestyles, increase in disposable incomes, greater product choice and availability, people are becoming more alert about personal health grooming so the company must work hard to achieve its goal to become the no.1 organization so they need to focus more on customers rather than thinking of profits as there is still a large segment of the population that is still not approached.

RB should be so creative and different naturally so that people would think of only one product as a Handwash and the other products with so much of chemicals should not be in the minds of the consumers as the **Dettol takes our best care**.

# <u>BIBLIOGRAPHY</u>

The secondary data has been collected from the following websites:-

- ❖ **www.amazon.com**
- ❖ **www.google.com**
- ❖ **www.rbgroup.com**
- ❖ **www.mbaschool.com**
- ❖ **www.wikipedia.com**

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## 2021-2022

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Specialisation MARKETING

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INDIAN IT SECTOR IN THE NEXT DECADE

Date :

Place - Pune

**External Examiner**

**Internal Examiner** Official Principal Principal **B.B.A. Incharge**
B. M. College of Commerce

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...

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Specialisation .........Marketing.........

Title ...A  Camouflaged  World  :  Coded  With  Algorithmic...

...Manipulations...

Date : 18.05.2022                                            Place - Pune

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Specialisation ...MARKETING...

Title Promotional Strategies used in Tamil Film Industry (A detailed study on the mainstream and the creative strategies being used in the film industry)

Date : 17/05/2022                                    Place - Pune

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Specialisation **FINANCE**

Title **A COMPARITIVE STUDY OF FUNDAMENTAL & TECHNICAL ANALYSIS ON SELECTED COMPANIES OF INDIA.**

Date : **17/05/2022**                                   Place - Pune

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Specialisation FINANCE

Title A STUDY OF CHANGE IN THE POLICIES BY THE RBI FOR CONTROLLING INFLATION AND PROMOTING GROWTH.

Date : 17|05|2022

Place - Pune

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Specialisation Finance

Title An empirical study of the manufacturing sector using fundamental and technical analysis

Date :                                                                 Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A. Incharge**

Officiating Principal

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**(Autonomous)**

**Pune - 411004**

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. *Dharamraj Dinesh Thakur*

of B.B.A. Exam Seat No. *118* has satisfactorily completed the project work.

Specialisation *Finance*

Title *Analysis of different investment strategies for small, mid and large cap stocks*

Date :                                                              Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that ~~Mr.~~ / Miss. **PRAJAKTA ANIL THORAT**

of B.B.A. Exam Seat No. **35** has satisfactorily completed the project work.

Specialisation **FINANCE**

Title **A Comparative analytical study of the HF sector in India with special reference to HDFC Ltd. & Aditya Birla Housing Finance Ltd.**

Date : **17/05/2022**

Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**
Officiating Principal    **B.B.A. Incharge**

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. NAKSHATRA AVADHUT KULKARNI

of B.B.A. Exam Seat No. 28 has satisfactorily completed the project work.

Specialisation FINANCE

Title The study of Phase vise transformation of Punjab National Bank : History, scam and Recent Merger

Date :                                                                 Place - Pune

External Examiner        Internal Examiner        Principal        B.B.A. Incharge

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....*Priyanshi Jain*....

of B.B.A. Exam Seat No. ....*41*.... has satisfactorily completed the

project work.

Specialisation ....*FINANCE*....

Title ..*ANALYSIS AND INTERPRETATION OF INDIAN*..

*PHARMACEUTICAL INDUSTRY*

Date :                                           Place - Pune

External Examiner     Internal Examiner     Principal     B.B.A. Incharge

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....ISHA....MALOJI....GADEWAR....

.................................................................................

of B.B.A. Exam Seat No. ....20........ has satisfactorily completed the

project work.

Specialisation ......FINANCE.........................................................

Title ....STUDY ON IMPACT OF UNIFIED PAYMENTS INTERFACE

(UPI) WITH SPECIAL REFERENCE TO CROSS-SECTIONAL RATIO ANALYSIS OF COOPERATIVE BANKS.

Date :                                                        Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A. Incharge**
Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ......Sharyu Deepak Shinde.........

of B.B.A. Exam Seat No. ......58...... has satisfactorily completed the

project work.

Specialisation ...Finance.................................................

Title ...The Curious Case of Cox and Kings....

Date :                                                        Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A. Incharge**

Officiating Principal

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Post Graduate Diploma in Banking and Finance

# Completion Certificate

This is to certify that Mr. / Miss. ...... Khushi V. Johare .............................................

............................................................................................................................

of P.G.D.B.F. Exam Seat No. PGDBF 2220 ..has satisfactorily completed the

project work.

Title ...... Increase in use of Mobile Banking ......
during Covid in shivajnagar area of Pune ..

Date : 27·02·23                                         Place - Pune

**External Examiner**     **Internal Examiner**     **Principal**     **Vice-Principal**

Officiating Principal       VICE PRINCIPAL
B. M. College of Commerce   B. M. College of Commerce
(Autonomous)                (Autonomous)
Pune-411004.                Pune-411004

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that ~~Mr.~~ / Miss. RUTUJA SAKHARAM DALVI

of B.B.A. Exam Seat No. BBA1949 has satisfactorily completed the project work.

Specialisation FINANCE

Title FUNDAMENTAL ANALYSIS OF FMCG SECTOR

Date : 17-5-2022 Place - Pune

External Examiner    Internal Examiner    Principal    B.B.A. Incharge

Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that ~~Mr.~~ / Miss. ..ISHA.... SANJAY... KHANNA:.....

..................................................................................................

of B.B.A. Exam Seat No. ...86........ has satisfactorily completed the

project work.

Specialisation ...FINANCE.........................................................

Title A. DETAILED ANALYSIS OF INVESTOR FRAUD

INVOLVING TWO COMPANIES OF SAHARA PARIWAR.

Date :                                                          Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A. Incharge**
                                                  Officiating Principal
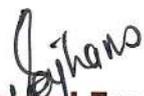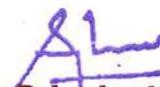
# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....Shreyash  S  Bangad....................

.............................................................................................

of B.B.A. Exam Seat No. 157...... has satisfactorily completed the

project work.

Specialisation ....Finance...........................................................

Title ...The  Technical  And  fundamental  Analysis  Of  The

financial  Statements  of  2  Companies  Each  from  5  Sectors.

Date :                                                                    Place - Pune

**External Examiner**      **Internal Examiner**    **Principal**    **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss~~. KUNAL PRASAD DAMODARE

of B.B.A. Exam Seat No. 23 has satisfactorily completed the project work.

Specialisation FINANCE

Title A STUDY ON THE WORKING OF THE FOREIGN EXCHANGE MARKET & THE LONDON INTERBANK OFFERED RATE

Date :                                                                 Place - Pune

| External Examiner | Internal Examiner | Principal | B.B.A. Incharge |
|---|---|---|---|
| | | Officiating Principal | |

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ AARYAN ACHARYA

of B.B.A. Exam Seat No. 80 has satisfactorily completed the project work.

Specialisation FINANCE

Title A PROJECT REPORT ON RATIO ANALYSIS & FINANCIAL INTERPRETATION OF FMCG SECTOR IN LOCKDOWN

Date : 18/05/2022

Place - Pune

| External Examiner | Internal Examiner | Principal | B.B.A. Incharge |

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....GOPIREDDY DEVA ANAND....

of B.B.A. Exam Seat No....117..... has satisfactorily completed the project work.

Specialisation ......FINANCE......

Title ANAYSIS AND INTERPRETATION OF MANUFAC- -TURING SECTOR USING LEVERAGE ANALYSIS

Date : 18/05/2022

Place - Pune

| External Examiner | Internal Examiner | Principal Officiating Principal | B.B.A. Incharge |

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. Aadesh Nandkumar Bhangre

of B.B.A. Exam Seat No. 101 has satisfactorily completed the

project work.

Specialisation Finance

Title Analysis of Financial Statement of Tata Elxsi and Mindtree Ltd by Using Technique of Ratio Analysis

Date :                                                                 Place - Pune

External Examiner        Internal Examiner        Principal        B.B.A. Incharge

Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

**(Autonomous)**

**Pune - 411004**

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ _Kartik Radheshyam_
_Dad._

of B.B.A. Exam Seat No. _0128_ has satisfactorily completed the

project work.

Specialisation _Finance._

Title _A project report on, portfolio investment_
_and fund allotment in various model_
_Portfolios._

Date :                                                          Place - Pune

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A. Incharge**
                                             Officiating Principal
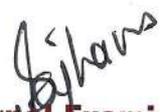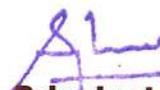
# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....Anish Govind Ladda.

....................................................................

of B.B.A. Exam Seat No. BBA 194 ... has satisfactorily completed the

project work.

Specialisation ....Marketing.

Title ....Sectorial analysis of Pharmaceutical

....Industry In India.

Date : 17/05/2022                                                      Place - Pune

**External Examiner**          **Internal Examiner**          **Principal**          **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ANUSHKA RAJ

of B.B.A. Exam Seat No. BBA195 has satisfactorily completed the

project work.

Specialisation MARETING

Title CONSUMER SENTIMENTS WITH RESPECT TO GOLD

ACROSS DIFFERENT CULTURES IN INDIA

Date : 17/05/2022

Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ *Hitanshu Omprakash Patel*

of B.B.A. Exam Seat No. *123* has satisfactorily completed the project work.

Specialisation *Marketing*

Title *Social Media Tools used by Farmers in Tapi District.*

Date : *17/05/2022*

Place - Pune

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A. Incharge**
Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. *Vaishnavi Vasekar*

of B.B.A. Exam Seat No. ............... has satisfactorily completed the project work.

Specialisation *Marketing*

Title *"Therapeutic Wonders of Music"*

Date : *May 18, 2022.*                         Place - Pune

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....Heba Rizwan....

of B.B.A. Exam Seat No. ...1985... has satisfactorily completed the project work.

Specialisation ....Finance....

Title ....Fundamental and Technical Analysis of IT sector....

Date : 18-05-22

Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ Harsh Rathod ............................................

...........................................................................................................................

of B.B.A. Exam Seat No. ......79...... has satisfactorily completed the

project work.

Specialisation Finance ....................................................................................

Title Comprehensive study of fundamental and technical ...........

analysis for analyzing investment opportunities. ...............................

Date : 18/05/2022                                               Place - Pune

**External Examiner**       **Internal Examiner**       **Principal**       **B.B.A. Incharge**
                                                       Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. Durgesh Kamble

of B.B.A. Exam Seat No. 119 has satisfactorily completed the

project work.

Specialisation Finance

Title Technical analysis of the stocks in Indian market using tools and indicators

Date :

Place - Pune
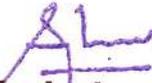
**External Examiner**　　**Internal Examiner**　　**Principal**　　**B.B.A. Incharge**

Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ *Zulfiqar Ali Nadiri*

of B.B.A. Exam Seat No. *183* has satisfactorily completed the

project work.

Specialisation *Finance*

Title *Comparative Study of Ratio analysis of Bajaj Auto Ltd. and Mahindra and Mahindra Ltd.*

Date :                                           Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A. Incharge**
Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that <u>Mr.</u> / Miss. ....ADARSH   A.  HATTARKI...........

.......................................................................................................................

of B.B.A. Exam Seat No..BBA 19180.. has satisfactorily completed the

project work.

Specialisation ...Marketing........................................................................

Title  A  word to the wise (A study on the effectiveness

of  word-of-mouth  in  the  promotion  of  a book)

Date :   April' 2022                                          Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A. Incharge**
                                                     Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss~~. Kumbhar     Atharva

Mahadeo

of B.B.A. Exam Seat No. BBA 19113   has satisfactorily completed the

project work.

Specialisation    Marketing

Title  The   Rise   of   Entrepreneurial

Spirit   in   India.

Date : April 2022

Place - Pune

**External Examiner**        **Internal Examiner**        **Principal**        **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

**(Autonomous)**

**Pune - 411004**

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ..MANMOHAN  SINGH..............................

.........................................................................................................

of B.B.A. Exam Seat No. BBA19132 has satisfactorily completed the

project work.

Specialisation ..MARKETING..............................................................

Title ..A2Z : Amazon India Strategies..............................................
..(Harnessing Technology  in the  E-Commerce Era)..

Date : 17/05/2022                                        Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A. Incharge**
Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. **ANUJA SHARAD TELI**

of B.B.A. Exam Seat No. **BBA191** has satisfactorily completed the

project work.

Specialisation **MARKETING**

Title **FROM DIGITAL TO ANALOGUE MUSIC ; A STUDY ON THE RESURGENCE OF VINYL RECORDS IN A DIGITAL ERA**

Date : **17/05/2022**                                Place - Pune

**External Examiner**        **Internal Examiner**        **Principal**        **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. **KAVYA SHARMA**

of B.B.A. Exam Seat No. **BBA 19130** has satisfactorily completed the

project work.

Specialisation **MARKETING**

Title **INTO THE METAVERSE: A STUDY OF MARKETING IN THE METAVERSE & PEOPLE'S PERCEPTION OF IT.**

Date : **17/05/2022**                    Place - Pune

**External Examiner**       **Internal Examiner**       **Principal**
                                                Officiating Principal       **B.B.A. Incharge**

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss~~. RAJVEET SINGH BANDRAL

of B.B.A. Exam Seat No. 43 has satisfactorily completed the

project work.

Specialisation MARKETING

Title ABOLISHMENT OF ARTICLE 370 AND IT's IMPACT ON APPLE INDUSTRY

Date : 18/05/2022                                    Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A. Incharge**

Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. SAURABH GANESH SAWALESHWARKAR

of B.B.A. Exam Seat No. 152 has satisfactorily completed the project work.

Specialisation FINANCE

Title THE IMPACT OF COVID - 19 ON MAJOR CLUBS IN EUROPEAN FOOTBALL

Date :                                                        Place - Pune

External Examiner      Internal Examiner      Principal      B.B.A. Incharge
                                        Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ...... *Shreyas Walekar* ......

of B.B.A. Exam Seat No. ............... has satisfactorily completed the

project work.

Specialisation ...... *Marketing* ......

Title ...... *The Bat & Ball game : In a New Frame* ......

Date : 2021 - 22                                    Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A. Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. S̲H̲I̲V̲A̲M̲ ̲ ̲ ̲J̲A̲I̲N̲

of B.B.A. Exam Seat No. 1̲5̲4̲ has satisfactorily completed the project work.

Specialisation M̲A̲R̲K̲E̲T̲I̲N̲G̲

Title F̲O̲O̲D̲ ̲S̲A̲F̲E̲T̲Y̲ ̲E̲C̲O̲S̲Y̲S̲T̲E̲M̲ ̲I̲N̲ ̲I̲N̲D̲I̲A̲:̲

I̲S̲ ̲I̲T̲ ̲R̲E̲L̲I̲A̲B̲L̲E̲ ̲?̲

Date : 18/05/2022

Place - Pune

**External Examiner**          **Internal Examiner**          **Principal**
Officiating Principal          **B.B.A. Incharge**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. **HARSH NAVALKISHOR CHANDAK**

of B.B.A. Exam Seat No. **BBA 19120** has satisfactorily completed the project work.

Specialisation **MARKETING**

Title **TRICKS & TRICKS TO SUSTAIN IN CRISIS**

**(A STUDY OF THE MARKETING STRATEGIES USED BY CLOTH RETAILERS TO SURVIVE IN COVID CRISIS)**

Date : 17/05/2022                    Place - Pune

**External Examiner**        **Internal Examiner**        **Principal**        **B.B.A. Incharge**

Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ......Naomi Vyas............

...................................................................................

of B.B.A.I.B. Exam Seat No. ......64...... has satisfactorily completed the

project work.

Title ......Impact of Imposter

Syndrome......

Date : 23/5/22                                   Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**
                                        Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....YEIEUN LEE....

of B.B.A.I.B. Exam Seat No. ...1973... has satisfactorily completed the

project work.

Title ...DIFFERENCES BETWEEN GENERATION Z AND MILLENNIALS...

Date : 23/05/2022                                    Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**
                                                Officiating Principal

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ ...Sharvil · S· Doiphode...........

of B.B.A.I.B. Exam Seat No. B.B.A. 1415.. has satisfactorily completed the

project work.

Title ......Increase in The White Collar Crimes in..............

............India................

Date : 19/05/2022                    Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ ADITYA   PARMESH

PHADNIS

of B.B.A.I.B. Exam Seat No. 1945 has satisfactorily completed the

project work.

Title STUDY OF CURRENT DEVELOPMENT AND

FUTURE OF METAVERSE

Date : 21st MAY 2022                                Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

Officiating Principal

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / ~~Miss.~~ CHINMAY DEVIDAS PATIL

of B.B.A.I.B. Exam Seat No. 1944 has satisfactorily completed the

project work.

Title REGULATION ON BIGDATA

Date : 21ˢᵗ MAY 2022                                Place - Pune

External Examiner        Internal Examiner        Principal        B.B.A.I.B Incharge
                                                   Officiating Principal

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ....Shreeshay.....Thorve.................

.................................................................................................

of B.B.A.I.B. Exam Seat No. ....6.2..... has satisfactorily completed the

project work.

Title ...The...Symbiotic...Relationship...between...Crime...........
...and.....Politics...........................................................................

Date : 23/05/2022                                    Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**
                                            Officiating Principal

A PROJECT REPORT ON

# A CAMOUFLAGED WORLD: CODED WITH ALGORITHMIC MANIPULATIONS

# (A STUDY OF THE EVIL AND THE PROBABLE GOOD OF THE ADVERTISING ALGORITHMS)

**SUBMITTED BY:**

**YASALI MADIHAHEWAGE**

**TY-BBA (MARKETING)**

**BMCC, PUNE- 411001**


**UNDER THE GUIDANCE OF:**

**PROF.DR.SHILPI A. LOKRE**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**
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**FOR BACHELOR OF BUSINESS ADMINISTRATION**
**(2021-2022)**

# A CAMOUFLAGED WORLD: CODED WITH ALGORITHMIC MANIPULATIONS

# (A STUDY OF THE EVIL AND THE PROBABLE GOOD OF THE ADVERTISING ALGORITHMS)
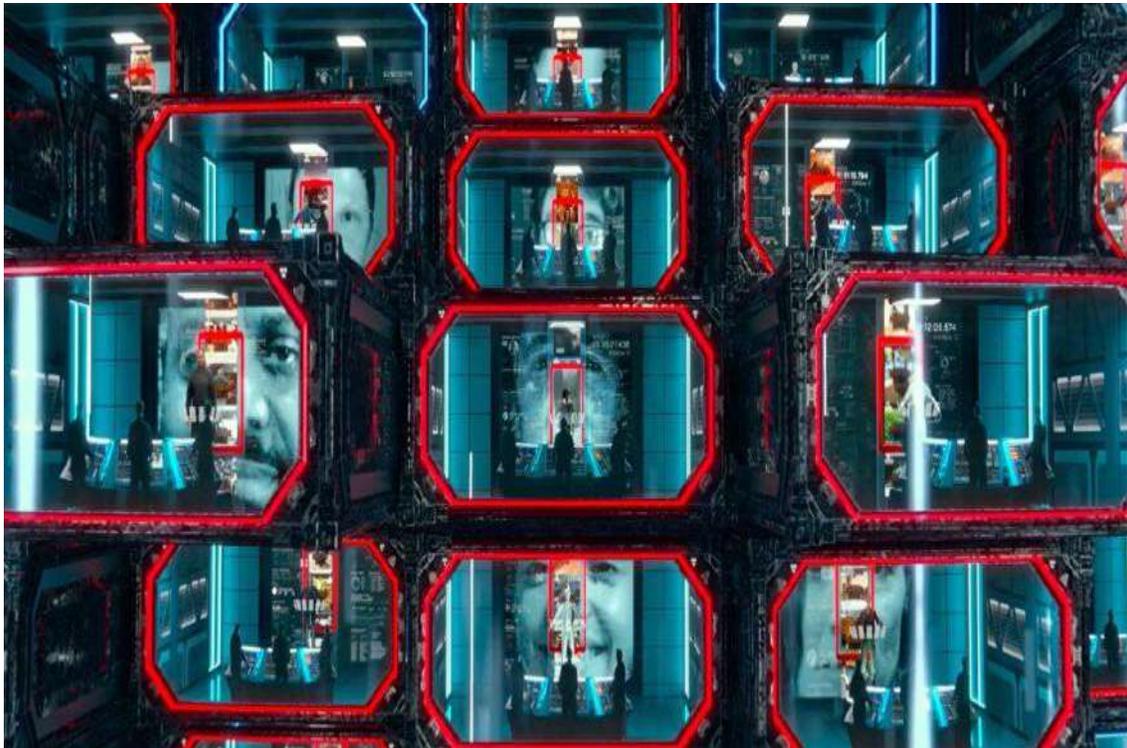
## DECLARATION

I, Ms. Yasali Madihahewage of BBA at Brihan Maharashtra College of Commerce declare the project title, 'A CAMOUFLAGED WORLD: CODED WITH ALGORITHMIC MANIPULATIONS (A study of evil and the probable good of the advertising algorithms) "

This is to certify that this project work is completely original and has not been copied or borrowed from any source. The project is strictly made for academic purpose and not for resale

Date:

Place:

(Yasali Madihahewage)

## ACKNOWLEDGEMENT

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# EXECUTIVE SUMMARY

The world that was once civilized has turned into a surveillance world.

Where every search you make, the calls you take, the messages you type, the story you post, the location you turn on, the message you type yet deleted before you send, even the time you look at a certain posts are being recorded, thoroughly monitored and scrutinized by the trillion dollar technology industry to make a psychometric doppelganger that will be able to predict your next move and to know how to keep you more engaged in these platforms for a longer time.

For prediction to become accurate you need to have a lot of data. And acquiring those data is easy because people themselves give it to those tech giants just by using these platforms. Thus, these data become the most valuable asset to these companies.

These data based predictions are the core of their monetization model. In order to make money the most elegant way identified was the advertising model. These platforms are thereby free to us because they are being paid by advertisers. Advertisers pay them in exchange for showing their ads to us. So the product is us. We are the ones who are being sold. Our attention is being sold to advertisers.

"The Gradual, slight, imperceptible change in your own behavior and perception is the product. That's the only product that could possibly be there. Changing what you do, how you think, who you are. It's a gradual change, its slight"

- Jaron Lanier -

Therefore, all of these data is being fed into the system for profiling and the algorithms; where the opinions are embedded in code, identify and choose the advertisements that it thinks the users will be interested in seeing based on their profile is shown to each person. In marketers perspective this is beneficial for their products because the people who see those ads are most likely to convert, click, view and care about your product. Therefore marketer's funds on campaigns might not get wasted.

However, this personalized content come from the context of mass data aggregations.

"Never in history have 50 designers of 20-35 years old white guys in California made decisions that would have an impact on 2 billion people, where Two Billion people will have thoughts that they didn't intend to have"

- Tristan Harris -

Thereby, these tech companies make the decisions for you instead.

"These opinion embedded algorithms are not objective. They are optimized for some definition of success. If it's a commercial organization it's usually profit"

-   Cathy O'Neil    -

Thus to get profit, these algorithms are used to manipulate the consumers by psychologically stimulating a need by showing advertisements based on their activity or even through lookalike modeling, than giving the full freedom of choice to these consumers for decision making.

# LITERATURE REVIEW

This research literature is mainly based around the Netflix Documentary "The Social Dilemma". It is about the tech experts from Silicon Valley sounding the alarm on the dangerous impact of social networking, which Big Tech use in an attempt to manipulate and influence their users.

It examines how social media's design nurtures addiction, manipulate people's views, emotions, behavior and spreads conspiracy theories and disinformation to maximize profit.

The key figure in this Documentary is Tristan Harris, a former Google design ethicist who is being called as the "closest thing Silicon Valley has to a conscience". He has spent three years as a Google Design Ethicist developing a framework for how technology should "ethically" steer the thoughts and actions of billions of people from screens. Tristan sees humans as pawns incapable of managing their own lives. He thinks designers are infinitely powerful and can manipulate people to do whatever they want.

Even the documentary film "The Great Hack" is in existence due to Brittany Kaiser, who is the whistleblower of Cambridge Analytica, The political consulting firm that harvested the data of 87 million Facebook users and worked on 2016 Trump Campaign.

Along with these two who chose moral responsibility over the paycheck after Edward Snowden, who leaked highly classified information on global surveillance programs are the first step for saving humanity.

Therefore, this research project is written majorly based on their experience to identify on how these Big Tech Giants are using their backbone; Algorithm to manipulate the consumer behavior through monitoring their digital footprint.

# OBJECTIVES

- To understand workings of social media marketing and advertising underneath the systems.
- To educate the readers on the coded manipulations on social media.
- To highlight the unauthentic methods of promotions.
- To identify profiling of the consumers using data
- To identify the customer value and the need to restore the decision making power to them.
- To inform the readers about the need for consciousness and awareness on the manipulations to reduce the influences
- To fulfill the academic requirement of the TYBBA (Marketing) program.

# RESEARCH METHODOLOGY

## SCOPE OF RESEARCH

The scope of the research is limited to how the technological companies use their coded and programmed algorithms to profile each consumer and predict their behavioral patterns to personalize the content they see. The main importance from this research is given to the advertisements contents and how the consumer choices are stimulated through them and customer tracking is done.

## LIMITATIONS TO RESEARCH

One of the main limitations is that the companies also don't understand how their algorithm works and how they do the profiling. What is the system going to do from the pieces of information it has is not known as the people who built it also have lost control of the system.

"They are controlling us more than we are controlling them"

- Sandy Parakilas -

Thus identifying the actual technology behind those manipulations are impossible and unknown. Also there can be many hidden truths beneath these technologies that changes by the minute and is not exposed to the society. Thus, identifying them is impossible.

# INTRODUCTION TO ALGORITHM

In technical terminologies "an algorithm is a finite sequence of well defined instructions typically used to solve a class of specific problems or to perform a computation". These algorithms are applied in the industry of social media. The reason behind it is that, the "social media algorithms are a compilations of rules and data that make decisions about what users want to see on the platform" There are unique algorithms for every person who uses these sites, meaning no two people will have the exact same news feed.

"Some programs are described as simple algorithms. Some described as algorithms that are so complicated that we call them intelligence"

- Justin Rosenstein -

It is simply a set of instructions that takes an input and then provide an output. These algorithms are used across many fields. They are used in automation of processes, trading industry, Forex speculations, social media networks, GPS applications, E-commerce platforms etc. In elementary levels algorithms are used even in traffic light systems as well.

# SOCIAL MEDIA ALGORITHM

As a common algorithm, the social media algorithms are inbuilt to capture all the user data as input. These data collection begins from the general details you enter when signing up to these platforms. From there, they collect data about your interests, preferences, likes, dislikes, wants and needs by monitoring how long you use these apps, how long you look into specific posts, your status updates, all the messages, logging locations, all the media you have uploaded, deleted posts, etc. All of these data that the algorithm collects are carefully being monitored, analyzed, and interpreted in their own intelligence to create an image for each person's personality.

> "Everything you do online is being watched, is being tracked, and is being measured. Every single action you take is carefully being monitored and recorded"
>
> -        Jeff Seibert    -

When you have the digital personality model, it can predict the kind of things a person would do. A lot of these technology companies have 3 main goals,

- Engagement goal – to drive up your usage in order to keep you scrolling,
- Growth goal- to keep you coming back & invite many friends and getting them to invite more.
- Advertisement goals- to make sure that as all that's happening they're making as much money as possible from advertising.

Each of these goals are powered by algorithms whose job is to figure out what to show you to keep these numbers going up.

Thus, they are tapping into the human personality by large, without the knowledge of the user to design an output. Thus the output is your own customized feed, suggestions, advertisements and recommendations. This process in those industries are being called as "Personalized Experience" where no two people will have the same news feed. And it is customized for each individual.

This personalization of contents has become the greatest invention of past decades, because the algorithm sifts through content and ranks what it considers as "Relevant" or "Interesting" to the user than simply displaying all the posts in any random order. This helps to show you what they think you'll like the best from your favorites, and strategically positions this content along with targeted advertisements.

# ALGORITHMIC ADVERTISING

Gone are the days where advertisements were made for the general population with hopes of reaching out for many people as possible. Back then advertisements were done to reach the masses hoping to get prospects to see these advertisements. In the new era the social media advertisements and digital marketing has become a blessing to the marketers and advertisers attached to these platforms who are well-versed with technology. And now advertising is becoming more selective.

The algorithms are thereby used as an attempt to control the 'noise' and only show the users the advertisements they'll actually care about. Theoretically algorithmic advertising is good for your budget because the people seeing your ads are most likely to convert, click, view and care about your product or service advertised. Thereby, algorithmic targeting has anticipation of material effect.

Algorithmic targeting is predicting or anticipating the needs and behaviors of individuals.

On the other hand, the algorithm is influenced by auctions. If you as an advertiser target an audience of one million people, another hundreds or thousands of advertisers are potentially targeting the same market segment. Thus, the most valuable ad wins the auction and shown first. An ads value is determined by budget, content, reference and how well it plays by the platform rules.

The algorithm then picks up and chooses the ads that they think users will be interested in seeing based on the profile categorization the algorithm has already done after careful scrutiny of your behavior on social media.

The selection of the advertisements to reach individuals are done based on the quality of ads, intention of the ad, target demography or even based on the users previous interactions with similar type of advertisements.

Thereby target advertising algorithm works in 4 ways,

- Through retargeting-  based on the pages you have visited and the content you have searched you get targeted.
- Based on demographic information- Details like age, gender, lifestyles are identified by the algorithm and by analyzing these data you can target relevant customers.
- Look alike modeling – Based on what people like you have watched and the brands they have associated with will decide the targeted product portfolio.
- Interest based targeting- Based on your interest identified by the algorithm they will target you with ads

All of this is possible based on the profile the algorithm has created on each individual. Thereby the ads relevant to them are being shown than bombarding with all the content that exists in the platform. This algorithmic profiling will improve the users' platform "experience" and will establish "Personalization"

In theory this is what all the advertisers have ever dreamed of as they can directly market to the people who are likely to be their customers. And this mode gives highest benefit to both the marketer and the social media provider as well.
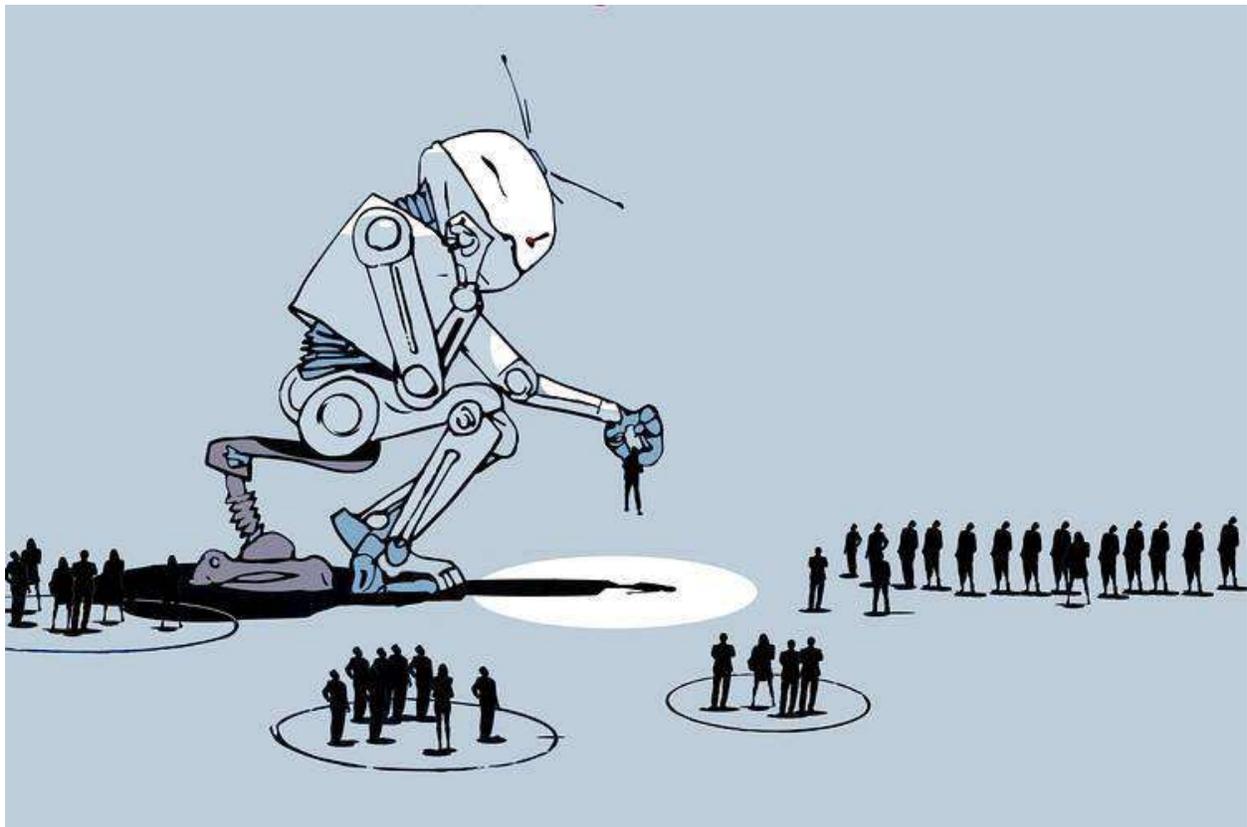
# ALGORITHMIC ADVERTISING MANIPULATIONS

As Sophocles mention;

"Nothing vast enters the life of mortals without a curse"

The colloquial definition 'to manipulate something' is to steer or control it. It is often described as "Puppet master who pulls their targets' string". Thus, it means an influence or an attempt to change the way someone would behave absent the manipulator's interventions.

Therefore, what actually happen in these platforms is that based on your search history and the profiling that is done they assume what is of your interest and customizes it to your preference.

These algorithms are constructed and built to analyze and create a doppelganger to monitor and predict each person's next move. These algorithms are programming your minds in a race to the bottom of your brain stem to get your attention, to keep you more engaged in these platforms and eventually earn by showing advertisements to you at all costs

"The best way to get someone's attention is to know how their minds work"

- Tristan Harris -

Every time you make a choice, you're not making it out on your own. You're selecting from a list of menus that were designed by someone or something else. This is how the actual advertising model works. They use your own psychology against you.

Therefore, all your lives are being perfectly tailored to your interest.

This sounds perfect to some extent but when this occurs on daily basis you as a consumer looses the right to know all the alternatives available because Facebook has already decided on what you want to see based on the plethora of data that they have on you.

When all the actions are being carefully monitored, the algorithm is not as smart as you think. Because sometimes we view things because our friend sent it to us, or because the algorithm just suggested that to us. Thus, it doesn't mean that you're interested in this specific content. However the algorithm not knowing this distinction would show you advertisements related to those searches and constantly follow you with these ads and hammer into your mindset to make it go against your own brain.

In Consume behavior Studies we identify that the specific goals of humans are dormant until some internal stimuli found in the individual's emotional & cognitive process or the environment that leads to the arousal of these specific needs. Thus, these algorithms are creating the

environment for cognitive arousal of needs by showing advertisements at a moment they never thought they'd be in need of what is being advertised.

These advertising campaigns have emerged hoping to sway the users and reach them in a certain way, which your data says you are susceptible to because the algorithm has detected those traits that has experimented on you and have succeeded in getting your attention and interact with the ad contents.

As online manipulations is virtually limitless. They detect people's vulnerabilities and easily try to exploit it So that subconsciously without your knowledge you are being manipulated to see content that they have decided for you based on the data you have already provided to them.

# MANIPULATION VS PERSUASION

One might think that identifying the audience and targeting to their needs is how marketing works. Yet the question begins with identifying and distinguishing between 4 things.

- Choice
- Coercion
- Persuasion
- Manipulation

The basic meaning of **Choice** is the act of choosing between two or more possibilities. Being a consumer the ability to choose the commodities you need and want should lie upon you. And it is the right of the customer to be able to know the options and alternatives you have to choose upon. The social media platforms generally takes away the fundamental rights of the consumers by choosing the advertisements that they think the customer would be interested on seeing.

**Coercion** means forcing someone to buy a particular product. However the social media platforms have not gone to an extent on forcing their users to buy any of the products.

**Persuasion** on the other hand means leaving the choice to the person. It only convince the customer to buy the product or service by appealing to their needs and desires. It changes someone's mind by giving them reasons to reflect on and evaluate.

However, **Manipulation** is an attempt to disrupt the capacity for conscious decision making. It changes the way someone would behave absent the manipulators' intervention

Thereby, what these platforms engage in is, they gradually changes people's perception and then slightly track their mindset by putting content in front of them that would be of their interest or that would marginally change their interests without their cognitive awareness i.e. without consciousness.

The difference between manipulation and coercion is that when a person is coerced they feel used, but when a person is manipulated he feels played.

However the hiddenness of the manipulative influences explain how it's possible to alienate someone from their own decision making ability to get him to act the way you want without realizing why they act that way. For this to happen they must be unaware of the influence.

Thereby, these manipulations shape the choice architecture of the customers and influence their - decision making without force. They influence customers with subtle cues to tempt or induce people to buy things based upon their algorithmically defined personality.

The out front definition of manipulation shows the effect on the behavior bluntly. However it's not the same with persuasion. There are many prominent Silicon Valley figures who went through the class at Stanford University called 'The Persuasive Technology Lab' and learned how to make technology be more persuasive, while Tristan Harris being one of them.

"We learned how to use everything we know about the psychology of what persuades people & build that into technology"

- Tristan Harris -

Thus persuasive technology is designed intentionally to the extremes of modifying someone's behavior to take actions, that the organization would want the consumers to make and to keep them scrolling and keep watching more ads so that they can make more money.

At the end it is not persuasion without any cause it is persuasive manipulation architected against human psychology.

# MANIPULATING CONSUMER BEHAVIOUR

These platforms have successfully cracked the code on how to identify the workings of the consumer mindset, how to track their behavior and on how to predict their next move, otherwise Facebook will be out of business by now.

Through these techniques they have identified the "Persuadables"; who are easily getting swayed. And they are being targeted at first using the persuasion architectural knowledge that is being fed into those algorithmic systems.

Manipulation is easier when the consumer is unaware of being manipulated. Thereby without the detection of the user the relevant contents are being displayed.

Algorithms influence the consumers' purchasing decisions by distancing them from the subjective choices of individuals. It doesn't even make sense to discuss upon the consumer choices because the preferences are redefined, predicted and shaped by algorithms

"Algorithms are becoming so experts of learning how to trigger us"

- Justin Rosenstein -

The repetition of the content, cognitive arousal by displaying ads while hammering into the minds of people throughout the day makes people be aware of the products being shown by advertisements and eventually direct and stimulate them to buy after 'following' for many weeks and even after you buy the products.

It is said that the average user of social media spends about 2-3 hours per day. And that's 180 minutes of possibilities on becoming exposed to these ads, and they patiently waiting to be put in front of your eyes.

Thus getting you to buy the products or to click on the ad is the ultimate goal of those companies. Up until they succeed, they will continuously follow you like a shadow based on a Google search you did few months back.

Thereby the opportunities and the chances of getting manipulated and deviated are limitless.

The behavior manipulation has been proven to the world after the Cambridge Analytica case where they used data from Facebook to manipulate an entire nation during the Donald Trump Presidential election campaign. They didn't target all the people in the United States, but only those who are identified as the persuadables, who can do the job of promoting the content thereafter to the rest of the world through sharing or word of mouth.

If manipulating the behavior of people in an entire nation is possible for election purpose, the manipulation of the same people who are called "Consumers" according to marketing terminologies is not a big deal if you have all the data that you require to manipulate the psychology of those people.

# MANIPULATIVE ADVERTISING BREAKTHROUGHS

The algorithmic advertising is a dream come true to all the marketers that exists in the world. However, it is a total nightmare to the users of social media.

"Advertisers use the company's platforms to target advertisements at teenagers as young as 14 at moments they feel vulnerable 'By monitoring posts, pictures, interactions, internet activity in real time. Facebook can work out when young people are feeling stressed, defeated, overwhelmed, anxious, nervous, stupid, silly, useless and a failure"

*Source- https://www.wired.com/2017/05/welcome-next-phase-facebook-backlash/*

Another breakthrough hypothesis that was built by Zeynep Tufekci was that during the old world if we needed to sell plane tickets to Las Vegas you would have looked at the demographics, credit card limits, retired couple etc. But in the digital world with big data and machine learning it's not the same anymore.

As Facebook acquire almost all the data about you they try to match you up with your offline data. It also buys data from data brokers which are routinely collected, collated and sold. The machine learning algorithms then churn through these data to understand the characteristics of people who purchases tickets to Vegas before and try to understand and learn to apply this to other people based on their behaviors.
The problem here is what if the system picks up that it's easier to sell Vegas tickets to people who are bipolar and about to enter the manic phase because such people tend to become over-spenders, compulsive buyers and gamblers.

The breakthrough was that when she gave this example to some Data Scientists, out of them one has actually tried to see if you can indeed figure the onset of mania from social media post before clinical symptoms and it had worked very well but he has no idea how it worked and what it was picking on.

These type of technology may exist out there right now off shelves. And we might not be aware of them. If this is actually happening, a lot of targeting would take place utilizing upon the most vulnerable moments of human lives just for the monetization purposes by causing risks to human lives at large scale.

On another research done by Michigan State University 121 participants were exposed to ads on Facebook where one group was exposed to ads for a beer and the other group for a brand of bottle water. At the end of the study an incentive was taken where participants were offered 2 two gift cards; one for a bar and the other one for a coffee shop.

From this researched it was revealed that of those who saw the beer ad, 73% chose the bar card. Of those who was the water ad, only 55% chose the bar card.

It is explainable from this research that with the advertisements that are been exposed to users without their conscious awareness is leading them to be manipulated. The manipulative actions on putting these advertisements in front of them are triggering needs in their minds without their knowledge.  Thus, their personal choices are being altered daily on the basis of the content they are exposed to. From these actions the tailoring of a persons' life to the requirements of those platforms monitory needs have become successful. But on the other hand the users' lives have been exposed to a serious threat.

# CONCLUSION

The powerful algorithms are the beating hearts of these platforms that tend to prioritize what is popular over what is important.

"This is the holy grail of advertising"

- Saleem Alhabash -
(Assistant Prof. Michigan State University)

As professor Saleem speaks more on this content, Advertising in general is not manipulative. Where it becomes manipulative is when certain parts of our personal information get used against us to make us crave and want things we didn't want before.

Out of hundreds of people attached to the tech-industry only a noble one or two are courageous enough to blow the whistle to show the actual face of these platforms, so that people are aware of these practices. There may be many cases where we are getting manipulated but we are not aware of these situations.

Thus, when a part of your brain is being exposed with all this enormous amount of information, manipulating you becomes a piece of cake. And it is already being done without your knowledge.

It's essential to understand that it's one thing to show make up ads to people who follow Kylie Jenner on their Instagram and it's another to use computational advertising techniques to sell flat-tummy tea to 14 year olds at the exact moment they're feeling their worst. This can lead to the end of generations mainly because these technologies are not built by child psychologists who think what's best for these children.

"It's not about the technology being the existential threat. It is about the technology's ability to bring out the worst in society being the existential threat"

- Tristan Harris -

Therefore we find ourselves in a dramatically different set of circumstances living a life that is not shaped by openness but by manipulations.

"Addiction is a part of the deception"

- Tristan Harris -

The main problem here is unlike other addictive industries for example the Tobacco industry, doesn't know which users are addicted to cigarettes smoking and alcohol industry doesn't know exactly who's addicted to alcohol. Unlike all that, each tech company does know exactly how many people are checking more than 100 times a day, between certain age groups, and those who are using it late at night.

# SUGGESTION

Imagine if these algorithms are actually able to help society. They would actually be able to identify bipolar patients before clinically diagnosed and help them to get the necessary help when needed and if these platforms use the data they have and identified people who are depressed, they may save a life by preventing suicide through informing their family as well.

These platforms have grown enormously with lot of potential yet not being utilized properly and the concentration is only given to their monetization model and this need to change.

A Facebook spokesperson had told "WIRED' that "We do, of course, want to try to help people in our community who are at risk, even if their friends report to us that they may be considering self-harm". It's just that no one inside those companies are taking any initiative on this.

Therefore in order to change this cycle of manipulation the initiation should be done starting from you. Thereby, understand how your data is affecting your life, because there is no way that you can go off the grid entirely.

The effect of this can never be eradicated unless all these platforms are shutdown. Therefore, it can only be mitigated. Thus, for this governmental actions are needed. Reforms are needed to control the impact. EU has introduced the GDPR- General Data Protection Regulation under the EU law where now every European citizen has the right to see their data that is been held by these companies and they have given the right to the people to demand to be forgotten. Meaning, any European citizen can choose to be forgotten where the companies have to delete all the data that they have on the person. Therefore, these kinds of rights should be there and laws should be passed on to protect the people and give people back their own right to choose for themselves.

Unless there is a law that protects the people in the world the only thing a person can do is to refrain from using these platforms as much as possible.

There is no solution to this problem except awareness of the issues that prevail in these platforms. And let people choose for themselves on how they want to behave and how much data they are willing to give to these companies.

As Jaron Lanier mentions,

"I don't believe our species can survive unless we fix this. We cannot have a society in which if two people wish to communicate the only way that can happen is if it is finance by a third person who wishes to manipulate them. In the meantime if these companies won't change delete your accounts"

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A PROJECT REPORT

ON

THE FAILURE OF DUNKIN DONUTS IN INDIA

SUBMITTED BY

OSHI TIWARI

PGDIB

ROLL NO: 46

UNDER THE GUIDANCE OF

PROF. ADITI SAMIR

SUBMITTED TO

DECCAN EDUCATION SOCIETY'S

BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)

FOR THE PARTIAL FULFILLMENT OF

REQUIREMENT OF THE

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DEGREE (2021-2022)

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# DECLARATION

This is to declare that I, Oshi Tiwari, student of Post-Graduation Diploma in International Business at Brihan Maharashtra College of Commerce, Pune. I have prepared this report independently and have gathered all the information on my own. I have followed all the instructions and guidelines provided by the University for writing this report. This report has been prepared during the PGDIB course for the year 2021-2022. I have thanked each and everyone who has, directly and indirectly, supported me in the completion of this project in this report. I have done all the work under the supervision of my guide. I have done this research for the partial fulfillment of the requirement for the completion of this course.

# TOPIC OF CONTENTS

# UNIT-1
# INTRODUCTION

The Fast-Food Industry is considered the fastest growing sector in the world. India, in recent years, has witnessed growth in the population of working professionals and the community belonging to the millennials. It had encouraged the Indian market to welcome various companies belonging to the food industry. It varies from Pizza hut to Starbucks and along with the other brands. Dunkin Donuts have also thought of trying its luck in India. Dunking Donuts, an MNC, targeted the Indian Customers especially the Indian youth with its variety of Breakfast food served with a difference.

The Jubilant Food Works Limited (JFL), which is the Master Franchisee for Dunkin' Donuts hoped to offer breakfast to the young and upper-middle-class Indians in the form of donuts. The JFL was confident that the young and employed Indians would like to try Dunkin' Donuts outlets in large numbers. Dunkin' Donuts offered a variety of donuts to Indians along with coffee, which is considered a secret recipe for its worldwide success. However, nothing of that sort happened and JFL downed the shutters of its outlets in big numbers. Even after all the different kinds of strategies tried out for influencing the buying behavior of the Indian masses, but still, the brand faced many challenges due to which Dunkin Donuts could not create a stable market position in India

Consumers are highly complex individuals subject to a variety of psychological and sociological needs apart from their survival needs. Consumers buying behavior pattern demonstrates whether consumers will continue to buy a product from that company or not and that ultimately leads to the success or failure of any company in the market. The failure of Dunkin Donuts in India has led to many questions like Is Dunkin Donuts a misfit or Indian Culture? Or Did Dunkin's Donuts fail to understand India's usual breakfast routine or was it a strategic failure or did they fail at marketing their brand.

The following case has attempted to identify the various factors that have affected the growth of the brand in India. This study analyses the factors that have led to the failure of Dunkin Donuts in India while it was a huge success in the western part of the globe. This study attempts to measure the consumer's point of view on the various aspects of Dunkin's Donuts and suggestions that can lead to a successful business if they want to make a comeback in India.

# History of Dunkin's Donut

The origins of Dunkin' Donuts go back to World War II when Rosenberg worked at the Quincy Shipyards and realized that the workers had few options available to them for lunch. Following the war, Rosenberg borrowed $1,000 and used $1,500 in bonds to start a company he called Industrial Luncheon Services and served sandwiches, coffee, donuts, and snacks out of old telephone company trucks that he had converted into what we now know as food trucks.

In 1948, upon realizing that half of his sales were coming from coffee and donuts, Rosenberg opened a restaurant in Quincy, Massachusetts, called Open Kettle that sold coffee for ten cents and donuts for a nickel. While the shop was quickly a success and grossing over $5,000 per week, Rosenberg was not happy with the name, so he opted to change it. Noticing that customers dunked their donuts in their coffee, the Open Kettle was renamed Dunkin' Donuts in 1950.

Before long, Rosenberg opened Dunkin' Donuts restaurants across Massachusetts in towns like Somerville, Natick, Saugus, and Shrewsbury, where customers could watch as the bakers made the donuts. Rosenberg credited Howard Johnson and his chain of franchised ice cream stores with giving him the idea to franchise Dunkin' Donuts. In 1955, the first franchised restaurant was opened in Dedham, Massachusetts, selling 52 varieties of donuts, enough to have a different special each week of the year.

In 1963, Rosenberg's son Robert took over the management of the chain at 25-years-old. A Harvard Business School graduate, the younger Rosenberg led until 1999, and under his leadership, the company streamlined its menu offerings, moved to paper and Styrofoam cups, and introduced muffins, bagels, and donut holes (Munchkins), croissants, breakfast sandwiches, coffee, and other beverages. By 1963, the company had opened its 100th restaurant and grew to over 1,000 locations by 1979.

In addition to introducing a national advertising program, Robert also changed the format of the stores by moving away from counters with stools to tables, and he began to offer Dunkin' Donuts at non-traditional locations. He also started to sell franchises to multi-unit operators and introduced satellite locations and later a commissary system, each of which helped fuel growth by eliminating the need for buildings large enough to house donut manufacturing and finishing.

# Dunkin Donuts in India

Dunkin' Donuts in India was launched by Jubilant Food Works with the hope that it would be a huge success in the market. Dunkin' Donuts is a global brand with delicious donuts and aromatic coffee. It was expected that it would attract customers, especially the youth to spend some money for a great taste and brand experience of the top US Company in the world of donuts. The Company launched Dunkin's Donuts in India in April 2012 in New Delhi. Dunkin's Donuts offered a wide selection of donuts, hot and iced beverages, and other baked goods. It offered its guests a great ambiance to catch up with their friends and have a relaxed and comfortable time.

As India has the best market after China for such a business. They dispatched the brand in the Indian market subject to the excellent doughnut model to serve breakfast to customers from 7 am onwards. The organization was treated as a baked good shop at first when it was dispatched to India in 2012 where individuals would visit to devour doughnuts as a pastry.

The company had adopted the price penetration strategy for its food products in India. Penetration pricing strategy allows companies to boost sales, quickly gain a larger market share, and gain market acceptance for the brand by setting a price lower than those of the competitor but it didn't show any positive results in India. In India, people were preferring McDonald's or other brands over Dunkin Donuts.

Dunkin' Donuts was present across eight cities in India and has localized its menu to a large extent to suit Indian customers. However, donuts remained a major attraction for the customers as Dunkin' is recognized as a donut seller. The Indian customers have not received Dunkin' Donuts with warmth necessitating the company to reduce its outlets and eventually it led to the failure of Dunkin Donuts in India.

# UNIT-2
# LITERATURE REVIEW

Rachita Ota published a research that provided us the information on how Dunkin Donuts failed in India due to its failed strategies and bad market research. The author explained the importance of pre-market research before launching any product or service in the market. She published the data that she had conducted through a questionnaire survey method. She had collected the 200 samples in the Delhi region that gave insights into the failure of Dunkin donuts in the capital region. Her research explained that Dunkin Donuts could not convince Indians to have sweets or dessert at 7:00 AM in the morning. The results proved that nothing can beat Indian Desserts for Indians and that's why Donuts could not fall in the category of Breakfast and nor in Indian Sweets. Her studies gave a vast knowledge about Indians rooted in their culture and tradition and still, they prefer to have the first meal of the day which is breakfast with their family members. As per the author's research, Dunkin Donuts should have done better pre-market research to learn about the Indian food preferences and culture before launching their product.

Sushree Sangita Ray conducted in-depth interviews of 50 people in Bhuvneshwar to collect information regarding Dunkin Donuts in India. The purpose of her study was to find out how the other food companies under Jubilant are successful whereas Dunkin donuts failed. She took the in-person interview of 37 people while the rest of the interviews were conducted through internet platforms like WhatsApp, skype, etc. Her research provided the information that one of the reasons of failure is the pricing strategy of Dunkin Donuts in India

Priya Chetty and Debanshi conducted a survey of 100 respondents in the Delhi region. The purpose of their research was to know the factors that led to the failure of Dunkin donuts. Some of the conclusions that their research proved was the pricing, different taste, and difference in eating habits led to its failure in India. The research was conducted under supervision and they followed all the instructions and guidelines that are necessary while conducting the research. The respondents were all those who actually visited Dunkin Donuts. The respondents participated in the survey with their own consent and without any external or any sort of pressure and thus helping them in conducting the survey and completing their research.

# UNIT-3
# COMPANY'S PROFILE

**COMPANY'S DESCRIPTION**

Dunkin' Donuts LLC operates as a chain of restaurants. The Company offers hot and cold coffee and baked goods for drive-thru consumption. Dunkin' Donuts serves customers worldwide.

**SECTOR**

Consumer Discretionary

**INDUSTRY**

Consumer Discretionary Services

**SUB-INDUSTRY**

Leisure Facilities & Services

**INCORPORATED**

01/15/1960

**NO. OF EMPLOYEES**

250,000

**ADDRESS**

130 Royall Street Canton, MA 02021 United States

**CONTACT NO.**

1-800-859-5339

**WEBSITE**

www.dunkinbrands.com

**REVENUE**

According to Dunkin Brands' latest financial reports, the company's current revenue is $1.25 B. In 2019 the company made a revenue of $1.31 B an increase over the years 2018 revenue that was $1.27 B. The revenue is the total amount of income that a company generates by the sale of goods or services.

# Marketing Mix

Marketing Mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps of Marketing are

1) Price

2) Product

3) Promotion

4) Place

## Product

Being a fast-food joint, it mainly sells donuts, burgers, hot and cold beverages like coffee, mocha, iced tea, hot chocolate, and snacks. Dunkin has started giving combos with giving donuts, beverages, and burgers together. In India, they had altered their menu as per Indian taste so as per the culture and demographic needs, they keep on adding some products to their menu.

## Price

The company has different prices in different countries, which is called Global Pricing. This strategy is used to ensure better quality products at an affordable price to customers.

## Promotion

The company promotes its brand by having a bright logo on its cups and packaging material. This helps in recognizing and memorizing the logo easily. It has changed its tagline in India to 'Dunkin Donuts and more' because in India doughnut-eating culture was not present at that time. In 2020 as part of its promotional strategy, Dunkin' Donuts decided to create new advertisements to attract more customers along with a new slogan: *'America rise on Dunkin'* The reason for changing the slogan and making it more resonating was to attract a new group of customers from other locations through an emotional connection and also through the premium coffees. As it has been doing in the past, it will continue to invest largely in advertisements to attract its new customers. It will also invest in improving its online marketing campaigns to drive both the average and classy customers to order its products online, as being a digital leader

**Place**

With over 12,900 restaurants spread across 42 countries, it has been one of the world's major fast-food food joints. Now it has started picking up its online way to order the products. Dunkin Donuts intends to offer its products to sell in its high street restaurants, in supermarkets for its packed coffees, and online to satisfy a wide range of customers.

## SWOT ANALYSIS

**Strengths**

- International Presence with stores across 42 countries has gained its power internationally.

- Customer service- the company has paid attention to its service. They have provided training and learning programs to its employees and thus results in the best service.

- Strong portfolio- after entering into the new markets, it has created huge success and thus has created a very strong brand portfolio.

**Weakness**

- Competitors- being a fast-food joint it has competitors like Starbucks. it has a low share in the coffee market in the foreign markets. Starbucks has over 40% share while Dunkin has only 14% share in the market.

- Franchising – there are not many franchises worldwide compared to our competitors and has a deficiency in control and management.

**Opportunities**

- Healthy food- nowadays people have become very health conscious and thus Dunkin can start adding healthy and safe food to their menus.

- Expansion – compared to Starbucks which is in 65 countries this company has only been in 42 countries. It can expand and increase its sales volume.

- Research and development – Dunkin can invest more in research and development and know more about its target customers and competitors.

**Threats**

- Competitors –Café Coffee Day, Starbucks, McDonald's, and burger king are the main competitors which are growing rapidly. Thus, it has also increased its pace.

- Healthy lifestyle- with rapid changes in lifestyle people or customers have adopted healthier lifestyles.
- Seasonal demand- some products are demanded based on seasons like cold beverages only in summer.

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# MARKETING STRATEGY IN INDIA

Dunkin donuts were launched in India in 2012 with a diversified menu by introducing donuts with flavors like mango, litchi, grated coconut, etc. Their long-term strategy was to promote a donut eating culture in India but they initially launched donuts & more. It included spicy chicken sandwiches which was a drastic difference from their primary product and it was a risk they took only in the Indian market. The idea was to win over customers and eventually push the donuts more, which was a niche.

The price of donuts and sandwiches was moderate but the Dunkin took the strategy of introducing donuts, burgers, and sandwich options, expanding its menu. They positioned it as a breakfast/lunch/dinner café. Their initial target was lunch and dinner due to the dearth of such cafes in India. They positioned it as a whole meal option whereas for Indians fast-food options like burgers and sandwiches are usually mid-day snacks or an evening snack.

Later they associated donuts with Indian sweets and launched a version of donuts for Diwali. Donuts are basically bread and glazing, which could never replace the relevance of traditional sweets in India, nor could they be as flamboyant as a whole cake. They come between a cupcake and chocolate. They should have positioned it accordingly, without compromising the base of the brand.

They could have positioned coffee and donut as an evening snack option for the hundreds of working youngsters in India who would grab a cup on their way back home or as a midnight indulgence for keeping awake and working for those taking night shifts. Rather than pushing a product that they are acclaimed for in the world and even evidently in their name, they promoted their sandwiches ignorantly. Brand positioning should mean adapting the external associations and body of the brand without disregarding its soul, especially for a brand like Dunkin which is well established globally. Since Dunkin' has always been about on-the-go coffee and donuts, upgrading online ordering technology and self-service kiosks and fresh donut vending machines in offices can help promote the product.

Dunkin Donuts targeted the age group of 16-35, especially the college and office-going crowd. High school and college students usually spend a lot of time with friends at cafes and fast-food joints. People over the age of 25 are usually working adults who have gotten into the coffee-office culture but they kept their prices so high that it was not possible for every youngster to afford them.

Dunkin Donuts faced huge competition from other food joints brands like Cafe Coffee Day and Starbucks and other small restaurants that were serving a good coffee but at a lower price. It faced competition from small bakeries too as they were ready to serve the donuts at a very low price.

Dunkin Donuts' menu somehow sounds tedious for Indians, as the restaurant serves doughnuts as their main dish. Where we prefer eclectic food to one ilk of food with different flavors.

For instance, McDonald's contains a variety of fast foods such as burgers, salads, wraps, beverages, ice creams, fries,and more. Whereas Dunkin Donuts' menu followed a confined food list for the customers that ends with no choice and go for doughnuts.

UNIT-4
RESEARCH DESIGN

**Title of the research study**: Descriptive analysis of Failure of Dunkin's Donuts in India.

**Statement of the problem:** What are the factors that led to the failure of Dunkin Donuts in India.

**Review of Literature**: A Saini Lal provides insights into how the company Dunkin' Donuts has failed to attract Indian customers by enticing them through their sweet cuisine. The Indian customers have not evinced any interest in preferring donuts but have preferred the spicy and savory traditional breakfast. The author's research explained that The Indians have been known for enjoying savory foods – breakfast, lunch, and dinner, across the country. South India is famously known for its idli, vada, dosa, uthappam, etc., and all are served with different variety of sambhar and chutneys. The sambhars and chutneys are laced with chilly, salt, and other spices which not only enhanced the aroma of the cuisine but also the taste as well. The south Indians loved the various combinations of the breakfast and the restaurants have started adding new varieties of the traditional breakfast adding new ingredients, which further expanded the choice for the customers. 4 The north Indians too preferred parathas laced with different vegetables and ingredients making parathas the favored cuisine for breakfast, lunch and dinner. The customers enjoyed parathas with different sauces making the cuisine tasty and spicy. The case is the same in other parts of India, where the preference was given to spicy types of breakfast and Dunkin Donuts could not fit into any of these parts as a breakfast culture and thus could not get into the breakfast restaurants in India which was of their most important target while launching Dunkin Donuts in India.

**Sources of Information**: journals, books, articles, and websites.

**Nature of Study**: Descriptive
Sample size: 30
Sampling Method: Non-Probability Convenience Method
The sample size of 30 is a sufficiently large sample size (minimum sample size to get differential results) to analyze the data collected. It gives an optimum insight into the subject matter.

**Objectives of the study:**

1 To find out the factors that led to the failure of Dunkin's Donuts in India.

2 To study the marketing strategies used by Dunkin's Donuts in India.

3 To study and examine the breakfast culture in India.

4 To study how Dunkin's Donuts failed in India but is a huge success in the USA

**Socio-cultural relevance of the study:** This study is useful to understand the food culture and preferences of Indians. This study also helps in understanding the perspective of consumers toward the western food culture and how much Indians are ready to spend on food items like coffee or donuts on average.

**The geographical area covered:** Pune

**The time dimension of the study:** October 2021-May 2022

**Data collection:**

For the following research, both primary, as well as secondary data, have been used.

Primary data is collected through a questionnaire. The articles, journals, and papers are collected from authentic sources as a part of secondary data.

**Sampling:**

1 Frame-customers

2 Type convenient sampling

**The statistical tool used for the analysis:** Percentage analysis

**Limitations of the study:**

1 The sample size is restrained to 30 only.

2 The study is conducted only in Pune.

3 Only the questionnaire technique is used for data collection.

4 More statistical techniques can be used for data interpretation

**Bibliography :**

Saini, L. (2020, January 27). Why Dunkin' Donuts Failed In India. Retrieved September 18, 2020, from https://medium.com/better-marketing/why-dunkin-donuts-failed-in-india-62bbbabc0227

# UNIT-5
# DATA ANALYSIS AND INTERPRETATION

1. Do you like going out for Coffee or Donuts?

   Yes

   No

**Tabular Presentation**

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Yes | 30 | 100 |
| 2 | No | 0 | 0 |
| | Total | 30 | 100 |

**GRAPHICAL PRESENTATION**



■ Yes ■ No

**INTERPRETATION**

The above question gives an insight into the understanding of how many people like to go out for coffee or donuts. From the above graph, we can understand all the people like to go out for coffee and donuts as all the 30 people have marked yes as the option and no one has marked no as the option.

As per the data collected, 100 % of people are interested in going out for coffee and donuts.

2. In a week, how many times do you go out for a coffee?

Daily

Twice a week

4-5 times a week

Others

**TABULAR PRESENTATION**

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | DAILY | 0 | 0 |
| 2 | TWICE A WEEK | 13 | 43 |
| 3 | 4-5 TIMES A WEEK | 4 | 14 |
| 4 | OTHERS | 13 | 43 |
| | TOTAL | 30 | 100 |

**GRAPHICAL PRESENTATION**



■ Daily   ■ Twice a week   ■ 4-5 Times a week   ■ Others
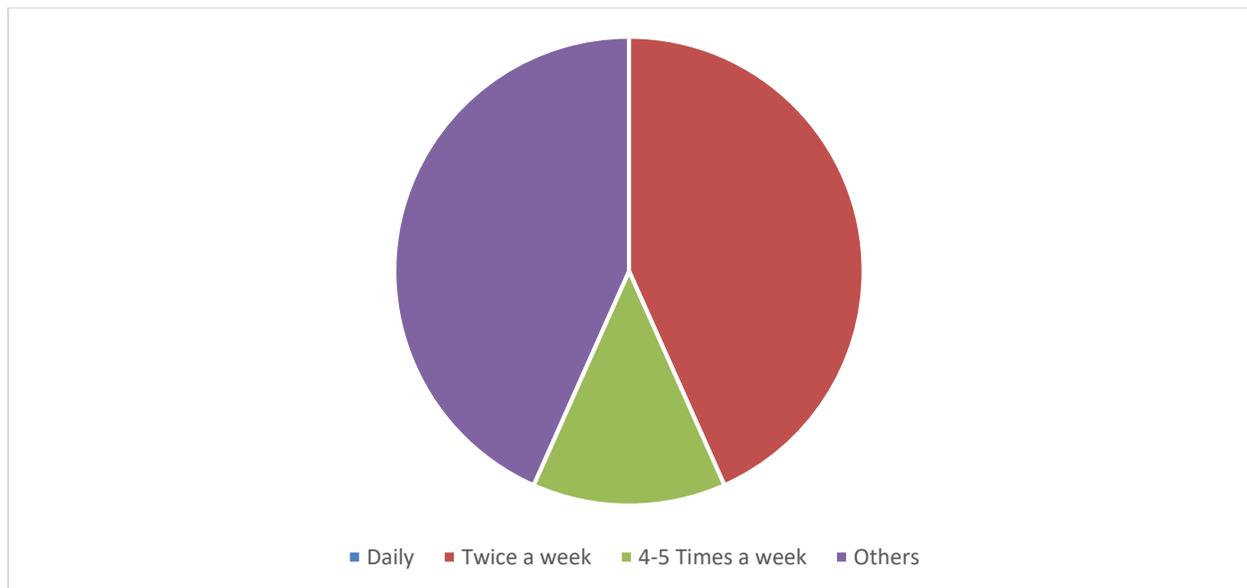
**INTERPRETATION**

From the above data, we could interpret that nobody goes out daily for coffee as still, people do not prefer having coffee daily. 13 people like to go out twice a week as the number of coffee drinkers is less in our country. Only 4 people i.e. 14% like to go out 4-5 times a week for coffee.

3. In a month, how many times do you go out for Donuts?

Daily

Once a week

Once in 15 days

Once a month

Anytime when I have a craving

## Tabular Presentation

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Daily | 0 | 0 |
| 2 | Once a week | 0 | 0 |
| 3 | Once in 15 days | 2 | 7 |
| 4 | Once a month | 6 | 20 |
| 5 | Anytime when I have a craving | 22 | 73 |
| | Total | 30 | 100 |

## GRAPHICAL PRESENTATION



■ Daily ■ Once a week ■ Once in 15 days ■ Once a month ■ Any time when I have a craving
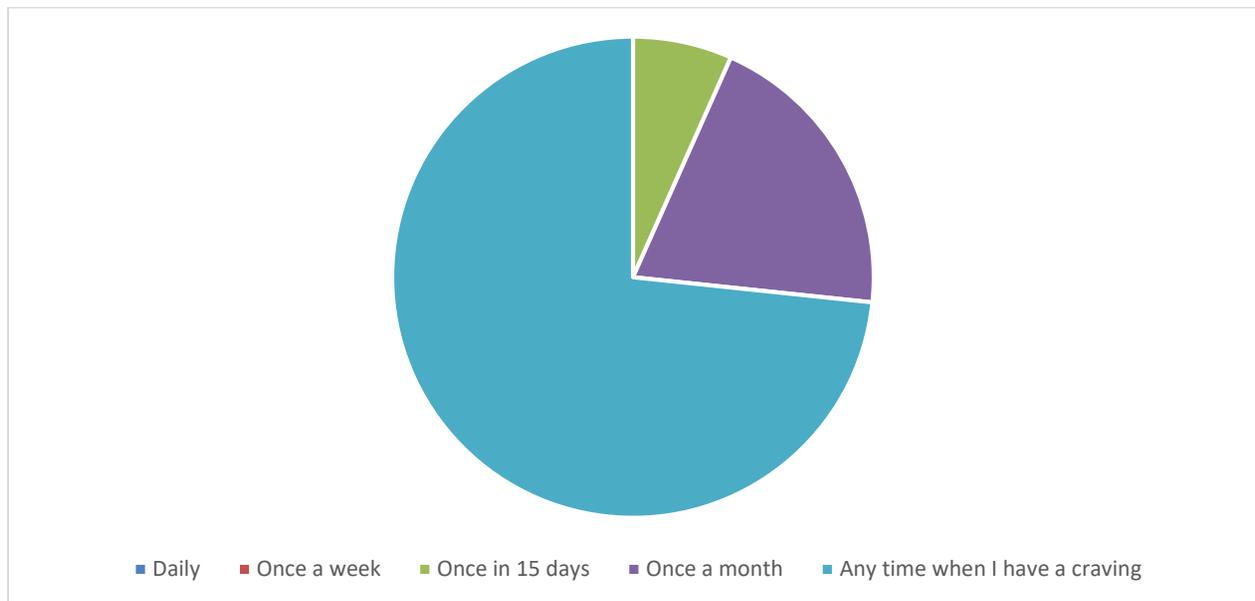
## INTERPRETATION

1.From the above data, we can say that nobody likes to go out for donuts daily. As in India, we do not have too much donut culture people do not prefer it having daily.

2. 0% of people are interested in having donuts every week as most people in India do not have sweet tooth and prefer savory food over it.

3. 7% of people like to go out once in 15 days for donuts and they must be the one who likes desserts and prefer western desserts over Indian desserts.

4. 20% of respondents like to go out once a month to have donuts and the rest of the respondents only like to go out for donuts when they have a craving.

4.Have you ever tried Dunkin Donuts?

Yes

No

**TABULAR PRESENTATION**

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Yes | 17 | 57 |
| 2 | No | 13 | 43 |
|   | Total | 30 | 100 |

**GRAPHICAL PRESENTATION**



■ Yes ■ No ■ ■
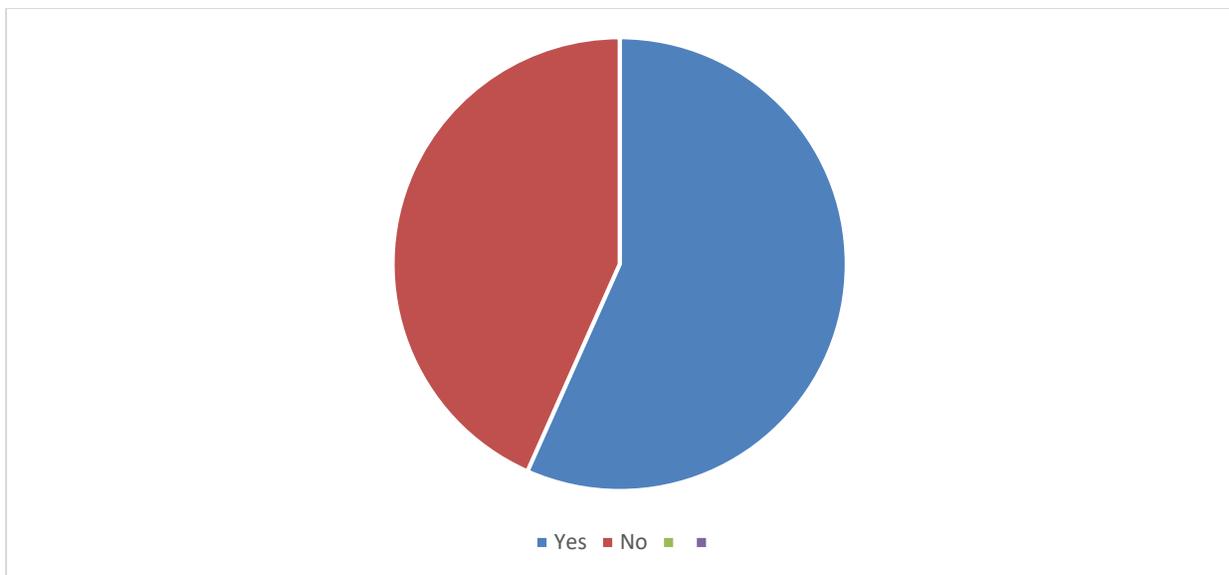
**INTERPRETATION**

Out of 30 respondents, only 17 have been to Dunkin Donuts i.e., 57% of the respondents, and the rest 43% have never been to Dunkin Donuts in India. These 57% of respondents seem to be more outgoing people who like American Culture and trying new things in the market.

5. If no, then reason

Never heard about it

I don't have sweet tooth

Was too young

It was expensive

Others

**Table Presentation**

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|---|---|---|---|
| 1 | NEVER HEARD ABOUT IT | 7 | 45 |
| 2 | I DO NOT HAVE A SWEET TOOTH | 2 | 18 |
| 3 | WAS TOO YOUNG | 0 | 0 |
| 4 | IT WAS EXPENSIVE | 2 | 18 |
| 5 | OTHERS | 2 | 18 |
| | TOTAL | 13 | 100 |

**GRAPHICAL PRESENTATION**



■ Never heard about it  ■ I do not have a sweet tooth  ■ Was too young  ■ It was expensive  ■ Others
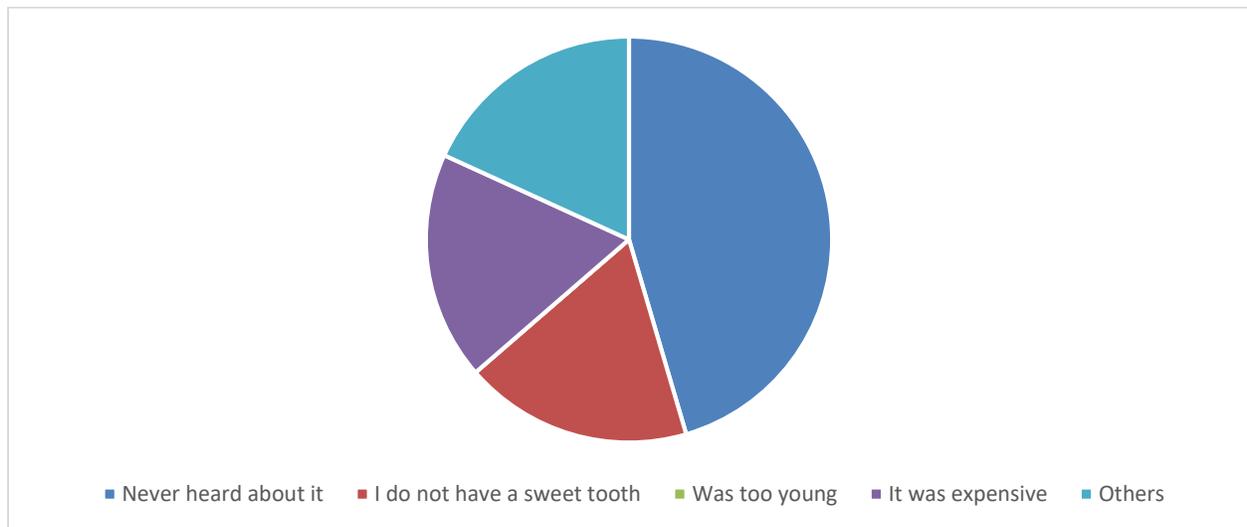
## INTERPRETATION

From the above presentation we can observe that out of 13 respondents 7 did not even hear about it and hence it shows that Dunkin Donuts had failed in its marketing techniques as its existence did not even reach everyone. Dunkin Donuts' promotions techniques have been a big failure and the reason for its failure in India.

18% of respondents who have not been to Dunkin Donuts found it way too expensive which never attracted them to visit it.

18% of respondents who have not been to Dunkin Donuts do not have sweet tooth and that's why they like going out for savory and spicy food and not for desserts.

6 If yes, how frequently did you use to visit Dunkin Donuts?

Once a week

Once in 15 days

Once a month

Once or twice a year

## Tabular Presentation

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | ONCE A WEEK | 0 | 0 |
| 2 | ONCE IN 15 DAYS | 2 | 12 |
| 3 | ONCE A MONTH | 3 | 18 |
| 4 | ONCE OR TWICE A YEAR | 12 | 71 |
| | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION



■ Once a week  ■ Once in 15 days  ■ Once a month  ■ Once or twice a year
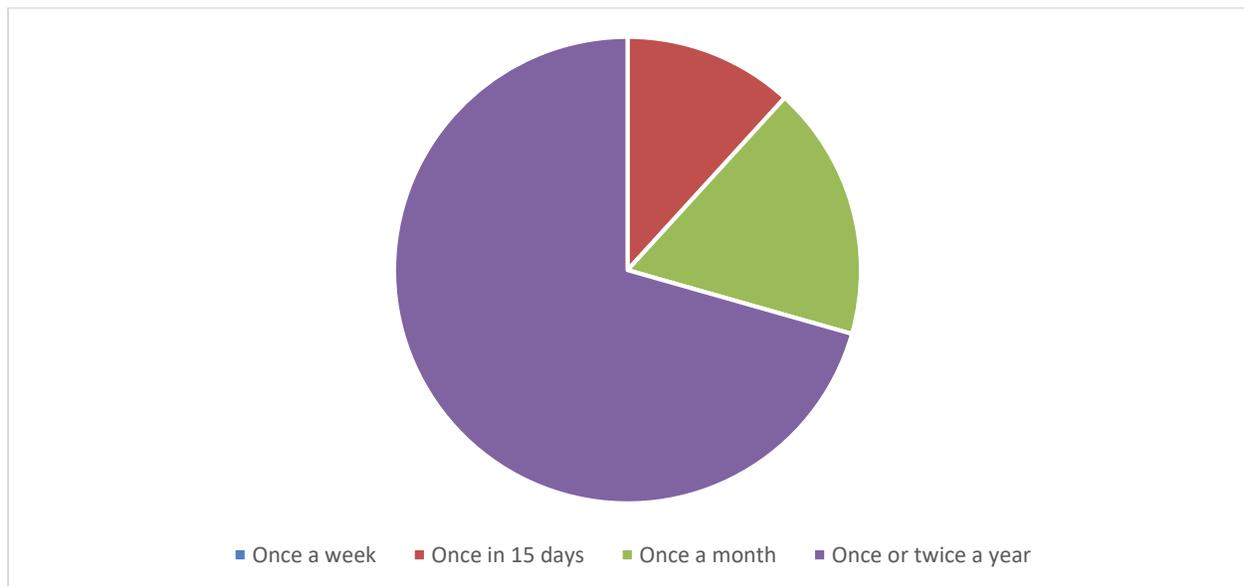
# INTERPRETATION

1 From the above data, we can interpret that out of all the respondents who have been to Dunkin Donuts 71% of visitors used to visit Dunkin Donuts once or twice a year. As Indians do not like spending so much on Donuts or Coffee, they do not visit such places more often.

2 18% of the respondents who have been to Dunkin Donuts used to visit once a month whenever they had a craving for Donuts or their aromatic coffee.

3 12% of respondents who have been to Dunkin Donuts used to visit there once in 15 days and they must be the one with a sweet tooth or who likes to go out more often for coffee or chat with friends but no customer used to visit Dunkin Donuts every week.

7 Why did you use to visit Dunkin Donuts?

For the coffee

For other drinks exclude the coffee (Hot chocolate)

For the food

For chatting with friends

For business meetings/meeting business partners

For experiencing the American Culture

Others

**TABULAR PRESNTATION**

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|:---:|:---:|:---:|:---:|
| 1 | For the Coffee | 6 | 35 |
| 2 | For other drinks exclude the coffee | 0 | 0 |
| 3 | For the food | 3 | 18 |
| 4 | For chatting with friends | 4 | 24 |
| 5 | For business meetings/meeting business partners | 1 | 6 |
| 6 | For experiencing the American Culture | 2 | 12 |
| 7 | Others | 1 | 6 |
| | Total | 17 | 100 |

# GRAPHICAL PRESENTATION



- For the coffee
- For other drinks exclude the coffee
- For the food
- For chatting with friends
- For business meetings
- For experiencing the American Culture
- Others
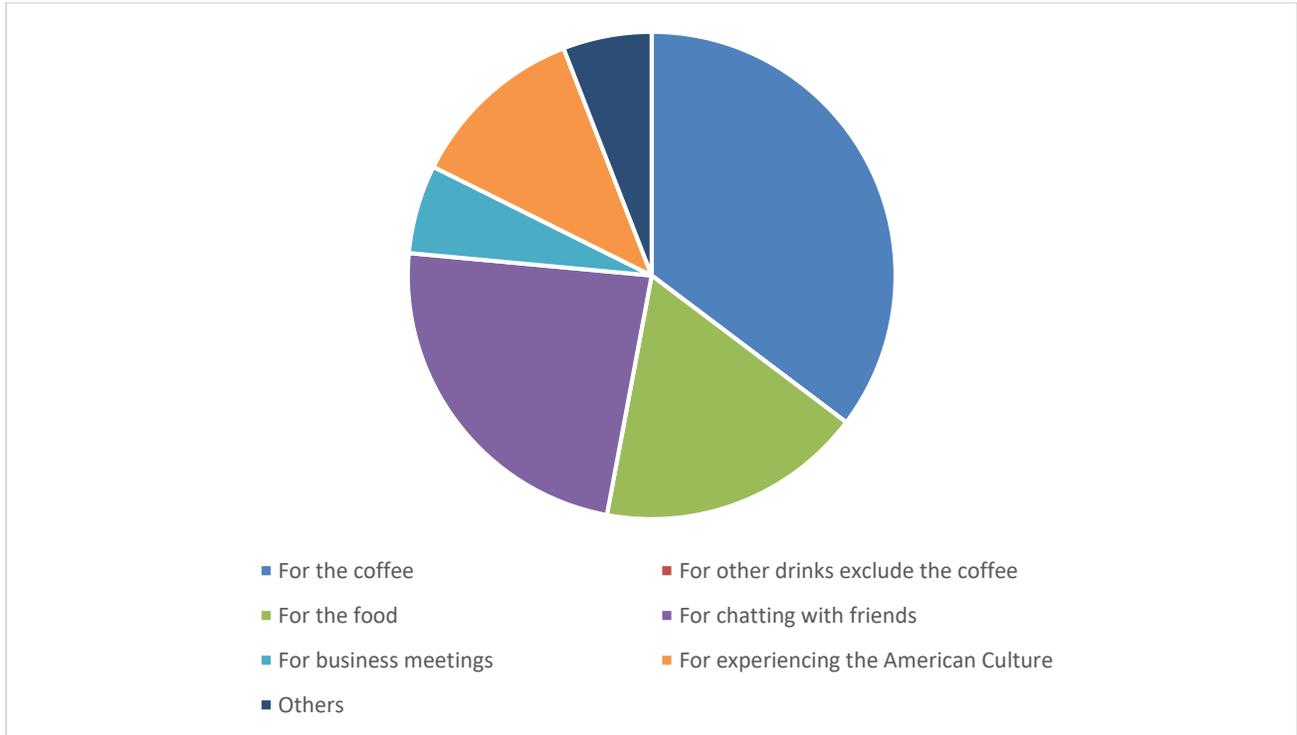
# INTERPRETATION

1 As per the data collected, out of the 17 respondents 35% used to visit Dunkin Donuts for Coffee. Coffee is one of their most selling products because of its different and aromatic nature. Instead of donuts people used to visit them for their coffee.

2 24% of respondents who have been to Dunkin Donuts used to visit to chat with their friends as meeting friends for coffee is the new western culture that India is adapting at a great pace.

3 18% of the respondents who have been to Dunkin Donuts visited for their food i.e., their donuts, burgers, or even combos.

4 12% of the respondents who have been to Dunkin Donuts visited for experiencing the American Culture that Dunkin Donut brought along with it and rarely people visited it for a business meeting, not finding it as the place to conduct business meetings.

8 Could you please select the food you used to order in Dunkin Donut?

Coffee
Donuts
Burgers

## Tabular Presentation

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Coffee | 11 | 65 |
| 2 | Donuts | 5 | 29 |
| 3 | Burgers | 1 | 6 |
| | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION
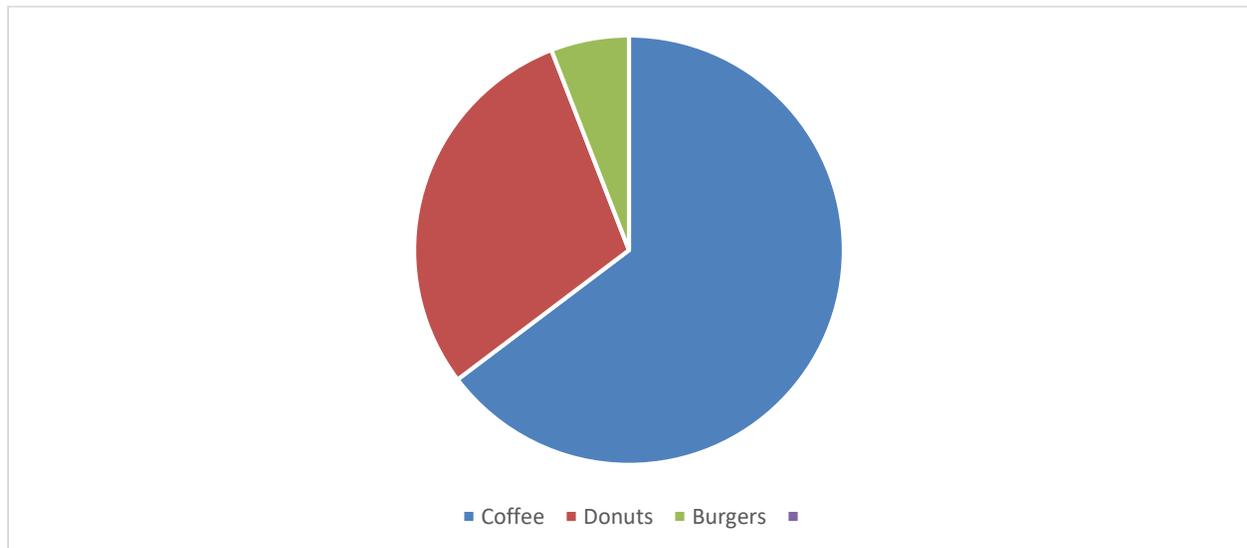


## INTERPRETATION

1 65% of respondents who have been to Dunkin Donuts used to order Coffee. Their coffee is different from the regular coffee we Indians are used to and hence their most selling product.

2 29% of respondents who have been to Dunkin Donuts used to order Donuts and they are usually the people with tooth or cravings and rarely people used to order Burger which was not their best selling product.

9 If given a choice, when would you prefer to eat Donuts?
Breakfast
Lunch
Dinner
Snack (Evening)
Anytime when you have a craving

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Breakfast | 2 | 12 |
| 2 | Lunch | 0 | 0 |
| 3 | Dinner | 0 | 0 |
| 4 | Snack (Evening) | 3 | 18 |
| 5 | Anytime when you have a craving | 12 | 70 |
|  | TOTAL | 17 | 100 |

## GRAPICAL PRESENTATION



■ Breakfast  ■ Lunch  ■ Dinner  ■ Snack ( Evening)  ■ Anytime when you have a cravings
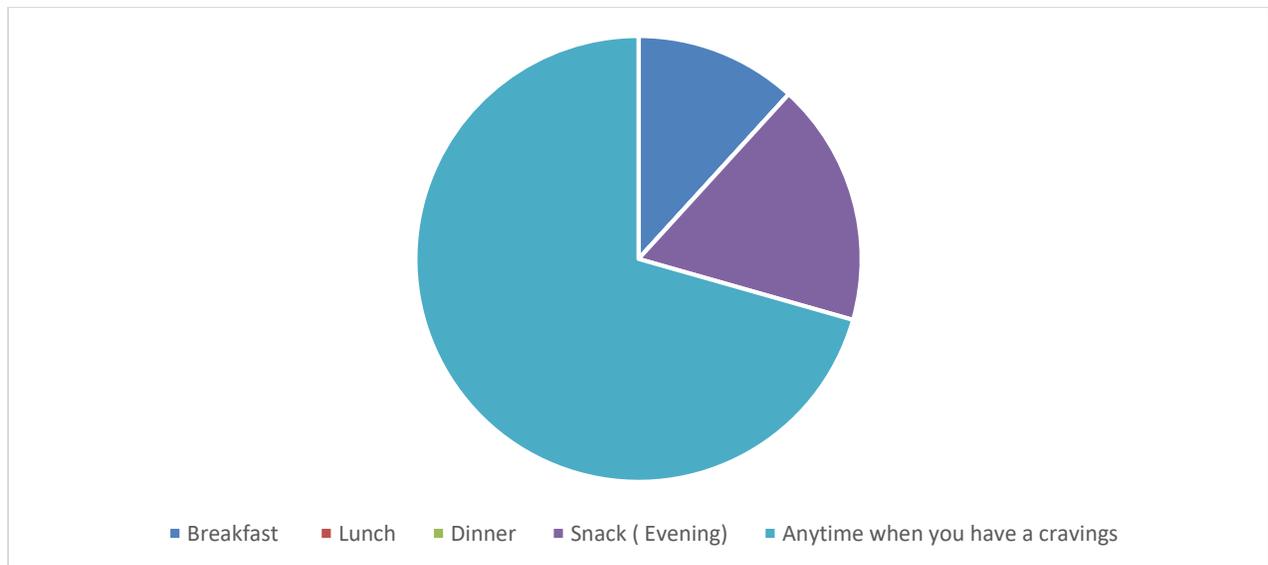
## INTERPRETATION

70% of the respondents like to have donuts only when they have a craving, while 18% of respondents like to have them as a snack and only 12% would like to have them in breakfast.

10  Please rate the taste of their products on a scale of 1 to 5. (1-Worst,5-Best)

Coffee -    1        2        3        4        5

Donuts -     1         2        3         4         5

Burger -    1        2        3        4        5

## GRAPHICAL PRESENTATION OF COFFEE
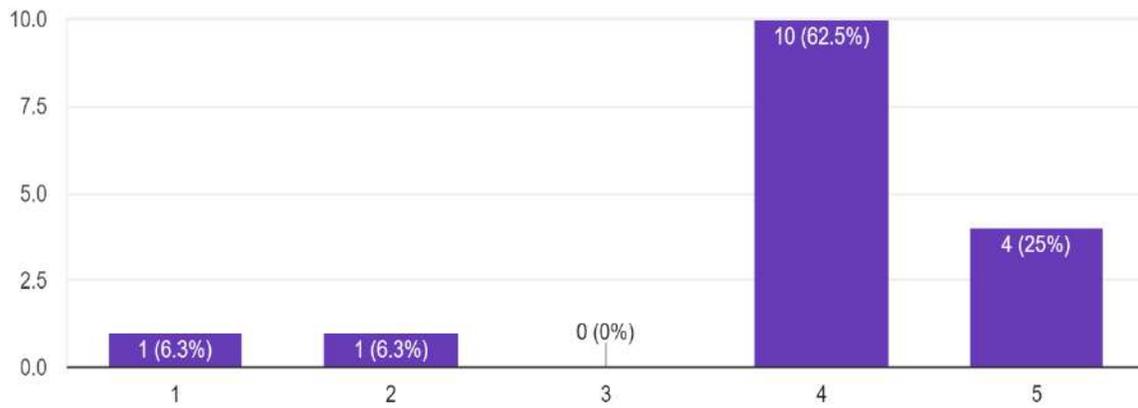


## GRAPHICAL PRESENTATION OF DONUTS
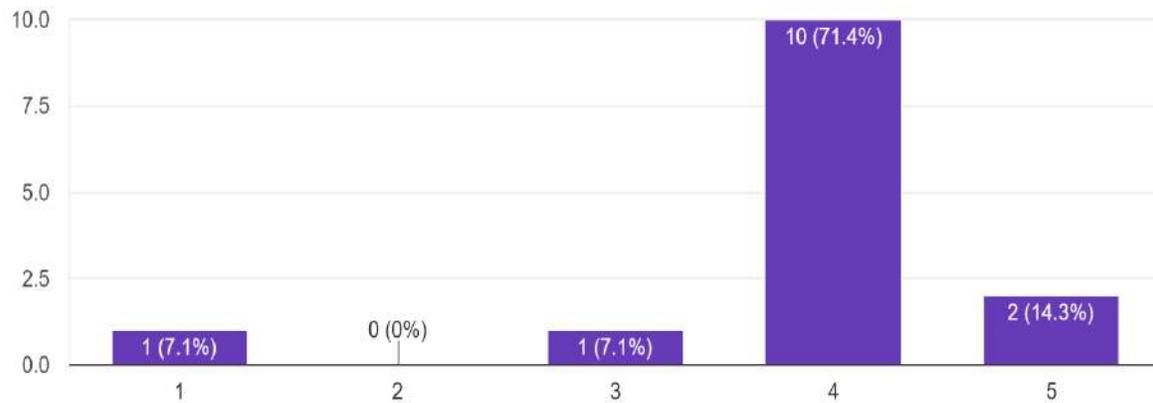
# GRAPHICAL PRESENTATION OF BURGERS
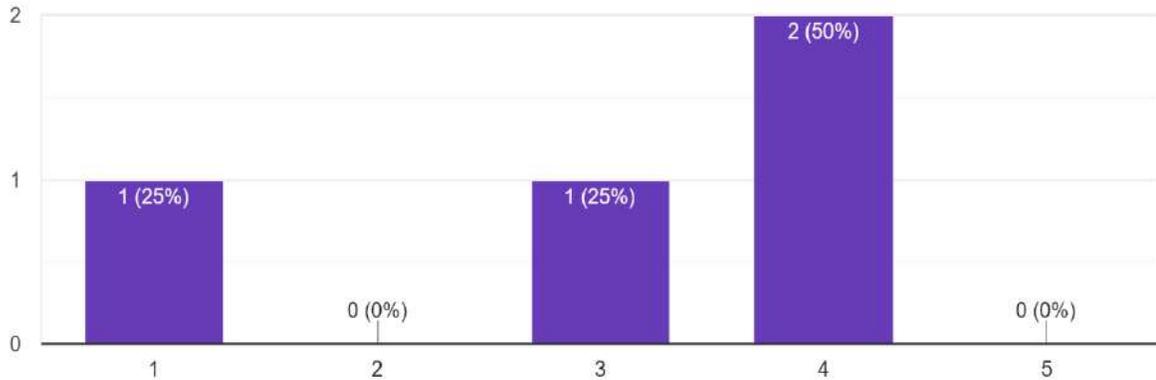


## INTERPRETATION

1 62.5% of respondents who have been to Dunkin Donuts have rated coffee 4 on a scale of 1 to 5. That means that they liked the taste of their coffee.25% of respondents who have been to Dunkin Donuts rated it as 5 which means excellent and only 6% have rated it as 1 and the remaining 6 % have rated it as 2.

2 14.3 % of respondents who have been to Dunkin Donuts have rated their Donuts as 5 which means excellent and shows that they liked the taste of their donuts.71.4 % of respondents who have been to Dunkin Donuts have rated it as 4 which definitely means good. 7.1% of respondents who have been to Dunkin Donuts have rated it as 1 and 3.

3 50% of respondents who have been to Dunkin Donuts have rated their Burger as 4 but no one rated it as 5. 25% of respondents who have been to Dunkin Donuts have rated it as 3 and the remaining 25% have rated it as 1 proving it is not something that every customer had liked.

11 Please rate the ambiance of Dunkin Donuts on a scale of 1-5
(1-Worst,5-Best)

1        2        3        4        5

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | 1 | 0 | 0 |
| 2 | 2 | 1 | 6 |
| 3 | 3 | 1 | 6 |
| 4 | 4 | 13 | 76 |
| 5 | 5 | 2 | 12 |
|  | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION



■ 1  ■ 2  ■ 3  ■ 4  ■ 5
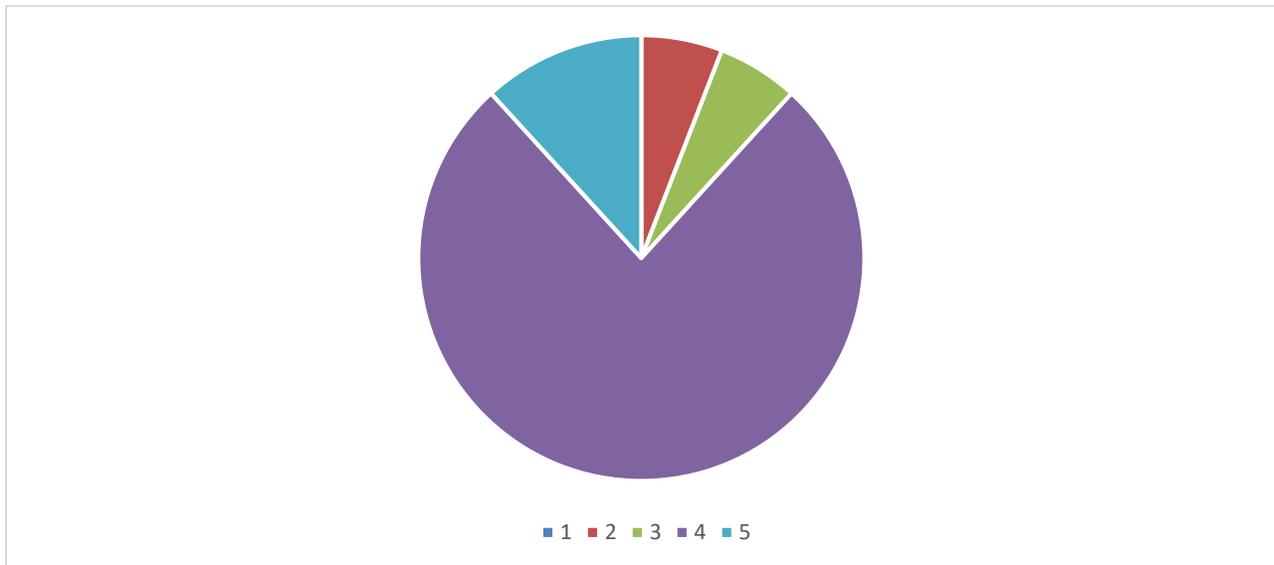
## INTERPRETATION

76% of respondents who have been to dunkin donuts have rated their ambiance as 4 which means that their ambiance was good.12 % have rated it as 2 which means they did not like the ambiance and rest have rated it as 1 and 3 but nobody rated it as 5 which means they should have improved their ambiance.

12) How would you rate the price of their Coffee, Donuts, and Burgers.

Highly expensive
Expensive
Moderate
Fairly cheap
Cheap

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Highly expensive | 9 | 53 |
| 2 | Expensive | 6 | 35 |
| 3 | Moderate | 0 | 0 |
| 4 | Fairly cheap | 1 | 6 |
| 5 | Cheap | 1 | 6 |
| | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION



■ Highly Expensive   ■ Expensive   ■ Moderate   ■ Fairly cheap   ■ Cheap
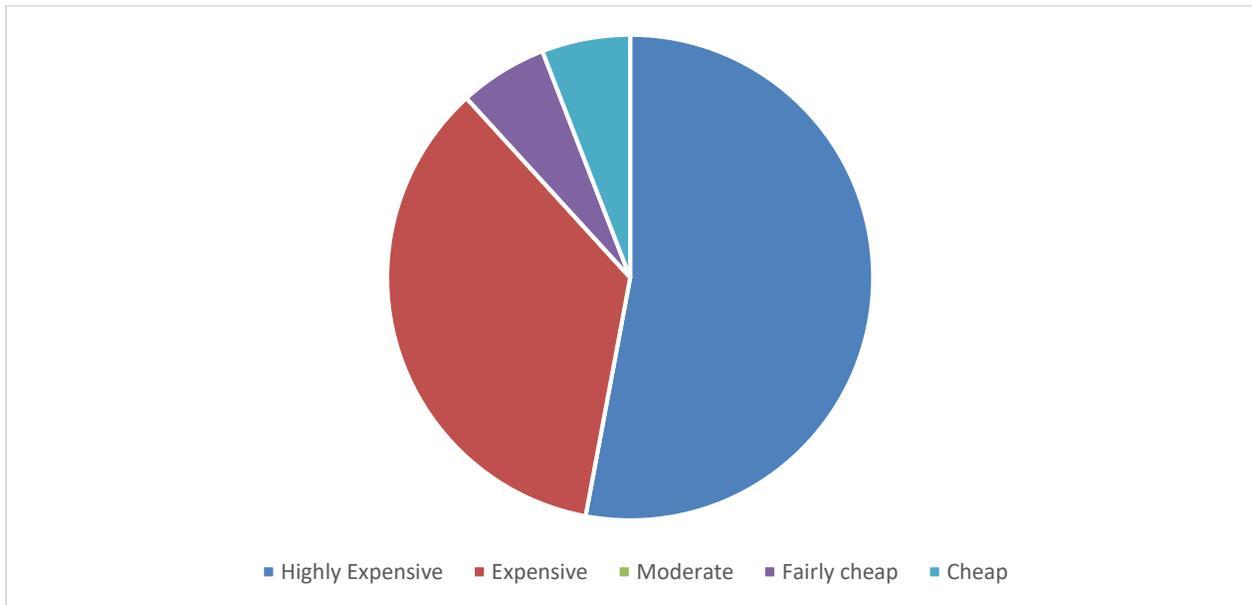
## INTERPRETATION

53% of the respondents who have tried their products found them highly expensive. 35% of the respondents found them expensive and 6% found them fairly cheap and only 6% found them cheap.

13 How would you rate the Customer Service of Dunkin Donuts.

Excellent
Good
Average
Below Average
Poor

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Excellent | 2 | 12 |
| 2 | Good | 13 | 76 |
| 3 | Average | 1 | 6 |
| 4 | Below Average | 0 | 0 |
| 5 | Poor | 1 | 6 |
| | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION



■ Excellent   ■ Good   ■ Average   ■ Below Average   ■ Poor
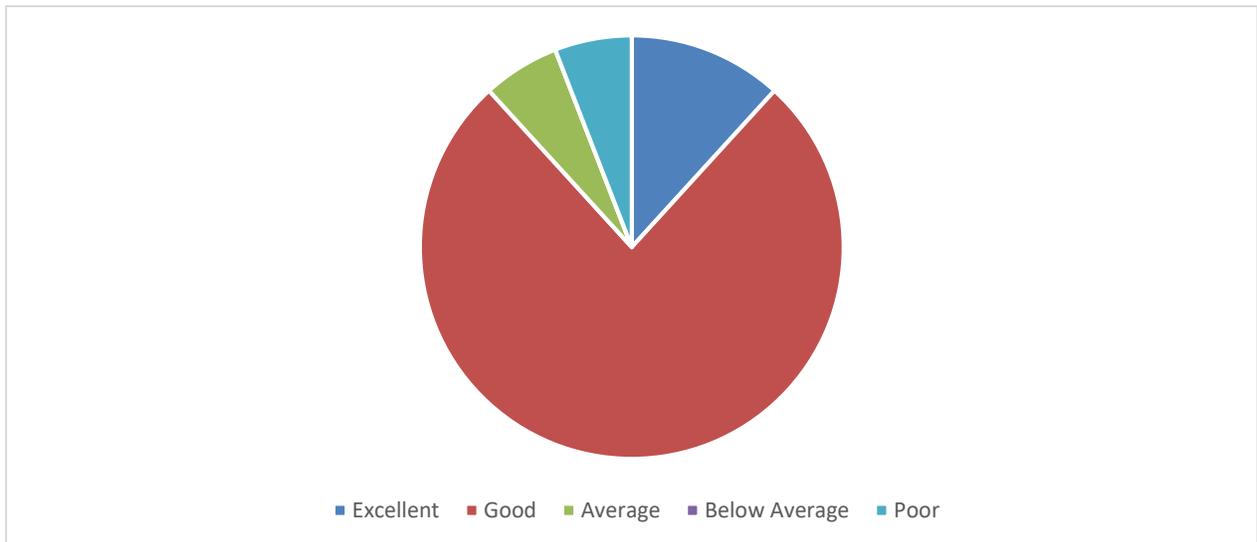
## INTERPRETATION

76% of the respondents found the customer service to be good and 12% of the respondents who have been to Dunkin donuts found it excellent and the remaining found them average and poor.

14 Would you like to recommend any changes in the menu of Dunkin Donuts?

Yes
No

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Yes | 7 | 41 |
| 2 | No | 10 | 59 |
| | Total | 17 | 100 |

## GRAPHICAL PRESENTATION



■ Yes ■ No
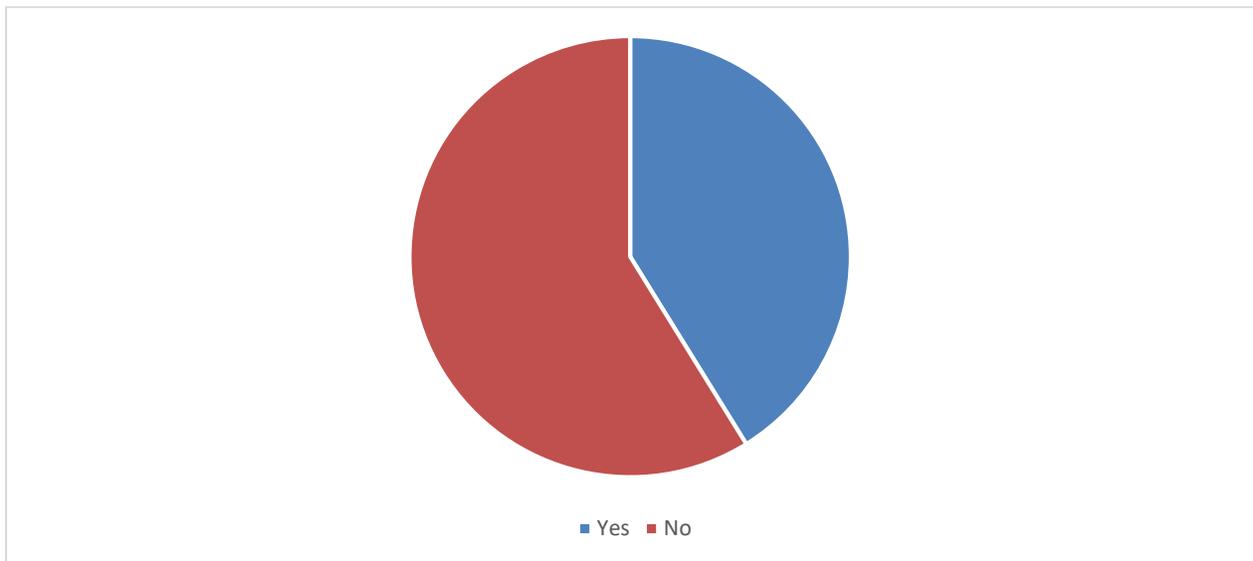
## INTERPRETATION

59% of the respondents who have tried their menu are okay with it and would not recommend any changes and remaining 41% of the respondents would recommend some changes which means they must have not found it as per their expectations.

15 If yes, then what would be the changes

Sugar-free Donuts
Gluten-free Donuts
Vegan Donuts
Vegan Milk Coffee
Vegan Burgers

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | Sugar-free donuts | 4 | 57 |
| 2 | Gluten-free donuts | 2 | 29 |
| 3 | Vegan donuts | 1 | 14 |
| 4 | Vegan Milk Coffee | 0 | 0 |
| 5 | Vegan Burgers | 0 | 0 |
| | TOTAL | 7 | 100 |

## GRAPHICAL PRESENTATION
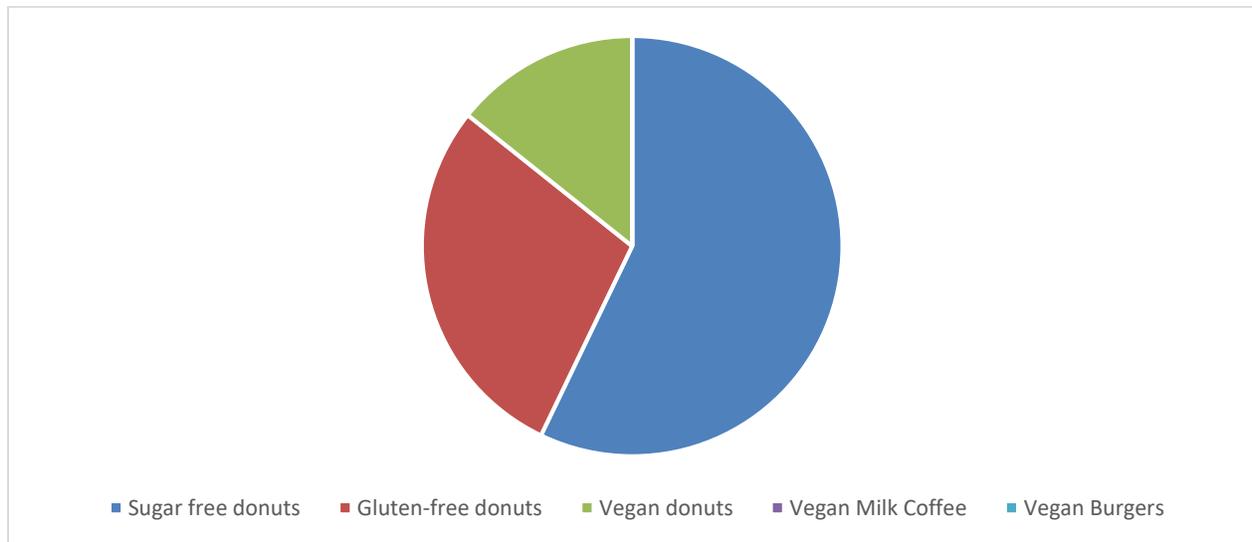


## INTERPRETATION

As per the data collected, 57% of the respondents suggested sugar-free donuts. Now a people are becoming more fitness freaks and aware of sugar intake and that's why it is one of the most suggested products followed by gluten-free donuts as now a days people prefer to have gluten-free breads and vegan donuts as people are turning vegan for the betterment of health and environment

16 On a scale of 1-5, please rate your overall satisfaction at Dunkin Donuts.

1         2         3         4         5

## TABULAR PRESENTATION

| SR. NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|--------|-------------|-----------|------------|
| 1 | 1 | 1 | 6 |
| 2 | 2 | 0 | 0 |
| 3 | 3 | 4 | 24 |
| 4 | 4 | 10 | 59 |
| 5 | 5 | 2 | 12 |
|   | TOTAL | 17 | 100 |

## GRAPHICAL PRESENTATION



■ 1  ■ 2  ■ 3  ■ 4  ■ 5
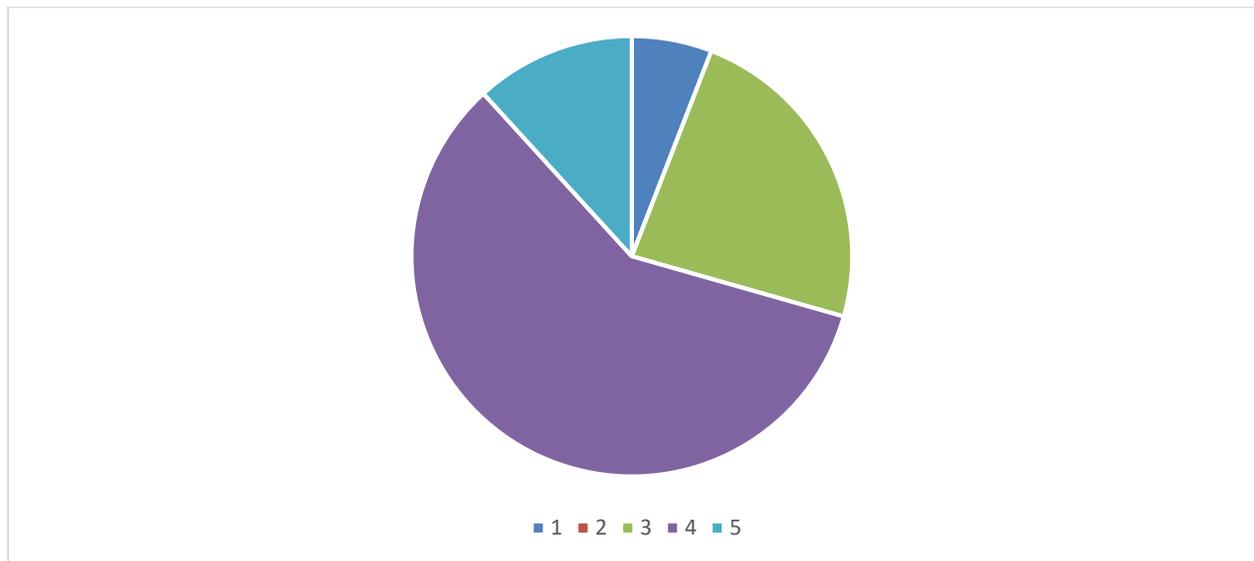
## INTERPRETATION

As per the data collected, 12% of the respondents rated it as 5 which means excellent,59% of the respondents rate their overall satisfaction as 4 which means good, followed by 24% of the respondents rated it as 3 which means average, and remaining rated their overall satisfaction as worst and that's why many customers did not try again which ultimately led to failure.

17 Any suggestions you would like to give to Dunkin Donuts if they want to make a comeback in India.

Make them less expensive Focus move on Indian styled and flavored foods

More affordable prices

Better ambiance

Should reduce the prices

They should have a less expensive food range Order time and service response can be improved It lacks Indian touch

In the dominant culture of Pav and Slice bread, Buns. Dunkin Donuts must do campaigns to make sure that people just don't look at Donuts as unhealthy. Concepts of bagels must also be educated with competitive prices, more combos and a larger seating as coffee on the go culture is still emerging.

UNIT-6
CONCLUSION AND SUGGESTIONS

Indians love to eat spicy and tasty food. Donuts are not a food that Indians like to eat regularly. Dunkin' Donuts is one of the largest coffee and food chains in the world. Though it's a hit in other countries but Dunkin Donuts did not understand Indian tastes. People here prefer spices to sweets.

The average cost for two in Dunkin' Donuts in India was around ₹600 which is a lot for most people who are earning a near-average or average middle-class people. The price itself alienates millions of people, and this is one of the reasons why Dunkin' Donuts failed in India.

The organization fizzled in India because it failed to catch the Indian Culture and the idea of a heavy and complete breakfast with the family and donut breakfast is western culture.

Most of the people prefer chai over coffee and coffee on the go culture is still emerging whereas in the USA people prefer coffee.

Dunkin Donuts has failed because of its poor promotion and advertising techniques as the people who have not visited the Dunkin donuts are because they were not aware of it while they promoted well in the USA

Dunkin Donut slide lined its menu for refreshments to focus just on the menu of a food thing and overlooking its beneficial beverage line, which cost the association likely turn of events. Dunkin Donuts Risked its Brand Identity by developing its menu and losing the focus on its Unique Selling Products.

Dunkin Donuts had a hard time growing its business because of its premium pricing and products.

## Suggestions

Dunkin Donuts should have focused more on their unique selling products and how to incorporate them into Indian culture without causing any major disturbance.

They should have done good pre-market research before launching their products to know more about the Indian preferences and food habits to forecast their profitability.

They should have kept the prices that could be afforded by more people in order to increase their sales. They could have done research on pricing policies that would suit the Indian wallets.

# QUESTIONNAIRE

Hello, I am Oshi Tiwari. Hope you are doing well. I am a Post-Graduation Diploma in International Business student of Brihan Maharashtra College of Commerce. I am conducting a study regarding the Failure of Dunkin Donuts in India and I need your valuable opinions and suggestions for my study. I request you all to spare 5 minutes of your precious time for this study.

Name

Age

18-30 years
31-45 years
46-60 years
Above 60

Email id

Occupation

Q1) Do you like going out for Coffee or Donuts?

Yes
No

Q2) In a week, how many times do you go out for Coffee?

Daily
Twice a week
4-5 times a week
Others

Q3) In a month, how many times do you go out for Donuts?

Daily

Once a week

Once in 15 days

Once a month

Any time when I have a craving

Q4) Have you ever visited Dunkin Donuts?

Yes

No

Q5) If no, then reason

Never heard about it

I don't have sweet tooth

Was too young

It was expensive

Others

If the answer to the above question is yes then, please answer the following questions

Q6) How frequently did you use to visit Dunkin Donuts?

Once a week

Once in 15 days

Once a month

Once or twice a year

Q7) Why did you use to visit Dunkin Donuts?

For the coffee

For other drinks exclude the coffee (Hot chocolate)

For the food

For chatting with friends

For business meetings/meeting business partners

For experiencing the American Culture

Others

Q8) Could you please select the food you used to order in Dunkin Donut?

Coffee

Donuts

Burgers

Q9) If given a choice, when would you prefer to eat Donuts?

Breakfast

Lunch

Dinner

Snack (Evening)

Anytime when you have a craving

Q10) Please rate the taste of their products on a scale of 1-5
(1-Worst,5-Best)

| Donuts - | 1 | 2 | 3 | 4 | 5 |
| Coffee - | 1 | 2 | 3 | 4 | 5 |
| Burger - | 1 | 2 | 3 | 4 | 5 |

Q11) Please rate the ambiance of Dunkin Donuts on a scale of 1-5
(1-Worst,5-Best)

        1       2       3       4       5

Q12) How would you rate the price of their coffee, donuts, and burgers.

Highly expensive

Expensive

Moderate

Fairly cheap

Cheap

Q13) How would you rate the Customer Service of Dunkin Donuts.

Excellent

Good

Average

Below Average

Poor

Q14) Would you like to recommend any changes in the menu of Dunkin Donuts?

Yes

No

Q15) If yes, then what would be the changes

Sugar-free Donuts

Gluten-free Donuts

Vegan Donuts

Vegan Milk Coffee

Vegan Burgers

Q16) On a scale of 1-5, please rate your overall satisfaction at Dunkin Donuts.

1      2      3      4      5

Q17) Any suggestions would like to give to Dunkin Donuts if they want to come
to make come back in India.

_____

# UNIT-7
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BIBLIOGRAPHY AND WEBLIOGRAPHY

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**A PROJECT REPORT**

**ON**

**DETAIL STUDY OF AGRICUTURAL IMPORT AND EXPORT**

**WITH REFERENCE TO : AMUL**

**SUBMITTED BY**

**ANKITA ANIL GHADGE**

**PGDIB**

**ROLL NO: 12**

**UNDER THE GUIDANCE OF**

**PROF. ADITI SAMIR**

**SUBMITTED TO**

**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**

**FOR THE PARTIAL FULFILLMENT OF**

**REQUIREMENT OF THE**

**POST GRADUATE DIPLOMA IN**

**INTERNATIONAL BUSINESS**

**DEGREE**

**2021-2022**

# ACKNOWLEDGEMENT

I would like to acknowledge the following people for giving idealistic channels and fresh dimensions and ideas in the completion of this project.

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I would also like to express my sincere gratitude towards my project guide, **Prof. Aditi Samir** whose guidance and care made the project successful.

I would like to thank my College library, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly has helped me in my project to be success. I would like to thank everyone who answered my questionnaire/survey and helping me to complete this project.

# DECLARATION

I the undersigned solemnly declare that the project report **DETAILED STUDY ON AGRICULTURAL IMPORT AND EXPORT WITH REFERENCE TO AMUL** is based on my own work carried out during the course of our study under the supervision of **PROF. ADITI SAMIR**.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

I.   The work contained in the report is original and has been done by me under the general supervision of my supervisor.

II.   The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.

III.   We have followed the guidelines provided by the university in writing the report.

IV.   Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Name**: ANKITA ANIL GHADGE**
Roll No**: 12**
DATE**:  MAY 2022**

# Index

# Unit 1
# INTRODUCTION

INDIAN DAIRY INDUSTRY:

Both public & private sector have contributed to dairy industry growth in India. Government dairy distributes 90% of its milk in sachets or in containers & remaining 10% is marketed as butter, ghee etc. On contrary, private sector only markets 20% of milk & remaining 80% of milk is made into preparation suitable for exports. Amul have Chocolate as their main product. Though India is No. 1 in milk production, it is unfortunate that we are importing the milk products from other countries. Since we do not have good technology for production of skim milk powder we are forced to import them from the Europe and New Zealand.

## INTRODUCTION OF AMUL :

Amul was established in 1946 under aegis of the Kaira District Co-operative Milk Producers Ltd. which eventually led to formation of the Gujarat Cooperative Milk Marketing Federation (GCMMF) in 1973. Over the time, Amul has epitomized how a cooperative society can transform quality of life of its core stakeholders while staying highly profitable & ahead of competitors including some of the top MNCs operating in the country. Amul has emerged as a household name in the India with tremendous brand equity. Secret sauce of success for Amul has been its readiness to change with times. At the same time, Amul has a meticulously augmented the prosperity of over the 3 million members of GCMMF. So far, there has been no scandal or case of financial embezzlement which indicate that the business in cooperative sector can be managed with due diligence, integrity & competitiveness without compromising on the profitability or interests of core stakeholders. This case study presents transformational journey of Amul that can inspire leaders & managers of other cooperative societies in the country which are reeling under losses & need intervention strategies to turn around their fortunes.

**ABOUT THE ORGANIZATION:**

Amul was set up in 1946 under aegis of the Kaira District Co-operative Milk Producers Ltd. which eventually led to the formation of the Gujarat Cooperative Milk Marketing Federation (GCMMF) in 1973. Amul was established to streamline the dairy farming in the cooperative sector & protect the dairy farmers from the manipulative middlemen who always kept them at receiving end. The Kaira District Co-operative Milk Producers Ltd. was founded by disgruntled farmers who wanted a fair treatment & a reasonable price for milk. Founder members were highly inspired by the leaders such as Sardar Ballabh Bhai Patel, Morarji Desai &Tribhuvandas Patel. Initially, the dairy cooperative societies of only two villages were part of the Kaira District Co-operative Milk Producers Ltd. It's true; GCMMF has been attributed for ushering the white revolution in the country under leadership of Tribhuvandas Patel who was founding chairman & Verghese Kurien who joined the organization in 1950-51 as general manager. Amul became quite successful as the result of its inclusive structure. Dairies were owned by farmers who elected their representatives to run the cooperative societies at village & district levels with the help of professionals. District unions are members of the GCMMF. As such, GCMMF is quite the responsive to the needs of farmers. Amul model spearheaded by the GCMMF has enabled the country to become largest producer of milk in the world. It has also catalyzed dairy farming in cooperative sector across the country. Impact of the Amul model can be seen all over the country. There are vibrant dairy cooperative societies in the over 220 districts spread over 28 states duly supported by over 16 million members as mentioned on website of Amul .

GCMMF is said to be the one of largest food product marketing company. The GCMMF in its current form was established in year 1973. Turnover of organization in 2019-20 was US$ 5.1 billion. The organization procures approximately 24.6 million liters of milk from 3.64 million members through the 18600 village-level milk cooperative societies every day Amul. The village-level cooperative societies are affiliated to the 18 member unions spread across 33 districts of Gujarat. Organization has the huge marketing network comprising 71 sales offices, 10,000 dealers & 1 million retailers Amul. Products of Amul includes milk, milk powder, health beverages, clarified butter, butter, cheese, pizza cheese, cottage cheese, ice-cream, chocolates and traditional Indian sweets Amul . GCMMF has received several awards for its phenomenal work in cooperative sector such as Excellence in Crisis: Crisis Superheroes Award 2020 from the IMC Ramkrishna Bajaj National Quality Award Trust, Marketer of the Year (FMCG Food) Award 2019 from India chapter of International Advertising Association, & World Dairy Innovation Award 2018 from Global Dairy Congress in Poland. So far, the GCMMF has remained apolitical which has added to its growing competitiveness.

# Unit 2

# LITERATURE REVIEW

**BUSINESSWORLD. 28 APRIL 2022.**

The amount from milk collection increased from Rs 367 to Rs 702 crores in 5 years. Uttar Pradesh Chief Minister Yogi Adityanath on Thursday said that the revenue from milk collection in state has increased to Rs 702 crores in the year 2019-20 compared to Rs 367 crore2014-15.

Adityanth made these remarks while attending 'Milk price cheque distribution of Uttar Pradesh Dairy Farmers of Banas Dairy' event by video-conferencing. Banas Dairy is Asia's largest cooperative dairy & biggest member of Amul.  Banas Dairy stores about 5 lakh liters of milk daily from the about 1.68 lakh farmers through more than the 2,700 committees in 29 districts & 79 tehsils of Uttar Pradesh. This milk collection is being done through method established by the Amul. In 2014-15, the milk collection was of Rs 367 & today it has increased to Rs 702 crores in year 2019-20.

## The Times of India: Amul looks to tap domestic yogurt market.

This summer the yogurt market is stirring up. Going bullish on growing yogurt market, home grown dairy giant Amul has come up with the range of stood fruit yogurt with competitive pricing interestingly daily measure that has launched the product range of almost half the price of its competitors. The market size of the  yoghurt in India is estimated to be around 4000 Ton in terms of  volume & rupees 150 crore in terms of the value currently the yoghurt market is just a faction of the curd market in India but it's expected to grow main fold as custom as a increasingly & is becoming health conscious.

A Union of Gujarat Cooperative milk marketing federation has already set up the yogurt manufacturing plant at Taloja in Maharashtra Raigarh district & Amul family will be setting more three plants in Gujarat, Delhi &West Bengal to Carter to the demand of yogurt which is growing for its rich source of proteins.

**BUSINESS** STANDARD: **Amuls annual turnover rises by 2% to Rs 39,200 cr in FY21 despite Covid: MD Sodhi.**

The total turnover of the GCMMF, which markets dairy products under the Amul brand, grew 2 % to Rs 39,200 cr despite the Covid-19 pandemic, Amuls Managing Director R S Sodhi said .The total turnover of the GCMMF, which markets dairy products under Amul brand, grew 2 % to Rs 39,200 cr despite the COVID-19 pandemic, its Managing Director R S Sodhi said Gujarat Co-operative Milk Marketing Federation Ltd GCMMF had posted a 17% jump in revenue during the financial year 2019-20 to Rs 38,550 cr. In an interview with the PTI, Sodhi said growth slowed down during the last fiscal but he expects the sales to bounce back in current financial year 2021-22.

# Unit 3

# COMPANY PROFILE

## HISTORY OF COMPANY (AMUL):

The story of AMUL inspired 'Operation Flood' & heralded the 'White Revolution' in India. It began with the two village cooperatives & 250 liters of the milk per day, nothing but a trickle compared to flood it has become today. Today Amul collects processes & distributes over a million liters of milk & milk products per day, during the peak, on the behalf of more than a thousand village cooperatives owned by half of the million farmer members. Amul has become the symbol of the aspirations of millions of farmers creating a pattern of liberation & self-reliance for every farmer to follow. The 'AMUL revolution' started awareness among the farmers grew & matured into a protest movement. Over four decades ago, the life of farmers in Kaira District was very much like that of his counterpart anywhere else in the India. His income was derived entirely from seasonal crops. The income from the milk buffaloes was undependable. Private traders & the middlemen controlled marketing & distribution system for milk. As milk is perishable product, farmers were compelled to sell it for whatever they were offered. Often, they had to sell cream & ghee at the throwaway prices. In this situation, the one who gained was private trader gradually, the realization dawned on farmers that exploitation by the trader could be checked only if they marketed their milk themselves .In order to do that they needed to form a some sort of an organization. This realization what led to establishment of the Kaira District Cooperative Milk Producers Union Limited (known as Amul) which was formally registered on December 14, 1946.Currently AMUL has 2.28 million producer members with the milk collection average of5.08 million liters/day.

## MAIN BUSINESS  OF AMUL

AMUL is mainly into the business of marketing& transporting & distributing the milk & milk products manufactured by its owners. Besides creating the urban employment in dairy plants, marketing, transporting & distribution, it has helped to provide the farmers with a sustainable rural employment programmer. AMUL has always tried to be a step ahead of market. It has always been a model to which the other cooperatives have looked up as an example & inspiration as well as one from which many have already benefited. AMUL was

first one major organization in India to have a website. This site has been used for both to develop an intranet of AMUL distributors as well as a cyber-store for consumers & one of the first examples of e-commerce activity in India.


## CURRENT STATUS OF AMUL


India's leading dairy cooperative GCMMF (AMUL) , which markets the dairy products under Amul brand, is expecting an 18 % growth in its turnover this fiscal year 2022 to around Rs 46,000 crore on better demand, AMUL'S Managing Director R S Sodhi said. Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF) had posted the marginal growth of 2% during the 2020-21 financial years to Rs 39,200 crore despite COVID-19 pandemic.

In an interview with Mr. Sodhi said that "We are expecting around 18 % growth this fiscal year to about Rs 46,000 cr." The demand for all the products like butter, ice cream, milk, has been improved, he added. In the volume terms also, Sodhi said the growth will be around 15 %. In the last financial year, GCMMF turnover grew marginally as sales of the ice cream were down 35 % mainly because of the nationwide lock down during summer to curb COVID-19 pandemic. The commodity business of the products like skimmed milk powder (SMP) was also impacted. The cooperative sells of 150 lakh liters of milk per day, of which the Gujarat contributes around 60 lakh liters, Delhi-NCR 37 lakh & Maharashtra 20 lakh liters, he added. It also sells milk in Punjab& Uttar Pradesh & Kolkata. The GCMMF has an installed processing capacity of the nearly 400 lakh liters per day.

In this fiscal year, it has hiked the milk prices twice. The GCMMF hiked milk price by Rs 2 per liter across the India from, July 1 due to an increase with effect from March 1, saying that the milk procurement prices have gone up. In a statement on February 28 2022, the GCMMF had said that  increase of Rs 2 per liter translates into a 4 % increase in MRP which is much lower than the average food inflation. This price hike is being done due to rise in costs the of energy, packaging, logistics & cattle feed that has led to an increase in overall cost of operation and milk production.

## THE AMUL MODEL

Amul has Co-operative form with a blend of professionalism. In the corporate form of an organization the shareholders are non-participative members, whereas in this form members are the participative owners of the organization. There are basically three tiers a dairy cooperative viz., the village society- procurement unit, the union- which is the processing unit and the federation which is the marketing unit all being an institution in itself. The institutions at each tier have the bond of organic & inter-institutional linkages & obligations which provide sense of purpose & directions in their activities. To manage these units efficiently leaders felt a need of professionals. These professionals have a hierarchy similar to that of corporate structure with the managing director as their head. The Managing Director of all this units is appointed by the Board of Directors. The board of directors comprises of farmers members who come from their respective societies. So, at each level of the decision making lies in the hands of producers only, which give them a feeling of the ownership to them.

**Amul model fig:**
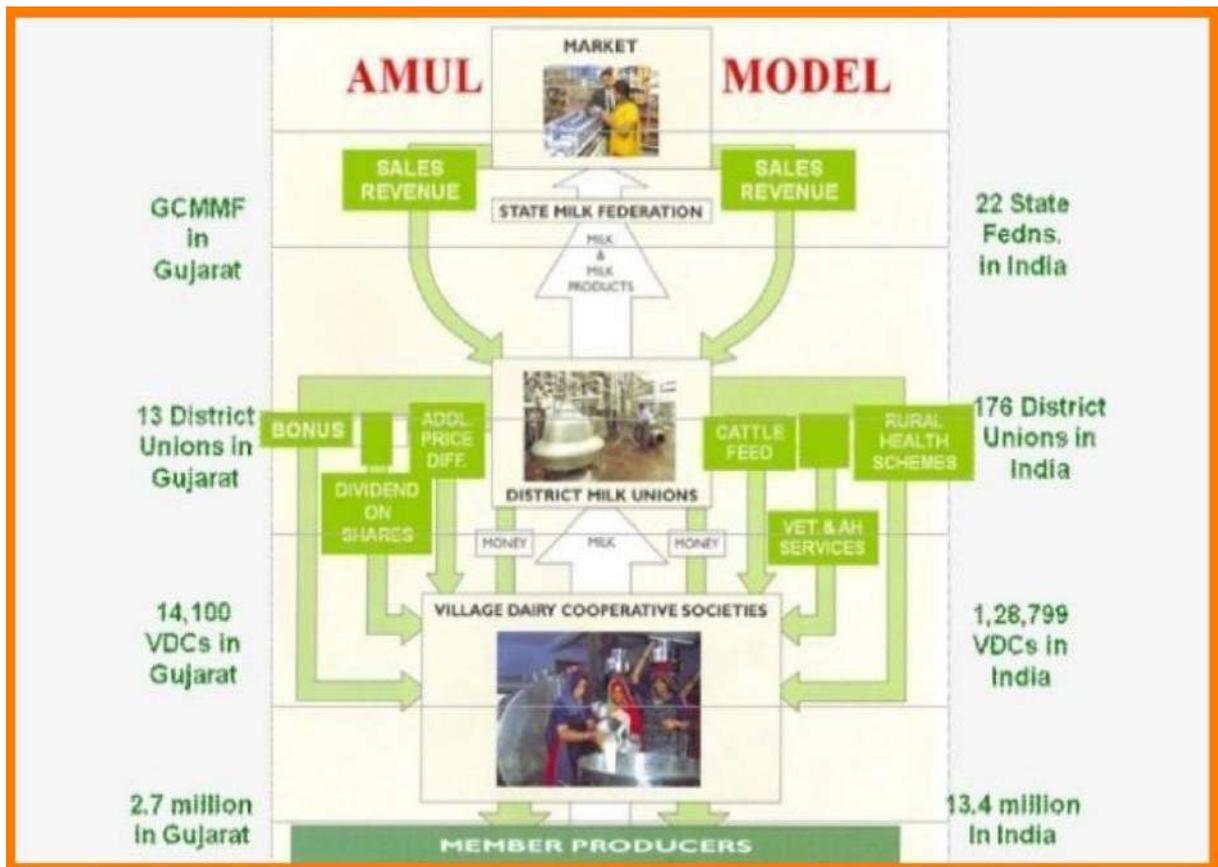
## ADVERTISING SPECILITIES OF AMUL

Amul- The Taste of India.

However, our love & connect with brand Amul make us ruminate over it. A native brand & its success story example-Amul. A Consistent advertisement elevating Brand Identity-Amul. The utterly butterly the 'Amul girl' is an icon of the middle class India right from 1967.

The Amul girl is the hand-drawn cartoon of a young & chubby Indian girl dressed in a polka dotted frock with the blue hair & a half pony tied up. May be she is the reason Polka Dots are never out of fashion in India till today. Back then, brief provided by Amul was very simple; 'Draw a mascot which is easy to paint on the walls & outdoors. Huge outdoor print advertisement was still to see on the billboards. The advertisement idea of the Amul was conceived by the agency called ASP (Advertising, Sales and Promotion) headed by Sylvester Da Cunha & his Art Director Eustace Fernandez.

## Brand Strategy of Amul Advertisement

It is an established fact that Amul advertisements are consistent. They always do a great job in selecting a trending topic & make an advertisement about it. Amul has a history of being brave & elegant. Through advertisement they have often raised voice against the issues, which are otherwise not even considered relevant in FMCG product advertising. Most of the companies avoid getting into dirt by commenting on political issues, unlike Amul. There were even controversies , when AMUL commented on national  the political  events such as 'Emergency in India' in 1976.Although the content for advertisement may be grave, yet Amul & its humor punch establish their view & brand in subtle way. Even the media strategy of AMUL advertisement was very clear, crisp & consistent. Almost all of their print advertisements come on the top corner of the third page in the main newspaper. Earlier it was Times Of India where their  media innovation was to be seen, now we can even see it in any other  newspapers as well .In communications terminology, we call it a strategy to create good expectations of readers to find the  particular kind of content in a particular place. Like  when we always open the supplement of Hindustan Times, Brunch from  last page expecting the fixed format short and  interesting interview of a celebrity. If you refer to the image below, this is exactly spot in the 3rd page of Hindustan Times where you can expect an Amul advertisement always.

Some interesting advertising by AMUL.

# FINANCIAL PERORMANCE ANALYSIS OF AMUL

 The Financial Performance and Analysis can be carried out by using various analytical tools like horizontal analysis, trend analysis, cash flow statement analysis, and various important ratios. Ratios have evolved substantially over the period of time. Many have studied the effect of different variable of liquidity and profitability of Amul for the last 10 years from 2001-02 to 2010-11 by using Pearson's correlation for the analysis. The result shows that there is the moderate negative correlation between profitability and liquidity. The purpose of the study is to familiarize readers with various analytical tools & their usefulness in the financial analysis of an organization. The idea of this project is to know that   the short term as well as long term financial position of the Amul.

 Amul is the Asia's no. 1 & world's 2$^{nd}$ number co-operative dairy. It has large market & dairy network in every state of the    India & across the India, like central Asian countries, Thailand, Indonesia, Malaysia Bangladesh, Singapore, etc. It was started with 250 liters of milk & 2 societies & now, it produces 10 lakhs litters milk per day & has 1113 societies & more than the 6 lakes farmer members. It produces milk & milk products. The main motto of Amul is to help the farmers. Farmers were foundation stone of Amul. The system works only for the farmers & for consumers, not for profit. The main aim of the Amul is to provide the quality products to consumers at minimum cost. The goal of Amul is to provide the maximum profit in terms of money to the farmers. Vision of Amul is to provide & vanish problems of farmers. The Amul apparition was to run organization with the co-operation of four main parties, the farmers, the marketers, the representatives, & the consumers.

# PRODUCTS IMPORTED BY AMUL

All unions of the GCMMF have further demanded to restore original rate of 15 % import duty on the tariff rate quota (TRQ) of 10,000 MT on milk powder & 40 % duty on butter, butter-oil & ghee with immediate effect. While GCMMF is responsible for the marketing of all the products of its 13 unions under the Amul brand, NDDB is responsible for planning & organizing programmers for the development of dairy & other agriculture & allied industries & biological in India.

## Dairy Equipment

Can Conveyor



(Wheels) clients can avail from the three precision engineered can conveyor, which is manufactured using high grade material bases to ensure reliable performance. These are extensively used in the dairy & food industry to carry cans to desired locations there can conveyor is capable of handling both the light-heavy, heavy-duty applications in the best effective manner. The can conveyor offered is available in different models, designs & can be customized as per requirements of our esteemed clients. Further, this can conveyor is manually filled by the using from receipt dock to the milk weighing machine.

Crate Washer (Rubber)



They offer the crate washer which is conveyed automatically by the conveyor chain fitted on stainless steel fabricated frame. These are available with a separate control panel & are attached with adjustable the  legs that help in the leveling without fixing to  floor ,there crate washer passes through a specially designed high pressure water jet nozzles that has the accurate spray angle for washing. A high pressure pump is driven through the electric motor and mounted close to conveyor, which helps in generating high pressure. Further, the speed of conveyor can be adjusted as per the requirements to get superior washing effect. The entire washing process is performed inside of the stainless steel canopy that prevents the spillage of water. These are attached with the enclosure that provides an easy a provision to the open the door for maintenance purpose. All of the waste water is collected through the sump that can be easily connected to the sewage system or can be reused by the passing through the special filtration system.

PROBLEM FACED DURING IMPORT

The Oil Once again year witnessed large-scale import of the edible oils from Germany, adversely affecting the interests of farmer producers. Imports dampened on domestic oilseed prices forcing our farmers to the shift from oilseed production. Despite these unstable conditions at Dhara sales maintained previous year's volume, confirming consumer faith in its purity & value for money. With the recent increase in duty on imported oil & the domestic edible oil market scenario is showing an upward trend & they expect that Dhara as a market leader and will benefit with significant volume growth during coming year. At the same time as they are encouraged by the recent steps, they would like to draw the Governments attention to importance of addressing the aspects of national agricultural policy. It is paradoxical that while liberal imports of the edible oils adversely affected by domestic oilseeds production resulting in the large outflows of foreign exchange price supports for the cereal production have resulted in accumulation of the vast surpluses, forcing the Government to export the wheat & rice at subsidized prices. The need of the day is a sound agricultural policy framework that reflects the - but doesn't cave in to the international trade regimes

AMUL EXPORTS

With the products Amul in your kitchen, it will now be like coming back home for breakfast, lunch and dinner. Amul takes pride in making of the following its products available in United States of America also. Amul exports in gulf countries, Singapore & USA.

Today Amul is one of the largest exporters of the dairy products in the country. Amul is available in the over 40 countries of the world. Amul is exporting a wide variety of milk products. The major markets are the US, the gulf region, countries in Africa, the West Indies, & our neighbors, Singapore, Thailand, The Philippines, China & Japan. They have demonstrated that suppose a level playing field is granted, the Indian dairy products are successful in the global market as well. Growth in consumer pack exports has been creditable & Amul have consolidated our exports.

Amul is the India's largest exporter of the dairy products; it has been accorded as the "trading house" status. Amul has received (APEDA) award from the Government of India for excellence in the dairy products for last 13 years.

The major exports of products of Amul are:

A) Consumer Packs

1. Amul Gold Milk
2. Amul Fresh Cream
3. Amul Slim & Trim milk
4. Amul Pure Ghee
5. Amul Taza Milk
6. Amul Mithaee Gulabjamun

B) Amul Kool Beverages
1. Favoured milk
2. Butter milk
3. lasseee
4. Amul shrikhand
5 .Amul butter
6. Amul spray
7. Amul Malai paneer
8. Amul cheese
9 .Amul Ice-cream

C) Bulk Packs
1. Amul Skimmed Milk Powder.
2. Amul Full Cream Milk Powder.

At present, Amul exports milk & other dairy products to about 20 countries, including the US, West Asian countries, The Philippines, Malaysia, Hong Kong, Australia , Thailand, New Zealand, Japan, Afghanistan, neighboring countries Bangladesh, Sri Lanka & Nepal, among others. Import of milk & dairy products rose in Russia because of shortage of raw milk & cheaper import prices.

Countries where we can find amul product.



(map not to scale)
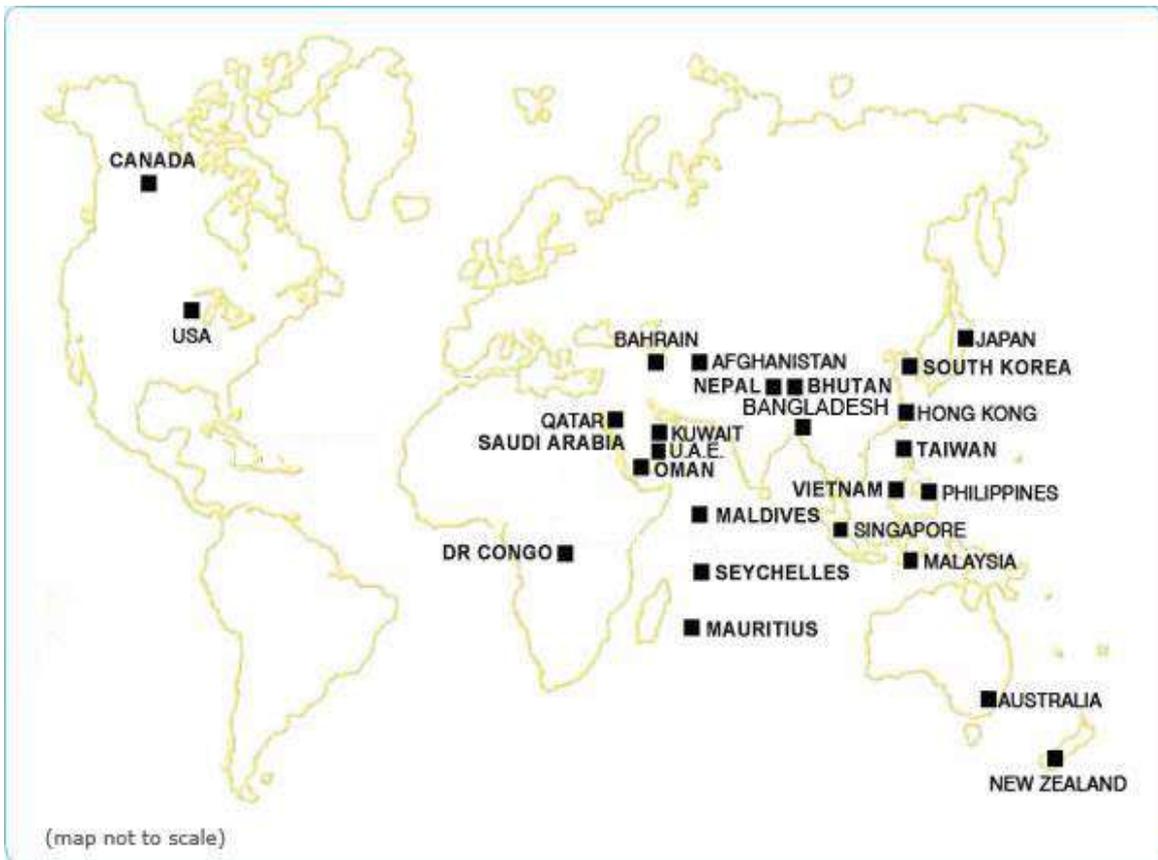
The Federation's export turnover registered at 93 % increase, over the previous year. Apart from our regular exports of branded the consumer-packed dairy products to the US, Persian Gulf & East markets; we exported large quantities of skim & full cream milk powder. Nutramul, Amulya, Mithaimate & Amul Paneer were launched in the Gulf countries. New markets like Madagascar, Russia and Saudi Arabia are being developed, building a strong base for future. They are proud to report that, for the 7th consecutive year, Federation has won the APEDA award for excellence in the Exports. Amul is equally proud to inform that all Amul dairy plants have now received ISO 9000 & HACCP certification, helping us to obtain the required Export Inspection Agency Plant certification for the dairy products.

# PROBLEM DURING EXPORT

During Export in India. Any plans for that region?

After Amul, the 2<sup>nd</sup> largest dairy company is Nandini of Karnataka. So far they are able to set up the most of there distribution channels in terms of depots & outlets in north, east & west India. And now that Amul is getting more milk and they will look into expanding in the southern India. Amul is today not present in the terms of fresh dairy products in south. There are very strong players in the consumer dairy products in the south & that gives us healthy competition .

The likes of Nestle & Cadbury are market leaders in the chocolates. Where does Amul stand?

Amul entered the industry of chocolate 35 to 40 years ago to give cocoa growers in Kerala in remunerative prices. Amul  have put a small plant that runs on 100 % of capacity. But amul have to see its priorities. Amul have to think whether they should invest in brand building for its dairy products or for chocolates. Nevertheless, Amul is investing in chocolates. Amul is not a chocolate company, it's a dairy company and there are so many income channels available for farmers.

Is it a challenge for Amul to keep all farmers interested in milk production?

It is a serious challenge for Amul to keep the next generation interested in dairy farming. This is also one of the reasons for offering the competitive procurement prices to farmers. The young generation is not interested in continuing dairy farming the way his or her father was or traditional farmers were doing. The young generation wants dairy farming to be very dependable source of income, & not a second option to agriculture. For this, Amul is looking at commercializing the dairy farming by helping them maintain 25 to 30 strong cattle, buy modern milking machines & follow the best practices for higher productivity.

Nestle is setting up a plant in Gujarat; does that pose a threat to the Amul?

Competition is not a new thing for Amul neither on the procurement side nor on the market side. May be it in ice cream, baby food, condensed milk or cheese, baby food, dairy whitener Amul have been fighting it out with big multinationals. On the procurement side, Gujarat farmers own the processing , production & marketing activities & hence they get the maximum out of a consumer rupee. In Punjab gets Rs 400-410 per kg of fat , while a farmer in states like Gujarat, a farmer gets Rs 450 per kg of fat, . Amul faces competition across all the product categories. Amul are the leader in packed liquid milk in country but state-wise Amul have competition from local cooperatives in milk. In dairy whitener or baby food, Amul have competition multinationals like Nestle. In ice cream & cheese, again, Amul have competition. But rather than the national players, the competition Amul find tough to fight is from the regional dairy players. Even in near future, Amul don't see any private dairy company fighting out with it nationally in a big way. This is also because for Amul it is easier thing is to set up the processing plant. If you have a deep pocket; you can set up 10 to 15 plants easily. After that comes building or to make brand big. Even that can be built if you have money. But the most difficult thing to do is that to have a full-fledged procurement system. Creating a network of the milk procurement from 3.2 Million farmers, that also too twice a day, like Amul does, will take much time or a decade for a new player. Throughout the year, Amul will have to give good prices & gain farmers' confidence.

FURURE PLANNING OF AMUL

Amul plans is to open 10 quick service restaurants it shall be opening 10 quick service restaurants (QSRs) across the country by the end of this year. The target is to open ten such outlets by the end of this year," the (GCMMF) Gujarat Co-operative Milk Marketing Federation Managing Director, Mr R.S. Sodhi, said.that "2 federation run Amul QSRs are already operating in Ahmedabad offering a wide range of delectables like dosa, burgers sandwiches, pav - bhaji .They also have a house a cafe selling Amul wide range of dairy products," he said. Mr Sodhi said that "The investment done by franchisee could be between the Rs 15 to Rs20 lakh on the one outlet & Amul shall be taking care of marketing and branding providing them with the technical knows how," he said. GCMMF Gujarat Co-operative Milk Marketing Federation Managing markets its dairy products under the brand Amul. It aims to increase network of its retail Amul preferred the outlets pan-India from existing around 6,000 to 10,000 by this year. It total sales stood at $2.2 billion in year 2010-11. In next 4 years Amul is going to set up new plants. GCMMF, the maker of Amul dairy products, will invest Rs 3,000 cr to set up the 9 new plants & expand the capacity of the existing facilities in the next 4 years. "In next 4 years, Amul is also increasing the capacity of the existing 40 plants & will be investing around Rs 3,000 cr in setting up 9 new plants & the capacity of the existing 40 plants will be increased, GCMMF Managing Director R .S. Sodhi told reporters at the launch of Amul PRO, a protein-rich beverage in The Andhra Pradesh market here today. He said that 4 new plants would be set up in Saurasthra region of Gujarat. The federation will set up 2 plants in Delhi & one each in of Maharashtra, Uttar Pradesh & West Bengal. Sodhi said that Amul increased the milk procuring price by almost 50 % in the last 3 years to farmers in order to keep the activity lucrative. He said that the current generation of farmers is not finding milk business as viable & the situation may lead to depend on the imports like other Asian countries. According to Sodhi, the Gujarat Co-operative Milk Marketing Federation currently pays including bonus Rs 22.50 for cow Rs 34.40 for buffalo milk. Replying to a query on the exports to European Union, Sodhi said that conditions such as using machines for milk making is deterrent for exports.

# Unit 4
# RESEARCH DESIGN & QUESTIONNAIRE

## Statement of Problem:

Over the years, Amul has grown as a national brand & household name that is trusted by all its consumers worldwide. Amul is not only competing with the regional cooperative federations but also with number of MNCs such as Nestle. At the same time, Amul has tough time holding core stakeholder's i.e. the dairy farmers who form the backbone of the GCMMF. While the older dairy farmers are happy &    satisfied    with their traditional vocation, whereas the younger population in the villages are more interested in the unorthodox callings mainly in the urban locations.  The Dairy farmers are worst hit by low - levels of earnings due to the    rising cost of cattle feeds. Probably this is one of the reasons why most of the youth living in the villages are reluctant or avoid taking up the dairy farming as a means of their livelihood. The Dairy farmers of farmers of  Gujarat are doomed as they have not received  subsidy or support from the government for buying  cattle feed  or the fodder despite the drought  that was declared by the state 2019.Availability of good quality of cattle feed with  the affordable price is the most pressing challenge faced by members or farmers  of GCMMF. Even R .S. Sodhi, Managing Director, GCMMF, has admitted in interview that the productivity has been very much hit hard as the animals are raised on the low input, a scenario which can be reversed by improving the feeding & breeding practices in a big way. Besides, there are more issues related to the quality of cattle feed, breeding & innovations in the dairy technologies.

## OBJECTIVE OF STUDY

1. To know company's Import and Exports.
2. To know information about the financial position and performance of the enterprise with help of analytical tools.
3. To know the market position of AMUL.
4. To know how AMUL is dealing in International markets and with other country.

## SOURCE OF INFORMATION:

REFERENCES:

1. Amul a. (n.d.). About us. www.amul.com/m/about-us Amul.

2. Organization - www.amul.com/m/organisation Amul.

3. Bahadur, S. (2020). Interview: Amul grew bigger during lockdown, but there are challenges ahead for industry, says Sodhi. Indo-Asian Commodities: https://www.indoasiancommodities.com/2020/08/11/interview-amul-grew-bigger https://theprint.in/politics/in-gujarat-the-land-of-amul-dairy

OFFICAIL WEBSITES:

1. www.amul.coop
2. www.mpcdf.com
3. www.amul.com
4. www.amul.com/organisation .html
5. www.upgov,co.in

ANNUL REPORTS OF AMUL.

1.  Annual Report of AMUL; 2006-07; 2007-08

2.  Annual Report of Jaipur Dairy; 2006-07.

3.  Gupta Ashish; Amul India: The taste of success; Outlook Business.

## NATURE OF DESIGN:

Descriptive in Nature

## GEOGRAPHICAL AREA COVERED:

India

## TIME FRAME:

November 2021 to May 2022

## SOCIO CULTURAL REVELENC TO STUDY:

1. The dairy and livestock sectors will help farmers to increase their income.

2. Rural regions of India can be developed through this AMUL'S cooperative model.

3. AMUL is expected to boost dairy farmer's economy by providing them remuneration prices, besides showing them a way to avail government support.4. AMUL raises farmer's income and generates employment and help to boost dairy industry

## DATA COLLETION:

Primary data:  Questionnaire from 30 samples in Pune.

Secondary data: Websites, Articles, Newspapers, Journals.

## SAMPLIG:

Sample size: Minimum 30 samples.

Sample frame: People who consume Amul products.

Sample process: Convenient sampling.

## STASTICAL TOOLS TO BE USED FOR THE ANALYSIS:

Pie Charts, Bar Graphs and percentage analysis.

## LIMITATION OF STUDY:

1. Only 30 samples are taken.
2. Only questionnaire method is used.
3. Only Pune is covered.
4. Only one organization is considered.

## QUESTIONNAIRE:

Respected Sir/ Madam,

I am conducting this survey as a part of my academic project. Kindly fill the following survey. Please fill this survey considering most recent Amul product you have consumed.

Name:

Contact:

Age:

Q1. Do Amul products meet their standards?

☐ Yes

☐ No

Q2. What type of products of Amul are you interested in?

☐ Amul Beverages

☐ Amul Protein Products

☐ Amul Mithaee Products

☐ Amul bakery

☐ All of above

Q3. How many percent of Amul product do you consume daily?

☐ 10 - 30 %

☐ 40 - 60 %

☐ 70 - 100 %

Q4. When do you buy Amul products?

☐ Occasionally

☐ Daily

Q5. Have you ever chosen other brands over Amul?

☐ Yes

☐ No

Q6. Which other brands products do you also consume?

☐ Mother Dairy

☐ Chitale

☐ Katraj Dairy

☐ Gokul

Q7 do you find our products easily available at Amul outlets, parlors or shops?

☐ Yes

☐ No

Q8. Is Amul's price factor is satisfactory?

☐ Yes

☐ No

Q9. What is the most important factor when deciding to buy Amul products ?

☐ Quality of Products

☐ Quantity of Products

☐ Both

Q10. Do you recognize the company logo of Amul and their advertisement strategy do you like it?

☐ Yes

☐ No


Q11 How satisfied is you with the Amul products?

☐ 10 - 30 %

☐ 40 - 60 %

☐ 70 - 100 %


Q12. Do you think our brand makes a positive impact on environment and world?

☐ Yes

☐ No


Q13 give us your response or any suggestion you would like to give us.

# Unit 5

# DATA ANALYSIS AND INTERPRETATION.

## The Sales turnover of Amul from the financial year 2011 to 2021 (in billion Indian rupees)
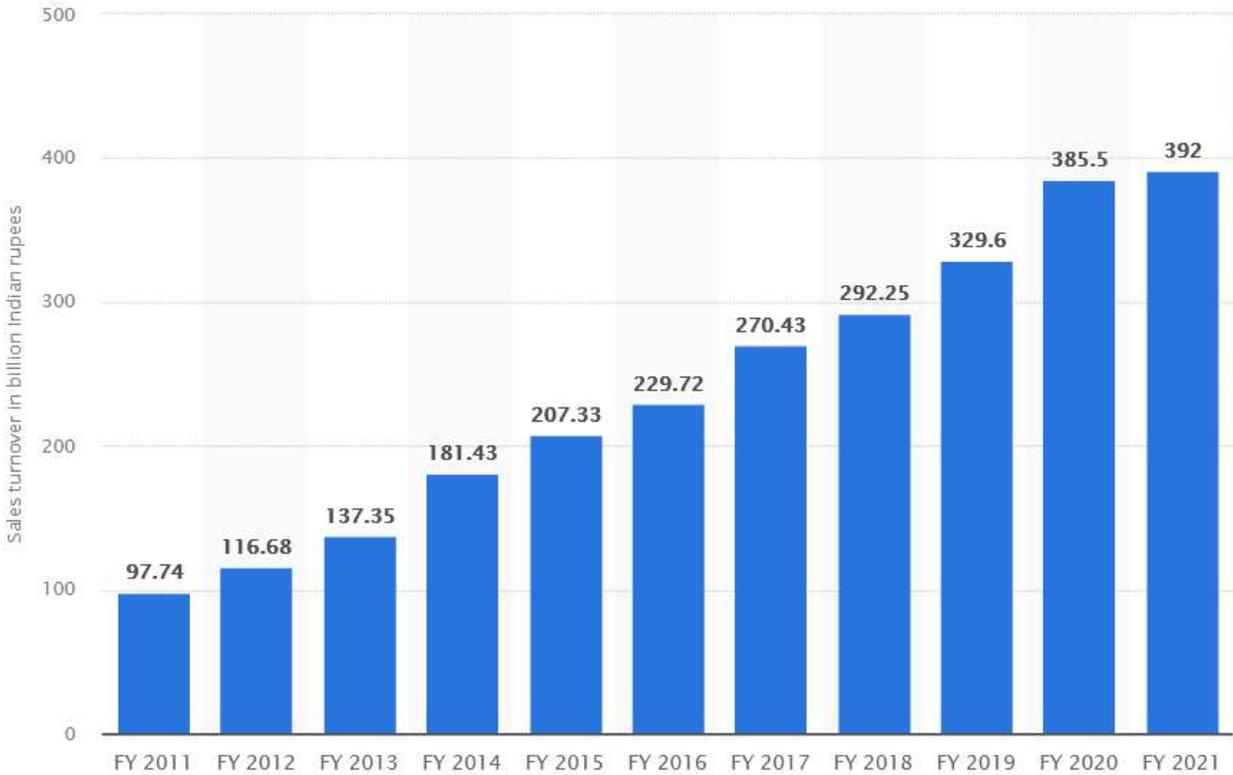


In financial year 2021, Amul reported the sales turnover of the above 392 billion Indian Rs compared to about 385 billion Rs previous year in the India. Amul India is one of the largest dairy companies in the world with an increasing growth rate since 2011.

# SWOT ANALYSIS OF AMUL

Every organization or company has its strength &weakness here is SWOT analysis of AMUL.



**SWOT Analysis**

**Strengths**
- Largest food brand in India
- High Quality, Low Price
- World's Largest Pouched Milk Brand
- Annual turnover of US $1504 million
- Highly Diverse Product Mix
- Robust Distribution Network

**Weaknesses**
- Risks of highly complex supply chain system
- Strong dependency on weak infrastructure
- Alliance with third parties who do not belong to the organized sector

**Opportunities**
- Penetrate international markets
- Diversify product portfolio to enter new product categories and expand existing categories like processed foods, chocolates etc

**Threats**
- Competitors - Hindustan Lever, Nestle and Britannia
- Still competition from MNCs in butter
- Growing price of milk and milk products
- Ban on export of milk powder

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# ANALYSIS OF QUESTIONNARE

Q1. Do Amul products meet their standards?

☐ Yes                    ☐ No

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | YES | 30 | 100 |
| 2 | NO | 0 | 0 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
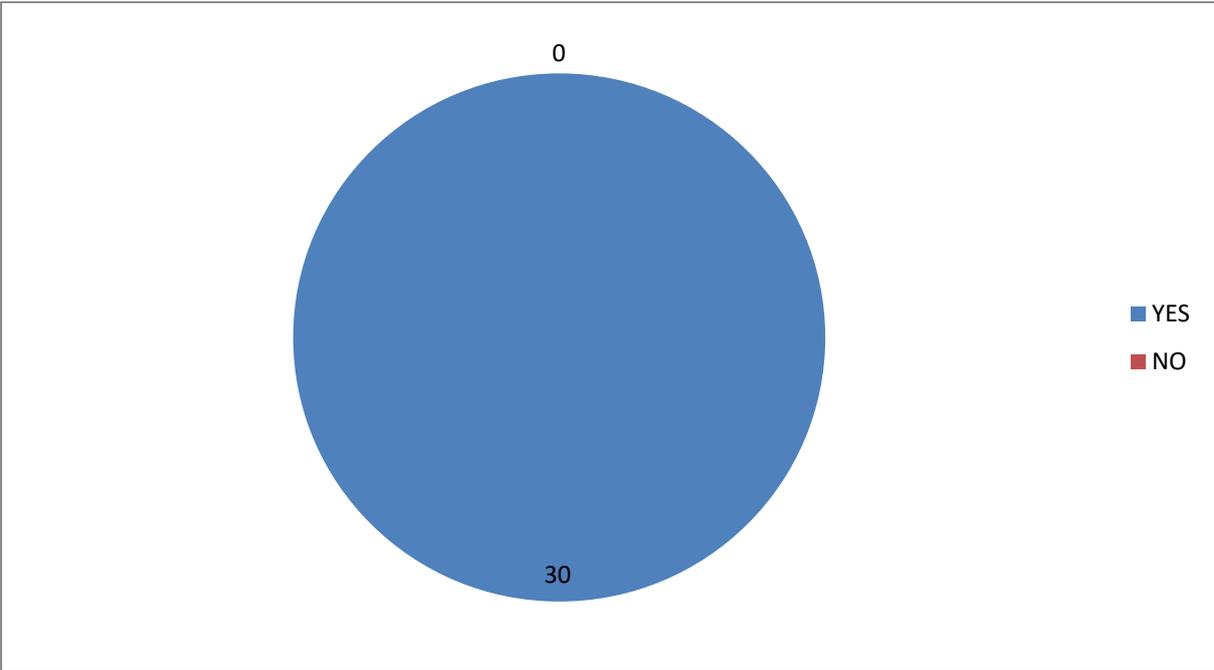


## INTERPRETATION

This question gives the probability of publicity of the brand through customers itself. 100% customers are thinking that Amul products meet their standards.

Q2. What type of products of Amul are you interested in?

☐ Amul Beverages          ☐ Amul Protein Products          ☐ Amul Mithaee Products

☐ Amul bakery          ☐ All of above

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|---|---|---|---|
| 1 | Amul Beverages | 10 | 33.33 |
| 2 | Amul Protein Products | 7 | 23.33 |
| 3 | Amul Mithaee Products | 3 | 10.33 |
| 4 | Amul bakery | 3 | 10.33 |
| 5 | All of above | 7 | 23.33 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
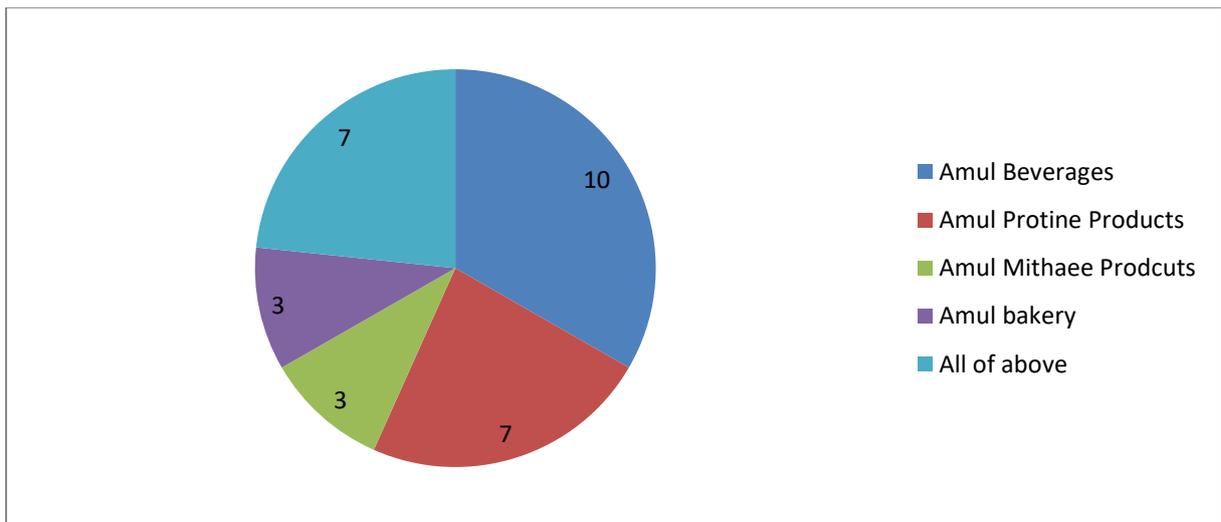


## INTERPRETATION

This question tells the likeness of the customers to purchase of food products which are exclusively made for them.33.33% of customers like Amul Beverages most than the other products of amul as its quality & test of products. 10.33 % of customers like to consume Amul Protein Products & same percentage of persons like all products of amul. 10.33% of customers like Amul Mithaee Products & Amul bakery products which are less than other relative products.

Q3. How many percent of Amul product do you consume daily?

☐ 10 - 30 %                ☐ 40 - 60 %                ☐ 70 - 100 %

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | 10 - 30 % | 5 | 16.66 |
| 2 | 40 - 60 % | 9 | 30.00 |
| 3 | 70 - 100 % | 16 | 53.33 |
| | TOTAL | 30 | 100 |

## GRAPHICAL REPRESENTATION
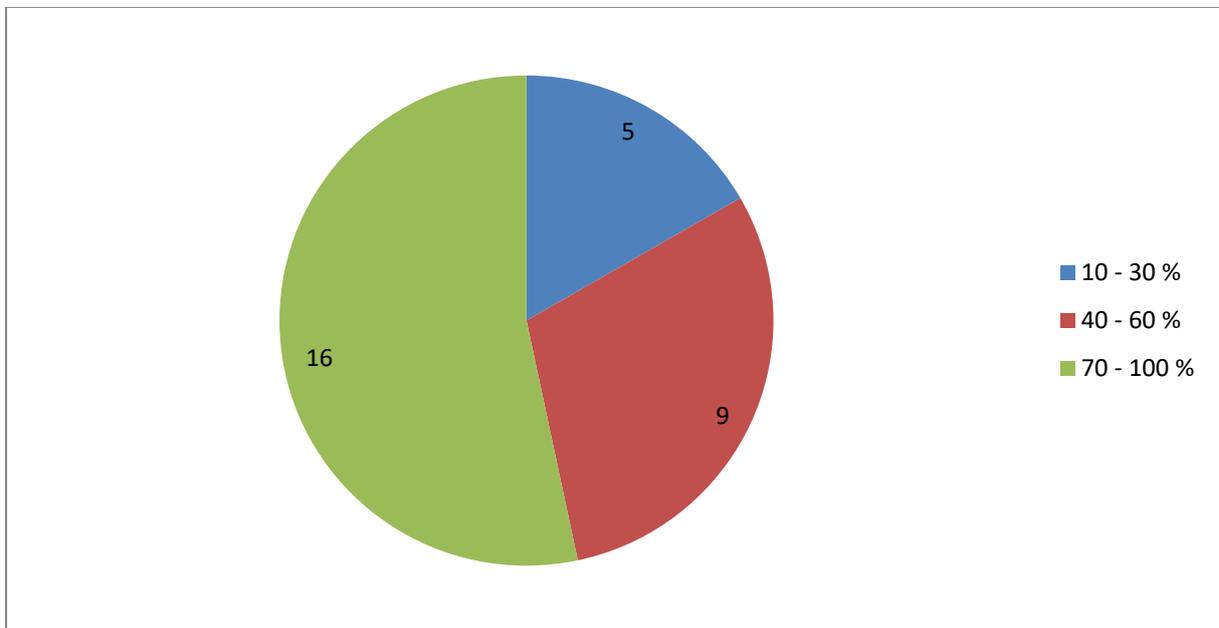


## INTERPRETATION

This question tells the consumption of Amul products on daily basis which are exclusively made for them.

53.33% of customer consumes 70 – 100% of Amul product on daily basis which is quite high present of customers. 30% of people consume 40 – 60% & 16.66% of people consume 10 – 30% respectively.

Q4. When do you buy Amul products?

☐ Occasionally                    ☐ Daily

**TABULAR REPRESENTATION**

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Occasionally | 10 | 33.33 |
| 2 | Daily | 20 | 66.66 |
| | **TOTAL** | **30** | **100** |

**GRAPHICAL REPRESENTATION**
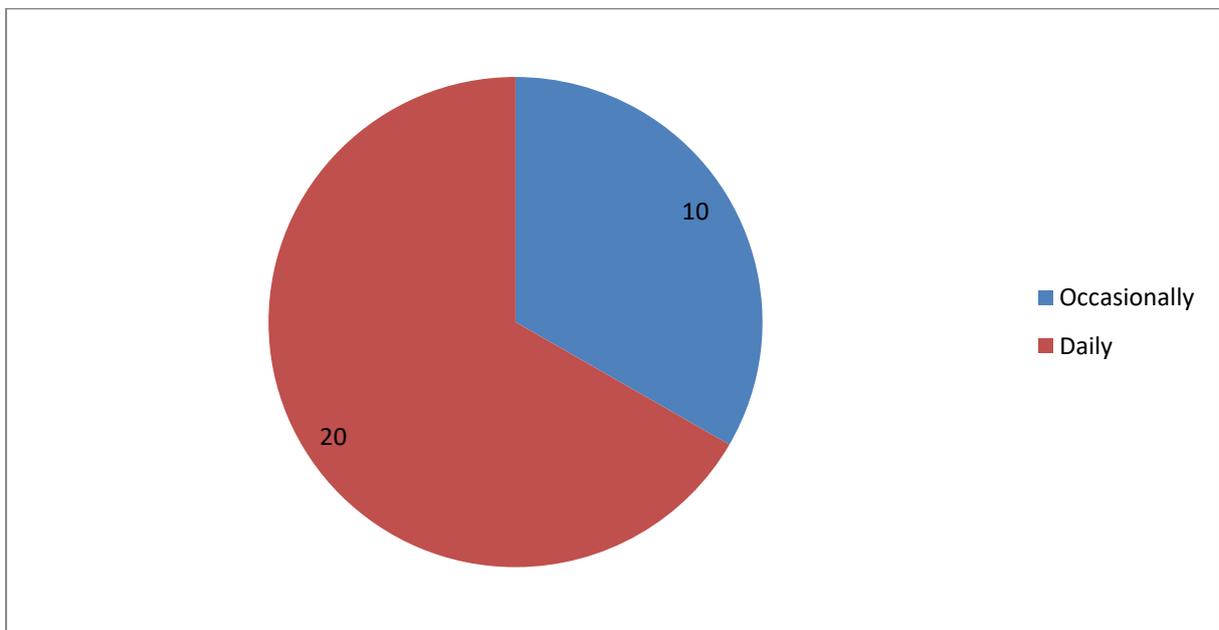


**INTERPRETATION**

This question tells the frequency of the customers to purchase of Amul products which are exclusively made for them.

66.66% of customers choose to buy Amul products on daily basis over other company products, which is quite high percent of customers' rate. 33.33% of customers buy the product occasionally.

Q5. Have you ever chosen other brands over Amul?

☐ Yes                    ☐ No

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Yes | 9 | 30.00 |
| 2 | No | 21 | 70.00 |
| | TOTAL | 30 | 100 |

## GRAPHICAL REPRESENTATION
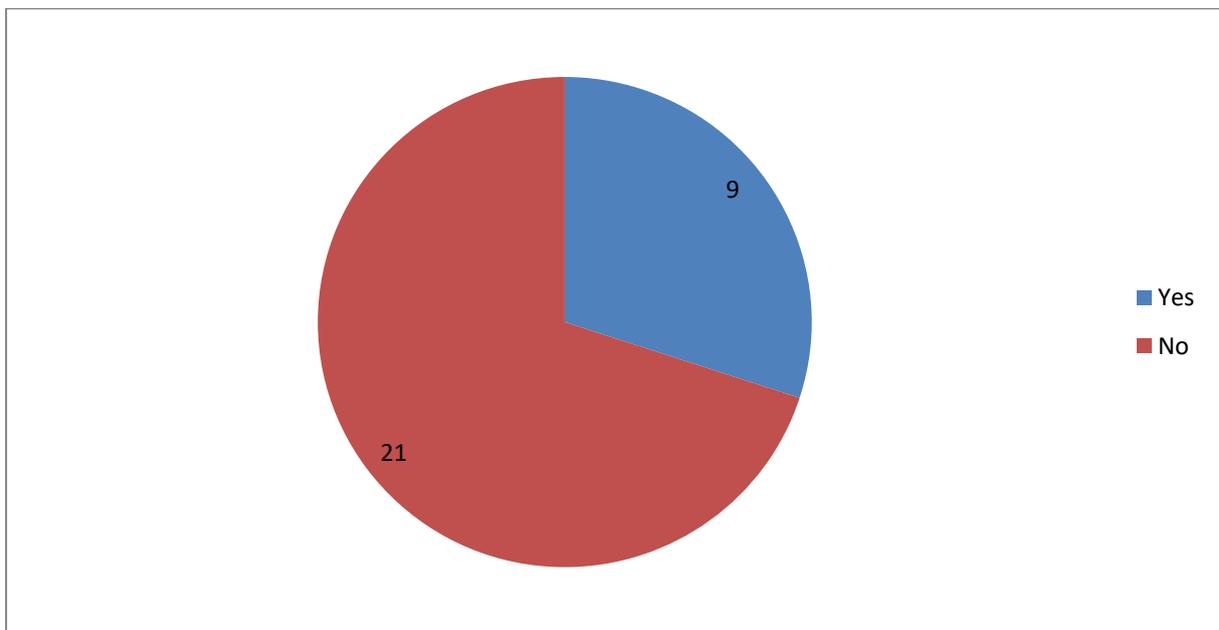


## INTERPRETATION

The question tells about the frequency about the consumers who choose other brand over Amul products which are exclusively made for them.

70% of consumers choose Amul over other brands, which are quietly high then the 30% of consumers who choose other brand.

Q6. Which other brands products do you also consume?

☐ Mother Dairy ☐ Chitale ☐ Katraj Dairy

☐ Gokul

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Mother Dairy | 4 | 13.33 |
| 2 | Chitale | 9 | 30.00 |
| 3 | Katraj Dairy | 10 | 33.33 |
| 4 | Gokul | 7 | 23.33 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
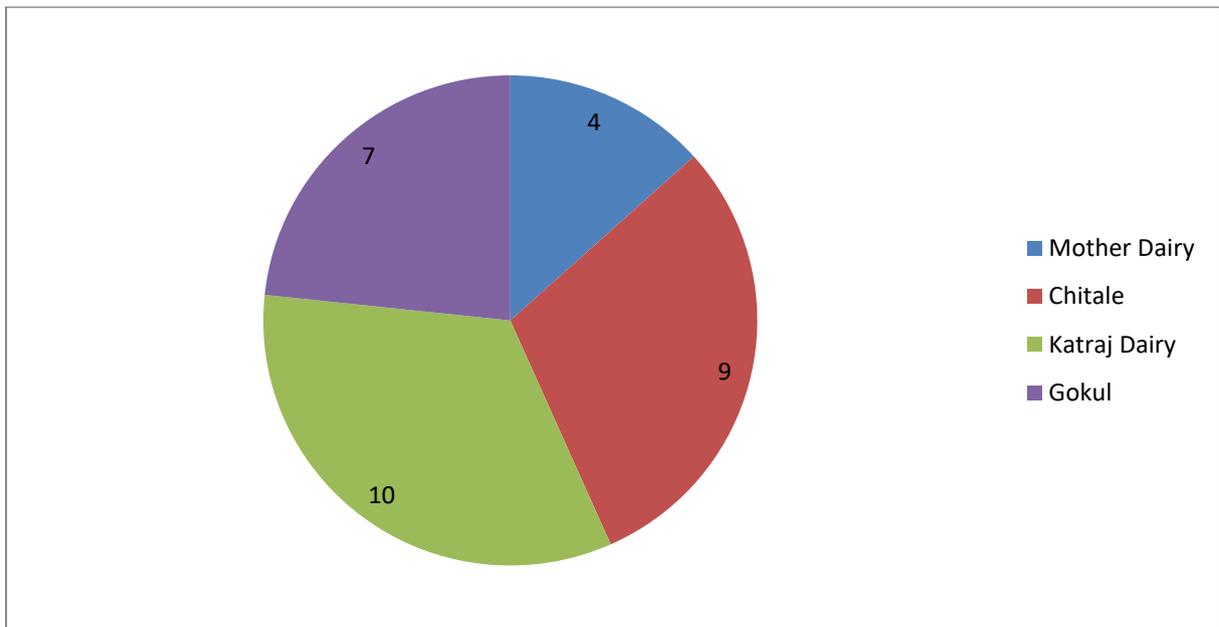


## INTERPRETATION

The question is about the consumer who chooses which other brands products than Amul.
Over 13.33% of consumer chooses Mother Dairy, 30.60% of consumers choose Chitale,
33.33 % of consumer chooses Karaj Dairy, and 23.33% of consumer chooses Gokul.

Q7 Do you find our products easily available at Amul outlets, parlors or shops?

☐ Yes                    ☐ No

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Yes | 13 | 43.33 |
| 2 | No | 17 | 56.66 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
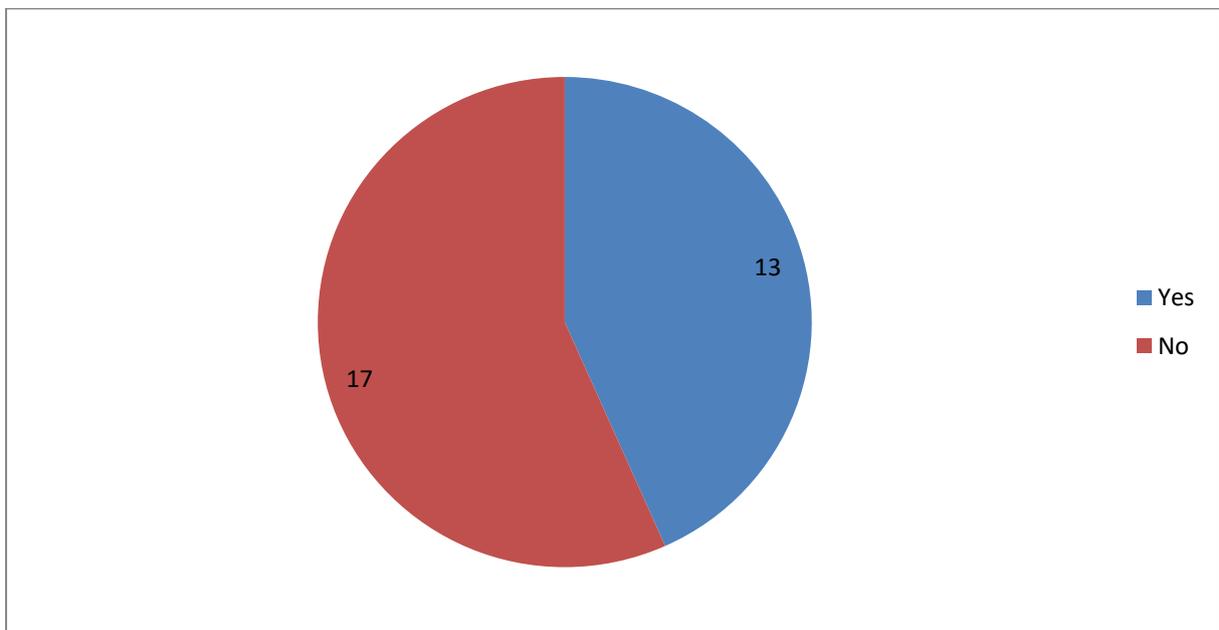


## INTERPRETATION

This question tells about availability of Amul product at its outlets, shops and parlors.
Over 43.33% of consumers get the Amul products available and 56.66% consumer's dose
not gets easily available at shops or parlors.

Q8. Is Amul's price factor is satisfactory?

☐ Yes                    ☐ No

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Yes | 14 | 46.66 |
| 2 | No | 16 | 53.33 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
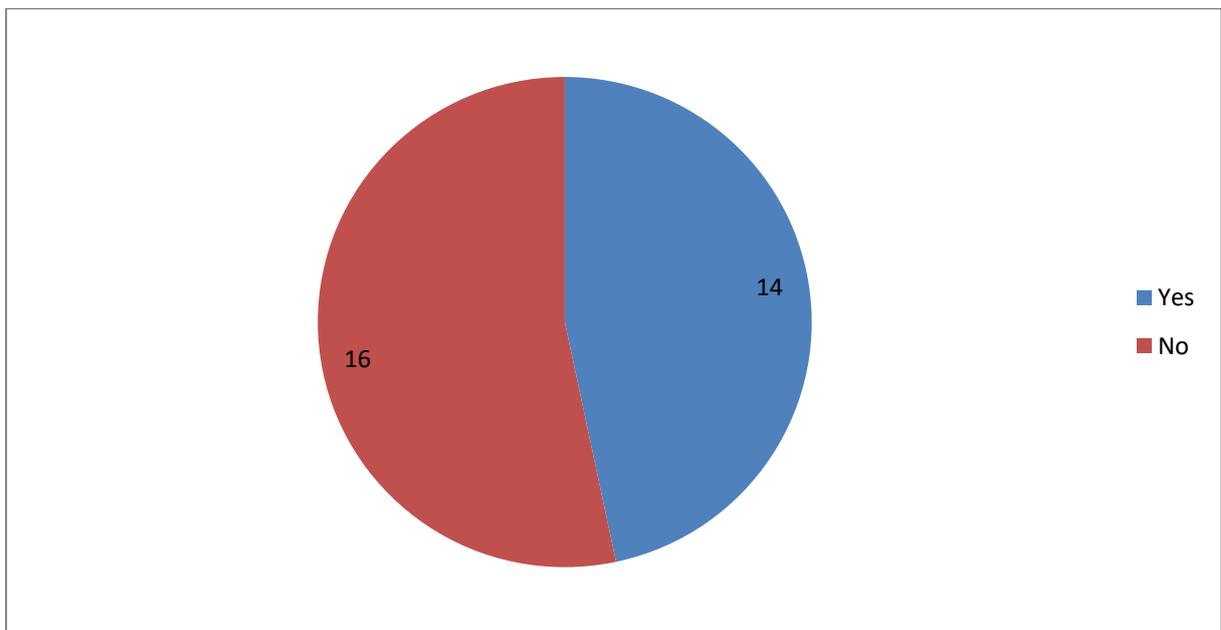


## INTERPRETATION

The above question tells about the frequency of people who are satisfied or not satisfied about the price of Amul products.

46.66 % of consumers are satisfied with the price factors and 53.33 % of consumers are not satisfied.

Q9. What is the most important factor when deciding to buy Amul products?

☐ Quality of Products            ☐ Quantity of Products            ☐ Both

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|:---:|:---:|:---:|:---:|
| 1 | Quality of Products | 10 | 33.33 |
| 2 | Quantity of Products | 9 | 30.00 |
| 3 | Both | 11 | 36.66 |
| | **TOTAL** | **30** | **100** |

## GRAPHICAL REPRESENTATION
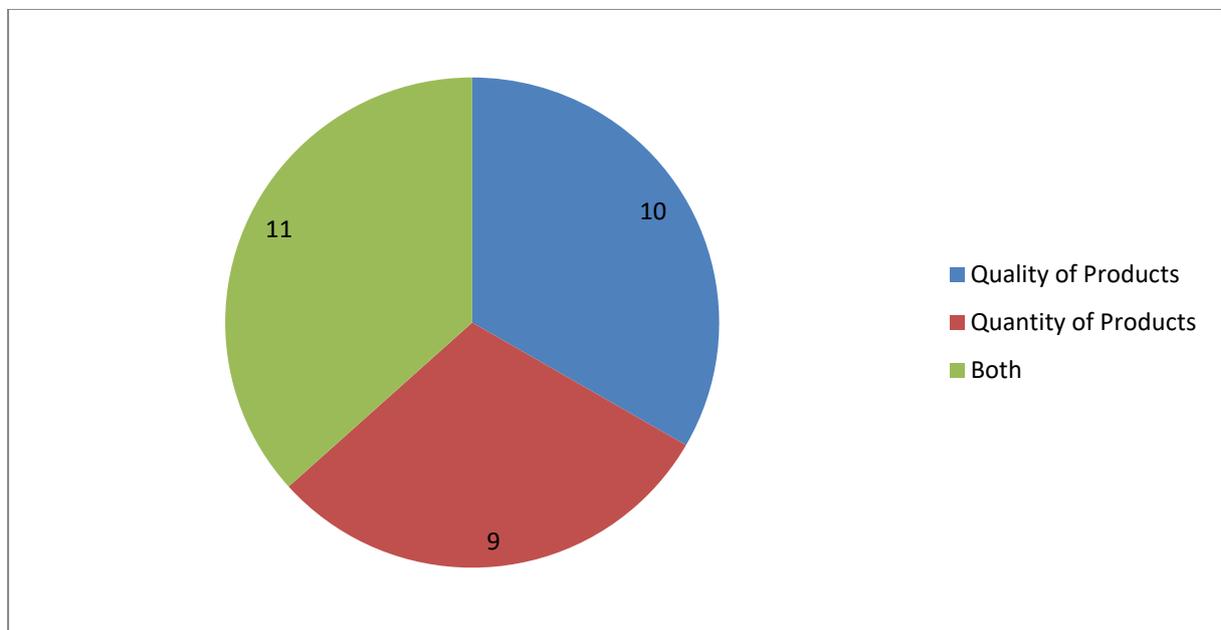


## INTERPRETATION

This question tells about why consumers decide to consume Amul products.

33.33 % of consumer choose Amul product for Quality of product, 30% of people choose Amul product for its Quantity and 36.66 % of consumer choose Amul for its quality and quantity.

Q10. Do you recognize the company logo of Amul and their advertisement strategy do you like it?

☐ Yes                    ☐ No

**TABULAR REPRESENTATION**

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Yes | 22 | 73.33 |
| 2 | No | 8 | 26.66 |
| | **TOTAL** | **30** | **100** |

**GRAPHICAL REPRESENTATION**
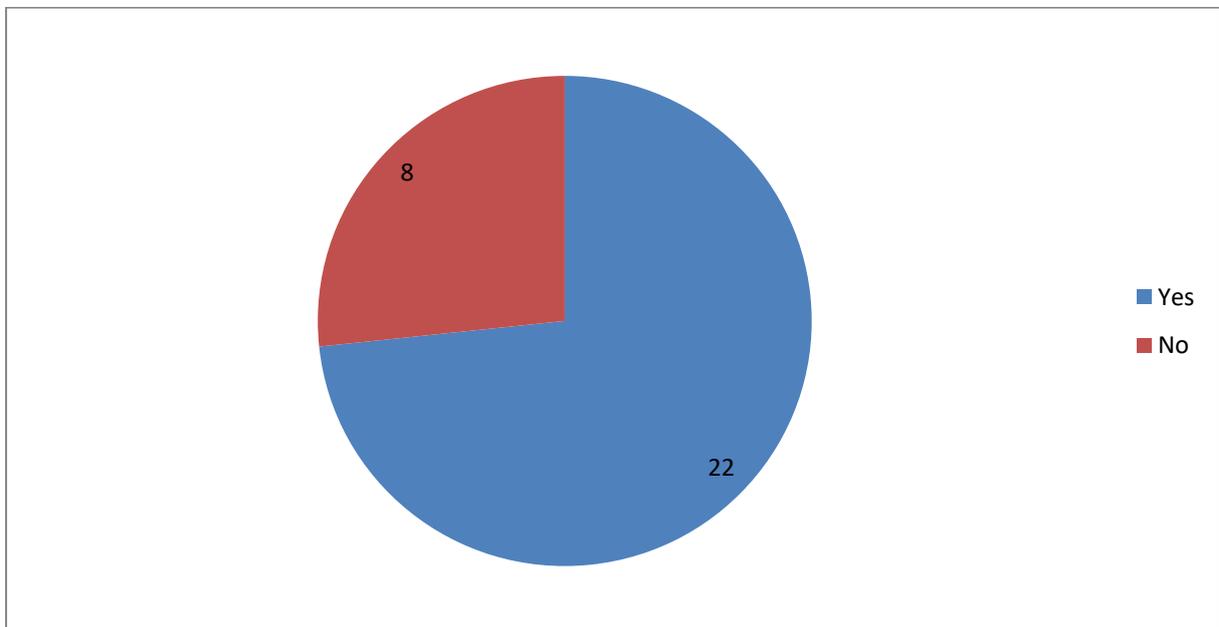


**INTERPRETATION**

This question tells about the frequency of consumer who likes the company logo and advertisement.

73.33% of consumer likes the logo and advertisement promotion of the Amul and 26.66 % of people doesn't like it.

Q11 How satisfied is you with the Amul products?

☐ 10 - 30 %　　　　　☐ 40 - 60 %　　　　　☐ 70 - 100 %

## TABULAR REPRESENTATION

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | 10 - 30 % | 5 | 16.66 |
| 2 | 40 - 60 % | 8 | 26.66 |
| 3 | 70 - 100 % | 17 | 56.66 |
| | TOTAL | 30 | 100 |

## GRAPHICAL REPRESENTATION
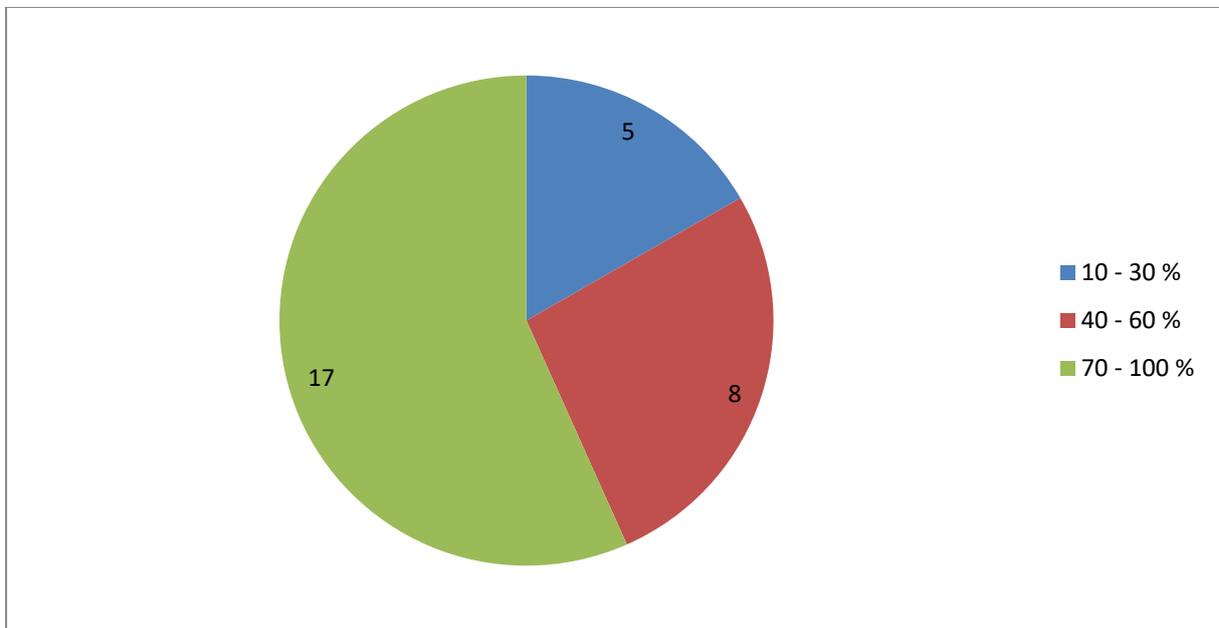


## INTERPRETATION

The above question tells about the frequency about the percentage of consumers satisfied with Amul products.

56.66% of consumer is satisfied up to 70 to 100 % , 26.66% are satisfied to 40 to 60%, 16.66 % of consumer satisfied to 10 to 30%.

Q12. Do you think our brand makes a positive impact on environment and world?

☐ Yes ☐ No

**TABULAR REPRESENTATION**

| SR NO | PARTICULARS | FREQUENCY | PERCENTAGE |
|-------|-------------|-----------|------------|
| 1 | Yes | 20 | 66.66 |
| 2 | No | 10 | 33.33 |
| | **TOTAL** | **30** | **100** |

**GRAPHICAL REPRESENTATION**
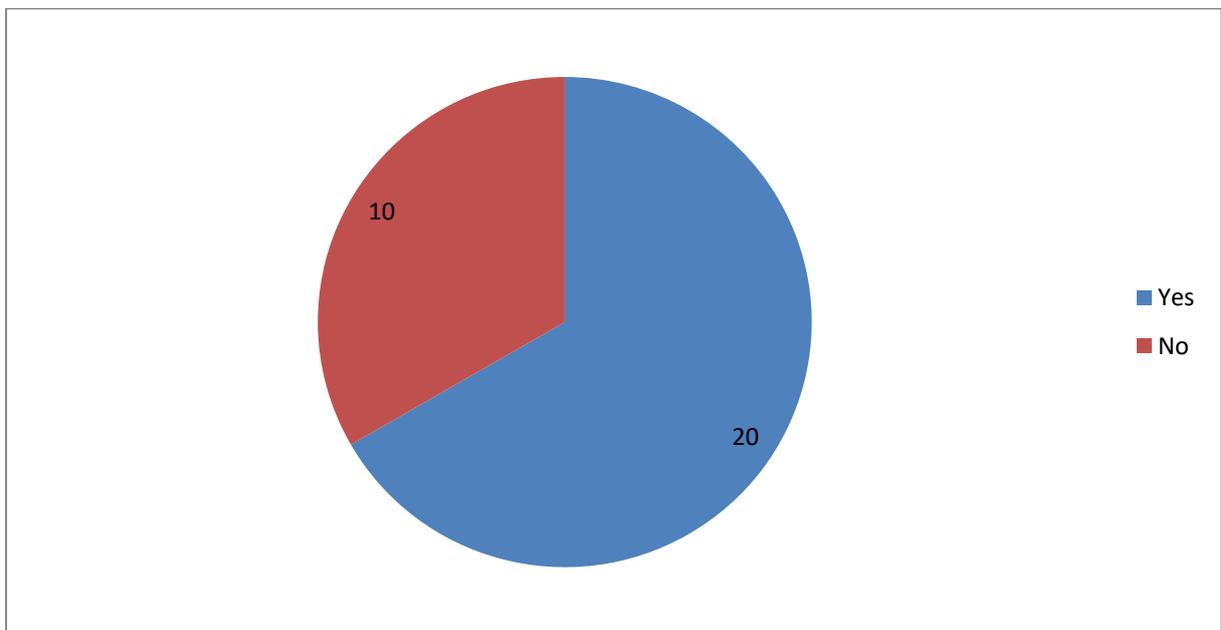


**INTERPRETATION**

The question telss about the frequency of consumer who think that amul has positive impact on environment or world.

66.66 % of consumer thinks that Amul has positive impact on environment and 33.33 are not considering the positive impact respectively.

# Unit 6
# CONCLUSION

## CONCLUSION:

Looking back at the Amul, following features make it a pattern & model for the emulation elsewhere. Producing an appropriate blend of the policy makers, farmer's board of management & the professionals, bringing the best of technology to rural producers and providing a good support system to the milk producers without their agro-economic system & plugging back the profits, by prudent use of material & men, machines. Even though they growing with time & on scale, it has remained with all the smallest producer members. Gujarat Cooperative Milk Marketing is the largest food products marketing organisation of the India. It is the apex organisation of Dairy Cooperatives of Gujarat. From the last five and a half decades the (GCMMF) Dairy Cooperatives in Gujarat have created an economic network that links them more than 3.1 Million village milk producers with the Millions of consumers in the India. The co-operatives collect on an average 9.4Million list of milk per day from milk producer members, more than 70percent of who are small, marginal farmers & landless laborers & include a sizeable population of tribal folk & people belonging to scheduled castes. The farmers of Gujarat own the largest state of the art dairy plant in the Asia – Mother Dairy, Gandhi agar, Gujarat – which can handle 3.0 Million liter of the milk per day & process 160 MTs of milk powder daily Income of people decide the purchasing power and the high income prefers to the purchase product with  quality , thickness, freshness,  etc. & position themselves in the minds of customer with required quality & quality milk .

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Asthana, A. K. (2012). Amul: Evolution of an international brand. Indian Journal of Marketing, 42(1), 23-28.

**SCOPE OF STUDY**

The scope of this study explains the extent to which research area is explored in the work & specifies the parameters within the study is operating. The purpose of the study is to get the information & make upcoming farmers informative about agricultural import & exports with reference to Amul. This study also helps us to know about how Amul is consistent till today and how it manages its resources and they work well in domestic as well as international markets. As study is all about the how Amul and its products and their import and exports and how to uplift farmers this will help upcoming farmers to get more information about dairy farming and this study will also help the people who is willing to study or know more about the agricultural import and exports. The study is done within the Indian boundaries and further study can be done on international platform.

GCMMF is a progressive & forward-looking organization that invests around 600-800 crores every year to add new facilities. The organization focuses on multi-site production capacity, multi-product portfolio & services multiple segments and a multi-channel operation across general trade, e-commerce, & others. Amul also concerned about retaining the second-generation educated dairy farmers and trying to reposition dairy as a commercial, modern, cool, contemporary. Amul is trying to spread more all over the world and it is trying to expand its business in more of the locations in India and other countries.

# Unit 7
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# BIBLOGRAPHY

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A PROJECT REPORT ON

# INTO THE METAVERSE:

# (A STUDY OF MARKETING IN THE METAVERSE AND PEOPLE'S PERCEPTION OF IT)



**SUBMITTED BY**

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**UNDER THE GUIDANCE OF**

**PROF. DR SHILPI A LOKRE**

**BRIHAN MAHARSHTRA COLLEGE OF COMMERCE**

**(AUTONOMOUS)**

**AFFILIATED TO: SAVITRIBAI PHULE PUNE UNIVERSITY**


**SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT**

**FOR BACHELOR OF BUSINESS ADMINISTRATION (2021-2022)**

## **<u>Acknowledgements</u>**

I would like to express my sincere gratitude to several individuals for supporting me throughout this course. Firstly, I wish to express my sincere gratitude to my supervisor, Prof. Dr Shilpi A. Lokre, for her enthusiasm, patience, insightful comments, helpful information, practical advice and unceasing ideas that have helped me tremendously at all times in my research and writing of this project. Her immense knowledge, profound experience and professional expertise has enabled me to complete this research successfully. Without her support and guidance, this project would not have been possible. I could not have imagined having a better supervisor in my study.

In addition, I am deeply thankful to my parents, my sister and my peers for their constant support and motivation throughout the project. Furthermore, I am grateful to all the people who have contributed to my research. This would not have been possible without their valuable inputs. I also wish to express my sincere appreciation for the learning opportunities provided by Brihan Maharashtra College of Commerce, Pune.

Thanks for all your encouragement and support!

## <u>Declaration</u>

I, Kavya Sharma, hereby declare that the project work entitled **"INTO THE METAVERSE: A STUDY OF MARKETING IN THE METAVERSE AND PEOPLE'S PERCEPTIONS OF IT"** submitted to Brihan Maharashtra College of Commerce, Pune (Autonomous) was carried out by me under the guidance of Prof. Dr Shilpi Lokre for the partial fulfilment of the Bachelor of Business Administration Program.

Date:

Place:                                                                    (Kavya Sharma)

# TABLE OF CONTENTS

# Executive Summary

Since the Internet's widespread adoption in the 1990s, cyberspace has continued to evolve. We've produced social networks, video conferencing, virtual 3D worlds, augmented reality applications, etc. among other computer-mediated virtual environments. Such virtual environments, albeit non-perpetual and unconnected, have bought us various degrees of digital transformation. To further assist the digital transition in every element of our physical life, the term 'metaverse' has been coined. The notion of an immersive Internet as a massive, unified, persistent, and shared realm is at the heart of the metaverse. Imagine having access to a virtual universe where an entire world can be created while bringing your physical world experiences with you. We are seeing innovations which couldn't even be imagined previously. Something fresh comes along every decade or two to revolutionise the marketing sector. If you trace the evolution of radio and television to the internet and, more recently, social media, you'll see a recurring theme: first-mover advantage pays off handsomely for organisations that grasp new, paradigm-shifting channels first. Therefore, we can see multiple brands grabbing this opportunity and flocking into the metaverse. Future research should look into whether existing retail business models and marketing methods need to be altered to be more effective in this new business environment. It should also look at the customers' perspective.

This paper presents an effort to offer a comprehensive framework that examines the latest metaverse development under the dimensions of state-of-the-art technologies and metaverse ecosystems, and illustrates the challenges and opportunities which brands can get if they pursue marketing in the metaverse. It also addresses the safety issues and concerns related to the virtual space. Furthermore, it attempts to collect data on people's perception of the metaverse and analyse it.

# Review of Literature

## Literature Review 1: ("Marketing in the Metaverse: the Future of SEO, Social Media, and PR", 2022)

The metaverse is a collective virtual shared space created by the convergence of virtually enhanced physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the Internet. Mark Zuckerberg recently announced that Facebook is turning itself into a "metaverse" company, and Apple or Google might be better suited to lead the revolution. Brands such as Gucci, Nike, Disney and Facebook are in the midst of creating virtual communities, content, assets, fashion, art, experiences, and worlds. Having the keyword "metaverse" in a brand name is helpful for getting found in search and social channels by those seeking that type of interaction. Deep content is at the heart of any SEO Strategy. The more that content serves a user's needs, the better in terms of driving SEO rankings and organic traffic.

*"Brands will need to rethink their narratives in three dimensions and marketers will need to embrace emerging technology at a faster speed. In the metaverse, everyone is a world builder, including brands."*

## Literature Review 2: ("How Brands Can Enter the Metaverse", 2022)

For brands thinking about how to navigate this new frontier, even knowing where to start can be daunting. The metaverse refers to the concept across these individual worlds and experiences and the acknowledgement that we are entering into a more substantive, immersive landscape than ever before. A handful of businesses are already shaping the landscape, with entertainment and gaming companies leading the way. Nike is leading the charge with virtual goods and the opportunity to build virtual retail environments. Sotheby's recently announced its own metaverse gallery for curated virtual art. Social commerce is becoming a larger percentage of U.S. e-commerce over time. Virtual showrooms, fashion shows, and dressing rooms suddenly have the potential to shift from fringe experimentation to mass adoption. Thinking about how much the target audience/customers are spending time in the metaverse and calibrating the speed of attack can work wonders for marketers.

## Literature Review 3: ("What Is Metaverse Marketing? | CoinMarketCap", 2022)

Traditional methods of marketing are changing and need to adapt to the new world. Metaverse marketing offers businesses and brands a chance to tap into the worldwide market. Some of the biggest brands in the world have already started integrating and establishing their digital presence in the metaverse. In this world, you can work, meet others, own things, get to be part of absolutely new experiences, or enjoy experiences in a way never before possible. Rules for mainstream marketing for most brands still remain to be set. Brands can immediately take advantage of this in the metaverse to create virtual venues, worlds, and spaces. Increasingly, the distinction between real and virtual interactions is becoming blurred. The result is the transfer of real-life behaviour to all sorts of digital platforms and creating a new reality. After the pandemic, brands rushed to create digital versions of their businesses since real-life versions were no longer accessible. The Metaverse is ready for tremendous expansion, thanks to technological advancements and humanity's readiness to pass over into the digital world. Marketing in the metaverse will give brands an opportunity to find out what their consumers want and provide it.

*"The age of the Metaverse might not come as soon as we hope, but there is no doubt that it will come soon. The biggest companies in the world are working on technologies and devices that will give the metaverse a concrete form. The time is now to set guidelines that will define how we operate in the Metaverse."*

### Literature Review 4: ("Mileva, G. – 2022: A Deep Dive into Metaverse Marketing.")

The metaverse is a unique, immersive virtual environment that is taking over the internet. These virtual worlds continue to evolve and grow based on user decisions and interactions within the space. It mirrors the real world in that it has no "end," it's just a universe that continues to expand as more and more users jump in. Marketers need to keep in mind the value of millennials and Gen Z as a target market. Since metaverses are experiential and immersive in nature, it's best to take advantage of this. The metaverse promises an exciting future for brands, but there are still some challenges to overcome along the way. Because of the technological requirements of metaverses, accessibility is an issue for it. Data privacy and security remain to be a challenge in the metaverse. The more control users have in a metaverse, the higher the likelihood that a brand might appear next to questionable content.

### Literature Review 5: ("What are the Risks of the Metaverse?", 2022)

The metaverse describes an internet-run universe where users can socialize and play in a virtual setting. For online video gamers, a metaverse may be the paradise they're hoping for, as they can easily switch between gaming and virtual socializing. For many others, there are many questions and risks still needing to be addressed in the adoption of a Metaverse. Most governments need to modernize their legal infrastructure to deal with a future metaverse, and need to soon. This lack of regulations can cause serious issues, like privacy concerns, or court cases over intellectual property ownership. There are also risks to profit regulations and taxation. It's important to address many of these challenges, especially when looking at investing in metaverse companies, or working with a metaverse product.

### Literature Review 6: ("Advertising in the Metaverse Explained: It's a Jungle Out There - XR Today", 2022)

Advertising in the metaverse can be viewed as an additional channel in your marketing mix, just like you have a branded mobile app, banner ads on Google, an analytics-enabled website, and social media presence. The metaverse will also have its own unique ad formats that come with full marketing attribution so advertisers can track traffic and invest intelligently. In the metaverse, brands can see a version of your identity in the form of a 3D avatar - but does the avatar denote explicit consent? Can advertisers target ads based on someone's appearance in VR? These issues are yet to be ironed out. The industry is mostly bullish about advertising opportunities in VR due to the promising possibilities it enables.

# Research Methodology

The term 'research' refers to 'search for facts.' It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis, it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observations and comparison.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In this research project, the methodology section will allow the reader to critically evaluate a study's overall validity and reliability.

## Justification of the Title:

The title "Into the Metaverse: A study of marketing in the Metaverse and people's perception of it" is appropriate as it helps readers understand that the paper covers basics of the metaverse and further, marketing opportunities and challenges for brands in it. It also informs the reader that the paper aims to analyse people's perception of the subject. The title is brief/ to the point and hopes to intrigue the reader.

## Sources of Data:

- Inferences were drawn on the basis of both primary and secondary data.
- Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from. The aim of the research and targets were identified and the sources of primary data were chosen and tailored specifically to meet the requirements of this particular research.
- Secondary data refers to the data that has already been collected through primary data and made readily available for researcher to use for their own research. Secondary data was collected from reliable sources like internet, magazines and journals. Authenticity of the data was verified before employing it to the study.

## Methods and Instruments of data gathering:
- **Questionnaire:** An online questionnaire was circulated and people between the ages of 16-25 were asked to fill it out. The questionnaire consisted of several questions which were both qualitative and quantitative in nature. The questions were unbiased in order to collect accurate data.
- **Personal Interviews:** 2 interviews were conducted with people in the industry who have vast knowledge about the subject. The questions were unbiased in order to gain better insight into the subject.

## Scope of Research:

**Extent of Researcher Interference:**
Interference has been minimal as interaction simply took place with people in order to know about their perception about the metaverse and marketing inside it.

**Sampling:**
People in the age group of 16-25 who have a basic understanding of the metaverse beforehand in order to make the answering of questions easier.

**Sample Size:** The sample size is 30 respondents.

**Time Horizon:**
The study is a cross sectional or one-shot study. A cross-sectional study is a type of research design in which you collect data from many different individuals at a single point in time. The data was collected over a period of one week.

**Limitations of Research**
The limitation of the research is that the sample size is quite small as not many people are aware about this topic.

## Objectives of the Study:

1) To understand the Metaverse.
2) To understand **"marketing in the Metaverse"** and the future of marketing in it.
3) To examine the challenges that will be faced by brands in the Metaverse.
4) To appreciate the opportunities and advantages that various brands will get in the Metaverse.
5) To collect data on people's perception about the Metaverse and the future of marketing in it.
6) To analyse the above data in order to reach to a conclusion about people's perception.
7) To fulfil the academic requirements of the Third Year BBA Marketing Program.

# CHAPTER 1

# "Understanding the Metaverse"

Author Neal Stephenson first coined the term Metaverse in his science fiction novel "Snow Crash" nearly 30 years ago. He defined the metaverse as a massive virtual environment which is parallel to the physical world, in which users interact with each other through digital avatars. The word "meta" is derived from a Greek word that stands for after or beyond.

But now, the metaverse has entered our vocabulary and is trending across the globe. Everywhere, people are trying to wrap their heads around what it is. Facebook has even renamed the name of its parent company to Meta, to focus better on it. But what exactly is the metaverse and what does it signal for the next era of computing? Let's try to understand its basics before we dive into further details.

Currently, millions of people spend their time in virtual social spaces. With non-fungible tokens (NFTs) and cryptocurrencies making headlines, interest in purely digital ownership—and the technology that proponents say can ensure security of persistent virtual experiences—has skyrocketed. Facebook and Microsoft have just announced new ways to collaborate online, indicating that virtual productivity platforms are developing at a fast rate.

Imagine having access to a virtual universe where an entire world can be created while bringing your physical world experiences with you. We are seeing innovations which couldn't even be imagined previously. It was only a few decades ago that the Internet became available to the public. This new innovation is thought of as the successor of the Internet according to its makers. The metaverse merges reality with the virtual world and it doesn't compete with the Internet, rather, it builds on it. The users of the metaverse are represented by various customizable avatars in a shared virtual space. According to some, these spaces continue to grow and evolve based on decisions made by users and how they interact with others in the metaverse. It continues to expand as more and more users jump into the universe. Metaphorically, the expansion of the metaverse can illustrate possibilities of the big bang of the digital universe.

Some features of the Metaverse are as follows:

- The metaverse can offer experiences in the virtual world which are similar to the physical world. It is quite mind-boggling to imagine all this becoming a "reality." All of these experiences will further converge into one holistic experience. This will ensure that navigating this infinite world becomes easy for its users.

- The metaverse exists in real time. It is synchronized with the real-world timing and runs parallelly. Just like they would in the physical world, users in the Metaverse will react to the virtual environment around them and each other as well.

- Various platforms can work together in the metaverse simultaneously. Let's take an example of video games. If you're a player, you can bring items from one game to another game.

- The metaverse is much more than just virtual spaces for users to hang out in. Users can create their own content (like they currently do on the Internet) that other users can also enjoy virtually by just wearing a headset.

- Users can have access to the metaverse through extended reality (XR) and techniques for user interactivity (like manipulating virtual objects). Artificial intelligence (AI), computer vision (CV), blockchain and robotics/ Internet of Things (IoT) can work with the user to handle various activities inside the metaverse through user interactivity and XR.

- The metaverse does not pause or end when the users leave, rather, it just continues on indefinitely regardless of the number of users present.

- The metaverse is a fully functioning universe on its own that allows users to do various activities like creating, owning, selling and investing.

- Metaverse will have fully functioning and capable economies based on cryptocurrency, non-fungible tokens, etc

There are few terms which also need to be understood for a better understanding of the Metaverse.

**Blockchain:** Blockchain is an immutable and shared ledger that facilitates the process of recording transactions and tracking assets in a business network. An asset can be tangible (a house, car, cash, land) or intangible (intellectual property, patents, copyrights, branding). On a blockchain network, virtually anything of value may be recorded and traded, lowering risk and cutting costs for all parties involved. Orders, payments, accounts, production, and much more may all be tracked using a blockchain network. You can see all facts of a transaction end to end since members share a single view of the truth, providing you greater confidence as well as additional efficiencies and opportunities.

**Cryptocurrency:** Cryptocurrency is a digital payment system that doesn't rely on banks to verify transactions. It's a peer-to-peer system that allows anyone to make and receive payments from anywhere. Cryptocurrency payments exist solely as digital entries to an online database identifying specific transactions, rather than as tangible money carried around and exchanged in the real world. The transactions that you make with cryptocurrency funds are recorded in a public ledger. Digital wallets are used to store cryptocurrency. The term "cryptocurrency" comes from the fact that it uses encryption to verify transactions. This means that storing and sending cryptocurrency data between wallets and to public ledgers requires complex coding. Encryption's goal is to ensure security and safety.

**Non-Fungible Tokens:** An NFT is a digital asset which represents real world objects like music, art, in-game items and videos. They're bought and traded online, often using cryptocurrency, and they're usually encoded with the same software as many other cryptos. NFTs exist on a blockchain, which is a decentralised public ledger that keeps track of transactions. NFTs are typically held on the Ethereum blockchain, although they can also be held on other blockchains. NFTs are essentially digital versions of tangible artefacts. As a result, rather than receiving an actual oil painting to put on the wall, the customer receives a digital file.

**Web 3.0:** Web 3.0 (also known as web3) is the Internet's third iteration, which integrates data in a decentralised manner to provide a faster and more personalised user experience. It's made with artificial intelligence, machine learning, and the semantic web, and it employs the blockchain security system to keep your data safe. The distinguishing elements of web 3.0 are decentralisation, openness, and tremendous user utility. The semantic web's main benefit is that it recognises and interprets the data's context and notion. As a result, when a user looks for an answer, web 3.0 provides the most accurate and relevant result.

What is expected from the Metaverse? This is a valid question to ponder upon. It is expected to redefine what it means to spend time in a virtual space and extend our capabilities beyond what is now possible or feasible in the actual world, according to sources. One of the most distinctive features of the Metaverse is that it is always expanding, evolving, and establishing its own identity. The Metaverse is currently understood as "a collective virtual shared space, created by the merging of virtually improved physical reality and physically persistent virtual space, including the sum of all virtual worlds, augmented reality, and the Internet." Though there is a case to be made that the metaverse is an escape where individuals can live vicariously through avatars, the majority of those in the tech world believe it will be very popular. The bottom line is that humans have always sought and will continue to seek an escape from reality.

# CHAPTER 2

# "Marketing in the Metaverse"

Another question that arises when we talk about the metaverse. Will it reshape digital marketing for decades to come? According to metaverse enthusiasts, merging of the physical and digital worlds holds endless possibilities for brands.

Something fresh comes along every decade or two to revolutionise the marketing sector. If you trace the evolution of radio and television to the internet and, more recently, social media, you'll see a recurring theme: first-mover advantage pays off handsomely for organisations that grasp new, paradigm-shifting channels first.

Aside from the emergence of metaverse retailing and its characteristics, future research should look into whether existing retail business models and marketing methods need to be altered to be more effective in this new business environment. It should also look at the customers' perspectives and determine whether it is feasible and, if so, how easy or difficult it is to build experiences in metaverses, most likely through controlled experimentation.

The merging of the best of the physical and virtual worlds will impact the way people work, learn, play, shop, socialize, and interact with each other. Let's look at some possible ways in which the future of marketing will get reshaped in the metaverse.

- A consumer craves new experiences during his or her engagement with the brand. Immersive experiences that are rich and interactive are what they want. They don't want to merely be sold to; they want to be a part of establishing your brand, to have a say in what it means to them, to have agency. Such encounters are the foundation of the metaverse. The metaverse substitutes the web's flat, two-dimensional reality with a 3D experience that is much more like real life. Because the types of experiences marketers may create in the metaverse are almost unlimited, brands are flocking there.
- The metaverse offers chances to streamline and holistically alter the entire consumer journey. The metaverse enables marketers to reach out to new audiences in novel and creative ways, while also allowing people to delve deeper, learn more, and ultimately make purchases, all in one seamless experience.
- Consumers sharing content featuring their brand is every marketer's dream, but the difficulty has always been how to drive co-creation in a way that feels genuine and meaningful. The metaverse allows companies and consumers to collaborate on content in ways that have never been conceivable before.

**Advertising**

The key to advertising in the metaverse is immersive experience. In the metaverse, brands can offer virtual advertising. Offline and online advertising strategies such as flagship stores, enormous billboards, and other forms of traditional offline and online advertising are becoming obsolete. New developments, ranging from contextual tailored marketing to Instagram influencers, are engaging people of all ages. Brands can go beyond virtual billboards as well. Metaverses are experiential and immersive in nature, so it's best to capitalise on this by providing the same immersive experience with advertisements and marketing campaigns. Offering branded installations and events with which consumers can interact would undoubtedly be more effective.

**Ad Placements:** Think of billboards, signage, and posters on buses in the actual world, but in the metaverse. It's not difficult to imagine. Brands have long been promoted in videogame series like NBA2K and Grand Theft Auto.

**Experience Placements:** Gucci collaborated with Roblox to create a Gucci-themed world in its metaverse. Players can explore the world, purchase in-game items with real money, and so on. Players are known to have spent around $4,000 on limited edition virtual Gucci handbags.

**Product Placements:** Similar to real-world product placements, brands can place their product in fit-for-audience experiences in the metaverse. For example, Hasbro partnered with Roblox to bring Nerf guns to life in the metaverse.

**Event Placements:** The hip-hop sensation Travis Scott teamed up with Epic Games to put on a concert for Fortnite players. The live concert attracted over 12 million viewers (about 600 sold-out Madison Square Gardens in one go).

**Owned Metaverse:** You could establish your own metaverse to fit your specific aims rather than working with existing metaverses, which may only get you in front of a rather narrow type of audience. InSpace, for example, assists commercial real estate developers in marketing and selling their properties, frequently off-the-plan.

Hence, advertisers get promising opportunities in the Metaverse. These include virtual reality billboards, product placement in VR Games, sponsored content in social spaces, immersive native ad experiences and a whole new generation of influencers.

**NFTs**: Brands are experimenting with digital products via non-fungible tokens (NFTs), which may be purchased on crypto exchanges or in the metaverse. Nike, for example, is just getting started with virtual branded sneakers and apparel.

**Search Engine Optimisation**

Brands need to start evaluating as to how they can be found in the metaverse. They can do this by claiming a world, community, or platform that is relevant to their target audience. Using the keyword "metaverse" in a brand name, product name, or headline can help you get found in search and social channels by those looking for that kind of engagement. Any SEO strategy must have deep content. In terms of SEO rankings and organic search traffic, the more material that meets a user's wants, the better. Content in the form of images is also quite effective.

Innovators are hoping to get a head start and establish a foothold before commercial opportunities get harder to get in the metaverse. While some brands have been successful in this area along with reaching wide audiences, the long-term value of marketing in the metaverse remains a mystery to the world.

**Examples of brands in the metaverse:**

- Grand Theft Auto V, an open-world sandbox game, featured dress options similar to those worn by Hong Kong protesters. Many artists have been

repurposing virtual worlds for political expression, and Hong Kong protesters were able to take their conflict in the real world into the metaverse.

- Dimension Studio's work with metaverses for fashion labels brought in $6.5 million in income. They created a virtual production set-up that allows users to go onto a platform, get scanned by 106 cameras, and then be placed into virtual worlds to try on clothes and other items. They are well recognised for their work on Balenciaga's Autumn/Winter 2021 Afterworld game.

- Google Maps demonstrated an augmented reality option for its walking directions. This feature provides users with precise visual directions and arrows to help them navigate their way to their destinations. Simply point the user's camera in the direction in which they require guidance, and the AR function will guide them in the right path.

- Houzz, a home decor service, allows users to create digital photo collections of their furniture and other household items. Houzz makes money every time someone uses their service to buy something. They developed a 3D viewer in 2017 that allows users to view products in 3D directly through a camera and visually incorporates them into their physical space.

# CHAPTER 3


# "Challenges and Opportunities for Brands in the Metaverse"

## Challenges in Metaverse Marketing:

The metaverse promises an exciting future for brands, but there are still some challenges to overcome along the way.

- Accessibility is a problem for metaverses due to their technological constraints. Not everyone has access to the metaverse-friendly equipment, such as high-end computers and virtual reality headsets. This severely restricts the potential market for brands and thwarts mass marketing attempts.

- When it comes to navigating metaverses, brands must be cautious. To avoid alienating players from the brand, seamless integration is essential. Since the technology is new, marketers may still be figuring out where they belong in the metaverse, and their messaging may come across as unnecessarily blunt.

- There are also still a lot of misunderstandings surrounding metaverses. People often think of them as a simple game for children. Not everyone understands the value of metaverses, so brands may risk not being taken seriously for their efforts in establishing a presence within these platforms.

- There are still a lot of misconceptions about metaverses. They are frequently misunderstood as a simple children's game. Not everybody recognises the importance of metaverses, so marketers may find that their efforts to develop a presence on these platforms are disregarded.

- Finally, because metaverses are open to all, brands must exercise caution in maintaining their reputation. The more control people have in a metaverse, the more likely it is that the brand will be associated with potentially questionable content. There's also the possibility of users vandalising or disrespecting a brand's placements.

## <u>Opportunities in Metaverse Marketing</u>:

Despite the fact that metaverse has been present for a while, most brands' mainstream marketing standards have yet to be established. Making the most of metaverse marketing by building the appropriate marketing plans is still a bit hazy, especially with new technologies being released nearly every day. Setting these guidelines and devising the appropriate techniques could be the key to propelling a brand to new heights in the metaverse. Some brands have already begun to implement some of these techniques.

- **Making Virtual Venues Available and Accessible:** By just being the first, several of the earliest websites were able to push their brand and business to the next level. Today's brands are given the same opportunity, but on a significantly larger scale. Brands can now construct fully immersive and interactive virtual venues, universes, and locations from the scratch using 3D virtual reality technology. In the metaverse, brands may immediately use this to create virtual venues, worlds, and locations in which to hold events and experiences. Gucci and Coca-Cola in Roblox and Decentraland, respectively, have collaborated with existing virtual worlds to conduct events within them. The pandemic accelerated the building of virtual spaces and venues to handle activities that had to be cancelled as well as the predicted visitor count, which was already underway. Users in the crowd were able to see new 3D content and participate in events they had never seen before.

- **Simplifying Virtual Ownership:** In a world where people are spending a significant amount of time every day online, we have begun to place a higher value on digital assets and the showcase acquiring virtual ownership rights. Non-fungible tokens (NFTs) are the most widely used form of virtual ownership because they allow individuals, businesses, and creators to own these virtual assets and to transfer them with other virtual entities at will. Limited NFT editions have been released by some businesses (along with their other collections. Some of these businesses include top names such as Microsoft, Nike, Taco Bell, Coca-Cola, Pringles and McDonald.

- **Taking Advantage of Current and Future Demands :** People are willing to pay a high price for virtual goods, encompassing everything from in-game accessories to virtual property and even fashion. Like more creativity and design diversity is enabled in games and social apps, most users are prepared to pay almost any money to make their avatars seem unique and offer them special skills, just as they would in the real world. The most direct opportunity for most brands is the development of new social engagement methods and in-game wearable products along with the power of virtual fashion to influence real-world fashion and vice versa. Fashion brands may earn a lot of money by focusing on AR and VR technologies.

- **Redefining Real World and Virtual Entertainment:** The distinction between real and virtual interactions is blurring more and more, resulting in new forms of entertainment and immersive virtual reality experiences. In today's world, new experiences are typically participative and shared by a group of individuals. As a result of all of this, real-life behaviour is being transferred to various digital

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platforms, resulting in an entirely new reality. In this space, more and more companies are experimenting with live events. Amazon Prime designed a real-life gaming experience for the premiere of the film Without Remorse. Another example is Snapchat, which recently released connected lenses, which allow you to share your augmented reality experience with others who have the same device, adding a sense of reality to the digital world.

- **Creating Brand Presence Everywhere:** During the epidemic, the greatest and most essential lesson learned by companies and retailers all across the world was that having a digital presence is no longer optional. Because real-life versions of enterprises were no longer available after the pandemic caused the entire world to shut down, merchants scrambled to build digital equivalents of their firms. If clients can't come to you, you must bring the 3D experience of your brand to them. Fashion giants pioneered a completely new manner of interacting with customers and purchasers. The immersive experience featured everything a buyer would need to know about each item, including materials, fit, and style, to make their purchasing experience much easier.

- **Taking Advantage of the Scope of the Metaverse:** The Metaverse will be everywhere and accessible from anyplace, whether through future technologies or present gadgets. Even a smaller brand may now gain recognition for itself in the Metaverse and, more significantly, spread its presence around the globe. As more companies realise this, they are taking steps to take advantage of what the Metaverse has to offer.

# CHAPTER 4

## "The Dark Side of the Metaverse"

While the metaverse has some interesting and entertaining features for our society, it also comes with a lot of obstacles and threats. Cybercriminals will have a plethora of alternatives thanks to the metaverse's personal character and the data it creates. Some of the cybersecurity threats posed by current technology are similar to those posed by internet use. The following are some of the major dangers that the metaverse may bring if they aren't appropriately addressed.

- Black market metaverse spaces similar to the dark web, where people trade illegal firearms, drugs, and stolen personal info.
- Mental health consequences, like depression and anxiety.
- Addiction to a simulated universe and losing touch with reality.
- Increasing obesity and more people becoming couch potatoes.
- Unwanted exposure to explicit content.
- Increasing social inequality by making some features available exclusively to the wealthy.
- Metaverses having access to people's personal information with the possibility to exert full control over it.
- Increase in cybercrime, cyberbullying and harassment.
- Impact on self-esteem of people.
- Circulation of misinformation and conspiracy theories. Metaverse poses lack of regulation.
- Scams and attacks can be carried out in virtual environments to steal money, cryptocurrencies, etc.

# CHAPTER 5

## "People's Perception of the Metaverse"

What does the general public think about the Metaverse, and do they believe that this virtual world has a future? Surveying 30 individuals of varied genders from the age group of 16 to 25, were asked a few questions geared around gathering information about public perception of the Metaverse. The survey was done through Google Forms. Hence, the aim of the survey is to research what "experiencing the metaverse" means for an average person and how it could change their lifestyle, finances, and identity.

Along with the survey, two personal interviews were also conducted via Zoom. Both the individuals work in an NFT project called Gossape Girl which is based in Singapore. Interviews were conducted in order to gain insight into the subject and look at the metaverse from the perspective of industry experts. The meetings were recorded with consent from the interviewees for the purpose of future reference.

# Questionnaire and Responses

You are a person who likes to do the following things in the physical world:
30 responses
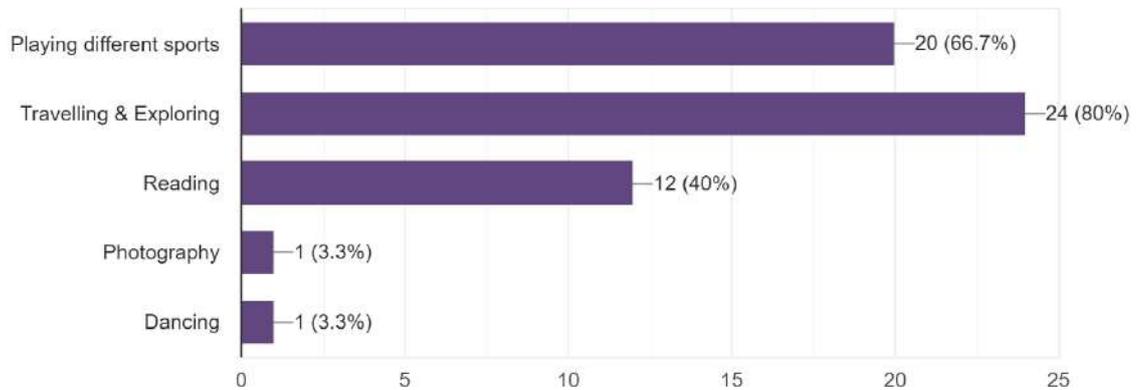


Majority of the respondents chose travelling, exploring and playing different sports as they are hobbies which most people generally have. A few chose reading while one person is into photography and one into dancing.

**According to you, the Metaverse is...**

- A metaverse is a network of 3D virtual worlds focused on social connection. In futurism and science fiction, it is often described as a hypothetical iteration of the Internet as a single, universal virtual world that is facilitated by the use of virtual and augmented reality headsets.
- A virtual world which simulates the real one but with abundance of freedom with respect to you, your avatar and what you can potentially do. Can be used for socializing, business, and fun!
- is a virtual platform parallel to the physical world
- A virtual adaption of the physical world
- Virtual space focused on social connection.
- Is an integrated virtual space for socialising, gaming basically replicating everything that can be done in the physical world
- the next big thing and has a huge potential in future
- a virtual reality where people can meet and try new things out.
- A virtual world focused on socialising
- The metaverse could potentially use virtual reality, or augmented reality as we know it now, to immerse users in an alternate world.
- A fast rising, but eventually short term trend
- A virtual world where people meet, play, socialize, etc.
- I think it's a 3d world, virtual in nature
- Something like virtual reality
- It is a 3D virtual world where all of human beings are interconnected

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- An artificial reality or virtual world
- Virtual world
- A virtual world which focuses on making social connection.
- an online virtual reality network where people can interact like they do in the real world
- A virtual reality
- A virtual reality where people can interact with each other?
- A 3D version of the internet and a mixed reality.
- A place/virtual world where anything is possible and there are no limits to what can be achieved, the only limit is your own imagination. And a place to hang out with your friends without actually having to go out of your house and enjoy whatever you do just from the comfort of your home.
- Hard to say at this point of time but looking around the things happening globally, there is some future to metaverse.
- Not viable
- The future and everyone is going to be using the platform just like people use phones these days.
- Not yet explored financially, and still considered as a gimmick
- It's mixed reality and an immersive platform
- A cool concept and I am excited about how they further develop it
- Social media platform

You are a person who likes to do the following things in the virtual world:
30 responses
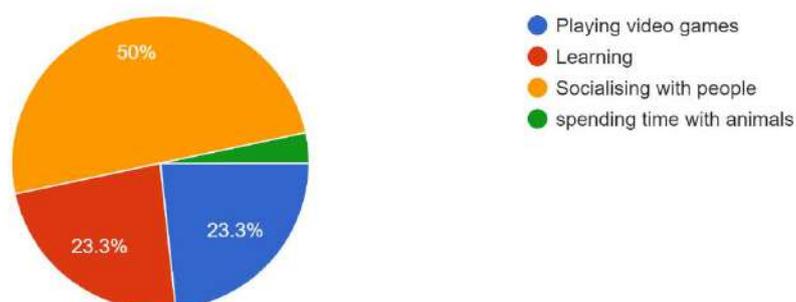


A majority of the respondents (50%) chose socialising with people as something which they would prefer doing in the virtual world. In addition, learning and playing video games have equal weightage.

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Mark all the things you'd do in the metaverse, but you would never engage in the real-life
30 responses

| | |
|---|---|
| Pretend to be someone else/ create an alter ego | 12 (40%) |
| Spend a lot of money on collectible clothes or accessories | 11 (36.7%) |
| Alter your state of consciousness with the help of VR (instead of... | 8 (26.7%) |
| Try extreme sports like skydiving, bungee jumping, or paragliding | 15 (50%) |
| Explore innate and uninhabited areas | 1 (3.3%) |
| There is nothing that I want to do in metaverse rather than real w... | 1 (3.3%) |

As seen above, 50% of the respondents would want to try extreme sports which is followed by pretending to be someone else, spending money on virtual goods, etc. One respondent would not want to do anything in the metaverse that can't be done in real life.

What would be your main reasons for joining metaverse voluntarily?
30 responses

| | |
|---|---|
| Work possibilities | 10 (33.3%) |
| Money investment | 11 (36.7%) |
| Art and live entertainment | 23 (76.7%) |
| Education | 9 (30%) |
| Gaming | 8 (26.7%) |
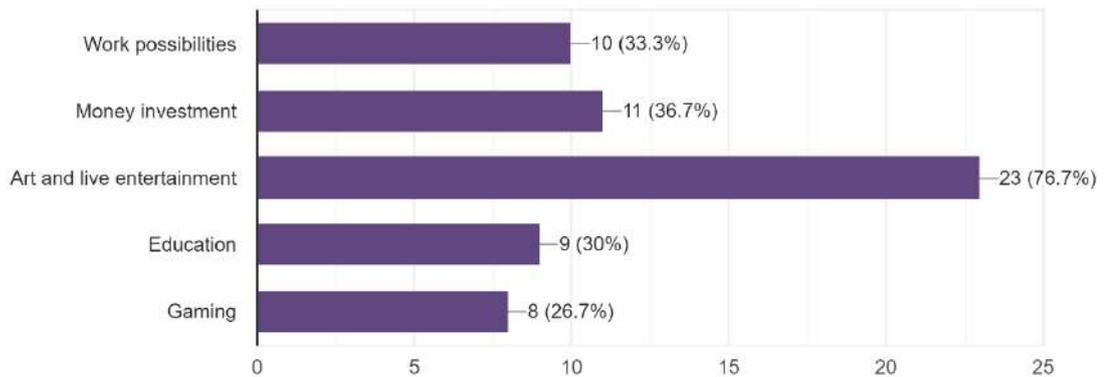
In the above, "Art and live entertainment" is the primary reason for joining the metaverse voluntarily. Money investment is the next attractive reason, followed by work possibilities, education and 8 respondents who are gaming enthusiasts.

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The metaverse cannot exist without avatars – i.e., manifestations of people using and inhabiting the metaverse's virtual space. How closely would your avatar resemble you?

30 responses
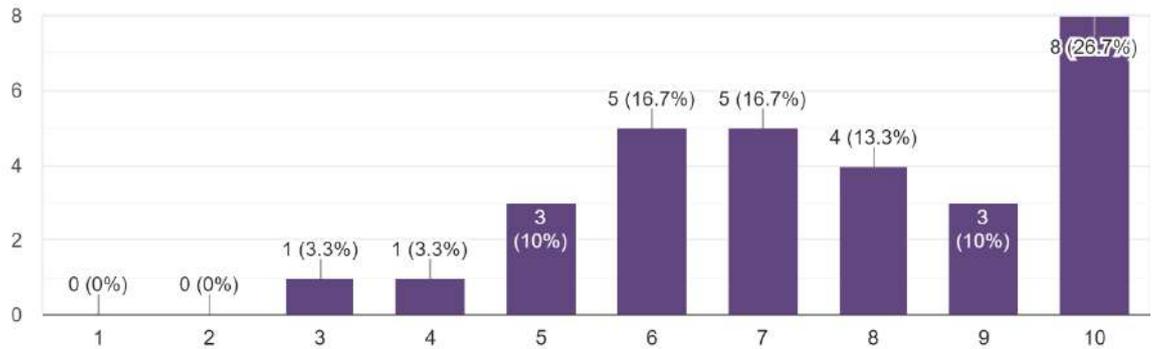


26.7% of the respondents i.e., 8 people would want to stay real and would want their avatars to resemble themselves extremely closely. Most respondents chose numbers somewhere in the middle of the scale.

When designing a metaverse avatar of myself:

30 responses



- I would create it as realistic and similar to myself as possible.
- I would create it as an idealized version of myself.
- I would create it as someone distinctly different from myself.
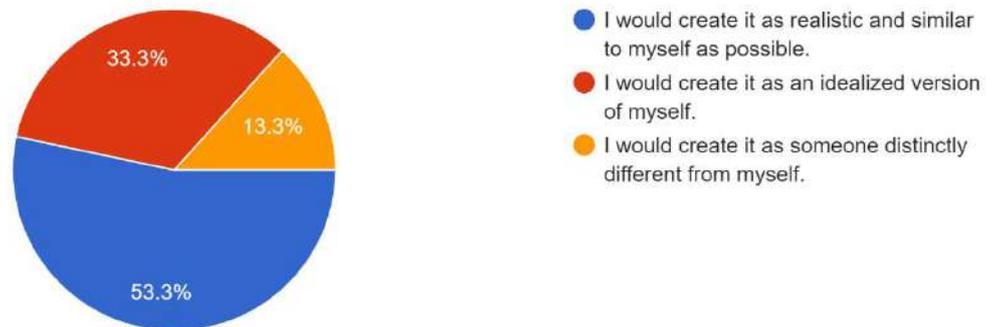
Most people would create their avatars as realistic and similar to themselves as possible. 33.3% of the respondents would create an idealized version of themselves and very few would create distinctly different avatars. The reasons for choosing these options are listed in the following question.

**Why would you like to create an avatar as above?**

- Motivation to be and do the best every day.
- Just because it's fun!
- As I said previously, meta would be a virtual world parallel to the real world, and that is the reason I would definitely like to create a personality or a human character similar to the one in reality.
- No specific reason
- Because I don't think I need to change anything about myself. I like it like that.
- I like being true to myself
- I don't want to reveal my exact identity and personality
- I feel it would be fun to have an alter ego or for people to have a different perception of myself
- If I'm making new friends, I would like them to know how I am as a person in reality, and not just an imaginative version of myself
- As I feel that the avatar should be my replica.
- Break from reality
- Meta experience will be realistic only if we do things the way we do in reality.
- Just like that
- To see myself from a whole other perspective
- Because I want my virtual world to be similar as my real world
- Because there are few things I want to change about myself which are really difficult
- In a world where everybody is trying to show themselves as perfect, I simply wish to be myself; unique.
- Because I believe, once metaverse becomes mainstream, the work and other important aspects of life might be transferred to it. So having an avatar will help me give a distinct identity and help me reach my goals and objectives in the metaverse.
- Seems more realistic
- Keep myself real in VR
- To interact with like-minded people
- Just to navigate through the metaverse and perceive situations from another perspective.
- Just to meet other people and give them an idea of what kind of a person I am.
- If Metaverse becomes a need in future and if at all I have to create an avatar there, I think it should look like me as I don't have any reason to create it as someone distinctly.
- To attempt to do things I normally wouldn't in real life
- So that I can socialise in the most realistic way while portraying my true self
- I would love to be myself
- I don't want my identity to be revealed
- I would like my avatar to be a true representation of myself
- To have a decent looking character which is presentable to others

## Would you consider spending money on your avatar?
30 responses



- Yes
- No
- Maybe

33.3%

50%

16.7%
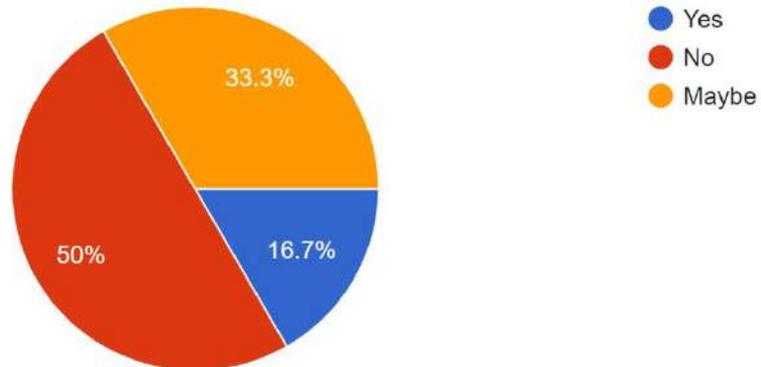
Half the respondents would not consider spending money on their avatars. A few chose "Yes" whereas 33.3% of them may consider spending money.

## If yes, what would you spend your money on?
17 responses



| | |
|---|---|
| New clothes & shoes | 3 (17.6%) |
| New skins & accessories | 2 (11.8%) |
| Advanced VR gear | 6 (35.3%) |
| All of the above | 7 (41.2%) |
| NA | 1 (5.9%) |
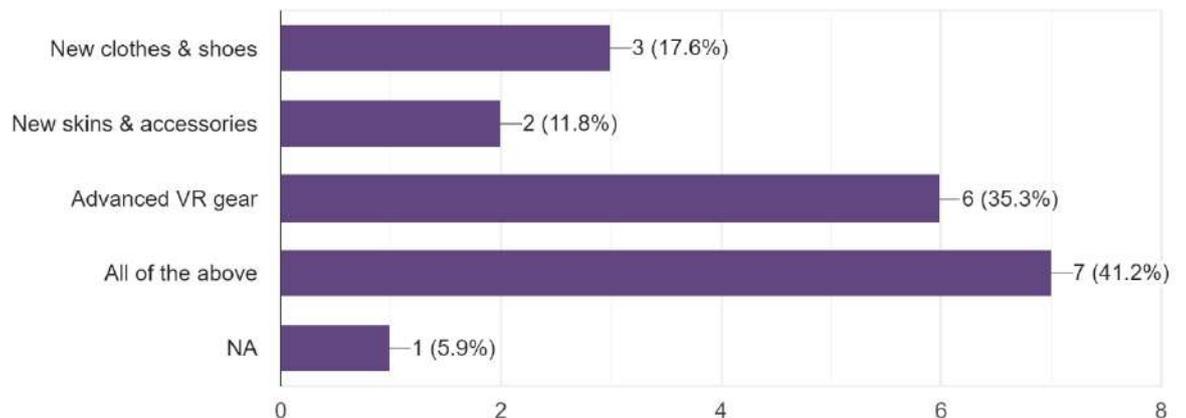
As seen above, 7 people would choose to spend money on all the items. Advanced VR gear has the second highest number of votes. Only a few people would spend money on clothes, shoes, skins and accessories alone.

## Are you aware of brands flocking into the metaverse?
30 responses



- Yes
- No

46.7%

53.3%
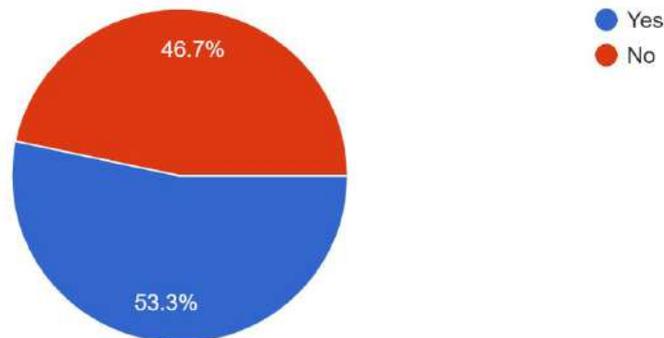
Majority of the respondents (53.3%) were aware of brands flocking into the metaverse.

**If yes, could you name a few brands?**

- Gucci
- Facebook – Meta · Disney · Hyundai – Roblox · Nike · Warner Bros. Pictures
- Meta, nvidia, roblox, google etc
- Nike, Louis Vuitton
- Only heard of them, not aware of specific brands
- Nike, Disney
- Lego
- Gucci, coca cola, H&M
- Nike, Facebook, Gucci
- Balenciaga, Gucci, Nike, Facebook
- Disney, Gucci
- I like you you're weird, gossape girl, bored ape yacht club
- Apple, coca cola, McDonald's
- Nike, Samsung, Facebook, Self Ridges

**Can the metaverse be the next big thing for digital marketing? What are your views on this?**

- It's new, and faster connections finally exist to support growing environments. But maybe the most important reason is marketers want to target and keep Millennials and Gen X up-to-date and engaged with their products and technologies, and metaverses allow them to target these audiences in a new way
- Definitely!! Especially in the decentraland world. I feel this is genius as people can buy up spaces of land and use them as virtual ad places which people can visit for instance.
- Metaverse is in talks and as digital marketing focuses on reaching large audience as well retain and target them. The best way to do that is to enhance the interaction with the target audience in the best possible way and metaverse is exactly doing that, giving shape of interaction with the audience. This will also help brands to improve brand loyalty.
- Yes, it definitely can
- Yes. Metaverse can be used for digital marketing. It can be used to access things that otherwise would've been inaccessible.
- Yes totally
- Yes absolutely. With the focus Metaverse is getting, it would be a great place for brands to advertise
- It can be. We've seen a boom in the amount of people invested in online streaming over the past couple years and an increase in profits for brands that choose to sponsor a streamer in order for the streamer to advertise them. So obviously people have an interest in the concepts of gaming and VR and buy the products advertised here. Thus, the meta verse could definitely be the next big thing in marketing.
- It depends on how deeply it gets incorporated into people's lives. If people don't engage with it much, then it won't be of much use to digital marketing.
- It will allow users to create 3D, augmented reality avatars that they can use to browse websites and make purchases. The options available to marketers are endless. And it's certain that VR will impact the Metaverse customer journey from start to finish.
- No, it will not be. The average viewer doesn't understand or care for the metaverse
- Yes, it would give customers the ease of doing things sitting at home, that could otherwise become very exhausting.
- Maybe
- Yes for sure
- Maybe yes a 3d projection of product could help the customer understand the product better and help in better decision making
- Yes it will be. People will get bored by social media soon...and then metaverse will be the next engagement platform
- Yes
- Yes, it can be the next big thing for digital marketing. The key depends upon the number of people who joins the matter. If it becomes as widespread as Google

then as it is a virtual and a more realistic representation of the reality, digital marketing might shift to metaverse.

- Yes, it can reshape marketing of the future
- Yes, it can. As Facebook has monetized hugely from advertising a most probable monetization would be from marketing
- Yes, as it would act as a platform for brands to indulge with a larger audience.
- Yes, it can create a number of opportunities in the field of advertising.
- Yes, but only if the technology develops in a way where the metaverse is made as common and easy to use as texting or calling other people using devices which are easy to set up. Otherwise people would just not want to give it a chance as it would consume a lot of time just to set it up and the cost is also high as the internet speeds required to access it and use it the way you want to is really high which is not available in some areas and the weight of headsets can result in pain.
- As many big companies have started establishing their presence in Metaverse there is possibility that Metaverse might be the next big thing, but if we look at it as some marketing place, then one must know his target audience first as not all people will be using Metaverse.
- I think the metaverse won't be the next big thing as, most of the products being offered by it already exist and are available in some form
- Yes of course as companies can list their own NFTs which are very artistic and eye catchy that's going to help them attract more people.
- Yes, it can be the next big thing
- I'm not sure but I think that it's a possibility that brands can get many opportunities
- It definitely does have the potential but not in the near future (5 years)
- It can be cause digital marketing is really at its boom. A new platform has big scope to attract customers.

**What would be the biggest benefits of the metaverse?**

- Implementing augmented reality in the healthcare sector can help train and skill-strengthen future medical professionals.
- Booming businesses, Entertainment etc
- Biggest benefit would be to very closely get the chance to experience the activities without actually needing to do it in real life. Because at the end what is matters is the experience and satisfaction that you get in doing any activity.
- Effortless marketing to every corner of the world
- Creates opportunities.
- Engaging the crowd and setting trends to market new products
- Job opportunities in open
- The fact that you could access a whole world from the comfort of your home, meaning not a lot of physical labour. And, if it gains popularity, companies could find huge amounts of people gathered in one place to showcase their products
- I don't know a lot about it
- that overcoming obstacles that prevented them from doing something in real life.

- VR technology getting investment
- Experience a variety of things from home.
- Job opportunities, better money, better educative techniques for students
- More freedom and creativity
- Can enhance creativity and better connections
- Ease of understanding
- Utilisation of space Efficient use of energy. May reduce carbon footprint due to reduced
- Removing the geographical barrier- once anyone is in metaverse, the physical location doesn't matter at all.
- Socialising
- An escape
- New employment opportunities, new learning opportunities
- Developing and promoting a virtual economy.
- Creative people or designers who'll have infinite number of resources would be able to present everything they imagine just the way it is. Also, kids with creative ideas can make the things they like after the metaverse has been made user/kids friendly. This will result in increase in employment of people with creative minds helping them earn money with the way they like to work and live a much better life.
- Hard to tell at this point.
- Creating and maintaining social networks, providing new tools in education, work, entertainment
- Metaverse is going to take socialising to the next step and it is going to help people to be next to each other and feel their presence.
- Education, socialising
- For me the biggest benefit metaverse offers is the endless potential for new gaming worlds and genres and the connectivity it brings with it.
- Connecting people all around the world.

**What could be the biggest perils of the metaverse?**

- For one, addiction to VR/AR devices might excessively separate users from the real world.
- Privacy and hacking issues
- Data security would the biggest peril in case we totally switch virtually. Also, we need to consider the fact that in person or face to face interactions cannot be totally avoided as there's a huge difference in interacting with a person in reality than interacting with a cartoon or animated version of oneself.
- Digital safety and identity theft maybe
- Takes people away from the reality.
- Over engagement, effect on the youth, people losing their ability to socialize in real life and being confined to a virtual reality which isn't actually "real"
- Cyber crime and bullying

- It would lead to a highly sedentary lifestyle for the people, so things like obesity, diabetes, etc. would be on the rise. It is virtual reality, meaning the majority of jobs in the future would relate to computers, which could lead to a lot of unemployment.
- From what I know about it, I think people will forget how to socialise in real life, if the metaverse grows onto people
- The metaverse could potentially use virtual reality, or augmented reality as we know it now, to immerse users in an alternate world. The technology is still being developed, but companies like Meta say they are building and improving these devices.
- More paid based services
- Might make people lethargic and anti-social.
- Cyber crime
- Extreme views
- People might spend too much time in virtual world, may lose contact with physical world
- Personal safety
- Data security Too many hoax characters- money laundering. Weaker public health
- I think cybercrime could be the biggest disadvantages as it is already becoming a big issue since the existence of internet, and as metaverse is a virtual world focused on building social connection, the crime rates can drastically increase.
- information leaks
- Too much attachment for non-existent things
- It would allow impersonation, people would be less accountable for their actions
- Users getting disconnected from reality.
- Making it safe and user friendly is almost impossible as there are always people who for some reason want to ruin other peoples' work or even just enjoying a fun time. Also, some people can easily get addicted to an environment like this to play games or anything else which can in some cases also lead to people having psychological disorder blurring the difference between real and the virtual world. And lastly protecting a person's privacy is going to be the greatest challenge the metaverse is going to face if it is used on regular basis.
- People will stop meeting physically.
- Data privacy concerns, addiction, unbalanced access
- It is going to make people extremely lazy and grounded in the real world
- Privacy issues, cybercrime
- At this point in time the biggest concern everyone has about metaverse is definitely issues pertaining to privacy and online security.
- Too much indulgence of people on devices, especially teenagers

How do you predict the future of the metaverse 10 years from now?
30 responses



- ● We will use it for entertainment only
- ● We will work and coexist mainly in the metaverse
- ● Not many people will use it on a regular basis

60% of the respondents predict that we will work and coexist mainly in the metaverse. Entertainment was the next choice and a few predict that not many people will use it on a regular basis.

Finally, after comparing both benefits and perils, metaverse to the society is:
30 responses
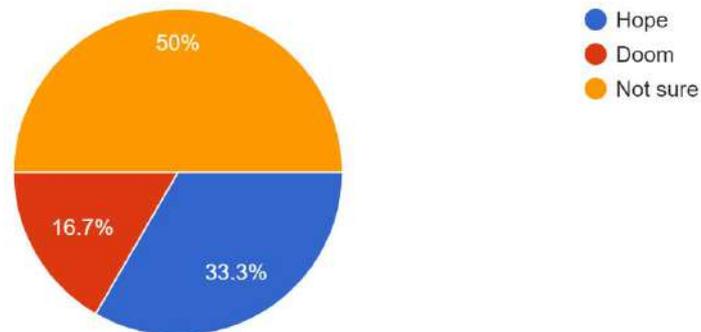


- ● Hope
- ● Doom
- ● Not sure

After comparison of benefits and perils, a lot of people (half the respondents) are not sure if the metaverse is a hope or doom to the society. 33.3% of them think of it as a hope and 16.7% think that it will definitely be a doom.

# Personal Interviews

These personal interviews were conducted in order to gain insights from people in the industry who have a vast knowledge of the subject. Arc-CT and Zey work in an NFT Project called Gossape Girl.

## About Gossape Girl:

Gossape Girl is a collection of 7,000 glamorous ape ladies living in the Ethereum blockchain and hosted on IPFS. Gossape Girl NFT acts as a genesis collection to access members-only benefits. They strive to develop this brand for the long-term benefit of the community.

Each Gossape Girl is complemented with unique and original characters and traits. All of the characters and traits are hand-drawn and created with meticulous details by their talented artist to bring about and represent various iconic and fashionable references. All Gossape Girls are algorithmically generated from 8 categories of attributes, with a total of 200+ unique traits.

*"GossApe Girl is not just another ape derivative project. Inspired by the TV series "Gossip Girl", GossApe Girl (GG) is the first-of-its-kind collection of glamorous ape ladies. Each GossApe Girl features meticulously hand-drawn traits, an awesome sense of fashion and confidence, and of course, a little luck via algorithmic generation. Most importantly, the GossApe Girl is on a mission to bring inclusivity, equality, and beauty to the NFT space. We believe that cool-looking and beautiful Ape Ladies are very much under-represented, and that is about to change!"*

# Interview with Arc-CT

Arc-CT is techpreneur, investor, and Web3.0 enthusiast. Currently he is the CEO of a tech start-up in Southeast Asia and has been featured in Forbes 30 Under 30. In his free time, he dabbles in Web3.0 and has recently launched an NFT project where he heads the innovation department in terms of roadmap and metaverse exploration.

## Transcript:

**To begin with, could you tell me a bit about your work and what attracted you towards this field?**

Actually, I have my own work outside of the Web 3.0 space. I run my own start up and advertising firm in ad tech. I've been involved with the Web 3.0 space since September of last year, mostly just investing. Earlier this year, in January me and a couple of the other founders started Gossape Girl, which is an NFT project, with an aspiration to enter the metaverse. We've been exploring for the last two and a half months along with learning a lot about the Web 3.0 space. So I must say that I'm not entirely an expert, but I think I've learned enough in terms of things that needs to be developed and also how everything works and are intertwined together.

**What exactly is the metaverse according to you and why is it such a revolutionary concept?**

I think a lot of people don't really know the exact meaning of the metaverse. I feel like most people confuse it with just another game, such as Roblox or Minecraft. But the metaverse is basically an immersive experience where different brands and people can interact with each other just like how they interact in real life. Although that kind of an experience might be sometime away but what Meta is trying to do can considered the closest by introducing real life utility inside the Metaverse. But as of now, the offerings of the Metaverse are just a communal experience with user generated content, building a house, building avatars to interact with other people which is all connected to the Web 3.0 and is of course, decentralised and the things you do in that space can therefore have an impact on your real world.

**In which Metaverse are you going to build your project in?**

I think right now the most famous metaverses would be Decentraland and Sandbox. So, for example, for Gossape Girl, you can use the Gossape Girl Avatar to enter the Metaverse. There are different real-world implications as well. For example, Decentraland is a 3D based metaverse. Hence, you get the look of a 3D character that typical games have. That's why they can run events like metaverse fashion week because you can showcase your fashion in Decentraland. Apart from hosting events, people can put up their own buildings, they can explore other projects and buildings by entering the metaverse via avatars, etc. Even in the case of gaming, you go inside, you play the game, you earn some coins and you can sell those coins in the real world via real world currency, but it's still too soon to tell which metaverse actually works better than the other. I feel personally that Sandbox

might not appeal to most people because of its gaming concept, whereas Decentraland is more like a Social Hub. So, I really think there's still quite some time before we can definitely make the Metaverse into a space where people can live their second lives. I think Meta is the one that has done the most research and by trying incorporate someone's life into the metaverse, it seems to have a lot of potential. We, at Gossape Girl are actually planning on integrating to all of them. So, we'd love for people to purchase Gossape Girl to have their avatars available in all these platforms.

**What are the limitations of the metaverse currently?**

I think there are many limitations currently. For starters, there are the hardware limitations where metaverse only supports computers and specialised equipment. Some computers also don't have the capabilities of strength to actually enter the metaverse. For example, I already use a pretty good laptop, but when I play in Decentraland or Sandbox, my laptop always crashes, so that's definitely a big limitation in my opinion. Also, our lives depend on mobile phones, so having this on mobiles could maybe change things a little bit, but it definitely won't be immersive. Would definitely need like the are like a VR headset. This is another limitation. There's definitely a for VR headsets for such an experience. Access to these is also a limitation. Security is another big issue. This place is pretty bad in terms of security, because there's no KYC. People can easily resort to stealing. So if we want to make metaverse prevalent everywhere, such limitations need to be addressed.

**How can projects do advertisements in the Metaverse?**

That's an interesting question since my real-life work is also into advertising. So, I've been exploring a lot of options in this space. The best way to advertise is through billboards. For example, when you enter a game, you get teleported to the starting point. If a premium land is bought around the starting point, you can have a billboard on it and play ads on it. The chances of having higher traffic and high revenue generating billboards would be better compared to the non-premium land. It's not that much different from digital advertising. It's just in a different format, which is a billboard version instead of a banner on a web page.

**How is the metaverse and blockchain related?**

What makes blockchain a big part of the metaverse is that it enables users to earn real money using the blockchain technology. If we look at, let's say a game like Fortnite, it's a communal experience or let's say, a second life. You can earn money there and cash it out by exchanging it on a crypto exchange hence making the metaverse a valuable space to trade.

**How can NFTs help the project in creating their metaverse?**

I think it depends on which metaverse you're talking about. Most metaverses provide their own documentation on how to integrate the NFT to the metaverse. Some give tools to

build your own avatars. In Decentraland, you just have to build your avatar based on blender, just like a 3D design. So, it's a maybe a little easier to use Decentraland because anyone who knows how to build a 3D model can easily build a 3D avatar and integrate it to the metaverse. So, for Gossape Girl, we built our own avatars in Decentraland and we uploaded it into the marketplace. Then, we air dropped them to our holders so that they can have a Gossape Girl avatar.

**How quickly do you think the metaverse will be developed? How much can we expect metaverse tech to grow in the next 5 -10 years?**

Oh, I think it's going to be developed really, really fast. There is so much so much investment in the metaverse space. I hear so much about new companies coming up. I think there's one that's maybe less popular for NFT projects because they don't talk about integration of NFTs. It's called Somnium Space and they also focus on VR. They plan to release on Oculus as well. They also focus on advertising. Another company is focussed on luxury branding, luxury fashion, etc. where people to go in and they can try out the outfit and after they purchase it in the metaverse, they get the goods in real life. So, I don't think it's going to take five years. I think it's going to maybe take one to two years. And as soon as people start seeing the value of it, it will grow rapidly for sure. But I think the adoption of it will be quite difficult just because of the limitations we talked about. I think apart from the limitations, there needs to be some real-world utility in the metaverse as well for it to be a success.

**Do you have any worries or does the concept pose any threats?**

Yes, there are definitely going to be some problems. I think, having an open space without any regulation could pose some problems and let things occur which people don't want to have in that space. That's why to a certain extent, I feel the Metaverse cannot be completely decentralized. I feel there needs to be some governance and centralization in form of a board or a foundation built on top of the of the committee that governs the whole metaverse to decide what can be done and what cannot be done. It's going to be tough but I'm sure we can figure something out regarding these concerns.

# Interview with Zey

Zey is an artist, techpreneur and Web3.0 enthusiast. She is one of the founders of Gossape Girl. She is currently working as the Art Director and Stylist. In her free time, she likes to collect art from local artists which is what got her interested in this field. She strongly believes in bringing inclusivity and closing the gender gap in the NFT space.

## Transcript:

### To begin with, could you tell me a bit about your work and what attracted you towards this field?

I'm currently the creative director for an NFT project called Gossape Girl. I started learning and exploring this field sometime last year. I was on a sabbatical leave, so I had a lot of time to learn and explore new things. I just find the whole concept very interesting. I actually started off as a collector. So, I collect art from like local artists. That's actually what got me interested in the field. Also, once you get involved in the NFT field, you quickly understand that it is very male-dominated. That's why we took this opportunity of creating a project that is more female-oriented.

### What exactly is the metaverse according to you and why is it such a revolutionary concept?

I wouldn't say it's something that is entirely new because the concept of metaverse has been here for such a long time. For example, if you think of a game like the Sims, that is also a form of metaverse, right? You have an environment, you build your house, you build your life, you have a job, etc. There are also experiences that we have in Minecraft, Roblox, etc. So, all these games are actually just a form of the metaverse. But now, it's a very up and coming thing because of the blockchain technology. The blockchain allows you to have ownership of an asset and that is recorded which is technically immutable. I think the merging of the blockchain technology with the metaverse, gives you an added immersive experience.

### What's the difference between metaverse and virtual reality?

As far I understand, the metaverse is a completely new world, right? It's a place where you can have an immersive experience. The concept of the metaverse is with added blockchain technology and everything is scarce. Whereas, virtual reality is a much broader concept. For example, virtual reality can be in the form of a game too. It's present in a much broader sense and can have various uses.

### Could you tell me more about Gossape Girl? What's the story behind the art?

Once you become involved in the NFT space, you would notice that the space is very male-dominated. That actually is what sparked our interest and made us see opportunities in that niche market. That's why we started Gossape Girl. We wanted to introduce feminism and

a fashionable aspect to an NFT space that is very much male dominated. By doing this, we hope to close the gender gap and at the same time, encourage and attract more people of all pronouns, especially women to learn more about the space. By combining our art with pop culture and fashion, we can hopefully reach out to a larger audience.

**How can the art be transformed into metaverse characters?**

We have a long-term vision to have presence in multiple metaverse platforms. We currently have a land in Sandbox. We also have presence in NFT worlds, Web 3.0 and various others as well. I feel that the concept of metaverse is still very experimental, similar to the concept of NFTs. So, each of these platforms. have different specifications for avatars. Some look boxier. Some look more realistic. For example, if you create an avatar for Sandbox, it's not functional in other platforms. We believe that it's going to be a really good long-term investment. So currently, as a project, we are creating various like avatars to make them valuable to all such platforms.

**How do you ensure that a physical asset and the associated NFT remain connected?**

I think that's a very good question but I don't think we have the answer to that. I don't think we can like verify something like this? A lot of like companies are trying to use the blockchain technology to verify the authenticity of an asset. Let's take the example of a luxury handbag. How can you verify whether this handbag is authentic or not? If you own a Gucci NFT, then you are eligible to purchase something from Gucci's website. It means that the ownership of the NFT gives you special access. Let's say, you are to sell that Gucci NFT to someone else. There is no way for that person to verify, whether the handbag that you give them is actually an authentic one or not. I think that is the problem which is yet to be solved.

**How are you marketing and advertising your NFTs? Are there specific promotion techniques you are using?**

The promotion of our NFTs is community-based because the market is still very small. We also promote them through social media, such as Twitter, Instagram, etc. I think the technique for marketing and promoting is still in a very early stage. Marketing for Web 2.0 and Web 3.0 are very different. I think it's very important to utilise the power of communities since the supply of these assets is very limited. For example, our project has only 7,000 NFTs. So, if we actually utilise the full power of the community, we can be very successful.

**Can mainstream fashion brands use your NFTs to promote their clothes?**

That is definitely possible. Sometime back, the first metaverse fashion week was held in Decentraland. There are a lot of NFT project that are collaborating with fashion brands. We, at Gossape Girl provide intellectual property of the art. Holders can use their NFTs to

be a model in the metaverse or a non-playable character. I think I like the way we can collaborate with the brands by exchanging, and also leveraging each other's intellectual property. You can see snippets from the fashion week on our Twitter handle!

**What challenges can brands and projects face in the metaverse? Similarly, what opportunities can they get?**

One of the challenges is that resources are quite limited. People who understand what the metaverse is and how to build in the metaverse are also quite limited. The second challenge is that the number of users is also very less, so the adoption isn't very wide spread. Moving on to the opportunities, we see that a lot of brands are actually going to the metaverse because it's more like a PR play, right? If you want to be perceived as a brand that is progressive and is very up-to-date with technology, you can enter the metaverse sooner. We see brands like Gucci and Forever 21 who have opened a boutique already. There are food chains like Taco who have also opened a store already. For such brand, this is an attractive and additional method of revenue generation. If we look at the gaming industry, people buy skins and accessories for avatars. That's a huge market a well. Also, in the future, why would people play games if they cannot earn simultaneously? Metaverse can enable these people to gain actual metaverse coins as a source of income. Hence, if the adoption is wide spread, there are lots of opportunities for both brands and users.

**Do you have any worries or does the concept pose any threats?**

The main threat that I can think of is how the metaverse can change the lifestyle of people completely. How you view the world, how travel and experience various things are going to be very different. So I'm not sure whether that's good or bad but it's actually going to be a big change. The lack of available technology compatible with the metaverse can limit accessibility. Even if you want to visit Decentraland, you will need a very good computer. Hence, another concern of mine is that the Metaverse will be accessible to only certain people and not everyone.

# Concluding Remarks

## Secondary Data:

- The paper mainly focused on the concept of Metaverse which is a combination of multiple elements of technology, including virtual reality, augmented reality and video where users "live" within a digital universe. The metaverse's supporters envision its users working, playing, and remaining connected with friends through everything from concerts and conferences to virtual trips around the world. The study covered the way brands can pursue marketing in the metaverse. The opportunities and challenges faced by brands were also noted. Furthermore, the negative side of the metaverse was seen and its impact on the society was observed.
- The metaverse is expected to redefine what it means to spend time in a virtual world and expand our skills beyond what is now achievable or viable in the real world. Though there is a case to be made that the metaverse is a safe haven where people may experience life through avatars, the majority of tech experts predict it will be very popular. In the end, humanity has always sought and will continue to seek an escape from reality.
- Due to the availability of advanced computing devices and intelligent wearables, our digitised future will be more interactive, more living, more embodied, and more multimedia. However, numerous obstacles must be overcome before the metaverse can be fully incorporated into the physical world and our daily lives.

## Primary Data:

- A survey was conducted in order to collect primary data. Various questions regarding people's perception of the metaverse were asked to the respondents. Personal interviews were also conducted with people in the industry to gain more insight into the subjects and look at the metaverse from their perspective.
- The results of the survey ended up being a rather mixed bag. While individuals did show optimism in terms of seeing the Metaverse actively running years ahead of our time, they were also concerned about the potential harm such a platform brings.
- The interviews were very informative and a lot of insights were gained through them. Questions regarding metaverse, NFTs, marketing, security issues, etc were answered in great detail to further help the study.

# Annexure

# Into the Metaverse

The metaverse has been a hot topic of conversation recently and has been trending globally. Whether you've come across Facebook rebranded as Meta, live concerts in the immersive Fortnite universe, or a digital art gallery in Decentraland – there's no escaping the internet's favourite buzzword: the "Metaverse." Through this survey, I hope to gain insight into people's perception about this trending topic. Hope you enjoy answering the questions!

P.S. This survey is for academic purposes and all your information will be kept confidential.

1. What's your name? *

   _____

2. How old are you? *

   _____

3. What gender do you identify with?

   *Mark only one oval.*

   ( ) Female

   ( ) Male

   ( ) Other

   ( ) Prefer not to say

4. You are a person who likes to do the following things in the physical world: *

   *Check all that apply.*

   [ ] Playing different sports

   [ ] Travelling & Exploring

   [ ] Reading

   [ ] Other: _____

5.  You are a person who likes to do the following things in the virtual world: *

    *Mark only one oval.*

    ( ) Playing video games

    ( ) Learning

    ( ) Socialising with people

    ( ) Other: _____

6.  According to you, the Metaverse is... *

    _____

    _____

    _____

    _____

    _____

7.  Mark all the things you'd do in the metaverse, but you would never engage in the real-life *

    *Check all that apply.*

    [ ] Pretend to be someone else/ create an alter ego

    [ ] Spend a lot of money on collectible clothes or accessories

    [ ] Alter your state of consciousness with the help of VR (instead of drugs or alcohol)

    [ ] Try extreme sports like skydiving, bungee jumping, or paragliding

    [ ] Other: _____

8. What would be your main reasons for joining metaverse voluntarily? *

*Check all that apply.*

☐ Work possibilities
☐ Money investment
☐ Art and live entertainment
☐ Education
☐ Gaming
☐ Other: _____

9. The metaverse cannot exist without avatars – i.e., manifestations of people using and inhabiting the metaverse's virtual space. How closely would your avatar resemble you? *

*Mark only one oval.*

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
| ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ |

10. When designing a metaverse avatar of myself: *

*Mark only one oval.*

◯ I would create it as realistic and similar to myself as possible.

◯ I would create it as an idealized version of myself.

◯ I would create it as someone distinctly different from myself.

11.  Why would you like to create an avatar as above? *

_____

_____

_____

_____

_____

12.  Would you consider spending money on your avatar? *

*Mark only one oval.*

◯ Yes

◯ No

◯ Maybe

13.  If yes, what would you spend your money on?

*Check all that apply.*

☐ New clothes & shoes

☐ New skins & accessories

☐ Advanced VR gear

☐ All of the above

☐ Other: _____

14.  Are you aware of brands flocking into the metaverse? *

*Mark only one oval.*

◯ Yes

◯ No

15. If yes, could you name a few brands?

_____

_____

_____

_____

_____

16. Can the metaverse be the next big thing for digital marketing? What are your views on this? *

_____

_____

_____

_____

_____

17. What would be the biggest benefits of the metaverse? *

_____

_____

_____

_____

_____

18. What could be the biggest perils of the metaverse? *

_____

_____

_____

_____

19. How do you predict the future of the metaverse 10 years from now? *

*Mark only one oval.*

- ( ) We will use it for entertainment only
- ( ) We will work and coexist mainly in the metaverse
- ( ) Not many people will use it on a regular basis

20. Finally, after comparing both benefits and perils, metaverse to the society is: *

*Mark only one oval.*

- ( ) Hope
- ( ) Doom
- ( ) Not sure

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Google Forms

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Brihan Maharashtra College of
Commerce(Autonomous)



A PROJECT REPORT ON

**CORRUGATED CRISIS IN COVID CRISIS**
**(A Study of Packaging practices and Challenges in Corrugated**
**Industry)**

SUBMITTED BY
SHRAVANI BHATKAR
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UNDER THE GUIDANCE
OF DR. SHILPI LOKRE


SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE
(AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE
BACHELOROF BUSINESS ADMINISTRATION DEGREE

2021-2022

# DECLARATION

I, **Shravani Bhatkar**, solemnly declare that the project work report titled **Corrugated Crisis in Covid Crisis (A Study of Practices and Challenges in the Corrugated Industry)** is based on my own work completed during my studies under the supervision of Dr. Shilpi Lokre.

I assert that the statements made and conclusions reached are a result of the project work. In contexts where references of other works have been cited, full acknowledgement has been given.

Furthermore I declare that, to the best of my knowledge and belief, the project report is valid and does not include any portion of any work submitted for consideration for any other award/degree/diploma/certificate from this or any other university.

Shravani Bhatkar

TYBBA-B

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# ACKNOWLEDGEMENT

This project report's topic is something I've wanted to write about since my second year of this course. As a result, I would like to express gratitude to all the individuals who have supported me throughout this course.

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Secondly, I would like to express my sincere gratitude to all of the corrugated industry manufacturers who took part in this study. Their insightful comments, practical knowledge, and valuable contributions have not just enlightened me but also shed some light on the realities of this age-old industry.

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Finally, I'd like to express my gratitude to Brihan Maharashtra College of Commerce, Pune providing this learning opportunities.

Thank you so much for the guidance, support, and encouragement!

# INDEX

# CHAPTER 1: EXECUTIVE SUMMARY

Packaging is the backbone for many sectors, especially for the products to navigate the supply chain safely. Nothing safely moves a product from point A to point B more effectively or efficiently than corrugated packaging, whether you're packaging by the case or individually. Corrugated boxes are the ideal package for distribution because they are specifically designed to protect and cushion products as they travel. But all of these facts are considered at the end of the procedure when the product is finally ready for dispatch to the market.

The corrugated industry is one of the most overlooked industries in our country. Despite a boom in the industry, manufacturers are feeling the pinch from a sharp increase in raw material prices, particularly for Kraft paper in India. For the first time in the last 30 years, Kraft paper prices have risen by more than 90% (approx. ), and no efforts are being made to assist the industry, even though paper has been declared an essential commodity. Despite its own set of challenges and obstacles, the corrugated industry offers a broad canvas for creativity, innovation, and sustainability. This industry, with the right investment of knowledge, technology, and ideas, has the potential to cause a fundamental shift in the packaging industry across all sectors. From plant-based packaging materials to bio-based polymer solutions, all of these factors contribute to the Corrugated Industry standing up for the environment and creating a more sustainable future for future generations.

This paper is an attempt to provide a comprehensive model of the practices and challenges confronting the Corrugated Industry at all levels. It also emphasizes the industry's future prospects and innovation in terms of sustainability. Furthermore, it aims to collect data from manufacturers to gain information and analyze the industry's ground reality.

# CHAPTER 2: LITERATURE REVIEW

1. Because boxes are so much more than they appear to be. Why is corrugated used? Because corrugated cardboard boxes are so common, it's easy to overlook them. We tend to think about what we put in them while barely considering the box itself. They are, indeed, ordinary. But they are so much more than that. (From *Corrugated Packaging - Because Boxes Are so Much More than Ordinary. | Showcasing the Extraordinary Benefits of Choosing Corrugated Packaging*).

2. The raw material required for making the corrugated board, raw material consumption in percentage, the performances of various flutes | *by S.S Consultants*

3. E-commerce packaging is one of the most influential aspects that pique the interest of any purchasing customer. One of the most appealing aspects of ordering online is the anticipation of opening the package once it arrives. And, if there's a surprise tucked in there as well, that's the icing on the cake! | by *Razorpay*

4. Due to extreme undersupply and high input costs, the Indian paper market is in a difficult situation. Paper mills have had to raise their prices to an all-time high due to an increase in production costs, logistics, chemicals, and raw materials. In this article, Kamal Chopra, president of the OPA and the WPCF in Belgium, explains how the industry is dealing with the current situation. *"As paper prices continue to rise, print issues worsen. The Indian paper market is in a difficult situation due to extreme undersupply and high input costs" | (by Printweek.in).*

5. "Rising prices and supply chain disruptions" suffocate the corrugated box industry Corrugated boxes (also known as carton boxes) are an important packaging material for pharmaceuticals, FMCG, food products, automobiles, and electrical appliances. Kraft paper is the industry's main raw material, and its prices have risen by nearly 90-100 percent since 2020, and by nearly 25 percent in the last few months alone. | *(by Rekhi Economic Times).*

6. Sara Lozano, marketing manager at Sambrailo Packaging in Watsonville, CA, emphasizes sustainability and branding as key attributes. *"Corrugated is a proven renewable and sustainable resource with biodegradability, direct printing*

*capabilities, and design flexibility for structural design and branding," she says. | By Produce Business, Gill Mcshane.*

7. *"While the rest of the world was consumed by the epidemic's problems and dread, a few corrugators were contributing to the ease of patient treatment by building corrugated beds." | Corrugators to the comfort amidst pandemic, by The Corrugator.*

8. The rapid growth of the corrugated packaging market is aided by the explosion of e-commerce and advancements in digital printing technologies. The global corrugated packaging market is expanding faster than anticipated, defying predictions of a slowdown in corrugated packaging consumption. The impact of a drop in demand in China and the ban on contaminated recycled paper stocks has yet to be felt. | *(by Smithers).*

9. GreenWrap is an eco-friendly paper alternative to bubble wrap that provides similar cushioning protection while being naturally biodegradable, compostable, and recyclable. GreenWrap can be used to wrap products individually, just like bubble wrap. It can also be used as a filler in a shipping box to provide cushioning. | *Protective Packaging & Void Fill, GREENWRAP*.

10. Could we be living in the "Golden Age" of corrugated paper? Consider this. Corrugated boxes are being used more than ever before in their 164-year history, thanks to digital technology that allows companies to ship directly to businesses and homes. And, as we continue to adhere to social distancing guidelines, they contribute to the power of the e-commerce engine, which provides almost everything we require. | *Blog by Paper and Packaging.*

# CHAPTER 3: RESEARCH METHODOLOGY

The specific procedures or techniques used to identify, select, process, and analyze information about a topic are referred to as research methodology. Research is defined as the systematic investigation and study of materials and sources to establish facts, reach new conclusions, and increase the stock of knowledge.

The current study aims to gain information about the practices and challenges faced by corrugated box manufacturers, as well as their perspectives, to provide an overview of the industry.

**Type of Research:**

This study is mainly exploratory research. It aims to investigate the key aspects of an under-researched problem

**Collection of Data:**

To draw conclusions from this study, both primary and secondary data were used.

The primary data was collected by questionnaire and interviews with industry manufacturers. The questionnaire had a total of 20 questions, including open-ended and closed-ended questions. To gain better insights, accurate information, and an unbiased opinion, the open-ended questions of the questionnaire were taken in the form of interviews with manufacturers in the industry who have vast knowledge and decades of experience. For the closed-ended questions, the manufacturers either filled out the questions manually or provided verbal responses after the interview.

Secondary data was collected from websites, news articles, literature reviews, and a few magazines published by the Federation of Corrugated Box Manufacturers of India (FCBM).

The data obtained is a mix of both qualitative and quantitative data. The study is a cross-sectional study where data is collected from a large number of people at a single point in time.

**Sampling method:**

The sampling method used for this study is non-probability, convenience sampling. This method involves non-random selection which includes individuals who happen to be the most accessible to the researcher, for easy collection of data.

Sample size: 10 corrugated manufacturers across the country.

**Scope of Research:**

The scope of the study is defined to the corrugated box manufacturers and the corrugated industry.

**Limitation of Research:**

The sample size of the data is not sufficient to analyze and draw major conclusions about the entire industry.

# CHAPTER 4: OBJECTIVES

1. To get an overview of the Corrugated Box Packaging Industry.

2. To study the rise in Kraft paper prices and its effects on the Corrugated Box industry.

3. To study the sustainable practices followed in the industry.

4. To study the importance of packaging in E-Commerce.

5. To study the future trend in the Corrugated Industry.

6. To understand all the other factors influencing the Paper industry.

7. To fulfill the academic requirements of the Third Year BBA Marketing Program.

# CHAPTER 5: INTRODUCTION

## Packaging: An Introduction

Packaging is a crucial function in the conveyance, protection, and transportation of goods to the place of ultimate consumption all over the world. In ancient times, the major role of packages was to contain items, for example, a water bag made of animal leather.

Is there a difference between Packing and Packaging?

In linguistic terms, Packing is a verb in the sense that it describes an action. Packing your things in a suitcase, for example. Packaging, on the other hand, is a term that refers to the material used in the packaging process.

In terms of attributes, packing is more about protection, whereas packaging is more about the design and appearance, which makes it appealing.

## A BRIEF HISTORY OF CORRUGATED:

### 950 BCE-100 CE

**950 bce**
The ancient Egyptians produced the first writing material by pasting together thin layers of plant stems.

**100 ce**
The Chinese created the first authentic paper from bamboo and mulberry fibers.

### 1400

Paper mills appeared in Spain, Italy, Germany, and France.

**1452**
Johannes Gutenberg invented the printing press. This idea of movable type revolutionized the mass production and circulation of literature.

### 1600

**1690**
The first sheet paper mill in North America was built near Philadelphia.

### 1700

**1767**
England wanted to regain their loss of colonial paper exports. They imposed the Stamp Act, which included a tax on all paper made in the colonies. Many consider this fuel for the American Revolution.

### 1800

**1803**
The first continuous papermaking machine was patented.

**1854**
In England, the first pulp from wood was manufactured.

**1856**
The first known corrugated material was patented for sweatband lining in tall hats of Victorian Englishmen.

**1871**
Unlined corrugated first appeared as a packaging material for glass and kerosene lamp chimneys.

**1874**
A liner was added to one side of the corrugated material to prevent the flutes from stretching.

**Late 1870s**
A second liner was added to the unlined side to form the rigid sheet we know today as single wall corrugated board.

**1879**
German chemist C.F. Dahl developed a sulfite pulping process known as kraft, German for the word "strong". The kraft process allowed the U.S. to become a major producer of paper products.

**1894**
Corrugated was slotted and cut to make the first boxes.

**1895**
Wells Fargo began using corrugated boxes for small freight shipments.

### 1900

**1902**
Solid fiber boxes were developed.

**1903**
Corrugated was approved by the railroads as a valid shipping material, and was used to ship cereals. A 10% freight charge penalty was imposed on goods packaged in corrugated boxes instead of wood boxes.

**1909**
Rubber printing plates were developed which allowed for greater design creativity.

Fig.5.1

**1900**

**1912**
The freight charge penalty was dropped on west bound freight.

**1914**
Interstate Commerce Commission ruled in favor of the R.J. Pridham Company of Los Angeles and deleted the last of the punitive freight charges on corrugated boxes. This set the stage for a rapid expansion of the corrugated industry.

**1919**
Rail classifications were combined, forming Rule 41, which specified the minimum caliper and Mullen (burst strength) of individual facings.

**1920s**
Corrugated containers overtook solid fiberboard as the packaging of choice.

**1935**
The Stein Hall Company reconverted the corrugated industry to starch adhesives. They replaced a silicate of soda-based formula with a formula based on a mixture of cooked and uncooked starch. They applied heat at the glue line, which solidified the starch and created an instant bond.

**1940**
The Autoplaten die cutter was invented.

**1940s**
The recovery boiler, along with the ability of the kraft process to accept a wider variety of wood species and produce stronger fibers, made the kraft process the dominant pulping process starting in the 1940s.

**1944**
The railroad rules changed to require the minimum combined weight of the facings versus caliper.

**1957**
Flexographic printing was introduced. This method of printing virtually replaced letterpress and oil-based ink by the 1970s.

**1960s**
The flexo folder-gluer and flexo rotary die cutter were invented.

Photopolymer printing plates were introduced allowing for improved accuracy in creating printing plates from original artwork.

**1963**
McKee et. al. published equations for predicting box strength.

**1968**
Item 222 appeared, providing truck shipping rules.

**1970**
The Occupational Safety and Health Act (OSHA) was passed, regulating packaging machinery and plant operations.

**1973**
The Universal Product Code (UPC) bar code was introduced.

The CID (Corrugated Industry Development) study laid the groundwork for high speed continuous run corrugators.

**1974**
The first 110 inch corrugators were introduced.

**1977**
The Transportation Safety Act was amended to directly regulate manufacturers, vendors, and shippers of hazardous materials.

**Early 1980s**
Innovations were made in corrugator design to enhance productivity and reduce waste: automated slitters, automatic order change, fingerless single facers, quick corrugator roll change, increased splice speeds, and shorter flute profiles.

Emergence of electronics in the areas of corrugated box design, production scheduling, machine controls, production records, and billing improved productivity and quality.

Preprint printing emerged.

**1981**
The extended nip press was patented by Beloit allowing the development of high ring crush containerboard.

**Late 1980s**
New developments in the anilox roll, plate, and press design drove the industry into short-run, high-graphic products.

High shear systems for rapid mixing of starch adhesives were introduced.

Fig.5.2

**1900**

**Early 1990s**
Development of "quick change" multi-flute single facers provided the ability to add a flute profile without large capital costs and floor space.

**1990s**
1,000 FPM corrugators and pressure belted single facers were developed.

High performance linerboard was introduced.

**1991**
The edge crush test was added to Item 222 and Rule 41 as an alternative to burst strength and basis weight, allowing the manufacture of lighter weight liners.

**1999**
A modular standard (Corrugated Common Footprint) for produce packaging was developed by a group of FBA member corrugated manufacturers, who worked together in an unprecedented, common effort to defend corrugated's share of the produce packaging market.

**2000**

The Corrugated Common Footprint (CCF) standard for produce packaging was officially adopted by North American and European corrugated industries. The CCF reinforced the industry's commitment to serve retail end-users with innovative supply-chain solutions.

Large format digital press was introduced at the TAPPI Corr Expo.

**2000s**
130 inch corrugator was introduced.

Converting equipment was designed for very fast, short automated setups, and consistently high run speeds.

Advances were made in RFID memory, read range, and readability in difficult applications.

Digital printing became practical on corrugated for short runs; quality and speeds continued to improve.

**2005**
Publication of FBA recyclability standard, *Voluntary Standard for Repulping and Recycling Corrugated Fiberboard Treated to Improve Its Performance in the Presence of Water and Water Vapor*.

**2010s**
The Corrugated Packaging Alliance (CPA) released the first Life Cycle Assessment (LCA) for corrugated.

Equipment became available to produce custom boxes on demand.

Production speed digital presses in beta testing.

Fig.5.3

## Product Anatomy: The Corrugated Box

### Components of Corrugated

The two basic components of corrugated fiberboard, sometimes also known as "combined board" are the liner and the medium. Both are composed of containerboard, a specific type of strong paper called the Kraft Paper. Linerboard is a flat substance that adheres to the medium and is normally found on the board's exterior surfaces, but can also be found on the inside for specific structures. The medium is the paper that is pasted between the linerboard facings and moulded into arches or flutes on the single facer.

## Raw Material consumption in %

| | |
|---|---|
| Paper consumption | 95.00% |
| Starch consumption | 3.50% |
| Stitching Wire Cons. | 0.50% |
| Printing ink | 0.75% |
| Bundling strap cons. | 0.25% |
| Total | 100.00% |

A corrugated board is made from a type of high-strength paper known as Kraft paper. There are two types of Kraft paper utilized.

1. Liners
2. Medium

Liners could be made of unbleached Kraft paper, bleached Kraft paper, coated Kraft paper, or coated board.

The two types of liners are Kraft liner and Test liner.

And the two types of medium are Semi-chemical and fluting.

**Liner and Medium**

Liner and Medium
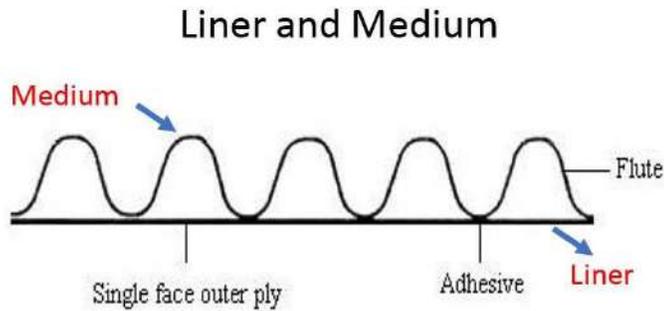


## 1. Flutes

The developers of corrugated fiberboard used the principle known by architects for thousands of years i.e., the strongest way to bridge space is with an arch with a precise curve. These arches are known as flutes, and they resist bending and pressure from all directions when secured to the linerboard with an adhesive.

## PERFORMANCE OF FLUTES

| *Characteristic* | *A-Flute* | *B-Flute* | *C-Flute* | *E-Flute* |
|---|---|---|---|---|
| **Stack strength** | Best | Fair | Good | Poor |
| **Printing** | Poor | Good | Fair | Best |
| **Die-cutting** | Poor | Good | Fair | Best |
| **Puncture** | Good | Fair | Best | Poor |
| **Storage space** | Most | Good | Fair | Least |
| **Score/bend** | Poor | Good | Fair | Best |
| **Cushioning** | Best | Fair | Good | Poor |
| **Flat crush** | Poor | Good | Fair | Fair |
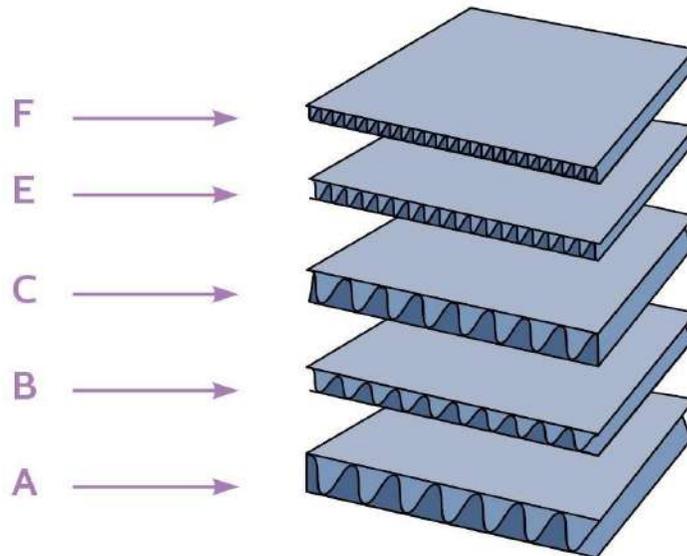
## 2. Combined Board

There are four primary varieties of combination board made from linerboard and medium utilizing a variety of flute structures:

**Single Face:** One corrugated medium is pasted to one flat sheet of linerboard.

**Single Wall:** The corrugated medium is pasted between two sheets of linerboard. It is also called Double Face.

**Double Wall:** Three sheets of linerboard are sandwiched between two mediums.

**Triple Wall:** Four sheets of linerboard sandwiched between three mediums.
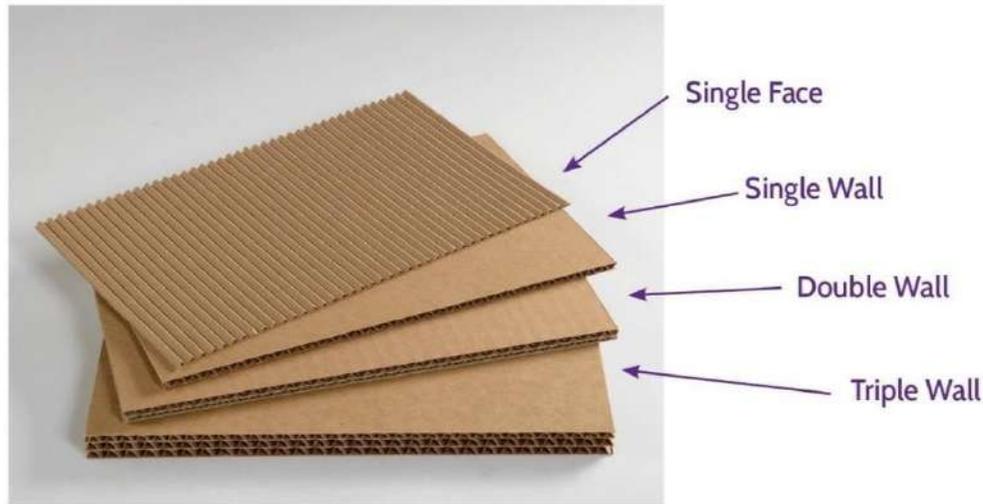
Larger flute profiles provide more cushioning and vertical compression strength, whilst smaller flute profiles offer better graphics capabilities. In comparison to paperboard, smaller flutes such as E and F give increased structural capabilities for primary (retail) packaging (folding cartons). There is a lot of variation in the array of flute sizes available across the industry, depending on the container qualities that are sought for each application.

### 3. Box Styles

A corrugated box can be made to efficiently ship and store practically any goods by modifying the form, combining layers of corrugated, or adding inside the packaging.

A descriptive name, an acronym based on that name, or an international code number can all be used to identify many standard box styles. The International Fibreboard Case Code was created by the European Federation of Corrugated Board Manufacturers (FEFCO) in partnership with the European Solid Board Organization (ESBO) to avoid misunderstandings when communicating in different languages.

**Slotted Boxes:**

**International Fibreboard**

**Case Code: 02 Series**
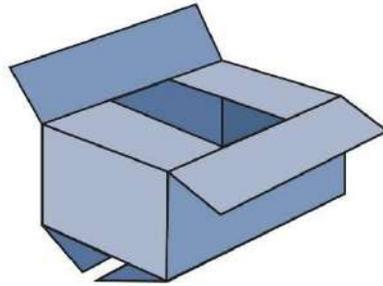


0201

Regular Slotted Container

(RSC)

**Telescope Boxes:**

**International Fibreboard**

**Case Code: 03 Series**



**(.15.)**
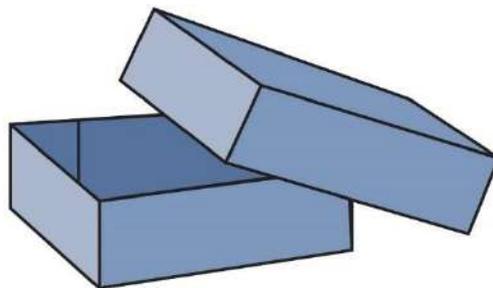
**0301**

**Full Telescope Design Style**

**Container (FTD)**

**Folders:**

**International Fibreboard**

**Case Code: 04 Series**
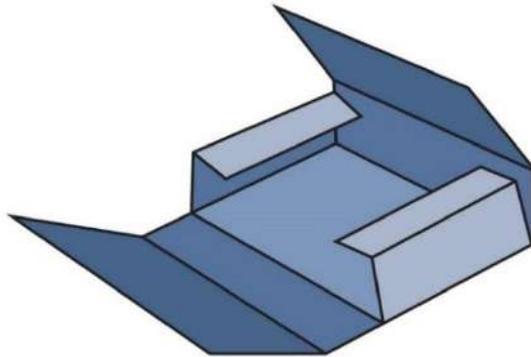


**0401 One Piece Folder**

**(OPF)**

**Rigid Boxes (Bliss Boxes):**

**International Fibreboard**

**Case Code: 06 Series**
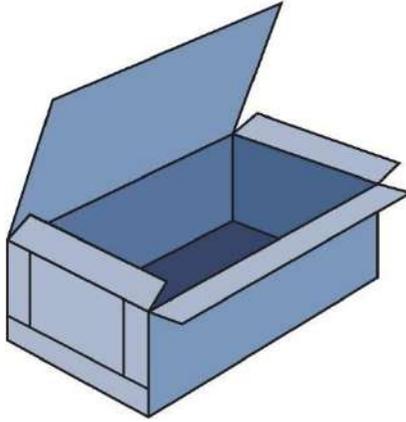
**0601A**

**Bliss Style Container with End Flaps**

The structural characteristics of corrugated board are associated with five variables:

 • The number of walls

 • The strength of the liner paper

• The corrugated Medium paper's strength.

• The direction, height, and the number of flutes per metre.

• The technology used to manufacture the board.

## Die line packaging

Developing appealing, effective packaging and shipping containers for your product is a time-consuming task. While you want to produce a structurally sound, visually appealing design, it must also comply with all production and regulatory standards before you can craft the final product. Dielines are a critical component of this process.

A dieline is a digital file that includes all design notes, cut lines, and marks for your brand's box, envelope, sign, brochure, or product packaging.

Any packaging, display, or shipping container with bends or folds needs a detailed dieline. Dielines are also used by some businesses for brochures, maps, three-dimensional marketing, and other related products. Dielines function similarly to a blueprint or template in that they allow you to picture your final product and create essential markings for cut lines, windows, graphics, and other features.

Dieline packaging is a niche market in India. It can be capitalized if proper investments are done in machinery and the required expertise is readily available.

# CHAPTER 6: CORRUGATED BOX - SIGNIFICANCE

Corrugated is a high-performance material design, manufacturing, and delivery system all in one. Corrugated is the preferred packaging material because it is:

- Durable

- Versatile

- Lightweight with a high strength-to-weight ratio

- Sustainable

- Environmentally Responsible

- Made from a Renewable Resource

- Customizable

- Protective

- Graphically Appealing

- Cost-Effective

Considering all the major industries i.e., FMCG, FMCD, and Pharmaceuticals depend on the packaging industries, especially the corrugated box industry.

Corrugated boxes have long been the preferred shipping container for transporting a wide range of products from the producer to the distribution centre, wholesaler, and retailer.

# CHAPTER 7: PACKAGING FOR E-COMMERCE

**Overview**

In addition to the brick-and-mortar stores, for the new E-commerce based start-ups, providing product tangibility to customers is a big challenge for the companies. To provide safety, establish their brand identity and gain the trust of their customers and consumers, packaging plays a pivotal role in the product.

E-commerce is changing the way products are distributed, sending more of them directly to consumers and bypassing traditional retail outlets. Supply chain operations are rapidly evolving to accommodate new technology and deliver on the promises of improved efficiency, accuracy, and cost-effectiveness. Customer satisfaction is dependent on a highly efficient distribution system that gets the right product to the right place at the right time and in prime condition. Consumers want to feel good about their purchases, and firms are more focused on earning their trust and acting as environmental guardians.

**Why does e-commerce packaging matter so much?**

When combined with quality shipping, e-commerce packaging can help or hinder a customer's relationship with the company. The packaging is evaluated not only in terms of portraying the brand but also as a representation of the 'end result.' The goal is to portray unique, personalized packaging that makes the product stand out, especially with the trend of 'unboxing videos' on the rise in the age of social marketing.

**Some reasons behind the significance and importance of E-commerce packaging**:

**Branding:**

58% of consumers have admitted that packaging damage is a factor in their decision to not buy a product from the same vendor again! This is just one of several figures to consider when it comes to e-commerce packaging. In the world of packaging, companies such as OnePlus, Apple, and Louis Vitton have carved out a place.

**Face Value:**

Your packaging symbolizes how well-organized your brand is in the marketplace. The correct packaging gives a new customer a positive first impression of your brand. An inferior quality package, on the other hand, may persuade the buyer to never shop with you again.

**Durability:**

Customer pleasure isn't necessarily based on how something looks; it can also be based on how well it's packaged. If your packaging is frail and susceptible to damage during transit, it could negate all of the previous efforts of the company.
All of the packagings should be made to endure the weather conditions and safeguard the goods from wear and tear.

**Marketing:**

Customer satisfaction is the best form of marketing. Nobody is more enthusiastic about the company's success than a happy customer. Companies thrive solely on client input, especially in the e-commerce business. Good packaging and an excellent product indicate earnest work.

# CHAPTER 8: CHALLENGES IN THE CORRUGATED INDUSTRY

**Due to acute undersupply and high input costs, the Indian paper market is in a terrible situation. Paper mills have forcibly raised their pricing to an all-time high due to an increase in production costs, transportation, chemicals, and raw materials.**

Many paper companies have reduced capacity in the last two years, either by shutting down operations or changing to packing grades. In all of this, the food, pharmaceutical, and e-Commerce businesses are seeing growth as a result of the increased need for boxes. The inability to print will result in significant financial losses. It will hurt both the printing company's and the final customer's costs. For most sorts of businesses, all commodities and input expenses have increased, and the end consumers will ultimately bear the cost. Due to the global squeeze on the availability of crucial paper types, major print firms and package converters have begun notifying their clients about the impending paper crisis.

There are approximately 350 automatic corrugators and more than 10,000 semi-automatic units in India, over 4000 corrugated board and sheet plants are labour intensive and the sector employs over 4,00,000 people directly.

The corrugated paper box sector is in trouble, as raw material prices have risen by 30-35 percent, threatening to make the enterprise unprofitable. The biggest stumbling block is the extremely significant increase in the price of Kraft Paper by the paper mills, while the consuming sectors are unable to pass on the cost, rendering their businesses unviable. Kraft paper is the integral raw material for the industry and its prices have shot up almost 90%-100% since 2020.

China is a major supplier of raw materials and one of the world's largest exporters of paper. Due to increased paper consumption, China suggested a ban on waste paper imports beginning in January 2021. This is one of the primary causes of declining world supply. As a result, Chinese paper mills have begun stockpiling waste paper supply in the international market. For the production of Kraft paper, India and China both import waste paper mostly from the United States and Europe. Due to acute undersupply and high input costs, the Indian

paper market is in a terrible situation. According to the statistics, the cost of pulp, the raw material used to make paper and corrugated boxes, has risen by more than 25% in the last year. This is mostly due to improved quality environmental norms following COVID-19, as well as increased demand for paper-packaged items.

Prices of imported and domestic waste paper are rising due to supply woes as a result of Covid-led lockdowns and international logistics disruptions.

## Current scenario worse than 2020:

In mid-2021, the market returned to print. Now the same set of customers are facing surging prices and uncertainty about the supply of paper and board.

Kraft paper, which was available for Rs. 28-30 per kg in January 2021, is now available for Rs. 45-48 per kg. The price of duplex board for cardboard boxes has risen from Rs. 35-38 kg to Rs. 65-68 kg per kilogram. Similarly, the price of art paper has risen to Rs. 105-108 per kilogram, up from Rs. 68-70 during the same period.

According to industry leaders, there will be a significant increase in the following days with the cost increasing by quadruple. Even if one's willing to pay the fee, there's a scarcity. It appears that mills have either ceased production or have prioritized exporting their output, resulting in a scarcity of paper. The paper community is watching helplessly as the government remains silent, even though the Essential Commodities Act of 1955 declares paper to be an essential item.

The new normal in transportation, with increased fuel prices, the transport cost of pulp and paper is increasing, but per the new normal, freight capacity has reduced, but transportation costs have shot up due to the surge in demand.

In the meanwhile, raw materials for paper are unavailable in India.
Whether it is the import of pulp paper or paper, the delivery time is 4-6 months, resulting in a shortage. The packaging line is about to be thrown into disarray as a result of this.
Paper mills are likewise confronted with the issue of coal availability. Paper mills have been unable to obtain raw materials due to giving preference to coal-fired power plants. As a result, the cost of coal, which is the primary source of energy for paper mills, has risen from

Rs 5,000 per ton to Rs 15,000 per ton. Coal prices have risen from Rs 6 per kg to Rs 15-17/kg.

The imported waste paper has reached all-time highs as a result of continued self-consumption. Global container freight expenses have increased sevenfold, adding gasoline to the roaring climb in imported waste paper prices. In the previous 30 days, the price of starch has risen by Rs 4,000 per ton. The cost of straps has risen by 15-20%, and the cost of stitching coils has risen by 30-40%.

The packaging industry has been severely impacted by commercial demand and tough competition from abroad. The sudden spike in pricing, with no warning, may prove to be another nail in the coffin. Many companies in India are operating at a loss and fulfilling their orders.

All these factors play a pivotal role in the pulp and paper industry, in determining the overall cost of product availability, and will continue to impact the industry for years to come. Understanding all of the factors affecting the paper industry reveals how even little market movements can affect supply and demand, as well as overall costs globally.

While there may be more price hikes for all types of paper in the next six months due to the expense of pulp, paper experts and analysts are optimistic and have predicted the prices to stabilize soon. The question remains is when.

# CHAPTER-9: THE SUSTAINABLE WAVE –

# A CREATIVE CANVAS

Corrugated cardboard might replace 21% of plastic packaging in the short term with alternatives that are already available or can be developed over the next 3 to 5 years. Packers are increasingly looking for alternatives to plastic packagings, such as cardboard. Manufacturers of paper and cardboard packaging are attempting to adopt these solutions for their customers.

Corrugated may be the conventional way to pack, transport, and retail product, but the format is gaining traction as the desire for more sustainable packaging solutions grows. Advances in digital printing technology and packaging structure have improved corrugated's ability to deliver on its core attributes of safely transporting perishables to retail stores, where the packaging can be displayed with vivid graphics to encourage shoppers to try new products, preparation ideas, and/or boost sales. Being a fairly classic type of packaging that has been around for 150 years, corrugated packaging is still popular today due to customer demand for environmentally friendly packaging.

**Maximizing Benefits**

The beauty of corrugated is its flexibility to meet a variety of requirements while remaining cost-effective, adaptable, and long-lasting. Some retailers have a business plan that prioritizes low labour expenses and hence, requires packaging that is quick and simple to stock. Other shops introduce an ecologically friendly brand to the market where sustainable and recyclable packaging is critical to them.

Businesses are often searching for printed, attention-grabbing packaging to assist them to reach their goals of capturing market share through experiential aesthetics. Others, however, the value being a low-cost provider, therefore packing that aids in cost control in terms of labour, spoilage, and damage is required. Every retailer can benefit from corrugated packaging in its various forms. One of the best methods for retailers to use corrugated to promote sales is to share the product's story directly on boxes or bins. There is a lot of scope

for marketing on paper, and using paper rather than plastic communicates another message about decreasing plastic in the store, producing space, and what is essential to the brand as a retailer.

According to Kenyon of FBA, the ability to name and sell things means corrugated is a canvas for creativity. "Digital printing on corrugated has allowed the industry to push the boundaries of colour and graphic design," she explains. "The most recent advances in printing technology enable corrugated packages to showcase products, convey nutrition and preparation information, and assist sell the product through colourful visuals. Putting brands and themes on display has never been easier or more accessible."

**Call for Sustainability**

With sustainability on the rise, it is believed to be a "great time" for stores to offer products on cardboard. There are strong sentiments against single-use packaging — notably plastic — and that's prompted many in the supply chain to look more closely at corrugated because it's made from a renewable resource and has a very high recovery rate (96 percent in 2018) Corrugated boxes are designed to be reused.

Only natural produce is packed in a plant-based package for Kenyon. "It's significant to customers that corrugated is created from a renewable resource (trees) and has a recovery rate that's hovered around 90% for the previous eight years," she says. "Corrugated cartons, on average, contain 50% recycled content. In addition, beginning with baseline data in 2006, the industry has been measuring progress on environmental consequences through three lifecycle assessments."

Non-wax corrugated containers assist businesses in appealing to consumers who are more sensitive to the environmental consequences of their purchasing decisions. Growers and distributors can collaborate with corrugated suppliers to create packaging that uses less fibre and/or has smaller square footage while still protecting and preserving the product. Boxes that are the proper size, weight, and performance can promote sustainability improvements throughout the supply chain.

According to Lozano of Sambrailo, there might be more usage of corrugated rather than plastic in the produce department, and retailers should carefully assess their packaging and

display options. "Consider what messaging you want to have in store, how packaging choices represent your brand and the environment you want your customers to shop in. If sustainable packaging is a focus for your business and something farmers can help you with, it is a critical alignment to have when merchandising."

Corrugated board is becoming increasingly popular in packaging as sustainability becomes a more critical concern throughout the value chain — it is simple to recycle, and the pulp and paper industry is already skilled at converting it into new generations of containerboard. Because of these characteristics, corrugated protective forms have gained appeal over polymer-based alternatives such as expanded polystyrene (EPS) foams.

While board lightweighting has long had an impact on the corrugated industry, rightweighting and rightsizing are becoming increasingly important in this market, not only in response to consumer demand for efficient packaging but also in response to the logistics chain's adoption of dimensional weight (DIM) pricing. In some cases, switching to a heavier board grade might have a positive overall impact because it allows for the deletion of additional protective components.

The effort to reduce the volume of air carried across all delivery channels has resulted in large cost increases in some cases. The importance of lightweighting will grow in the future years as merchants seek to save money while still appealing to end-users.

# CHAPTER-10: PACKER'S OPINION

The questionnaire is designed for the corrugated box manufacturers in the industry to obtain the primary data for the study.

## i.    Since when are you in the packaging industry?
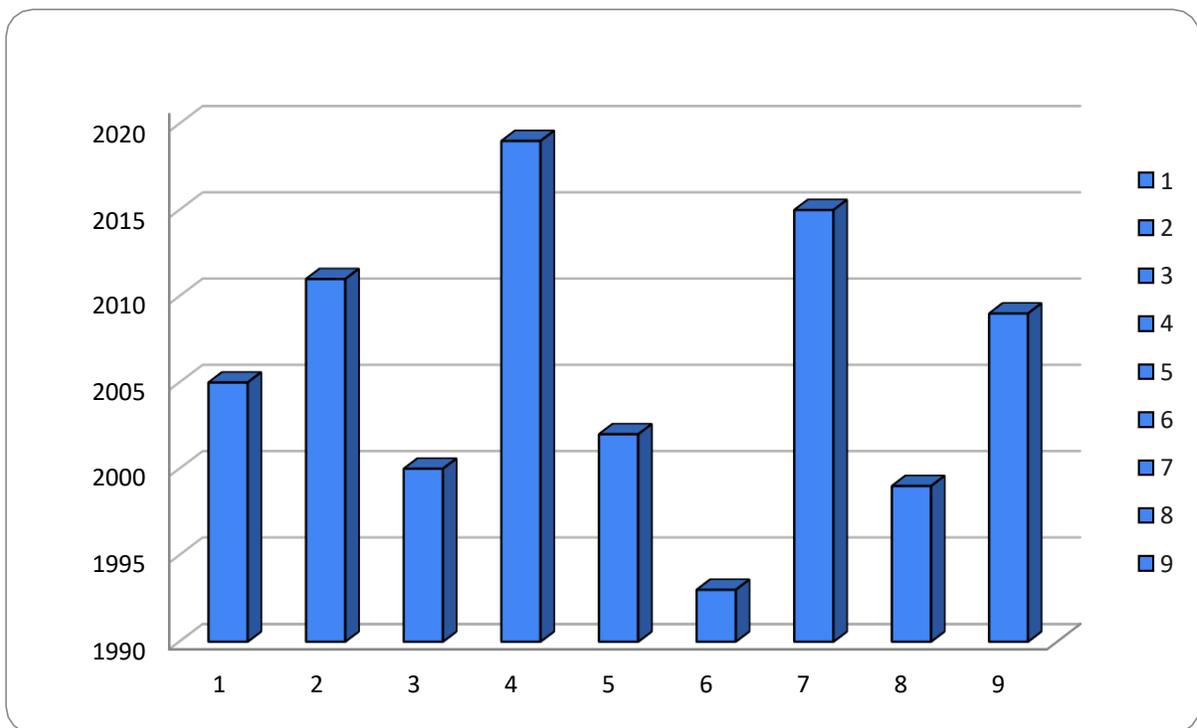


The above bar graph shows that majority of the manufacturers surveyed have been in this industry for more than 15 years. And others have been in the industry for more than 5 years except for one company which was incorporated in 2019.

## ii.    What kind of plant do you operate?
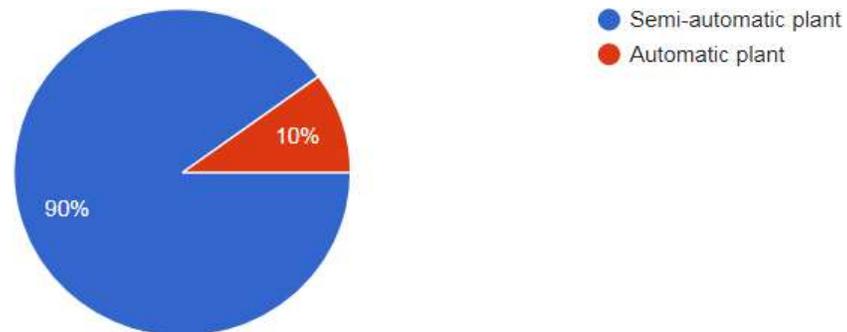


The above pie chart shows that about 90% of survey companies operate as semi-automatic plants and about only 10% of companies operate as an automatic plants.

## iii.    What kind of packaging are you associated with?
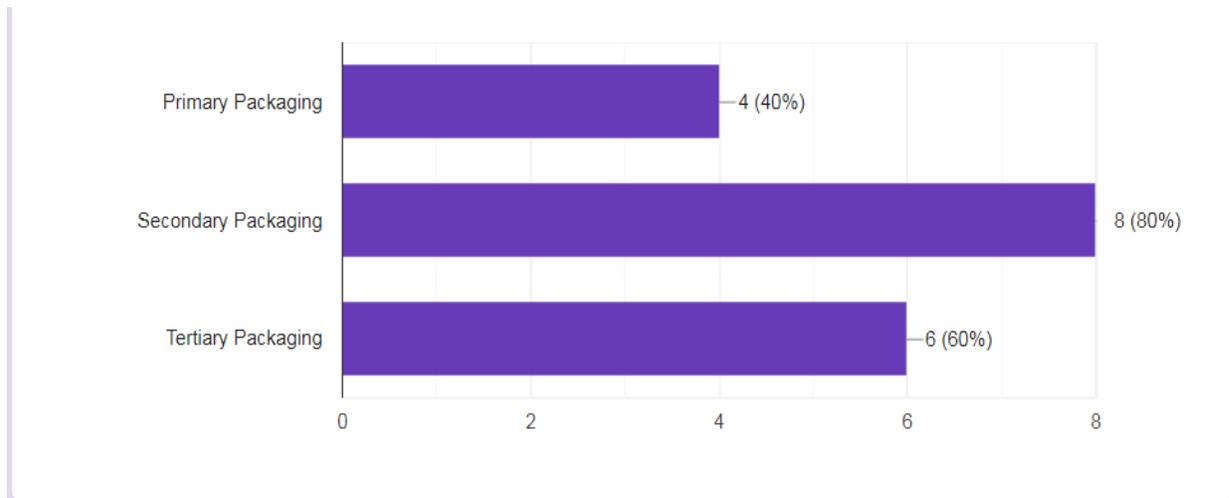


The above bar graph depicts that most of the companies majorly deal with secondary (80%) and tertiary packaging (60%), while a few of the companies provide primary packaging (40%) as well.

**iv.    Has there been a boom in the industry (2019-2021)?**
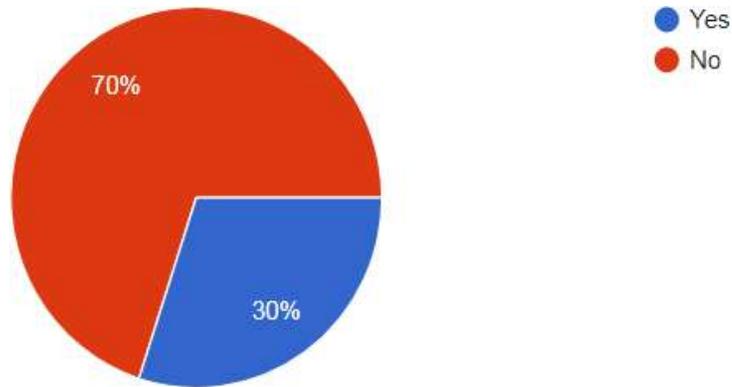


The above pie chart depicts the ground reality which is about 70% of manufacturers say there is no boom in the industry. One of the manufacturers said there was no boom as such in the industry it was pretty much stagnant and neutral and only the losses incurred during the lockdown were recovered in the next financial year. Despite this, still, about 30% of manufacturers say, yes, there was a boom in the market.

**v.    If yes to what extent (in %)?**
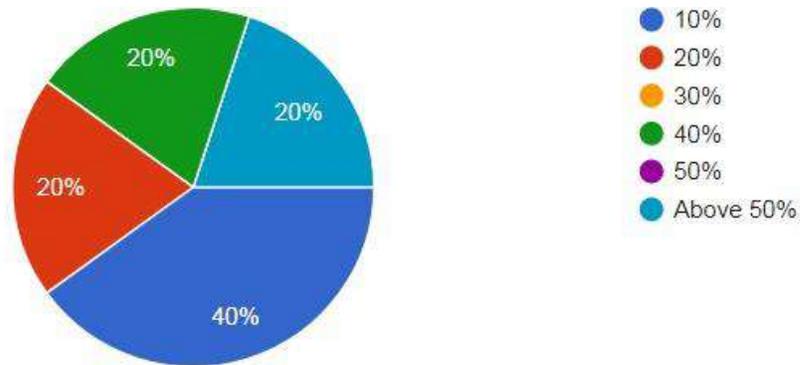


The above pie chart represents the boom in the industry from the perspective of different manufacturers in percentage form.

**vi.  If not, then to what extent is the dip (in %)?**
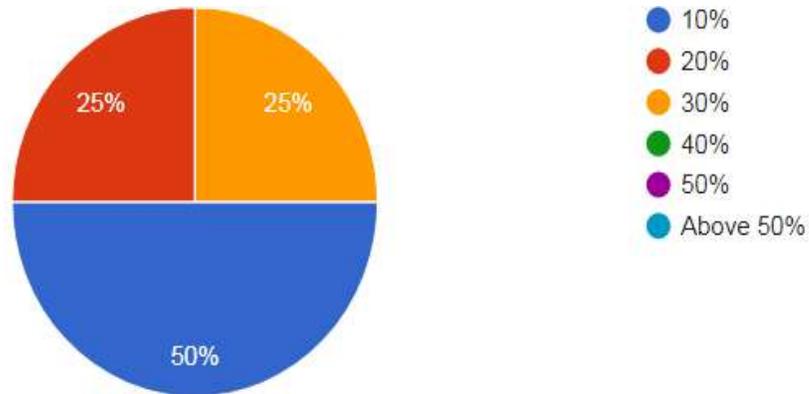


The above pie chart represents the dip in the industry from the perspective of different manufacturers in percentage form.

**vii.  What are the challenges you faced (2019-2021)?**

- Acquiring new clients, raw material, cost availability of raw material short not constant, fuel prices transport cost was up. Coal shortage input cost
- Restrictions on transport due to COVID-19. Availability of raw material Increase in cost of raw material
- Non-Availability of Labour Drastic rise in Raw material Steep rise in input cost
- Restrictions on approaching clients due to Covid norms
- Non-Availability of Labour Logistics Rate hike in input cost
- Non-Availability Labour Maintains quality Following given schedules
- Dealing with Climatic conditions Non-Availability of Labour Non-Availability Raw Material Non-availability of maintenance team from local.
- No orders due to catering majorly to the auto sector during the lockdown. Cost of inventory was added and the pressure of banks for the payment of loans
- Labour, Logistics, Non-availability of raw material, giving service to the customers against all odds.

- Acquiring new clients, Procurement of Raw Material, Constant rises in the Kraft Paper, Unavailability of Labour

**viii.  What strategies did you use to cope with the challenges faced during the said period specifically COVID-19?**

- Arranging accommodation of the workers.
- Hiring and giving training to local labour
- No strategy as such.
- Arranged Transportation for Labour Careful purchases of raw material.
- Providing accommodation to labour Updating all the latest quality parameters Maintain delivery schedules given by the company
- No strategy as such.
- Arrangement of Accommodation Forming heating rooms to deal with the climate Seasonal changes in the use of raw material Tied up with the maintenance team from the available sources.
- Tried getting references from existing clients Tried to stock some raw material Provided training to local people willing to work

**ix.  What are the opportunities you capitalized on, during the said period i.e., (2019-2021)?**

- None
- New clients, matching the prices
- Increase in volume, the importance of quality products increased
- Increase in volume of previous clients
- None
- Received orders when competitors were unable to supply due to the situation at that time.
- Completing emergency orders given by the company.
- Tried to introduce a new line of boxes (E flute) for secondary packaging.

**x.    Whom do you cater to more?**
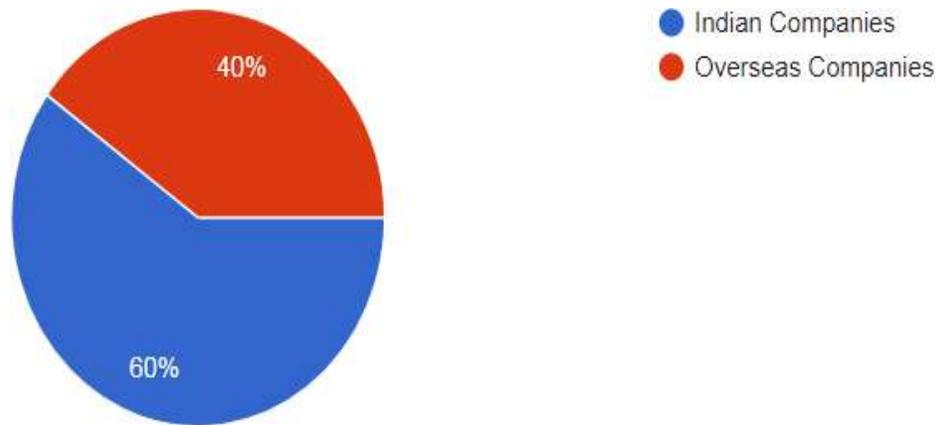


The above pie chart shows that most of the manufacturers i.e. about 60% of manufacturers supply to Indian Companies while about 40% of the manufacturers supply to Overseas Companies.

**xi.    Who are your major clients?**
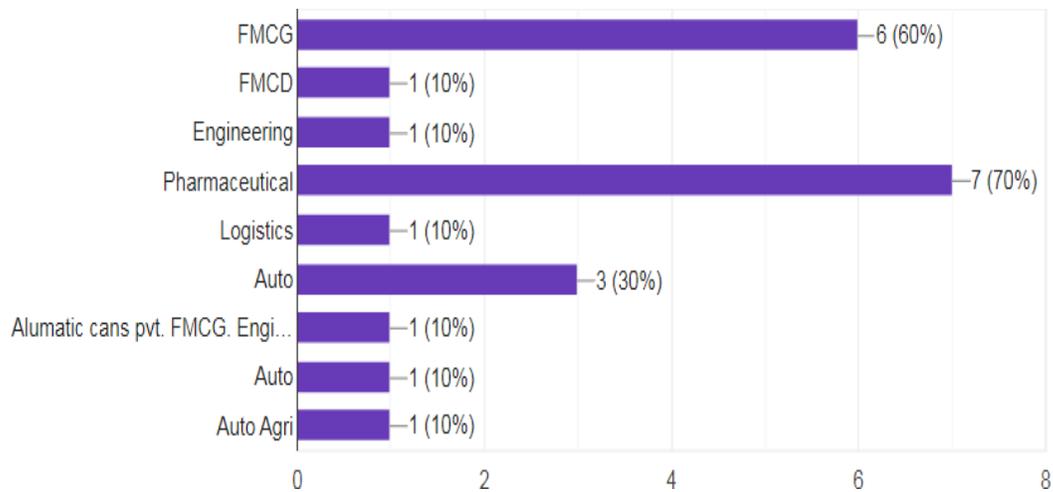
The above bar graph depicts that the essential goods-producing sector i.e., the Pharmaceutical sector and FMCG sector are the top consumers of the corrugated boxes which are 70% and 60% respectively, followed by the Automobile sector which stands at 30%, logistics, engineering and other sectors like agriculture have about 10% share each.

**xii.    Did the downfall of any of the above companies impact your sale?**
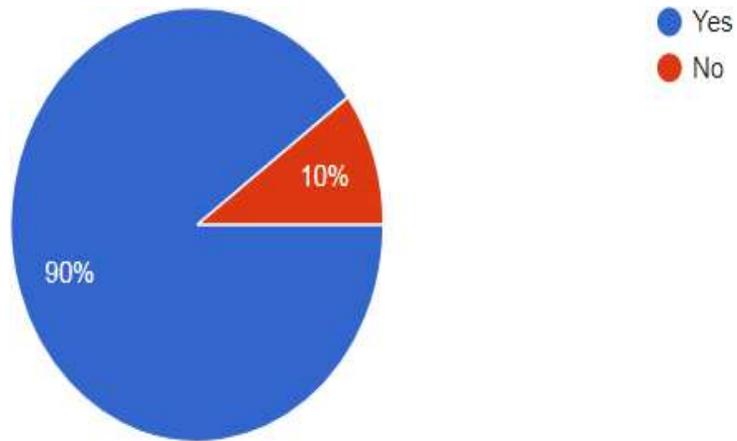


The above pie chart shows that majority of the companies' sales were affected due to the impact of the downfall of their respective client. About 90% of manufacturers voted for yes while only 10% opted for no.

**xiii.     If yes, to what extent (in %)?**
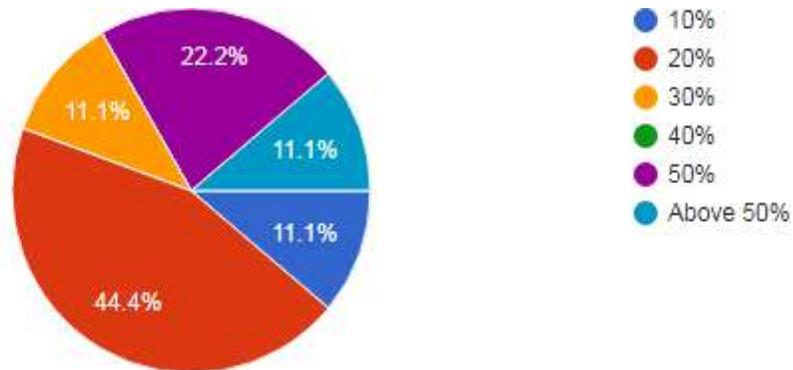


The above pie chart, clearly shows that about 44.4% of manufacturers have suffered about 20% loss due to the downfall of their respective clients, followed by a 33.3% (22.2%+11.1%) have incurred losses equal to or greater than 50%. The remaining manufacturers have incurred losses of about 10% and 30% respectively.

**xiv.     Do you follow any sustainable practices? If yes, please specify.**

- Nothing specific, only recyclable paper is used.
- Recyclable products used, zero discharge water used, minimum use of pins, side pasting is preferred
- Promotion of eco-friendly packaging, honeycomb sheet.
- No such practices
- Follow the required SOPs
- Following all the required SOPs for pollution control. Focus on using neutral gum and material.
- Following all the required SOPs for pollution control. Focus on using neutral gum and material
- Following the required SOPs.
- Following all the required SOPs.

- All the required SOPs are followed. We have planted quite a good number of trees surrounding our plant to counter the heat produced.

**xv.     Do companies have a special request for sustainable packages/packaging?**
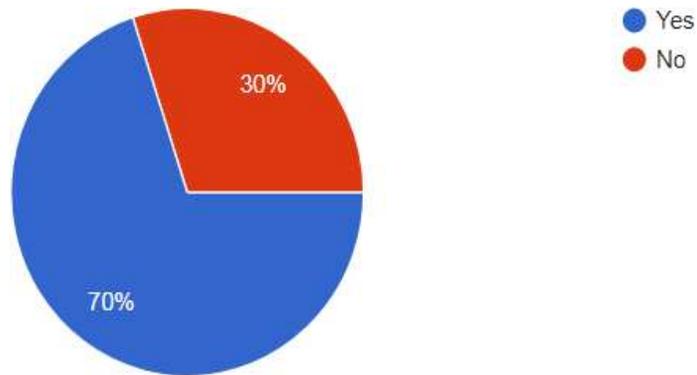


The above pie chart shows that the majority (70%) of the clients ask for sustainable packages/packaging while yet about 30% don't have such a requirement.

**xvi.     If yes, what specifications do they desire in sustainable packages?**

- None
- Slide pasting boxes are required which in turn results in getting rid of stitching wire to avoid rusting.
- Promoting honeycomb
- Packaging
- Includes materials that are neutral or harmless to the environment.
- 100% recyclable products to be made and used.
- Use less stitching wire or no stitching wire for the boxes to prevent rusting, making the box more eco-friendly.

**xvii.    Share an experience with a difficult client.**

- Bombarding with last-minute orders. No lead time. Stringent Quality Control.
- Converting pricing was a challenge, payments recovery a was a big challenge
- Service, the requirement of product just in time, high expectations with the delivery
- No such clients.
- Delayed payment practices from the party.
- While catering to the Pharmaceutical industry the quality and service should be taken care of.
- Multiple changes and modifications frequently demand delivery immediately.
- Didn't get the rate increase
- Always last minute, emergency orders have to be completed in a very short interval of time. Sometimes even locking of funds.

**xviii.    Share an experience of a supportive client.**

- One of the most supportive and understanding customers always supports the company in every possible way and requirements.
- The first client he still with us despite the ups and downs of the industry. It's an FMCG company.
- Release the funds before the time,
- Best supplier of packaging three times, no probably of funds, General Motors support for eco-friendly packaging
- Prompt payments support the development of the package.
- If proper service and quality are given, all the clients support.
- Accepting the changes in Raw material inputs cost readily.
- Helped to fulfill the government norms during this period and supported financially as well.
- Always supports the development cost of the packages, timely payments, and assists in all the ways possible, especially regarding the transportation of the finished goods.

**Other remarks from the interview:**

Aside from the data mentioned above, most manufacturers stated that this sector is a service industry but that it is unorganized, which drives the creative, brilliant minds of the next generation of entrepreneurs and business people away from the industry. Because of a lack of proper regulation and a lack of initiative on the part of industry players, many unresolved problems have plagued the industry, like the recent drastic rise in Kraft Paper prices. The manufacturers also believe that once customers begin to demand standardized products, the industry will follow suit and that this process has already begun, primarily during the pandemic, resulting in the survival of the competent players only.

# CHAPTER-11: FUTURE TRENDS

## FOUR TRENDS THAT WILL INFLUENCE THE GLOBAL PACKAGING INDUSTRY

### ECONOMIC/DEMOGRAPHIC GROWTH

The global economy is expected to perform relatively well over the next decade, boosted by growth in emerging economies.

### PACKAGING TECHNOLOGY

Companies will address sustainability issues alongside an increase of flexible packaging which is driven by demand for more ligh-weight, convenient and portable products.

### CONSUMER TRENDS

The global market will continue to rise as consumers are purchasing more things online, which will drive demand for specific types of packaging and packaging products.

### BRAND OWNER TRENDS

There will be a greater role for packaging in helping brand owners to protect against fake or counterfeit goods, via increased usage of technological innovations.

1.  **E-commerce**

E-commerce retail sales are continuing to skyrocket, with predictions of an approximately 20% yearly increase in European e-commerce trade. In 2023, global internet sales are estimated to exceed $5.5 trillion. This will have a significant influence on packaging demand, particularly in the corrugated industry, which accounts for 80% of e-commerce demand.

The growing complexity of the logistics chain for direct-to-consumer delivery – e-commerce packages are likely to be handled up to 20 times or more throughout regular distribution – implies there is a new demand for cost-effective secondary corrugated board packaging. The conversion business is already feeling the effects of brand owners' demands, as many brands now need the secondary pack to take their image into the home, rather than merely the retail location.

2.  **Fit-to-product**

**Fit-to-product** (**FtP**) or box-on-demand systems have emerged as a result of e-commerce, driven in particular by the needs of specialist e-commerce merchants such as Amazon, Flipkart, Nykaa, etc.

This method allows for the creation of customized secondary packaging based on the precise dimensions of the product being packed, including unusual shapes. This removes the need for enormous stocks of standard-sized boxes, which frequently necessitate copious amounts of filler material.

As FtP platforms gain popularity, there will be greater demand for fanfold boards, as well as finishing equipment, such as printers, that can work with them. Major steps are being taken to capitalize on this expanding market.

3.  **Retail Changes**

Retail-ready packaging has shown to be a significant cost-saver for merchants, particularly in Western Europe. This continued profit pressure is creating an incentive to utilize more retail-ready formats as a labor-saving alternative, as these secondary packaging formats are predicted to save shelf restocking and handling expenses by up to 50%. Because online sales

do not require these pack types, the extension of e-commerce trade into the supermarket sector is likely to have a minor impact on retail-ready packaging use.

Corrugated cases will continue to be utilized to send items to an online retailer's warehouse or "fulfillment centre," but they do not have to be retail-ready shapes. The rise of a subscription box and meal kit services, which provide direct-to-consumer delivery of specialty foods via a weekly or monthly subscription, is opening up new opportunities for corrugated board producers with delivery-friendly forms containing commodities within a die-cut interior.

**4. Digital Printing Advancements**

While the digital print business is still in its infancy, the corrugated sector has established a rising hunger for the adoption of the process, and solutions are currently being created to meet the demands of the high-volume liner and post-print industries. The capacity to personalize relating to brands, areas, stores, or persons, as well as the level of quality now possible with the latest technology, all combine to provide a 'perfect storm' of growth potential for converters and printers.

Brand owners recognize the opportunities to increase dwindling brand loyalty through greater engagement with their customer base provided by these technological developments, and industry leaders see packaging as an important component in creating a memorable shopping experience that users will want to share via social media, which can drive marketing, encourage repeat business, and attract new customers.

## More ideas emerging for the Indian Market:

## Packaging filler material:

### Green wrap

GreenWrap is an eco-friendly paper alternative to bubble wrap that provides similar cushioning protection while being naturally biodegradable, composting, and recyclable.

It is made of two layers: white tissue paper and a brown or white outer layer. The dispenser is incorporated into the shipping box and is used to expand the outer layer, giving it softness

and a distinct feel. Green Wrap moulds artistically around your products, offering a gorgeous display while taking up far less space than typical plastic bubbles. Green Wrap can be used to wrap products separately, just like bubble wrap. It can also be used as a filler in a shipping box to provide padding.



## Innovative Products:

### Corrugated beds

While the rest of the world was seized by the problems and dread of the epidemic, a few corrugators were contributing to the ease of patient treatment by constructing corrugated beds.

Corrugators designed customized beds for hospitals and quarantine centres in need of flexible beds, light weight, safe, disposable, and economical. This was not limited to corrugated beds, but also included work desks, face shields, and many other items.

In India, the following companies were actively involved in this venture:

Aryan Paper Group

Dhawan Box Sheet Container Pvt. Ltd.

Jayna Packaging Pvt. Ltd.

Velvin Packaging Pvt. Ltd.

Viva Packaging Products

Corrugated cardboard is now commonly used to meet large-scale needs.

One of the better instances of this would be the corrugated cardboard beds used for athletes during the Summer Olympics in Tokyo in 2020. A total of 18,000 temporary beds were provided, with bedframes that are tougher than wooden ones and can comfortably accommodate athletes up to 400 pounds.

With such creative products, the Golden Age of packaging may be just around the corner. There aren't many materials that are as versatile and adaptable as corrugated paper, and none that are as recyclable, while yet continuing to enable limitless "inside-the-box" alternatives.



**Disposable bins**

Face masks were used by hundreds of millions of people globally during the current pandemic. Masks, on the other hand, might easily end up polluting public places or natural areas. Metsä Board, a Metsä Group company and the leading European supplier of premium

fresh fibre paperboards, collaborated with packaging design firm Futupack and corrugated board converter Capertum to create a corrugated mask bin for the specialized disposal of face masks. The design of the bins gave great attention to the materials used to make the bin, as well as its usability and disposability.

Futupack is a Finnish firm that creates and implements environmentally friendly packaging solutions. "We intended the mask bin to be as visually appealing as possible so that it could be easily installed in any indoor area." The mask bin is provided flat and easy to assemble. Furthermore, detailed assembly instructions for users are included on the bin itself. "When the mask bin is full, it is simple to close the lid, and the entire bin can be safely and hygienically disposed of with the burned waste," says Jani Mäkipää, Futupack's Lead Packaging Engineer.

The top liner of the mask bin was made of MetsäBoard Pro WKL 160 g/m2 coated white kraft liner. Capertum, a Finnish corrugated board converter, silk-screened the e-flute corrugated board. The fresh fibres of the white kraftliner make the bin light and sturdy, and its elegant, lightweight form makes it easy to place in a variety of indoor public settings.

"With urbanization and population growth, sanitary waste management solutions are becoming increasingly crucial." The Covid-19 epidemic has presented its own set of waste management issues. "We are delighted to be able to give a solution to the problem of mask waste," says Ilkka Harju, Packaging Services Director EMEA & APAC at Metsä Board, who collaborated with Futupack on the design project.

# CHAPTER-12: CONCLUSION

According to the primary data, corrugated manufacturers who catered to essential goods sectors such as FMCG, pharmaceutical, and so on performed well and remained in the market longer than their peers who did not cater to these sectors. Corrugated manufacturers who suffered significant losses were those catering to industries such as automobile, FMCD, engineering, and so on because these industries were nearly shut down due to the lockdown and falling under the non-essential commodities. As a result, their sales fell during that time, resulting in less or no business for corrugated box manufacturers.

After analyzing all of the available data, it is possible to conclude that a New Era of Corrugated Box Packaging is just around the corner. The Corrugated Box Industry, like any other industry, has its own set of challenges and obstacles, perhaps even more so because it is an unorganized sector, but it is truly an ocean of opportunities, particularly for sustainability.

For the first time in the last 30 years or so, changes in Kraft Paper prices were observed. Prices will stabilize in a few months, but they are subject to other factors and changes occurring around the world. Despite Covid-19, many analysts believe the corrugated market will exceed $200 billion by 2025.

Recycling and sustainability will continue to be top priorities for converters and brand owners, but material oversupply is likely to create new price pressures. Finer flute grades will be in high demand for high-quality printed cases and as alternatives to folding cartons.

More pressure on lightweight corrugated designs will hurt volume sales because less fibre will deliver the same required performance. Even after lockdown, e-commerce will continue to grow, creating a new demand for the white-top liner that can accept high-quality print graphics in particular. Dimensional (DIM) weighing in packaging, as well as the emphasis on reducing extraneous protective components, will slow some of the expanded use of corrugated in direct-to-consumer e-commerce shipping.

As more modern retailing expand into developing markets in Asia and elsewhere, the use of retail-ready packaging formats will increase. Digital (inkjet) printing will increase overall demand for higher-quality substrates while also expanding packaging printers' options in

both standards and RRP corrugated formats. New coating technologies, such as bio-based polymer solutions, will contribute to the increased recyclability of coated corrugated grades. Furthermore, consolidation in the industry will continue, resulting in a greater concentration of capacities and greater uniformity for users.

# CHAPTER 13: SUGGESTIONS

The suggestions are made entirely on the data available considering the scope and limitations of the research study.

- E-commerce will continue to expand so acquiring new clients the corrugated box manufacturers can approach such companies.
- Try to acquire new clients and serve various companies, and sectors rather than serving one particular company, or sector. Mix and match the sectors to find the best segment for the company to serve and grow.
- To address the grievances of the manufacturers, existing organizations, and associations of the corrugated experts should work together with the manufacturers and provide solutions. In the context of this study, there should be a healthy discussion about the rise in the price of the Kraft paper, and the possibility of government support could be discussed and implemented.
- Sustainability has a wide scope for innovation and creativity, this should be capitalized on by the manufacturers to acquire new talents and keep up with the new trends and patterns.
- Diversification of products: The corrugated box manufacturers can introduce new packaging products whose production cost is low and provides. For example, green wrap which is an alternative to plastic bubble wrap and packaging fillers can be made out of any quality paper. Such products can bring an additional source of income to the company and reduce the wastage of paper at the same time.
- With the proper study of the die line packaging, if one can afford the investment, this niche product could change the packaging of a lot of goods in various sectors like FMCG, FMCD, etc.
- More research has to be conducted to identify the specific challenges faced by the manufacturers in the corrugated industry.

# CHAPTER 14: ANNEXURE

**Packer's Opinion**

Greetings Packers! My name is Shravani Bhatkar. I'm a third-year BBA student studying at Brihan Maharashtra College of Commerce, Pune, Maharashtra. This questionnaire is for the fulfillment of the final year academic project.

This questionnaire is designed for the manufacturers in the packaging industry, particularly the corrugated box manufacturers. Please fill in the accurate information.

Also, be assured that the information provided is used only for academic research purposes.

Thank you so much for taking the time to fill in this questionnaire.

1. Email ID:

   _____

2. Name of the company:

   _____

3. Since when are you in the packaging industry?

   _____

4. What kind of plant do you operate?
   o  Semi-automatic
   o  Automatic

5.  What kind of packaging are you associated with?

    ☐  Primary Packaging

    ☐  Secondary Packaging

    ☐  Tertiary Packaging

6.  Has there been a boom in the industry (2019-2021)?

    o  Yes

    o  No

7.  If yes to what extent (in %)?

    o  10%

    o  20%

    o  30%

    o  40%

    o  50%

    o  Above 60%

8.  If not, then to what extent is the dip (in %)?

    o  10%

    o  20%

    o  30%

    o  40%

    o  50%

    o  Above 60%

9.  What are the challenges you faced (2019-2021)?

10. What strategies did you use to cope with the challenges faced during the said period specifically COVID-19?

11. What are the opportunities you capitalized on, during the said period i.e., (2019-2021)?

12. Whom do you cater to more?
    o Indian Companies
    o Overseas Companies

13. Who are your major clients?
    □ FMCG
    □ FMCD
    □ Engineering
    □ Pharmaceutical
    □ Logistics
    □ Other: _____

14. Did the downfall of any of the above companies impact your sale?
    o Yes
    o No

15. If yes, to what extent (in %)?

   o   10%
   o   20%
   o   30%
   o   40%
   o   50%
   o   Above 60%

16. Do you follow any sustainable practices? If yes, please specify.

   _____

17. Do companies have a special request for sustainable packages/packaging?

   o   Yes
   o   No

18. If yes, what specifications do they desire in sustainable packages?

   _____

19. Share an experience with a difficult client.

   _____

20. Share an experience of a supportive client.

   _____

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**PROJECT REPORT**

**TRAINING AND DEVELOPMENT PROGRAM AT SWEDISH COMMITTEE FOR**

**AFGHANISTAN (SCA)**



**SUBMITTED BY**

**MOHAMMAD HADI AFZALI**

**TY-BBA (HR)**

**BMCC, PUNE-411004**

**UNDER THE GUIDANCE OF**

**PROF. SHUBHENDU PANDIT**

**SUBMITTED TO**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**

**AFFILIATED WITH SAVITRIBAI PHULE PUNE UNIVERSITY (SPPU)**

**PARTIAL FULFILMENT OF REQUIREMENT**

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# Completion Certificate

This is to certify that Mr. / Miss. **MOHAMMAD HADI AFZALI**

of B.B.A. Exam Seat No. **18102** has satisfactorily completed the

project work.

Specialisation **HUMAN RESOURCE MANAGEMENT**

Title **TRAINING AND DEVELOPMENT PROGRAM AT**

**SWEDISH COMMITTEE FOR AFGHANISTAN (SCA)**

Date : 09/06/2021

Place - Pune

Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004.

External Examiner     Internal Examiner     Principal     B.B.A. Incharge

# Acknowledgement

I would like to express my special thanks of gratitude to the principal of **BMCC**; **Dr. Seema Purohit** and my kind teacher; **Professor Shubhendu Pandit**, who gave me the golden opportunity to do this project of "**Training and Development at Swedish Committee for Afghanistan (SCA)**", who also helped me in completing my project. I came to know about so many things, I am really thankful to them.

Secondly; I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

## Declaration

I hereby declare that the project work entitled **"Training and Development at Swedish Committee for Afghanistan"** submitted to the **Savitribai Phule Pune University (SPPU)**, is recorded of an original work done by me under the guidance of **Professor Shubhendu Pandit**, BMCC, Pune.

This is to certify that this project work is completely original and has not been copied or borrowed from any other sources. The project is strictly made for academic purposes and not for any resale.

………………………………

Mohammad Hadi Afzali

T.Y-BBA (HR Specialization)

Date

# Index

# Executive summary

## **Executive summary:**

Today in every organization Human Resource Planning is a vital ingredient for the success of organization in the long run. There certain ways that are to be followed by every organization, which ensures that it has right number & kind of people, at the right place & right time, so that organization can achieve its planned objective.

The objective of Human Resource Department is; Human Resource Planning, Recruitment, Training & Development, Career Planning, Transfer & Promotions, Risk Management, Performance Appraisal & so on, each objective needs special attention & proper planning & implementation.

For every organization it is important to have right & quality person on right job. Training and development play a vital role in this situation to proffer the quality persons to the organizations. Shortage of skilled & the use of new technology are putting considerable pressure on how employers go about training staff.

With reference to this context, this project is been prepared to put a light on training and development programs. This project includes meaning & definition of training, need & purpose of training.

The project report is about training and development program. The human resources training function plays an important role from the beginning of the employment relationship. At the same time, the development function of HR is equally important for the future of the employment relationship.

The project was undertaken to analyze the concept of, "Training and Development programs" in meeting the objectives of an organization and to adopt the best practices of the organization to serve the people. The study was conducted in Kabul with special reference to the Swedish Committee for Afghanistan, Main Jalalabad Road, Paktia Kot Behind UNO Printing Press Kabul, Afghanistan, to study and analysis the Training and Development system of SCA and give suggestions to improve the Training system.

# **Objectives and Scopes**

## Objectives of the Study:

- To survey the employee's opinion regarding the training program.
- To examine the benefits of the training and development program to the employees and to the organization.
- To gauge transformation in employees' attitude after the training program.
- To study the different methods of training at Swedish Committee for Afghanistan (SCA).
- To find out whether the training activities are aligned with overall goals of the organization.
- To reduce disputes between management and workers by providing proper training programs.

## Scope of the Study:

The scope of the study was limited to just about knowing and studying the training and development programs and to know the importance and efficiency of training and development programs for achieving organizational objectives at SCA.

# Literature review
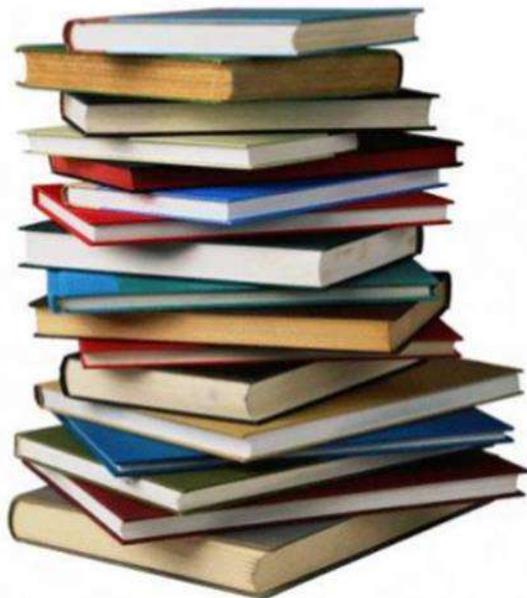
**"Training is positively effects on the employee performance of the employees."**

Technical and professional skills are very important for employees to do a job effectively. Providing training opportunities to employees can improve employee performance. In this study, we observe the fact that training leads to significant benefits for individuals and organizations. An analysis of the literature shows that these benefits vary from individual to organizational performance. To understand the benefits of the training and development program, we implemented different levels and different disciplinary perspectives of the staff development program.

**'Training and Development Program and its Benefits to Employee and Organization'**
**Dr. Nadeem Ahmed Bashir**
**Department of Management and Human Resource Development, Universiti Technology Malaysia.**

**"Employees are playing the major role in any organization, as they are the assets of the company, thus the company's success depending on the employee's activeness and their performance. As it is obvious that the company or the organization must invest on effective training on their employees in order to grow up the job performance".**

Training for companies that are looking for an advantage among competitors is become more and more important. Professionals are discussing about the impact of training on the goals of employees and organization, because of this reason; the organizations and companies must invest on effective training programs.

**'A case study on Afghanistan's Telecommunication Companies'**
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**<u>"Training is effort initiated by an organization to foster learning among its workers, and development is effort that is oriented more towards broadening an individual's skills for the future responsibility."</u>**

Training and development are an ongoing effort designed to improve employee competency and performance organization as a goal to improve employee capacity and performance. Human resource management has played a significant role in the economic development of most developed countries. In a developing country like Afghanistan, with its rich natural resources, such economic success can also be experienced if proper attention is paid to the development and training of its human resources. Involves important aspects and activities in an organization. For example, a manager will not succeed if he / she has subcategories that do not have sufficient skills, knowledge, ability and skills.

**'The Impact of Training and Development on Organizational Performance'.**
**Case Study of National Bank Kumba**

# Research Methodology

## Research Methodology:

In common language research refers to search for knowledge. We can also define it as a scientific and systematic search of information on a specified topic. The main aim is to find the information not discovered yet. Research process involves defining problems formulating hypothesis organizing and evaluating data deriving inference and conclusion.

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem. If we think about the word "Methodology", it is the way of searching or solving the research problem.

## Types of Research:

1. **Causal Research**
2. **Exploratory Research**
3. **Descriptive Research**- The research type I have selected for my project is

descriptive, Descriptive Research includes surveys and fact finding enquires of different kinds. In this method researcher has no control over the variables. He can only report what has happened and what is happening.

## Data Collection Methods:

To produce a reliable questionnaire, both primary and secondary information was used. Primary data is the first-hand information; the questionnaire was prepared by me under the guidance of the mentor wherein I used like dichotomous questions, multiple choice questions and open-ended questions for measuring attitudes of the employees for my study. The questionnaire comprised **23** questions which covered all the aspects of measuring "the effectiveness of training and development".

# <u>INTRODUCTION</u>

## Introduction to Topic:

Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules and procedures of rules and Procedures to prepare them for an intended job. Every organization needs to have well trained and experienced people to perform the activities that have to be done.

Development is a related process. It covers not only those activities which improve job performance but also those which bring about growth of personality help individuals in the progress towards maturity and actualization of their potential capabilities so that they become not only good employees but better men and women.

Training and development play an important role in the effectiveness of organizations and to people's experiences at work. Training has effects on productivity, health and safety at work and personal growth. All organizations that hire people need to train and develop their employees. Most organizations are aware of this need and investment and other resources for training and development. Such the investment can take the form of hiring specialized training and development staff pay salaries to employees undergoing training and development.

Invest in training and development requires the acquisition and maintenance of space and equipment. It also means operational personnel, employed in the main activities of the organization, such as production, maintenance, sales, marketing and management support must also be driven their attention and efforts from time to time to support the training and development and delivery means that they are required to pay less attention to the activities they do obviously, in terms of the organization's core business, it is more productive. However, investing in training and development is considered a good management practice now and, in the future, to maintain proper expertise.

## Training and development methods:

There are several training and development methods available. The use of a particular method depends which method accomplishes the training needs and objectives. Training methods can be classified into two categories:

➤ **On-the-job training:**

This refers to training methods in which client learns a job by actually doing or performing it. A client works on a job and at the same time learns and develops skills. Some types of on-the-job training are as follows:

• **Job rotation**

This refers to shifting/movement of an employee from one job to another on regular intervals.

• **Committee assignment**

In this, the trainees become members of a committee. The committee is assigned a problem to discuss and make recommendations.

• **Coaching**

In this, the supervisor or the superior acts as a guide and instructor of the trainee. This involves extensive demonstration and continuous critical evaluation and correction.

➤ **Off-the-job training:**

These methods require trainees to leave their workplace and focus all their time on training goals. These days, of-the-job training methods have become popular due to limitations in on-the-job training methods such as facilities and environment, lack of group discussion and full participation among trainees from different fields and so on. Career methods, trainee development is the main task, everything is secondary. The following are the main methods of off-the-work training:

- **Selected reading**

This is a method of self-improvement training. People gain knowledge by reading various magazines and commercial magazines. Most companies have their own libraries. Employees join professional associations to stay up to date with the latest developments in their fields.

- **Case study method**

This technique was developed by Harvard Business School. This method is used as a complement to the lecture method

- **Role-playing**

In this method, trainees are assigned a role to play in an artificial position.

- **Brainstorming**

It is a method of teaching creativity, helping people to solve problems in a new and different way. In this technique, trainees are given the opportunity to produce their ideas clearly and without any fear of judgment. Criticism of any idea is not allowed to reduce deterrent forces. When many ideas are generated, they are evaluated in terms of cost and feasibility.

## **Meaning of Training:**

It is a learning process that involves the acquisition of knowledge, sharpening of skills, concepts, rules, or changing of attitudes and behaviors to enhance the performance of employees.

Training is about knowing where you stand (no matter how good or bad the current situation looks) at present, and where you will be after some point of time.

## **Importance of Training:**

- **Optimum Utilization of Human Resources** - Training and Development helps in optimizing the utilization of human resource that further helps the employee to achieve the organizational goals as well as their individual goals.

- **Development of Human Resources**- Training and Development helps to provide an opportunity and broad structure for the development of human resources' technical and behavioral skills in an organization. It also helps the employees in attaining personal growth.

- **Development of skills of employees**- Training and Development helps in increasing the job knowledge and skills of employees at each level. It helps to expand the horizons of human intellect and an overall personality of the employees.

- **Productivity** - Training and Development helps in increasing the productivity of the employees that helps the organization further to achieve its long-term goal.

- **Team spirit**- Training and Development helps in inculcating the sense of team work, team spirit, and inter-team collaborations. It helps in inculcating the zeal to learn within the employees.

- **Organization Culture** - Training and Development helps to develop and improve the organizational health culture and effectiveness. It helps in creating the learning culture within the organization.

- **Organization Climate**- Training and Development helps building the positive perceptions and feeling about the organization. The employees get these feelings from leaders, subordinates, and peers.

- **Quality**- Training and Development helps in improving upon the quality of work and work-life.

- **Healthy Work-Environment** - Training and Development helps in creating the healthy working environment. It helps to build good employee, relationship so that individual goals align with organizational goal.

- **Health and Safety -** Training and Development helps in improving the health and safety of the organization thus preventing obsolescence.

- **Morale**- Training and Development helps in improving the morale of the work force.

- **Image** - Training and Development helps in creating a better corporate image.

- **Profitability** - Training and Development leads to improved profitability and more positive attitudes towards profit orientation.

- **Training and Development aids in organizational development**: Organization gets more effective decision making and problem solving. It helps in understanding and carrying out organizational policies.

- **Leadership skills**-Training and Development helps in developing leadership skills, motivation, loyalty, better attitudes, and other aspects that successful workers and managers usually display.

## Nature of Training:

As individual training needs are identified, the subordinate should be an integral part of the planning process. As a preliminary step in planning a complete training program, you should seek answers to the following questions. What are the job requirements? What past training, job experience and/or education contributes to job performance? What performance deficiencies or problems could be attributed to a lack of knowledge and / or skills? What related job functions would be useful to know? In what areas is knowledge needed in order to develop potential for future assignments.

Answers to these questions should provide you with sufficient information to identify training requirements. As part of the planning process, you should perform the following activities:

Step 1: Identify the areas in which training is needed.
Step 2: Determine which courses address those needs.
Step 3: Determine pre-requisites and ensure that they are met.
Step 4: Map out the appropriate sequence of courses to be taken.
Step 5: Document training planned and scheduled.
Step 6: Implementation.

## The training system:

A System is a combination of things or parts that must work together to perform a particular function. An organization is a system and training are a sub system of the organization. The System Approach views training as a sub system of an organization. System Approach can be used to examine broad issues like objectives, functions, and aim. It establishes a logical relationship between the sequential stages in the process of training need analysis, formulating, delivering, and evaluating. There are 4 necessary inputs i.e., technology, man, material, time required in every system to produce products or services. And every system must have some output from these inputs in order to survive. The output can be tangible or intangible depending upon the organization's requirement. A system approach to training is planned creation of training program. This approach uses step-by-step procedures to solve the problems. Under systematic approach, training is undertaken on planned basis. Out of this planned effort, one such basic model of five steps is system model that is explained below. Organization is working in open environment i.e., there are some internal and external forces, that poses threats and

opportunities, therefore, trainers need to be aware of these forces which may impact on the content, form, and conduct of the training efforts. The internal forces are the various demands of the organization for a better learning environment; need to be up to date with the latest technologies.

> ➢ **The three models of training are:**

- System Model

- Instructional system development model

- Transitional model

## ➢ **The system model:**

The system model consists of five phases and should be repeated on a regular basis to make further improvements. The training should achieve the purpose of helping employee to perform their work to required standards.

- **The steps involved in System Model of training are as follows:**

**1.** Analyze and identify the training needs i.e., to analyze the department, job, employee's requirement, who needs training, what do they need to learn, estimating training cost, etc. The next step is to develop a performance measure on the basis of which actual performance would be evaluated.

**2.** Design and provide training to meet identified needs. This step requires developing objectives of training, identifying the learning steps, sequencing and structuring the contents.

**3.** Develop- This phase requires listing the activities in the training program that will assist the participants to learn, selecting delivery method, examining the training material, validating information to be imparted to make sure it accomplishes all the goals & objectives.

**4.** Implementing is the hardest part of the system because one wrong step can lead to the failure of whole training program.

**5.** Evaluating each phase so as to make sure it has achieved its aim in terms of subsequent work performance. Making necessary amendments to any of the previous stage in order to remedy or improve failure practices.

## ➤ Instructional System Development Model (ISD) Model:

Instructional System Development model was made to answer the training problems. This model is widely used now-a-days in the organization because it is concerned with the training need on the job performance. Training objectives are defined on the basis of job responsibilities and job description and on the basis of the defined objectives individual progress is measured. This model also helps in determining and developing the favorable strategies, sequencing the content, and delivering media for the types of training objectives to be achieved.

- **The Instructional System Development model comprises of five stages:**

1. **ANALYSIS –** This phase consists of training need assessment, job analysis, and target audience analysis.

2. **PLANNING–** This phase consists of setting goal of the learning outcome, instructional objectives that measures behavior of a participant after the training, types of training material, media selection, methods of evaluating the trainee, trainer and the training program, strategies to impart knowledge i.e., selection of content, sequencing of content, etc.

3. **DEVELOPMENT–** This phase translates design decisions into training material. It consists of developing course material for the trainer including handouts, workbooks, visual aids, demonstration props, etc., course material for the trainee including handouts of summary.

4. **EXECUTION–** This phase focuses on logistical arrangements, such as arranging speakers, equipment, benches, podium, food facilities, cooling, lighting, parking, and other training accessories.

**5. EVALUATION**– The purpose of this phase is to make sure that the training program has achieved its aim in terms of subsequent work performance. This phase consists of identifying strengths and weaknesses and making necessary amendments to any of the previous stage in order to remedy or improve failure practices.

> ## **Transitional Model:**

Transitional model focuses on the organization as a whole. The outer loop describes the vision, mission and values of the organization on the basis of which training model i.e., inner loop is executed.

**Vision** –focuses on the milestones that the organization would like to achieve after the defined point of time. A vision statement tells that where the organization sees itself few years down the line. A vision may include setting a role model, or bringing some internal transformation, or may be promising to meet some other deadlines.

**Mission** – explain the reason of organizational existence. It identifies the position in the community. The reason of developing a mission statement is to motivate, inspire, and inform the employees regarding the organization. The mission statement talks about the identity that how the organization would like to be viewed by the customers, employees, and all other stakeholders.

**Values** – is the translation of vision and mission into communicable ideals. It reflects the deeply held values of the organization and is independent of current industry environment. For example, values may include social responsibility, excellent customer service, etc. The mission, vision, and values precede the objective in the inner loop. This model considers the organization as a whole. The objective is formulated keeping these three things in mind and then the training model is further implemented

## Introduction to Organization:



In Afghanistan, more than 94,000 children (58% of them are girls) attended more than 2,600 classes in schools supported by the Swedish Committee for Afghanistan (SCA). More than 1.6 million people receive medical care each year in clinics and hospitals run by the organization. SCA also supports the rehabilitation of people with disabilities and contributes to development in rural areas.

Women, children, people with disabilities and returnees benefit from SCA's activities. Study in schools makes life easier for children in rural areas, midwives who reduce maternal mortality and prosthetics for people with disabilities.

We empower people so that they can change their lives, it is a right, not a gift, to satisfy hunger and live with dignity.

SCA has more than 6,000 Afghan employees, all of whom contribute to stability in an unstable country. These programs are implemented with the vast majority in rural areas. SCA operates in 17 provinces of Afghanistan.

For more than 39 years, we have been among the people who need us the most. Despite the war and conflict. We have decided to stay where we need to be.

**USE OF RESOURCES IN RELATION TO OBJECTIVE IN 2019 (MSEK)**

OBJECTIVE 1:
IMPROVED HEALTH — 103 / 97

OBJECTIVE 2:
ACCESS TO EDUCATION — 82 / 76

OBJECTIVE 3:
DEVELOPMENT DRIVEN BY
THE LOCAL COMMUNITY — 41 / 40

OBJECTIVE 4:
PUBLIC AND POLITICAL
COMMITMENT — 15 / 13

OBJECTIVE 5:
A CREDIBLE AND
SUSTAINABLE ORGANISATION — 82 / 78

0   20   40   60   80   100   120

● BUDGET
○ UTILISED
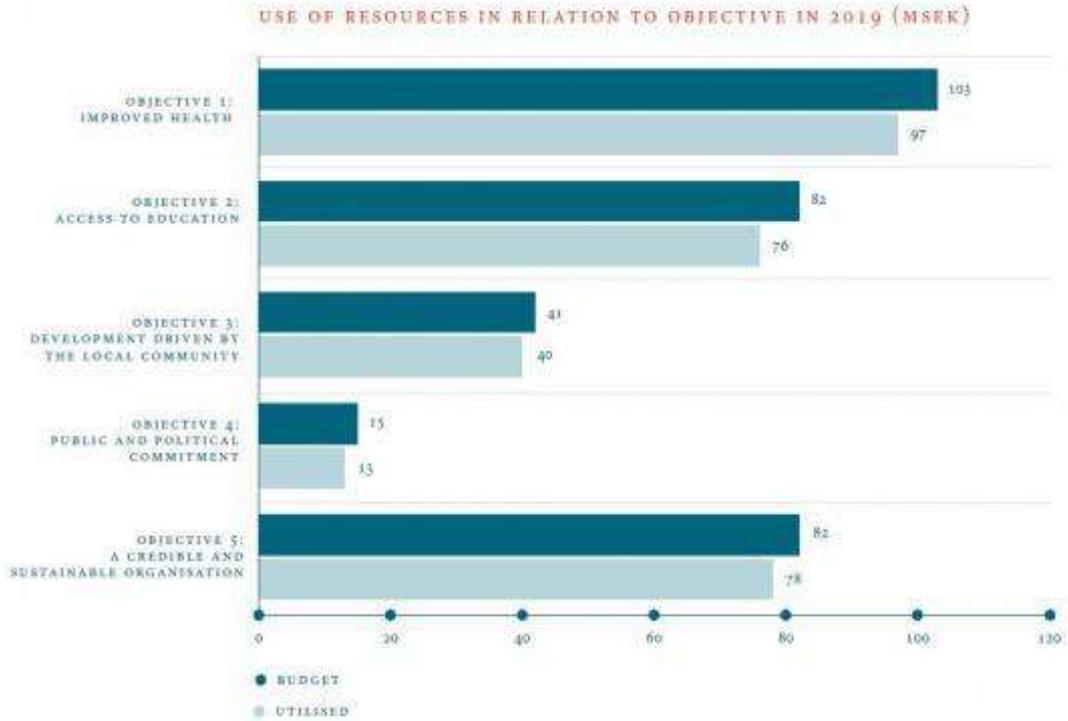
SCA has more than 3,000 members, belonging to 12 local associations and individual donors in Sweden, a local association in Afghanistan. Sida, the Swedish Government Development Cooperation Agency, is the largest institutional donor.

**DONORS 2019, IN MSEK**

AFGHAN CONNECTION, 3,7

● THE WORLD BANK, 3,6
● THE KERSTIN AND JAN-OLOV ERICKSSON FOUNDATION, 1
● JOCHNICK FOUNDATION, 1,2
● WFP, 0,9
● WHO, FN, 0,8
● WATER FOR ALL, 0,095

RADIO AID, 7

MRRD, 9,3

PUBLIC, 10,9

POSTCODE LOTTERY, 21

● SIDA, 193

THE WORLD BANK
THROUGH THE
AFGHAN MINISTRY
OF HEALTH, 55
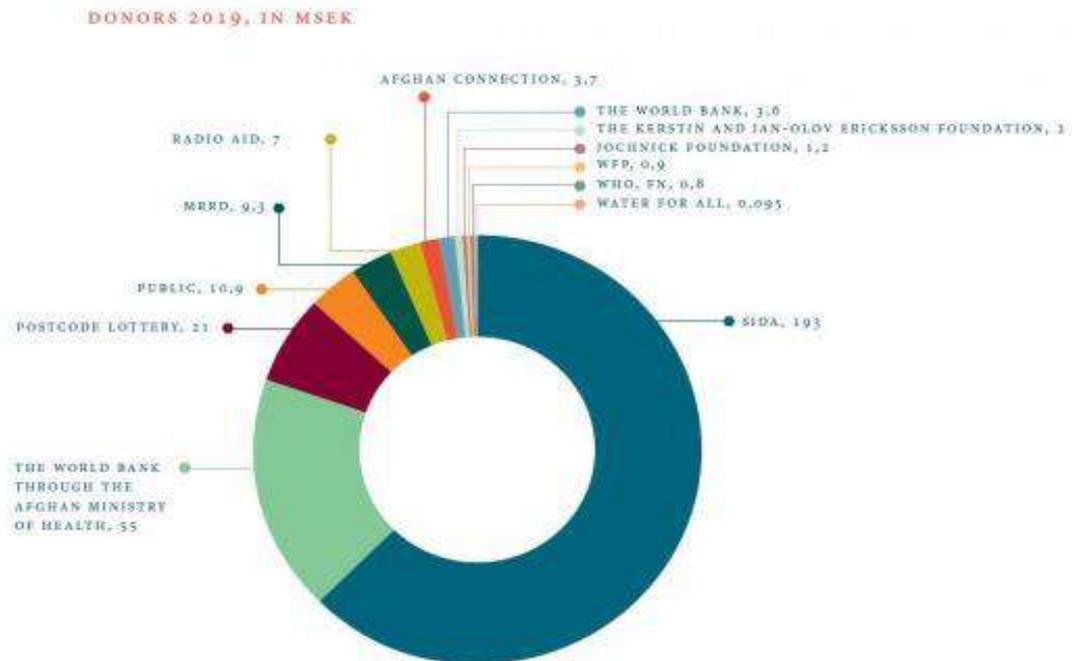
## Overview of the Organization:

The Swedish Committee for Afghanistan (SCA) has been working in Afghanistan since 1980. The SCA vision is an independent Afghanistan at peace, where human rights are respected, rural communities are empowered, and all Afghans have the right and opportunity to participate democratically in governing their own affairs.

This includes programs for education, health, disability support, and rural development. There are also support units for all program activities in the areas of quality assurance, civil society, human rights and gender and communication. SCA has more than 6,000 employees, 99% of whom are Afghans. The main target group of SCA is the rural population, especially women and girls. Operations include capacity building, support and service delivery. This is always done in close collaboration with the local people. The management office is based in Kabul, while operations are conducted in 14 provinces out of five project offices and four field offices.

The first primary school was established in 1984, and three years later SCA began working in rural development. The Disability Support Program began in 1992. Since then, SCA has continued to work to explore our vision of a Afghanistan free of poverty, violence and discrimination. SCA gradually shifted from providing purely humanitarian services to a development organization.

## Human Resource Management:

The HRM is structured into five areas of activity, each led by a manager who reports the overall human resources management to the management of SCA.

### 1. Organizational Development:
will implement strategies for effective and efficient utilization of human resources in and ensure the organization policy and planning in terms of HRM.

### 2. Recruitment:
will identify recruitment needs and requirements, empower recruitment committees and ensure recruitment of optimal capacity employees in a transparent and fair manner.

### 3. Performance Appraisal and Employee Records:

will coordinate and organize the performance evaluation program of employees, based on the procedures and non-discriminatory principles, and maintain all required employee data.

### 4. Training and Development:

Will coordinate the assessment of employees' training needs in order to develop and organize training programs for their capacity building to improve employee performance, in order to enhance the quality and delivery of our services, by coordinating seminars, workshops and other required initiatives.

### 5. Employee Relations:

will strengthen employee communications and negotiations, ensure all laws, rules, regulations, procedures, manuals and other official documents are widely available, advise and administer the appeals and discipline policies and improve the work environment to be safe and healthy.

## Training and development at SCA:

➢ **Objective:**
- Systematic training and development of employees
- Ensure continuous up gradation of knowledge and skills of employees
- To fulfill current and future organizational requirement through training

➢ **Responsibility:**
- Responsibility for training and development lie with the functional head.
- Responsibility for preparation and updating of training manual lie with functional level.

➢ **Training schedule:**
- The operating manger shall prepare formal training schedule for training program in their respective plants.
- Training manager shall prepare a formal training calendar.

- The training schedule as per training calendar shall be communicated to department in advance.

> **Training evaluation:**
- All employees who attended external training program shall discuss the learning with the department head / functional head.
- Training program feedback shall be obtained from participants at the end of training program.
- Evaluation of all employees shall be done once in a year.

> **Proposal:**
- Acceptance criteria for evaluation shall be minimum 70%.
- Below 70% employees will be retained and re-evaluated till score reaches 70%.

## Methods of training at SCA:

> **Both the training methods (on-the-job and off-the-job) are implemented by SCA.**

> **On-the-job training**- is general for every employee in every departments at every level, which is conducting once in a year.

> **Off-the-job training-** is conducting in two types which are soft skill and technical.

- **Soft skill**- which is general for every employee, conducting once a year. after performance appraisal of the department, it will be cleared whether they need training program or not, if they are in need, they request from higher level of management for approval of a training program for their employees, after confirmation it will conduct in third quarter of the year.

- **Technical training** it is vocational training that helps an employee to improvise their skills and it depends on the budget of the department or employee.

# Data Analysis and Interpretation

## **Data analysis:**

➢ Total responses 47:

**Q.1.** Age group:
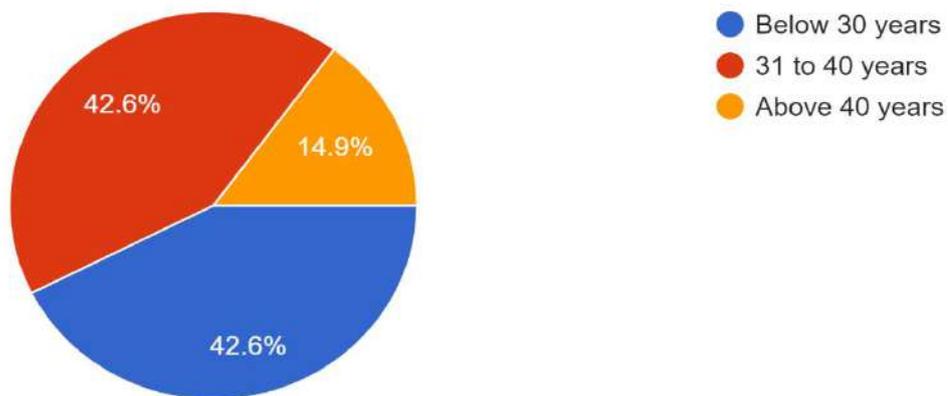


- From the above pie chart, we come to know that majority of people who work in SCA are from young generation.

**Q.2.** Your designation:
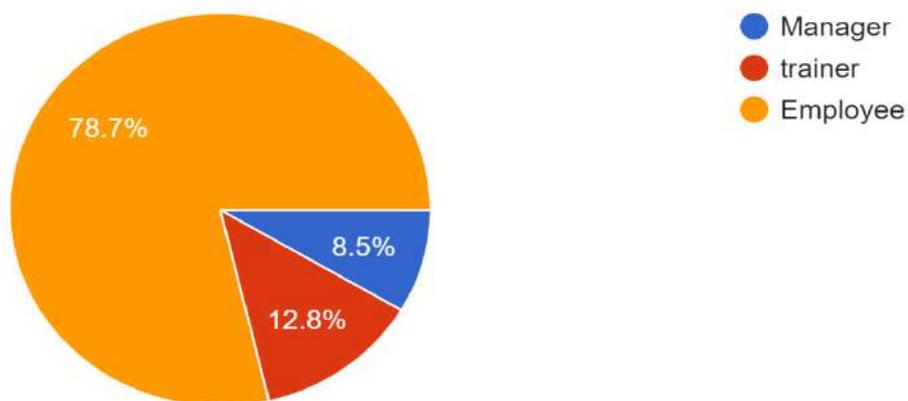


- The majority of respondents are employees.

**Q.3.** How long have you been working in this organization?
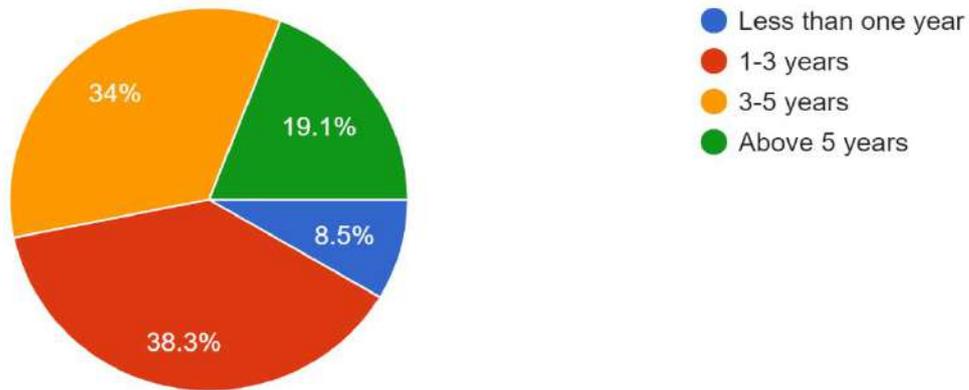


- As it is stated earlier, the majority of workforce of SCA is young generation that's why most of its employees are working there between 1-5 years.

**Q.4.** Is your organization conducting training programs frequently?
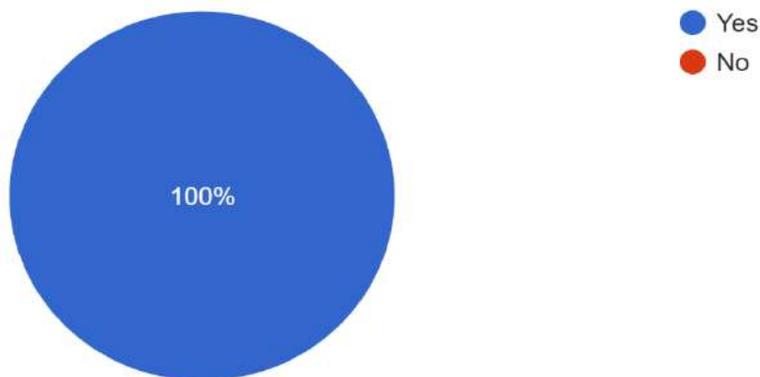


- The SCA is conducting training programs frequently.

**Q.5.** How many training programs are conducted in a year?
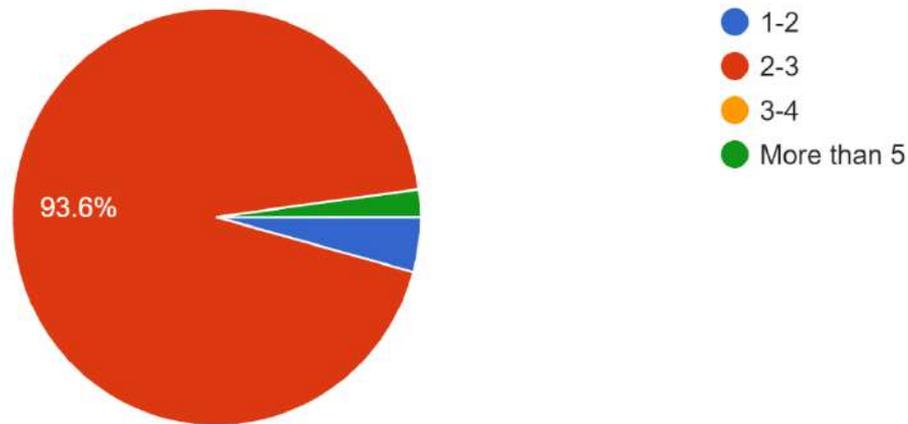


- According to primary data, SCA is conducting an average training programs of 2-3 in a year but some respondents who have chosen less than 2-3 times in a year they may be new to that company or not attending all the programs of their department.

  More over the people whose responses are more than 2-3 times in this question, it may be due to their hesitation.

**Q.6.** How many training sessions have you attended?
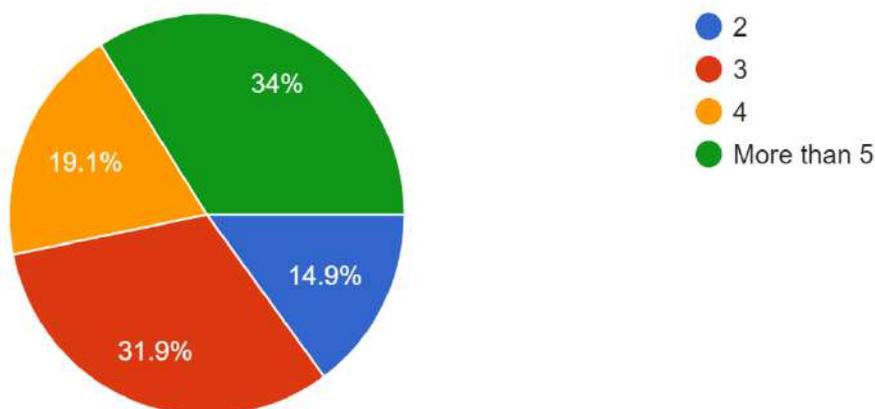


- The above pie chart shows that 34% of respondents attended more than 5, 31.9% attended 3, 19.1% attended 4 and 14.9% attended 2 sessions of training programs.

**Q.7.** Does training help the employees to acquire technical knowledge and skills?
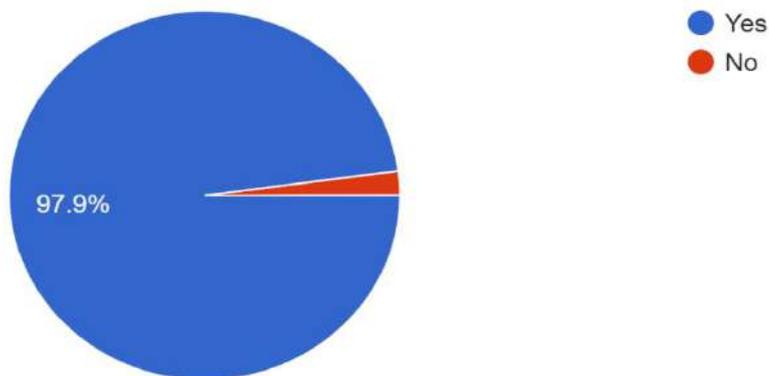


- Approximately all the respondents are agreed that training helps them to acquire technical knowledge and skills.

**Q.8**. Are human relations competencies and human skills developed in your organization through training?
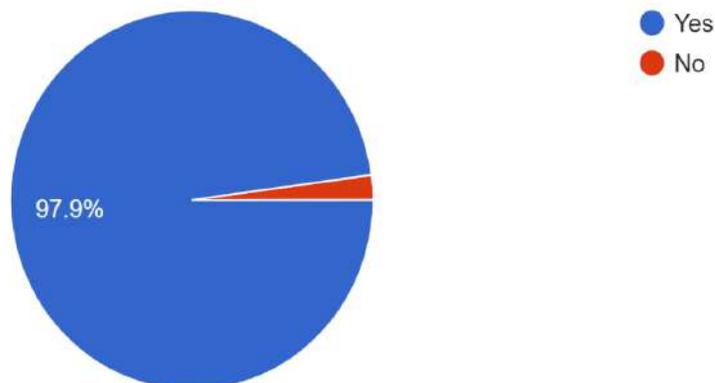


- From the above pie chart, we come to know that the training and development programs are relatively effective in improving the human relations in the organization as the % of yes is 97.9% and % of no is 2.1%.

**Q.9.** Does the HR department conduct briefing and debriefing sessions for the trainees?
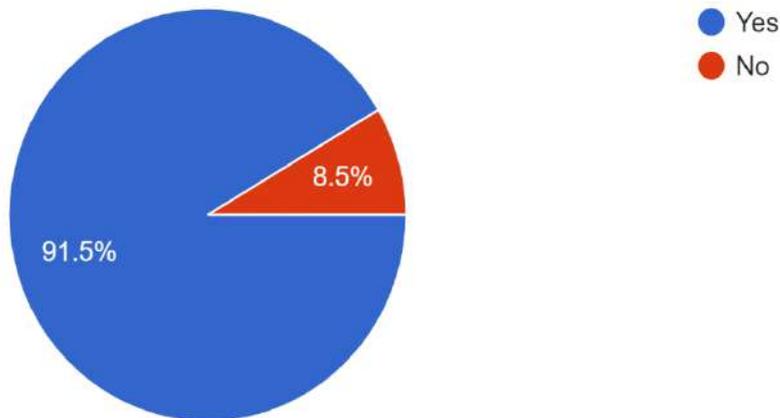


- It can be seen that 91.5% of employees are involved of briefing and debriefing sessions taken by management and 8.5% is not involved.

**Q.10.** Are the norms and values of the organization clearly explained to the new employees during the training program?
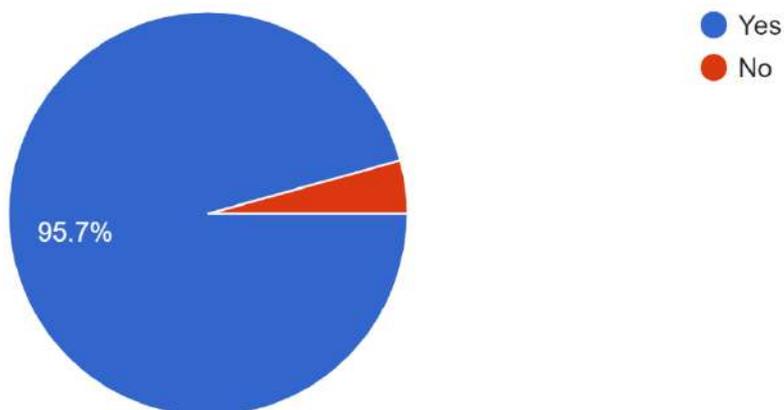


- More than 95% of new employees who where fresh in the organization they received the complete information about the organization.

**Q.11.** Do you think training methods undertaken by SCA is time saving?
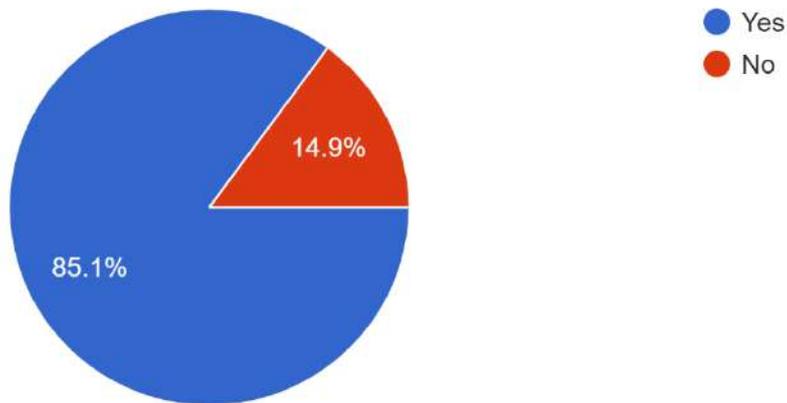


- So far, the percentage of yes is 85.1% and no are 14.9% as the graph represents.

  It means the employees are happy with the time of T&D programs and the programs are well organized in terms of its time saving.

**Q.12.** What is your opinion towards the training and development programs provided by SCA?
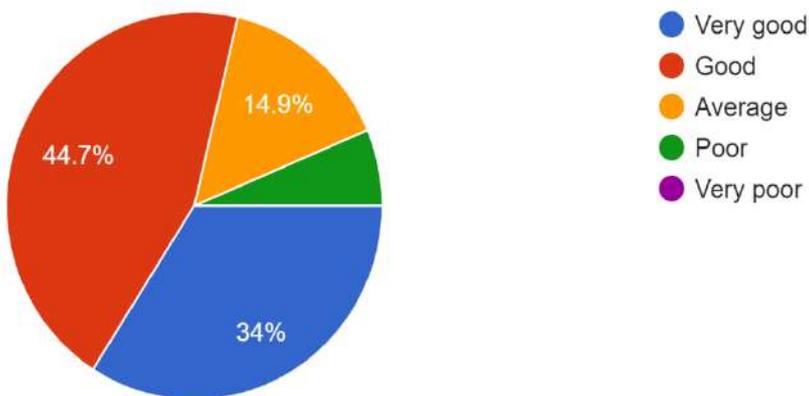


- The pie chart indicates that the T&D programs are well organized and the employees' opinions are satisfactory towards the programs in which the total percentage of satisfactory opinions are going to 78.7%.

**Q.13.** Does the organization appoint trainers from outside to provide an effective training and development program?
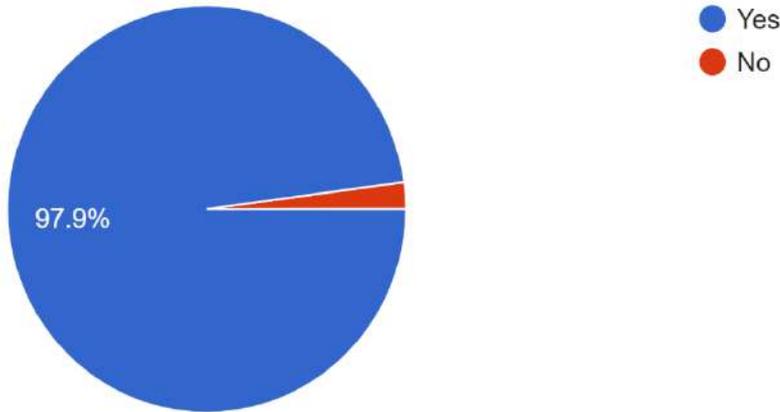


- From the above pie chart, it can be seen that 97.9% of employees are aware of the trainers from where they get appointed and the remaining 2.1% think that no trainers appointed from outside, though it is good to increase and gain new knowledge.

**Q.14.** Do you think the training and development programs helped employees in problem-solving?
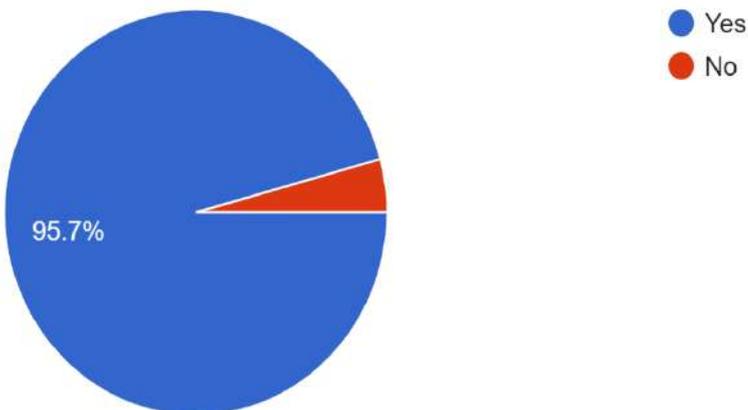


- As the pie chart represents most of the employees (97.5%) think that their problems are solved through T&D programs.

31

**Q.15.** In which level do you think training and development help in increasing the output?
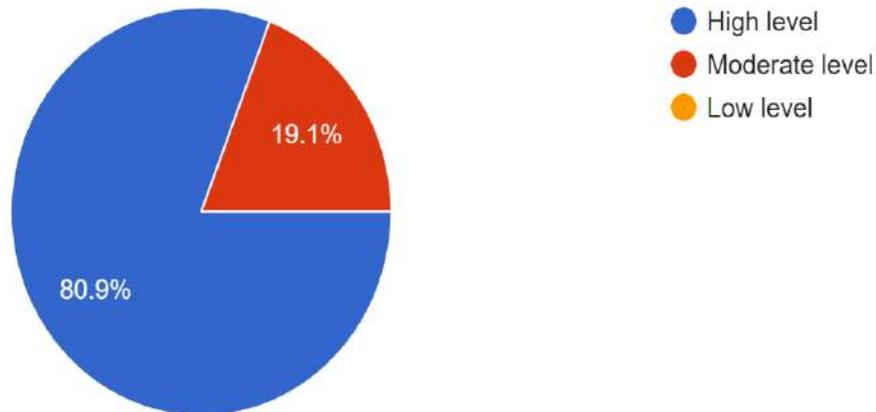


- According to the responses of 80.9% of respondents, the training has positive impact on high level of output.

**Q.16.** Is fair evaluation of training programs done by the trainer after completion of training programs?
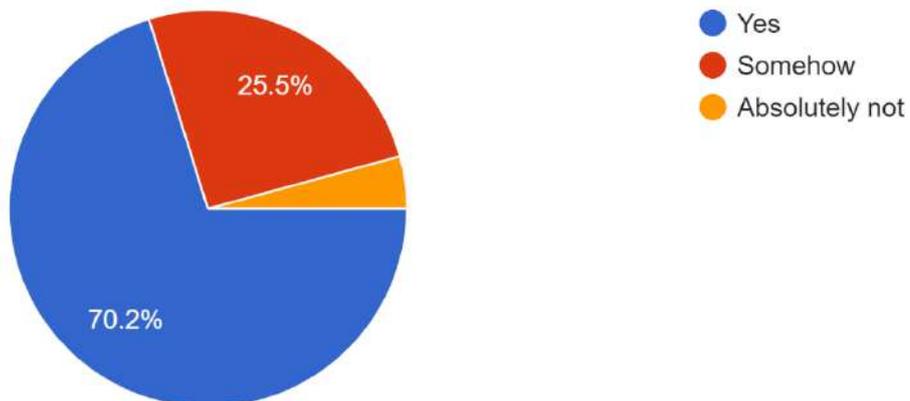


- The pie chart shows that the 70.2% of employees thinking that the training evaluation session is fair and 25.5% say it is partially fair and the remaining 4.3% think that the evaluation sessions are absolutely not fair.

**Q.17.** Extend your level of satisfaction towards the queries responded by the instructor.
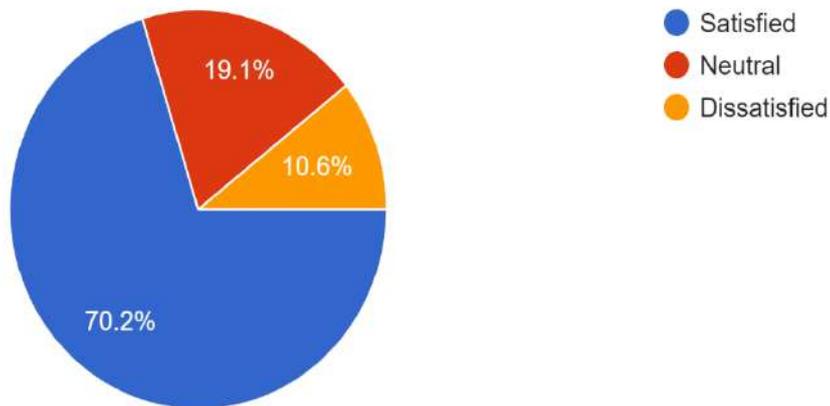


- From the above pie chart, it can be seen that a wide range of employees which forms 70.2% are satisfied with the queries responded by the instructor and 19.1% are neutral but ufortunately 10.6% are dissatisfied.

**Q.18.** Does the senior management take interest and spend time with the new staff during the training program?
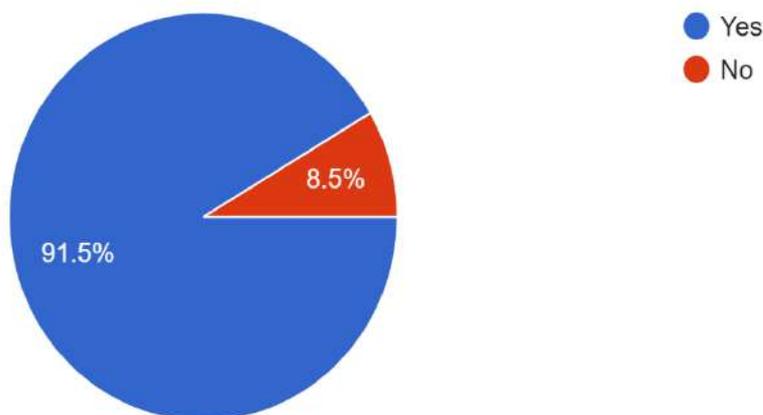


- 91.5% of the employees think that the senior management is participative and is interested to spend time with new employees during training programs and the remaining 8.5% are thinking in against.

**Q.19.** What kind of training methods does the organization provide to train the employees?
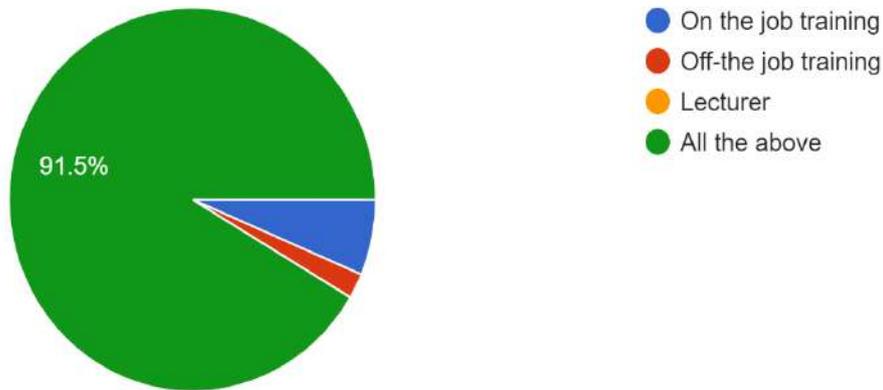


- The SCA is conducting all the methods of training, but the above pie chart shows that 91.5% of respondents confirm that three methods of training are been applied but the remaining 8.5% of respondents who confirmed only one of the methods, maybe it's due to not being aware of all three methods of training of SCA.

**Q.20**. What kind of training methods do you prefer?
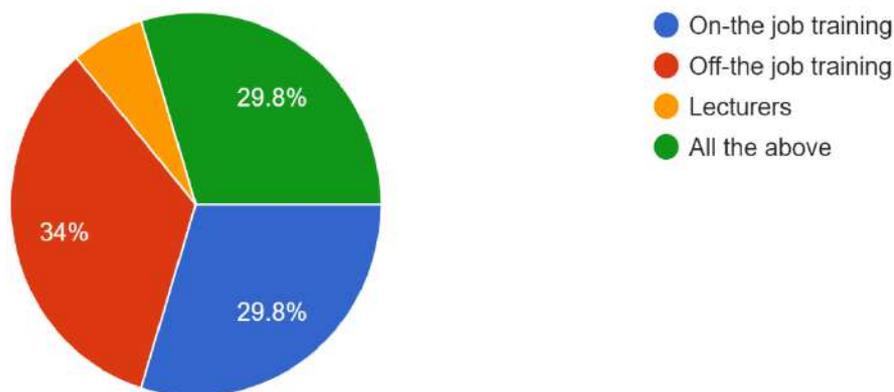


- As the pie chart represents, most of the employees prefer on-the-job and off-the-job trainings but few of them responded that they prefer lecturer method.

**Q.21.** Will the training session involve only theory concepts or even practical?
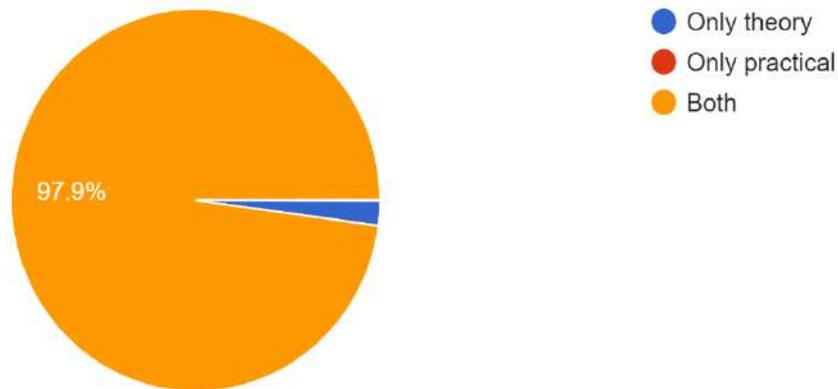


- The organization is conducting both, theory and practical training sessions but there are some employees who responded to one of the sessions maybe they are hesitated for responding.

**Q.22.** How does the organization assess the impact of training?
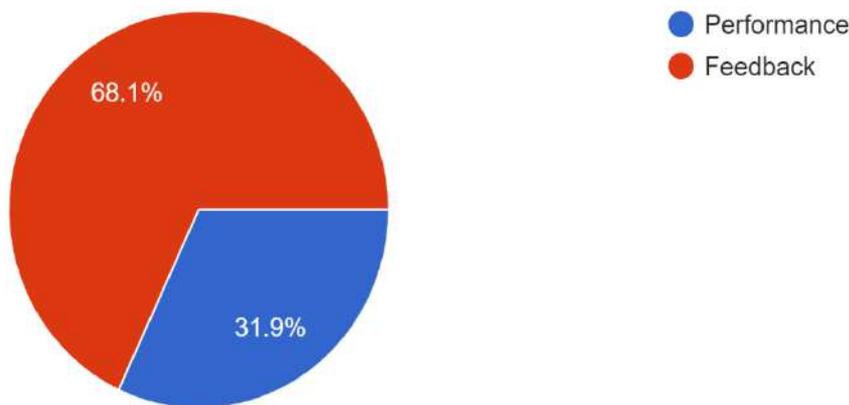


- The SCA is assessing the impact of training in both ways, but in majority of times the impact has been shown through feedback rather than performance.

**Q.23.** Give your suggestions to improve the training and development at Swedish Committee for Afghanistan (SCA)

**Note:** There is no one responded to the open-end questions.

# **<u>Findings</u>**

## Findings:

- The majority of employees in SCA are from young generation that it is a good and positive point for the company.

- The organization conducts the training sessions frequently that it is good for employees because they improve their skills.

- The majority of employees of SCA are from young generation that it is a positive point, because young generation has the latest knowledge and skills.

- It is found out that the experienced employees are less because young generations have formed the SCA's most workforce.

- The survey shows that more than 91% of employees are involved of briefing and debriefing sessions taken by the management.

- More than 97% of employees are agreed that training programs help them to acquire technical knowledge and skills.

- Training and development programs are effective in improving the human relations in the organization.

- Most of the times, the norms and values of the organization clearly explained to the new employees during the training programs.

- The training sessions that undertaken by SCA is time saving, because the training sessions are conducting in a short time with high efficiency.

- The SCA management appoints trainers from outside to provide an effective training program.

- Almost all the employees think that training and development programs can help them to solve their problems.

- The senior management at SCA are taking interest and spend their time with new employees during training programs.

- The organization is conducting all methods of training.

- The SCA is conducting theory and practical training sessions.

- Most of the employees are relucted to answer descriptive questions.

# **<u>Suggestions</u>**

## Suggestions:

- The SCA has fewer senior employees that they are experienced. The management should try to make them stay in the organization for being efficient and providing best services for the people.

- More than 97% of employees think that training and development programs help them to get technical knowledge and skills. Therefore, the management should concentrate on the effectiveness of the training and development programs so that all of the employees can get and acquire technical knowledge and skills through T&D programs.

- The management must provide a pervasive briefing and debriefing sessions that can cover up all the employees of the organization.

- There is almost 3% of employees that they don't agree with problem solving by training programs, so the management must present their programs in such a way that it can solve and can be a base for problem solving for them.

- However more than 78% of employees are satisfied towards the training and development programs provided by the SCA, but it is not enough, so the management should present and try to provide programs in such a way that can attain 100% satisfaction of their employees.

# Limitations

## Limitations:

- Due to different human psychology, some people were in different towards filling up, the questionnaire. They felt that the survey was useless and no action would be taken on their suggestions. So, they did not want their time to fill the questionnaire.

- Getting good response from the employees was difficult because of their busy schedule.

- Some respondents hesitated to give the actual situation they feared of that it is against their company policies and management would take any action against them.

# **Conclusion**

## **CONCLUSION:**

A program of training is important as it lends stability and flexibility to an organization, besides contribute to it is capacity to grow. Accidents, Scrap and damage to machine and equipment can be avoided and minimized. Furthermore, future needs of employee will be taken in the training program.

In this knowledge-based economy, training helps people to learn how to do the things differently or to the different things. Products are now increasingly knowledge-intensive, for these employers are responsible for providing opportunities for continued learning. To cope with the challenges and competitiveness in the world, every organization needs the services of trained persons for performing the activities in the systematic way. So, training program plays a key role in individual as well as organizational performance.

According to the study conducted, that the overall satisfaction level was good in relating to the training programs. The training programs help to increase Efficiency and achieve the organization goals. Training programs are well planned and also the evaluation process of training programs was being assessed in a good manner, and evaluated periodically. The training programs in the organizations strongly focus on the technical and managerial capabilities but these programs are not given adequate importance sometimes because of the work pressure. The employees do not take the training programs seriously, as there are no strict rules and regulations to attend the training programs.

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https://www.hrhelpboard.com/training-development.htm

**Books:**

**Case Studies:**

'The Impact of Training and Development on Organizational Performance'.
Case Study of National Bank Kumba.

**Reports:**

Annual Report of SCA, 2019

# **<u>Annexure</u>**

1. Name (optional): _____.

2. Contact number/ email address (optional): _____.

3. Age group:
   o Below 30 years
   o 31 to 40 years
   o Above 40 years

4. Your designation:
   o Manager
   o trainer
   o Employee
   o Others, please specify_____.

5. How long have you been working in this organization?
   o Less than one year
   o 1-3 years
   o 3-5 years
   o Above 5 years

6. Is your organization conducting training programs frequently?
   o Yes
   o No

7. How many training programs are conducted in a year?
   o 1-2
   o 2-3
   o 3-4
   o More than 5

8. How many training sessions have you attended?
   o 2
   o 3
   o 4
   o More than 5

9. Does training help the employees to acquire technical knowledge and skills?
   o Yes
   o No

10. Are human relations competencies and human skills developed in your organization through training?
    o Yes
    o No

11. Does the HR department conduct briefing and debriefing sessions for the trainees?
    o Yes
    o No

12. Are the norms and values of the organization clearly explained to the new employees during the training program?
    o Yes
    o No

13. Do you think training methods undertaken by SCA is time saving?
    o Yes
    o No

14. What is your opinion towards the training and development programs provided by SCA?
    o Very good
    o Good
    o Average
    o Poor
    o Very poor

15. Does the organization appoint trainers from outside to provide effective training and development program?
    o Yes
    o No

16. Do you think the training and development programs helped employees in problem-solving?
    o Yes
    o No

17. In which level do you think training and development help in increasing the output?
    o High level
    o Moderate level
    o Low level

18. Is fair evaluation of training programs done by the trainer after completion of training programs?
    o Yes
    o Somehow
    o Absolutely not

19. Extend your level of satisfaction towards the queries respond by the instructor.
    o Satisfied
    o Neutral
    o Dissatisfied

20. Does the senior management take interest and spend time with the new staff during the training program?
   - o Yes
   - o No

21. What kind of training methods does the organization provide to train the employees?
   - o On the job training
   - o Off-the job training
   - o Lecturer
   - o All the above

22. What kind of training methods do you prefer?
   - o On-the job training
   - o Off-the job training
   - o Lecturers
   - o All the above

23. Will the training session involve only theory concepts or even practical?
   - o Only theory
   - o Only practical
   - o Both

24. How does the organization assess the impact of training?
   - o Performance
   - o Feedback

25. Give your suggestions to improve the training and development at Swedish Committee for Afghanistan (SCA)

_____

# Deccan Education Society's

# Brihan Maharashtra College of Commerce

# (Autonomous)

A PROJECT REPORT ON

Marketing mix and customer satisfaction of pure it

PREPARED BY:

AISHWARYA PAITHANKAR

POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS

ROLL NO: 31

UNDER THE GUIDANCE OF:

PROF. ADITI SAMIR

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)

FOR THE FULFILLMENT OF REQUIREMENTS OF POST GRADUATE DIPLOMA IN

INTERNATIONAL BUSINESS DEGREE

2021 – 2022

## **DECLARATION**

I, **AISHWARYA PAITHANKAR** of PGDIB hereby declare that the project report submitted on the '**Marketing Mix and Customer Satisfaction of 'Pureit**' made under the subject of research methodology represents my collection of information, original research, and work, which was carried out by me at the Brihan Maharashtra College of Commerce, Pune.

I have completed this mandatory Project Work as prescribed by the Brihan Maharashtra College of Commerce, Pune.

I further declare that the foregoing statements made by me regarding my project report are correct and complete.

# ACKNOWLEDGMENT

I feel great pleasure for the completion of this project. At the very outset, I would express my sincere thanks and deep sense of gratitude to the person who helped me during the collection of data and gave me rare and valuable guidance in the preparation of this report.

I take this opportunity to express my deep sense of gratitude and appreciation to my project guide, Mrs. Aditi Samir, for always helping me right from the beginning of the project. I am thankful for her timely guidance, cooperation, and encouragement.

I take the opportunity to thank all my friends and also thank all the people who are directly or indirectly concerned with this project. I also express my gratitude to my parents who helped and give constant support for this research.

**AISHWARYA PAITHANKAR**

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# **INTRODUCTION**

June 14, 2010: Yuri Jain, vice president (water) at Hindustan Unilever (HUL) glanced at the two new models of Pureit water purifier on his desk: one, the sleek new Marvella, to be launched at USD 150 later that month the other, a basic model, compact, priced at USD 22, that represented of HUL's decade-long endeavor to bring clean drinking water to the masses. With the launch of Pureit Marvella, HUL would now straddle the entire spectrum- from the low to the top end of the market with the Pureit range.

Jain had led HUL's foray outside its core consumer packaged goods business into the uncharted durables territory. Pureit had been incubated for more than a decade. HUL faced many new challenges as it learned new ways of operating to address the critical water needs of its bottom-of-the-pyramid consumers. Yet Jain and his team had resolutely forged ahead, finally launching their first water purifier model, Classic, nationally in 2008. Priced at USD 44, this had been a breakthrough innovation because for the first time the gold standard of water safety was being offered at a price point that was affordable for the millions of Indians who lacked clean drinking water. It quickly claimed market leadership at the low price of the market with a painstakingly built direct-to-home (DTH) network, which served to educate consumers as well as book orders. Then, in October 2009, HUL launched an Auto-Fill model. Priced at USD 70, it had the same technology as Classic but had the additional feature of being able to connect directly to the water source for automatic, rather than manual, filling. The was a great convenience for the many Indians who received sporadic water supply, often just once a day, and at erratic hours.

Within two years, India's flourishing water purifier business attracted a formidable competitor at the low end of the market where HUL had been the only player thus far. In December 2009, the USD 70.8 billion TATA Group Chairman Ratan Tata unveiled 'Swach', (meaning clean), a water filter at an unbelievable low price of USD 22. They also announced that sometime later they would also launch an even cheaper model for USD 16. The TATA group had deep pockets, goodwill, as well as experience in the consumer durables market; moreover, Swach was priced at half the price at Pureit Classic.

Jain and his team's reaction was inevitable and swift. A day before the market launch of Swach in January 2010, HUL flooded the market with Pureit Compact which was also priced at USD 22. The HUL water team had been working on a lower-priced product as a part of their product innovation program, and when they learned of Tata's imminent launch their response was to crash timelines and get their product to the market ahead of the Tatas. Then, in a surprise move, they turned their attention Notwithstanding the headway India has made somewhat recently, we're as yet far away from clean living. Somewhere around one individual kicks the bucket at regular intervals because of debased water, as indicated by government reports. Insufficient admittance to safe water is one of the primary purposes of water-borne infections. WHO expresses that the arrangement of safe water alone will decrease diarrhea illnesses by up to 45% assuming water quality is guaranteed up to the mark of utilization.

Numerous families depend on old-fashioned water cleansing methods, which don't give clean drinking water. Henceforth, there was a need to change to an innovation that conveys security. Pureit water purifier is the basic response to guaranteeing clean savoring water for each home to the high end of the market, coming up with Pureit Marvella.

For the most part, the expenses related to water purifiers are exceptionally high. This is where HUL stepped in with a progressive drive in water cleansing. Pureit offers the most reasonable scope of RO, UV and non-electric water purifiers giving individuals can admittance to safe drinking water at a running expense of only 30 paise per liter. Also, Pureit, in contrast to different purifiers, requires no power.

By successfully banding together with microfinance establishments (MFIs), Pureit is likewise giving safe drinking water to individuals who are for the most part in a difficult spot: the least fortunate of poor people.

P. Kavita, a Pureit recipient from thiruvayalur towns of Tamil Nadu, says, "In any event, when we came to be familiar with RO gadgets, we understood we were unable to manage the cost of them. On account of Pureit and the Integrated Village Development Program, we could purchase a Pureit on a portion premise, making it substantially more reasonable for us."

Consequently, Hindustan Field Services Pvt. Ltd. stopped being an auxiliary organization. Lakme Lever Pvt Ltd an entirely claimed auxiliary of HUL extended the organization of Lakme Beauty Salons during the year with the launch of 11 organization-possessed and

oversaw salons alongside 18 franchisee salons. In December 2011 the organization demerged the FMCG sends out business including explicit commodities-related assembling units of the organization into its completely claimed auxiliary Unilever India Exports Ltd (UIEL). The plan became compelling on January 1 2,012. In 2012 the organization goes into concurrence with Unilever to advertise Brycen in India. During the year under survey, the organization and elements of Piramal Realty (Ajay Piramal Group) consented to an arrangement for the r task of HUL's leasehold privileges of the land and building named Gulita arranged at Worli Sea Face Mumbai for an exchange of Rs. 452.5 Crore (Rupees Four Hundred and fifty-Two and Fifty lakhs only). On 22 January 2013, the Board of Directors of HUL endorsed a proposition to consent to another arrangement with its parent organization Unilever for the arrangement of an innovation exchange mark permit and different administrations successful 1 February 2013. The new arrangement conceives that the current sovereignty cost of 1.4% of turnover payable by HUL to Unilever will increment in a staged way to an eminence cost of 3.15% of turnover no later than the monetary year finishing 31 March 2018 for example all-output assessed increment of 1.75% of turnover. The expansion in sovereignty cost in the period from 1 February 2013 to 31 March 2014 is assessed to be 0.5% of turnover and from that point in scope of 0.3% to 0.7% of turnover in each monetary year paving the way to an all-out sessed eminence cost increment of 1.75% of turnover contrasted with existing game plans no later than the monetary year finishing 31 March 2018. In 2014 Unilever declares an organization with Internet.org Facebook-drove collusion of accomplices to see better the way that Internet access can be expanded to arrive at millions of additional individuals across rustic India. The organization additionally dispatches Prabhat to drive for local area advancement in towns around its production lines during the year under survey. The organization additionally goes into association with MTV to support its brands during the year under review. In 2015 the organization sent off The Unilever Foundry. During the year under survey, the organization was perceived as the most creative advertiser on versatile at the Mobile Marketing Association (MMA). The organization additionally restores Ayush with e-send off during the year. The organization additionally sent off the Swachh Aadat Swachh Bharat program in India during the year under review. On 8 September 2015 HUL declared that it has consented to an arrangement for the deal and move of its bread and pastry kitchen business under the brand Modern to Nimman Foods Private Limited an investee organization of the Ever stone Group for an undisclosed thought. The exchange incorporates deals and moves of the Modern brand and business on a going concern basis. On 17 December 2015 HUL reported that it had consented to an arrangement with Mosons Group to

procure its leader Indulekha premium Ayurvedic hair oil brand. The arrangement conceives the securing of the brand names Indulekha' and Vayodha's licensed innovation plan and expertise for a thought of Rs 330 crore payable after shutting off the exchange and a conceded thought of 10% on the homegrown turnover of the brands every year payable yearly for a long term period starting FY 2018.The Board of Directors of HUL at its gathering hung on 15 January 2016 considered and endorsed a Scheme of Arrangement between the organization and its investors for a payout of the whole equilibrium of Rs 2187.33 crore remaining to the credit of the General Reserves in the Balance Sheet. The Scheme of Arrangement conceives the exchange of the whole equilibrium of Rs 2187.33 crore remaining to the credit of the General Reserves to the Profit and Loss Account and its ensuing payout to the organization's investors. On 17 March 2016 Hindustan Unilever Limited (HUL) reported that it has consented to an arrangement for the offer of its Rice Exports business did basically under the brands Gold Seal Indus Valley and Rozana' to LT Foods Middle East DMCC a Group Company of LT Foods Limited (proprietor of Daawat'). The arrangement imagines a move of the brands and stock for a thought of Rs 25 crore subject to changes on closing. HUL's new private items manufacturing plant in Doom Dooma Assam was officially initiated on 6 September 2017. The new industrial facility that will make items for driving HUL brands like Fair and Lovely Pond's Vaseline Sunsilk Clinic Plus TRESemm and Dove started business creation on 15 March 2017. HUL alongside its accomplices has put Rs 1000 crore into the project. On 29 September 2017 HUL reported that it had consented to an arrangement for divestment of its whole half shareholding in Kimberly-Clark Lever Private Limited (KCL) for its joint endeavor accomplice Kimberly-Clark Corporation (KCC) in the USA. KCL sells newborn child care diapers as its essential item classification under the brand Huggies. It likewise sells female consideration items under the brand Kotex. In the year 2017, the Company sold the mobile resources and stock of the cowhide business to Hindustan Foods Limited and consequently ceased the business operations. During financial 2018 the organization spent on Capital Expenditure adding up to Rs 853 crore (Rs 1372 crore in the past year). HUL's neighborhood gem Hamam stowed a Silver at Effies 2018 for the #GoSafeOutside lobby. HUL's Brooke Bond Red Label stowed a Silver at Effies 2018 for the brand's excursion of #SwadApnepanka. HUL's refreshment plant in Kolkata got the esteemed CII National Food Safety Award 2017 for exceptional accomplishments in food handling. HUL arose as the Aon Best Employer of 2018. HUL won an honor for greatness in Energy Conservation and Management from the Maharashtra Energy Development Agency (MEDA) Confederation of Indian Industry Green Tech. During

the FY2019 the organization spent on Capital Expenditure adding up to Rs 728 crore (Rs 853 crore in the past year). During the facial 2019, the organization went into a concurrence with Vijaykant Dairy and Food Products Limited (VDFPL) and its gathering organizations gaining its Ice cream and frozen pastries business comprising of its lead image Aditya Milk' and front-end circulation network across geographies. In the FY2019 the Board of Directors endorsed a Scheme of Amalgamation between the Company and GlaxoSmithKline Consumer Healthcare Limited (GSK CH India) to procure the matter of GSK CH India subject to getting essential endorsements from legal specialists and investors. The proposed exchange is an all-value consolidation under which the Scheme becomes powerful 4.39 portions of the Company will be distributed for each portion of GSK CH India. The securing is by your Company's methodology to assemble a reasonable and productive Foods and Refreshment business in India by utilizing the super pattern of wellbeing and health. GSK CH India is the market chief in the Health Food Drinks (HFD) classification with notable brands, for example, Horlicks and Boost, and an item portfolio upheld by solid dietary claims. The Competition Commission of India has vide its structure dated 18 February 2019 agreed to its endorsement for the mixture of GSK CH India with the Company. The Company has gotten No Objection Letters dated 15 February 2019 from BSE Limited and National Stock Exchange of India Limited for the proposed Scheme of Amalgamation. The Company had documented the Scheme with the National Company Law Tribunal (NCLT) for its assent and the equivalent is forthcoming. The Mumbai Bench of National Company Law Tribunal vide its structure dated 02 May 2019 has guided the Company to gather a meeting of Equity Shareholders and Unsecured banks on 29 June 2019.HUL was decreed the Most Innovative Company in India in Forbes' rundown of The World's Most Innovative Companies 2018. In the year 2019 Brooke Bond Red Label won the Brand Campaign of the Year' at the CNBC-TV18 India Business Leader Awards. HUL was perceived as the champ in the FMCG area at the Dun and Bradstreet Corporate Awards 2018. The organization won this honor for the fifth sequential year. HUL's Rajpura production line was perceived with a Gold honor at the Greentech Environment Awards 2018 in the FMCG area for remarkable accomplishments in Environment Management. During the FY2020 the organization spent on Capital Expenditure adding up to Rs 765 crores (Rs 728 crores in the past year).In 2020 the organization finished the consolidation of GSK CH on 01 April 2020. The consolidation is in the abypany's systemthe to assemble an economical and beneficial Foods and Refreshment (F&R) business in India by utilizing the megatrend of wellbeing and health. GSK CH is the undisputed forerunner in the Health Food Drinks class with notable brands, for example,

Horlicks and Boost, and an item portfolio upheld by solid wholesome claims. In understanding with the Scheme the Company has given and dispensed 184623812 Equity Shares of Re 1/ - each to the qualified investors of the now amalgamated GSK CH who were holding portions of GSK CH as on the Record Date for example 17 April 2020 in the proportion of 4.39 portions of the Company for each one offer held in GSK CH. During the year, 2020 the Company went into a concurrence with Glenmark Pharmaceuticals Limited to secure its cozy cleanliness brand Wash. The arrangement included obtaining protected innovation freedoms including a brand name plan and skills connected with the Wash brand. The proposed obtainable with the Company's essential expectation to enter quickly developing fragments representing things to come in the top-notch Beauty top-nocturnal Care Category. HUL got the Bombay Chamber of Commerce Corporate Citizen Award 2019. The organization additionally got the Corporate Trailblazer grant at India Today's Safaigiri Awards 2019 for making mindfulness and foundation in wellbeing and disinfection. The organization bested the Food Perishable

## WATER ISSUES IN INDIA

In 2020, roughly two billion people in the world lack access to safe water piped water (which nearly 3 billion people lacked). 'Blue is the new Green' was an apt global mantra as the Commission on Sustainable Development had estimated that it would require an investment of roughly USD 25 billion a year over the next 25 years to provide access to improved water and sanitation service for all Providing piped potable water to all would escalate that investment several-folds. The current global spending on the water for all would escalate that investment severalfold. The current global spending on the water was only a fraction of that requirement. This provided significant opportunities for innovative business solutions for water, especially in emerging economies where close to 42% of the population of the region lacked access to safe water, resulting in water-borne diseases pressurizing already fragile health care system.

India's water supply was highly dependent on the monsoon. Due to increased demand, developmental pressures, and socio-economic activities, unsustainable water consumption has led to severe water shortages for agriculture, industrial and domestic use. According to UNICEF, in 2006, access to drinking water sources in India had improved to 89% (96% urban and 86% rural), and access to sanitation facilities had improved to 28% ( 52% urban and 18% rural). Yet no Indian city had a 24-hour domestic water supply. For example in the capital, New

Delhi, the city poorly maintained pipes and equipment routinely resulted in 40% of the water being wasted en route to consumers. Water was rational by supplying limited quantities for a few hours a day. As the economy boomed and real estate projects mushroomed, properly developers drilled deeper and deeper bore wells, depleting the groundwater tables.

Apart from quantity, water quality was also an issue. A 2002 world health organization study found that 782000 deaths or 7.5% of all deaths in India that year, were caused by diseases related to unclean water. Indeed, only 60 % of drinking water resources in India (ground and surface water) were usable; the rest were contaminated by an excessive level of salinity, fluoride, and arsenic in rivers. Even in the places where municipal tap water was available, eradicating supply and unreliable quality led to reliance on vendors with tanker trucks for supplying drinking water. The water was often contaminated and it was common practice to boil the water, especially at the times of seasonal epidemics, such as during the monsoons. The Jain tested the water in a rural area and found a huge level of germ contamination. Indeed, the poorer quality. In the urban areas, middle-income consumers seldom trusted the quality of their municipal water and the media frequency reported cases of large-scale contamination. Around 70% of wastewater goes untreated and every day, more than 40 million liters of wastewater stream straightforwardly into India's lakes, waterways, and sea. In the end, defiled water additionally enters the groundwater. Along these lines, appropriate waste administration and sewage contamination can't happen, disturbing the water system framework. The harvests can't develop on account of the irresistible microorganisms and sickness in the water. Due to the unfortunate framework and nonattendance of sewage control, 38 million Indians experience the ill effects of waterborne illnesses like typhoid, cholera, and hepatitis consistently. Over the past ten years, the recurrence of these ailments stayed at a similar level.

Around the world, waterborne infections cause a bigger number of passings than AIDS, tuberculosis, and measles consolidated in kids under 5-years of age. Water contamination in India hurts individuals' well-being and food security, however, it additionally adds to the lessening of India's GDP and monetary stagnation. Not in the least does GDP development diminish by 33% when the contamination in the country's waterbodies surpasses a specific cutoff, however rural incomes lower by 9% in the areas that are near modern domains. The debasement of the climate, remembering water contamination for India, prompts a deficiency of $80 billion every year. In the interim, gauges establish that the well-being expenses to treat waterborne infections are nearly $9 billion every year.

**INDIA'S ACTION STEPS TO ERADICATE WATER POLLUTION**

India is making a few moves to rebalance the nature of its water source, from flocculation and reuse of modern water to the commitments that neighborhood Indian new companies are making. In Chennai, a city in Eastern India, modern water reuse rose from 36,000 to 80,000 cubic meters in 3 years, from 2016 to 2019. VA Tech Wabag, a water organization quartered in Chennai, likewise assembled various water reuse establishes all over India. Starting around 2020, VA Tech Wabag contributed colossally to the development of more than 18 million cubic meters of clean water each day, which has decidedly affected just about 100 million individuals worldwide.

VA Tech Wabag likewise explicitly centered around introducing a water treatment plan in Panjrapur, Maharashtra, through executing a blend of strategies like flocculation, skimming, and filtration. To decrease the turbidity and colloids in the water, which can cause E. Coli, looseness of the bowels, cholera, and salmonella, VA Tech Wabag utilizes flocculants to clean the water. VA Tech Wabag's venture in Maharashtra has an enormous limit of 455,000 cubic meters of water each day. Therefore, it will empower more than 112 million individuals to approach clean water.

In Gujarat, a condition of more than 70 million residents, the public authority sent off its Reuse of Treated Waste Water Policy, which expects to diminish the utilization of the Narmada River. It will introduce 161 sewage treatment establishes the whole way across Gujarat for modern and developing areas to utilize the treated water. Assessments offer that in 2015, the Indian government introduced just about 16,000 converse assimilation frameworks in Karnataka and 281 sunlight-based electrolytic defluoridation plants in Madhya Pradesh.

**NEED FOR PUREED**

As per information, in 2010, around two billion individuals on the planet needed admittance to safe water. In India, just 60% of drinking water assets (ground and surface water) were usable; the rest were defiled by exorbitant degrees of saltiness, fluoride, arsenic, iron, nitrate, sewage, industry effluents what's more, and agrochemicals. Then again, the typical necessity for an individual is 3 liters of drinking water each day. The ignorance and absence of training was the vitally key component for a large number of

passings due to drinking risky water. This multitude of elements prompted the advancement of Pureit as there was a colossal market in front of them.

## The variables that represented the progress of the item are as per the following:

1. There had investigated the requirements of people in general and fostered different items for every pay class.

2. They had no contenders at the hour of send-off.

3. They presented the non-electric water purifier, which gets available for those areas where power cut is incessant.

4. They sent off the items for clients of all spaces with items like Classic and Marvella.

5. HUL was quick to send off the item with cutting-edge innovations like RO and UV that safeguarded water from infections, microbes, and parasites.

## The investigation of consumer conduct incorporates:

1. The direct-to-home exhibit helps in showing the pragmatic contrast between bubbled

water, regular water, and the water of HUL Pureit. This aids in expanding mindfulness among individuals.

 2. It will help in impacting others likewise as the general public is impacted by their almost ones. They likewise came to be familiar with the advantages of pure.

3. Promotion, crusades, and roadshows help to grasp the way of behaving of individuals and capable to get the criticism of the current clients as well.

4. HUL has taken on procedures like go-to-advertise methodology, direct-to-home show, specialist's association program, retail channel, and organization channel.

## SELLING STRATEGY ADOPTED

Because of the low interest and since the product benefits need to be demonstrated to the customer, conventional distribution was not viable. Hence Hindustan Unilever limited chose the less traveled direct selling route.

The Hindustan Unilever's salesman in the water division is called PWE. I have three streams for the selling of products I.e. cold calls (door-to-door selling), outreach (kiosk), and clinic (hospital). It is a tough job for this salesman who has to go through the 'cold calls' to get a sale at one point in time, because of the aggressive nature of these salespersons, people became scared even to listen to these salespersons. Now this aggression has mellowed down to a more professional sales approach.

## PRODUCT SEGMENTATION

Hindustan Unilever sells different water purifiers based on classifying their utility and price affordability. The water purifiers are classified as follows:

1) Pure or compact – RS 1000/-
2) Pure it copper – Rs 22,990/-
3) Pure it advance plus – Rs 9000/-
4) Pure it Marvella – Rs 17,779/-
5) Pure it max water saver mineral – RS 13,999/-

Pureit had a total of four variants, which are for every section of society. These four products are as follows:

1. Classic- The water purifier for only $44 is mainly for the lower section and it has a capacity of 23 Liters. But the biggest disadvantage is its manual filling of water in the device.

2. Auto Fill- The problem of manual filling is removed in this device and it can be connected to the running water source. The capacity of this device is also 23 liters but it cost around $70.

3. Compact- It is the cheapest water purifier and is available for only $22.It has the capacity of 15 liters only.

4. Marvella- India's first fully automatic product with sleek and aesthetic design targeting the higher segment audience and priced at 150$. This product was a revolution as it worked without electricity, was fully automatic, and had many other extraordinary

features. It has been a great strategy for Pureit as it has checked almost all the boxes, it has products for the lower segments, middle class, and higher-class segments of the society. It has the most basic product as well as the most aesthetic and advanced product. As HUL is already taken care of public of India. So, they also they had launched a water purifier for each section of the society.

## COMPETITIVE ADVANTAGE OF PUREIT

The section at first didn't have a lot of contests with a couple of players like EFL, Ion Exchange, Philips and so forth working with the UV and RO frameworks. Notwithstanding, when the item Classic was sent off by HUL at $44, the Tata Group wanted to send off a $22 item for water refinement. From there on, HUL likewise sent off the Compact item at 22$ and was sent off before Tata's item send-off. Key contenders like Philips, Eureka, and Whirlpool were centered exclusively around the top section of the general public, anyway, Pureit zeroed in on every one of the portions, consequently giving them an edge. There were solid homegrown players like Godrej that entered the market too. Procter and Gamble had major areas of strength in its presence, what's more, had one of the most outstanding innovatively progressed items.

## Marketing Mix

| **PRODUCT** | **PRICE** |
|---|---|
| A) Easily available nationwide. <br><br> B) Easy to handle. <br><br> C) Multiple products launched for each product type | a) Product price range divided into four segments to target a different audience. <br> b) Low cost of maintenance and consumables. <br> c) Best priced offered when compared to |
| **PROMOTION** | **PLACE** |
| a) Active subscription immediately. <br> b) Right-timeline installation of the product. <br> c) Properly repair services against paid AMC's <br> d) Service during the contact period. | A) Urban educated India that cares for their family. <br> B) Areas prone to disease <br> C) Strategically chosen location for catching the eye of potential consumers <br> D) Various stalls near market places. |

## COMPANY PROFILE

Hindustan Unilever Limited (HUL) is India's largest fast-moving consumer goods company, with leadership in Home and personal care products and foods and beverages. HUL'S brands, spread across 20 distinct consumer categories, touch the lives of two out of these Indians. They endow the company with a scale of combined volumes of about 4 million tonnes and sales of nearly Rs 13,718 crores. The mission that inspires HUL's over 15000 employees is to 'add vitality to life. With 35 power brands, HUL shares with its parent company, Unilever, which holds 51.55% of the equity. The rest of the shareholding is distributed among 360,675 individual shareholders and financial institutions. A fortune 500 transnational, Unilever sells Foods and Home and Personal Care brands in about 100 countries worldwide.

HUL is also one of the country's largest exporters; it has been recognized as the Golden Super Star Trading House by the government of India. Over time, HUL has developed into a viable and competitive base for Unilever worldwide in the home and personal care and food and beverage category of products. HUL is also a global marketing arm for select licensed Unilever brands and also works on building categories with core country advantages such as branded basmati rice.

HUL believes that an organization worth is also in the service it renders to the community. HUL is focusing on health and hygiene education, women empowerment, and water management. It also involved in education and rehabilitation of special or underprivileged children, care for the destitute, and HIV- positive and rural development. HUL has also responded in case of national calamities or adversities and contributes through various welfare measures, most recent being the village built by HUL in earthquake-affected Gujarat, and relief and rehabilitation after Tsunami caused a deviation in south India. In 2001, the company embarked on an ambitious program, Shakti through shakti, HUL is creating micro-enterprise opportunities for rural women, thereby improving their livelihood and the standard of living in rural communities. Shakti also includes health and hygiene education through the Sakti Vani

program and creating access to relevant information through the shakti community portal. The program now covers 15 states in India and has covered 45000 women entrepreneurs in its fold, reaching out to 100000 plus villages and directly reaching 150 million rural consumers. By the end of 2010, shakti aimed to have 100000 shakti entrepreneurs covering 500000 villages touching the lives of over 600 million people.

HUL is also running a rural health program- Lifebuoy Swasthay Chetana. The program endeavors to induce the adoption of hygienic practice among rural Indians and aim to bring down the incidence of diarrhea. It has already touched 84.6 billion people in approximately 43890 villages in 8 states. The vision is to make billion Indians feel safe and secure.

## ACTION TAKEN BY HUL TO SECURE WATER FOR ALL

Three responsibilities to safeguard and save water-

In June 2020, as a component of our Climate and Nature objectives, we set out ways of getting from a methodology zeroed in on further developing water proficiency across our worth chain to one that attempts to further develop water security for everybody.

HUL genuinely committed three responsibilities:

- To make our item definitions biodegradable by 2030.
- To execute water stewardship programs around 100 Unilever producing destinations in water-focused areas.
- To join the 2030 Water Resources Group (2030 WRG) to add to groundbreaking change and fabricate water the board flexibility in key water-focused markets.

These come on top of our proceeded obligation to create water-savvy items and drive water productivity and the almost half we've saved over the most recent 10 years across our assembling destinations.

Organizations are vital to our commitment to water assets on the board. Here are only six of the moves we are making to make cultural and business esteem on the excursion to a water-secure future for all.

## 1. Through item definitions

We're planning to make our item fixings and definitions biodegradable by 2030 - this implies that the fixings in our items are fit for being separated normally in the climate.

Today, over 90% of the fixings in our Home Care and Beauty and Personal Care portfolio are biodegradable. We're utilizing science and innovation to constantly preliminary and survey new details across the scope of our items.

One model in our Home Care division is our association with specialty synthetic substances organization Clariant to foster more nature-based fixings in clothing fluids like Omo. Clariant has assisted us with creating 'soil discharge' polymers, which are more biodegradable and inexhaustible than past fixings while as yet giving extraordinary cleaning.

Item definitions are additionally being developed that attempt to assist customers with utilizing less water and accomplish similar outcomes. For instance, on the rear of exploration that viewed that as 95% of conditioner winds up washed down the channel, Unilever's Beauty and Personal Care division made a brand called 'the great stuff, which offers a leave-in conditioner made to sustain hair without burdening it. Look out for all the more new item advancements not far off.

## 2. Through nature-based arrangements

Our Knorr image and WWF are dealing with a three-year program for water source assurance in Northern Drakensberg, South Africa. It expects to further develop biodiversity and ecological administrations across 200 hectares. As well as supporting up to 250 million liters of water delivered through the supplanting of obtrusive species with local ones, it's making position in the area. This locale frames an indispensable piece of the Integrated Vaal River System, which supplies the greater part of the water in the Gauteng region in South Africa, and the program plays a key part in incorporating dry season safe harvests into Knorr's production network.

## 3. Through new plans of action

Hindustan Unilever Limited and HSBC Bank have as of late banded together to open a fifth Suvidha people group cleanliness focus in Mumbai. These focuses offer reasonable drinking water, clean flushing latrine offices for ladies, men, and youngsters, available latrines for individuals with handicaps, offices for ladylike cleanliness needs, and best-in-class clothing administrations for metropolitan low-pay families.

Another association opening up secure and reasonable admittance to water is TRANSFORM, a joint drive between Unilever, the UK's Foreign, Commonwealth, and Development Office (FCDO), and EY. Change expects to speed up influence undertakings - social ventures that make positive social change - by mixing financing and support to convey market-based answers for the world's greatest improvement challenges in sub-Saharan Africa and South Asia. One social undertaking upheld is Drinkingink well.

Drink well accomplices with utilities and gives filtration innovation and ATM-empowered administrations that help pay more only as costs arise water to low-pay metropolitan families in Bangladesh that are not at present provided by funneled network frameworks. Managing the Pureit brand, Unilever has been supporting Drinkwell to scale.

A Suvidha people group cleanliness focus in Mumbai

Suvidha focuses offer reasonable drinking water and clean flushing latrines to Mumbai's metropolitan low-pay families

## 4. Through stewardship programs

In September 2020 we began our most memorable rush of Water Stewardship exercises in 12 of our assembling destinations across four water-focused areas in Turkey, Brazil, South Africa, and Indonesia.

"Through development, association, and stewardship, we can switch the account up water from one that is exclusively centered around hazard to one that is centered around flexibility. From one where water is a danger to one that is considering water an open door," makes sense of Rochi Khemka, Global Partnership Co-ordinator with the 2030 Water Resources Group.


In Konya, Turkey, for instance, a large part of the water utilized by our frozen yogurt processing plant comes from groundwater - a common spring utilized by other industries and farming associations. The unregulated water system in the district is bringing about declining ground levels. Today, the plant is executing water reusing and reuse rehearses. Also, this year the site has been applying the Alliance for Water Stewardship standard, expanding water security commitment with different partners in the locale.

## 5. Through finance

In Belgium, one of our Knorr providers is reusing a yearly 155,000 cubic meters of vegetable wastewater from their production line to flood their ranchers' field crops. With subsidizing from the European Union, the neighborhood territory of West-Vlaanderen, Ardo, and the Knorr Partnership Fund (KPF), a co-employable of nearby ranchers constructed a €3.3 million supply and channeling framework which furnishes 50 vegetable cultivators with admittance to reused vegetable wastewater for crop water system. It's currently being increased to give more ranchers access so they can utilize water system water all the more proficiently.

## 6. Through advanced

Managing the 2030 Water Resources Group Bangladesh Water Multi-Stakeholder Partnership, Unilever's Pureit image has sent off an extended youth challenge to track down answers for driving better water use through mindfulness, benchmarking, and conducting change. The point is to help the Dhaka Water and Sewerage Authority with further developed foundation ventures. Applications close on 31 March 2021.

In the interim, in India, where the act of flooding rice fields is a significant reason for Punjab's declining water table, the Hindustan Unilever Foundation and an accomplice NGO are working with rice paddy ranchers utilizing advanced answers to assist country networks with handling water frailty.

Tweaked soil dampness sensors are set in rancher fields, and every sensor estimates dampness levels and sends information progressively to servers in the cloud. At the point when dampness levels drop in the dirt, the rancher gets an instant message to water his fields. When soil dampness arrives at the right level, they receive one more message to stop the siphon. This itemized and exact guidance permits the ranchers to allow the fields to evaporate and flood, on the other hand, saving half of water, power, and manure.
To solidify its situation in the water purifier market, purchaser durables significant Hindustan Unilever (HUL) has sent off Pureit Advanced. The manual-fill water purifier is designated at the mass portion and has been estimated at Rs 2,800.

HUL, which entered the water purifier fragment in 2008 with Pureit, has up until this point sent off seven models including the most recent Advanced, at various costs in the Rs 900-13,000 territory, with a mean to earn a significant portion of the overall industry in each segment of the purchaser pyramid.

"Pureit Advanced is a distinct advantage that will change the impression of manual-fill water purifiers. Its highlights and advantages will in a flash allure for buyers who need to be doubly certain that their drinking water is protected, and goes above and beyond as a stylishly engaging gadget that they can gladly show in the kitchen," said, Mr. Vikram Surendran, HUL's General Manager (Water).

That's what the organization asserts "Pureit Advanced" is the main purifier in India that filters water two times and comes stacked with client benefit elements to guarantee "as protected as bubbled" water. The interaction guarantees that you get clear, scentless, and regular tasting water which goes through a miniature charged layer to guarantee "twofold assurance."

Of late, the organization has been attempting to reinforce its water business portfolio through development in items and bundling even as the opposition in the Rs 3500-crore water purifier section is hotting up with players like Tata, Godrej, LG, and Bajaj.

The cleansers to-water-purifier producer is additionally test advertising minimal expense chlorine-based Pureit Sachets in Bhopal as a piece of Unilever's worldwide drive to give safe drinking water across the world. The item can be a unique advantage at the lower part of the pyramid, as indicated by industry specialists.

"It is the organization's methodology to lead its item portfolio in different price tags. Moreover, development and redesign have forever been HUL's center skills. The water business is doing perfectly for them," said Mr. Anand Mour of Ambit Capital.

Purchaser items need to keep the energy in dispatches and yet again dispatches as it makes things invigorating for individuals, say industry examiners. Thus, it is a methodology for firms like HUL to zero in on development from time to time.

As indicated by statistical surveying firm Edelweiss, HUL is a stride in front of rivals in the water purifier portion. With the assessed Rs 12,877-crore filtered water market in India developing at 19%, HUL is very much put partake in expectation for water purifiers.

## Home care brands

HUL has a diverse portfolio of brands offering home care solutions for millions of consumers across India.

## Personal care brand

The company's core brands, including Axe, Dove, Lux, Ponds, Rexona, and Sunsilk, are recognized and loved by consumers across India. They help customers to look good and feel good and in turn get more out of life.

## Food brands

HUL is one of India's leading food companies. Our passion for understanding what people want and need from their food- and what they love about it- makes our brands a popular choice.

## Water purifier

Pure is the world's most advanced in-home water purifier. Pure it, a breakthrough offering of Hindustan Unilever (HUL), provides complete protection from all water-borne diseases, unmatched convenience, and affordability.

The most advanced in-home water purifier in the world. Pureit, a breakthrough offering of Hindustan Unilever, comes with unique benefits-complete protection from all water-borne diseases, great convenience, and unmatched affordability. Pure its unique Germ kill processor technology removes all harmful viruses and bacteria parasites and pesticides impurities, giving people water that's as safe as boiled water. It assures your family of 100% protection from all water-bones diseases like jaundice, diarrhea, typhoid, and cholera. What's more, it doesn't need gas, electricity, or a continuous tap water supply. People will be further reassured to know that pure it meets stringent international criteria of the environment protection agency, the USA for harmful virus and bacteria removal.

## Four purifier stages of pure it

Pure it purifies your drinking water in four stages, beginning with the removal of visible dirt, followed by the removal of harmful parasites and pesticide impurities. Then, the harmful viruses and bacteria are removed, and finally, the water is rendered clear, odor, and great tasting by removing remaining impurities.

## Water purifiers offered by HUL

Following are the list of purifier offered by HUL-
1. Copper Eco As

2. Ultima Eco As

3. Marvella Eco As

4. Classic Nxt G2 RO+MF

5. Pureit Classic Nxt RO+UV

# Literature review

## Hindustan Unilever's 'Pureit' Water Purifier

Abstract: Hindustan Unilever (HUL) glanced at the two new models of Pureit water purifiers on his desk: one, the sleek new Marvella, to be launched at USD 150 later that month; the other, a basic model, Compact, priced at USD 22, that represented HUL's decade-long endeavor to bring clean drinking water to the masses. With the launch of Pureit Marvella, HUL would now straddle the entire spectrum - from the low to the top end of the market with its Pureit range.

This research is carried out to understand the new products introduced by the Hindustan Unilever. This research paper majorly focuses on the new product that Unilever is going to introduce in the market after their successful launch of the Classic water purifier in 2008. After that, the company is focussing to introduce 2 new purifiers with advanced technology and at affordable rates to millions of Indians. This innovation will fulfill the need for clean drinking water for millions of Indians.

As per the report of 2002, a World Health Organization study found that 782,000 deaths, or 7.5% of all deaths in India that year, were caused by diseases related to unclean water. Indeed, only 60% of drinking water resources in India (ground and surface water) were usable; the rest were contaminated by excessive levels of salinity, fluoride, arsenic, iron, nitrate, sewage, and industry effluents and agrochemicals.

As part of a major new venture thrust, HUL undertook a half-a-dozen new opportunities outside its traditional products and markets. Project Shakti, a microcredit-based entrepreneurial network for underprivileged rural women enabled HUL to extend its rural marketing reach beyond its traditional retail distribution network while also empowering rural women with a source of income.

HUL faced several challenges in gaining product acceptance. When they first entered the market, boiling was the preferred method of water purification. HUL promoted Pureit strongly as a Hindustan Unilever product.

Pureit had been a high-risk financial project for HUL. It had had a long gestation and had incurred large upfront costs. The hope was to generate income once a significant installed base of consumers had been established. Jain had headed the team from its inception in 2000 and had run it like venture capital. Pureit had been a high-risk financial project for HUL. It had had a long gestation and had incurred large upfront costs. The hope was to generate income once a significant installed base of consumers had been established. Jain had headed the team from its inception in 2000 and had run it like venture capital.

This research article has given me an idea of how Hindustan Unilever captured the opportunity to meet the basic need for clean drinking water by introducing the various range of Purifiers for different classes of people in India. This research has given me an idea about the need for clean drinking water as well as the consequences that humans face due to the unavailability of clean drinking water.

## OBJECTIVES

1) To find out the people's perception regarding the impure drinking water and actions taken by them to overcome that issue.

2) To find out whether people were aware of the Pure it and understand their perspective on the use of pure it in their daily life to overcome the issue of impure drinking water.

3) To find out what people think about Pureit.

4) To find out what respondents expect from Pureit and how much they are ready to pay for clean drinking water.

5) To understand consumer buying behavior and also understand if they consider it a luxury product or basic necessity for living.

6) To come out with conclusions and suggestions based on the analysis and the interpretation of data.

# RESEARCH DESIGN

## TITLE: -

Marketing mix and customer satisfaction of 'Pure it'

**STATEMENT OF PROBLEM: -**

A) How tough it is to adopt advanced technology to get rid of impure drinking water?

B) What are the problems faced by the customers to adopt this concept of pure drinking water?

**LITERATURE REVIEW**

The research article has given me an idea of how Hindustan Unilever captured the opportunity to meet the basic need for clean drinking water by introducing the various range of Purifiers for different classes of people in India. This research has given me an idea about the need for clean drinking water as well as the consequences that humans face due to the unavailability of clean drinking water.

**SOURCE OF INFORMATION**

**Primary Data-**

I will be using authentic data provided on the company's website.

**Secondary Data-**

The study purely relies on the secondary data collected from new articles and research papers.

**OBJECTIVES OF THE STUDY-**

    a. To find out whether people were aware of the Pure it and understand their perspective on the use of pure it in their daily life to overcome the issue of impure drinking water.

    b. To find out what people think about Pureit.

    c. To find out what respondents expect from Pureit and how much they are ready to pay for clean drinking water.

    d. To understand consumer buying behavior and also understand if they consider it as a luxury product or basic necessity for living.

e.  To come out with conclusions and suggestions based on the analysis and the interpretation of data.

## NATURE OF DESIGN

Market study and descriptive research on consumer behavior.

## SOCIO-CULTURAL RELEVANCE OF THE STUDY

Cultural difference plays a major role while analyzing consumer behavior. It has been the same for this study too as we observed a slight difference between people's perception of clean drinking water in Nashik and Pune. People in Nashik were less aware of clean drinking water when compared with people of Pune. The variation in response also existed due to the presence of the Holy River 'Godavari' as they consider that Holy River Godavari has no impurity and they can consume direct drinking water.

## GEOGRAPHICAL AREA TO BE COVERED

The research study was conducted in a few parts of Nashik and Pune. It helped me analyze different strategies which are used in these geographical locations to spread the awareness of clean drinking water as well as the use of Pureit t access clean drinking water if in case unavailability of pure water in the respective area.

## TIME DIVERSION

A detailed study will be performed on how much people are aware of clean drinking water and if they are using any Purifying machine to Purify the water. We have analyzed the contribution of HUL to society by introducing a various range of purifying machines which was launched under the name of Pureit. The time required to complete this study was between April 2022 to May 2022.

## SAMPLING

Survey Sampling

## SAMPLING FRAME

Pie Chart
Bar Graph

## SAMPLING TOOL

Questionnaire method

**LIMITATION**

- Only the questionnaire method was used as a primary tool to get the opinions of the people.

- My study is confined to 30 respondents which created a hindrance in concluding the use of Pureit as their necessity.

- Research is done only in Pune. Geographical locations covered for the research are limited to Pune due to which sample size and variations in the opinions received were very specific.

- Researcher's inexperience in the usage of the products has constrained the scope of the study.

**BIBLIOGRAPHY**

https://www.pureitwater.com

www.hul.co.inh

https://m.pureitwater.com/SL/downloads/Pureit_HBR_case_study_2011.pdf

## Questionnaire

As I am surveying Hindustan Unilever Ltd brand. I would like you to spare a few minutes and share your review on the pure water purifier. Your honest opinion, comments, and suggestion are extremely important for completing my survey.

1) Name -
2) Contact no. –
3) Gender – a) Male    b) Female
4) Email id (optional) –
5) Occupation –

6)How do you come to know about 'HUL pure it'

    a) Friends/ family members
    b) TV advertisement
    c) New paper and Magazines
    d) Cold calls

7) How do you rate 'Pure it'?

    a) Excellent   b) Good   c) Satisfactory   d) Poor

8) Are you satisfied with the colors available.

    a) YES    b) NO

9) Are you satisfied with changing the procedure of 'Pure it, Battery'

    a) Satisfied   b) Neither satisfied nor Dissatisfied   c) Dissatisfied

10) Will you recommend 'Pure It' to others

    a) Always   b) Often   c) Rarely   d) Never

11) Are stores conveniently located?

    a) YES       b) NO

12) For how many years are you using the product?

    a) 0-1year   b)2-3 years   c)4-more years

13)Overall what would be the most important factor in choosing 'Pure It"

    a) Price   b) Features    c) Brand   d) All


14) What is the status of your product

    a) In Warranty     b) out of warranty


15) Any suggestion concerning the product and services from your point of view to the company's improvement

_____

_____


                                              Date

                                     /  / 2022

Thank you for your prestigious time.

# DATA ANALYSIS AND INTERPRETATION

## 1. Gender

GENDER
30 responses
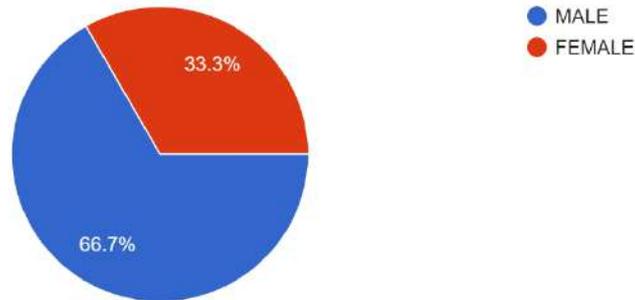


● MALE
● FEMALE

## Interpretation-

The total no. of respondents included in the research is 30. The percentage of female respondents was found to be 33.3% and 66.7% of the respondents were males.

## 2. Occupation

OCCUPATION
30 responses
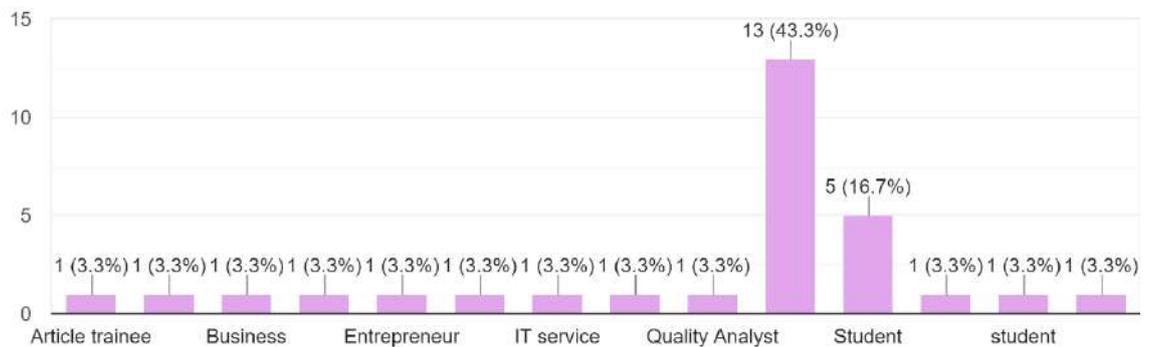
**<u>Interpretation-</u>**

The major portion of the response was received from students. Apart from students, people from different professional backgrounds such as IT, Business, and Entrepreneur. Out of 30 responses received, 63.34% were students,

3. How do you come to know about 'HUL Pureit'

HOW DO YOU COME TO KNOW ABOUT 'HUL PURE IT '
30 responses



- FRIENDS / FAMILY MEMBERS
- TV ADVERTISEMENT
- NEWS PAPER/ MAGAZINE
- COLD CALLS
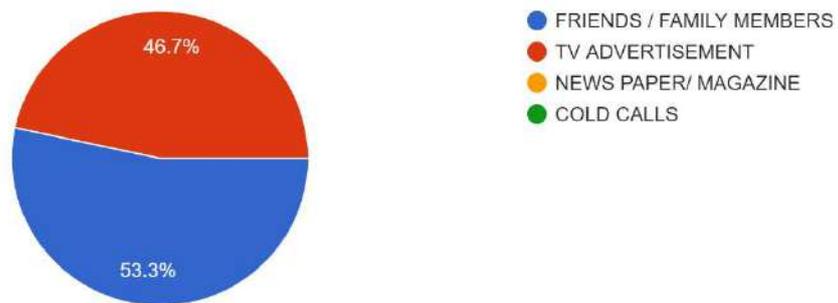
**<u>Interpretation-</u>**

The majority of the respondent came to know about Pureit through their friends and family. The percentage for the same is 53.3%. and the other half know about pure it through various TV advertisements. The respondent for tv advertisements is 46.7%. as we can see that people for basic needs were influenced by either people or the various tv advertisement.

4. Are you satisfied with the colors available.



ARE YOU SATISFIED WITH THE COLORS AVAILABLE
30 responses

- YES
- NO

13.3%
86.7%
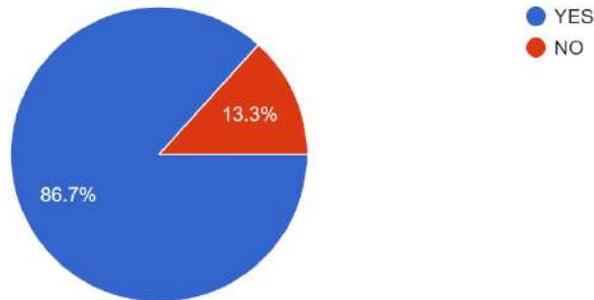
## Interpretation-

The colors offered by the pure it has a satisfactory attraction for most of the respondents. As 86.7% of the people have responded as Yes and are satisfied with the various colors available in pure it while only 13.3% of respondents are not satisfied with the colors available as many of the competitors are offering attractive colors in the purifier.

5. Are you satisfied with the changing the procedure of the 'Pureit battery'



ARE YOU SATISFIED WITH THE CHANGING THE PROCEDURE OF 'PURE IT,BATTERY'
30 responses

- SATISIFIED
- NEITHER SATISIFIED NOR DISSATISFIED
- DISSATISFIED

46.7%
53.3%
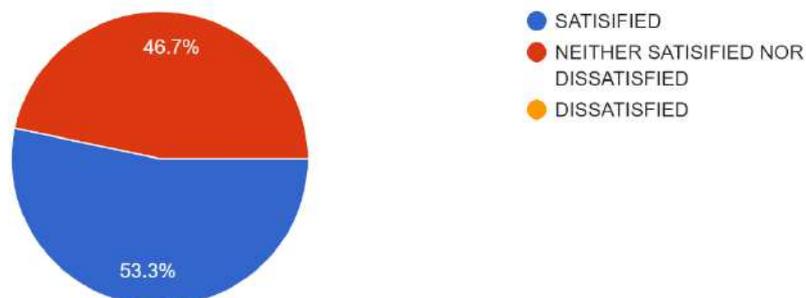
## Interpretation-

As we can see most of the respondents were satisfied with the changing procedure of the Pureit as 53.3% of the respondent were satisfied and other 46.7% of the respondent neither satisfied nor dissatisfied. As they were not affected by any change in the procedure. But through this survey, we also can predict that no respondents were dissatisfied with the changed procedure.

6. Will you recommend Pureit to others

WILL YOU RECOMMEND PURE IT TO OTHERS
30 responses
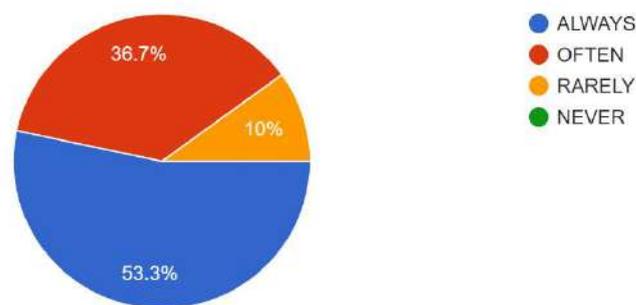


## Interpretation-

Of 30 respondents 53.3% of people are ready to recommend pure it to others as they are satisfied with the product and service which are offered by them, and 36.7% of people often recommend Pure it to others because of some dissatisfactory product. And 10% of people are rarely recommending this product as they are using other purifiers.

7. Are stores conveniently located?



ARE STORES CONVENIENTLY LOCATED ?
30 responses

● YES
● NO

13.3%

86.7%
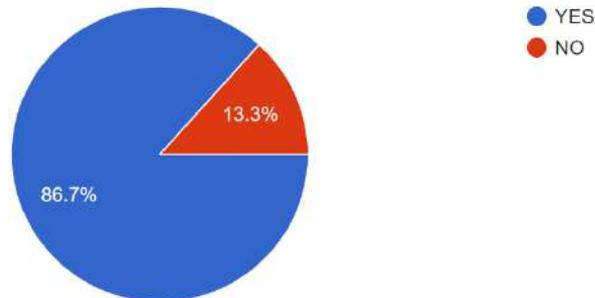
## Interpretation-

Pureit offered many services for the people and its stores are available in every market. 86.7% of respondents agreed with the location of the stores as they were convenient for them. Some people are living outside the city so the stores are not easily available for them as 13.3% of respondents were not happy with the location of the stores.

8. For how many years are you using the product



FOR HOW MANY YEARS ARE YOU USING THE PRODUCT
30 responses

● 0-1YEARS
● 2-3YEARS
● 4-MORE YEARS

33.3%

20%

46.7%
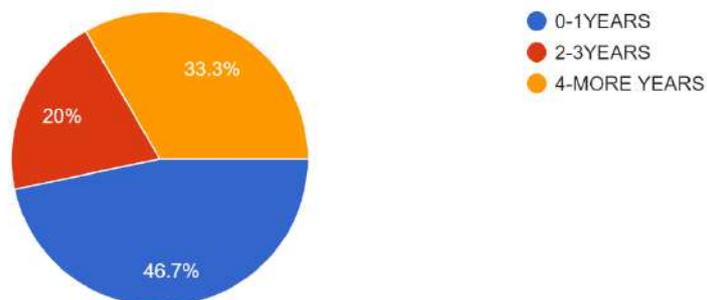
## Interpretation-

Out of 30 respondents, the majority of them are using the HUL Pureit for less than one year 46.7% the respondent. 20% percent of people who are using this product are using Pureit for 2-3 years. And other 33.3% of people are using the pure it for more than 4 years because they are satisfied with the product and services.

9.  Overall what would be the most important factor in choosing 'Pureit"



OVERALL WHAT WOULD BE THE MOST IMPORTANT FACTOR IN CHOOSING 'PURE IT'
30 responses

- PRICE
- FEATURES
- BRAND
- ALL
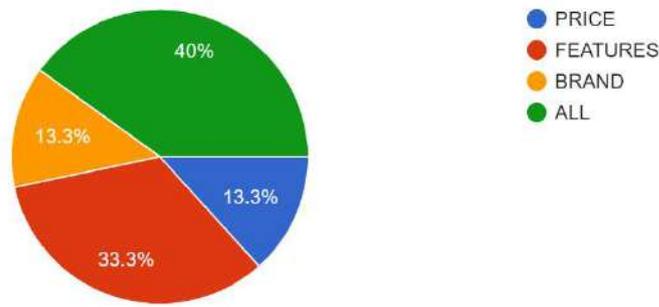
**Interpretation-**

HUL Pureit has a good impact on the respondent as 40% of the respondent think that all factors are important. 33.3% of people think that feature is the most important factor for choosing the Pureit. 13.3% of people think that price is the other important factor as pure it is available at a cheap rate and other13.3% of people are going for the brand image as it is also an important factor for them while buying the purifier.

10. What is the status of the product?

WHAT IS THE STATUS OF YOUR PRODUCT
30 responses



● IN WARRENTY
● OUT OF WARRENTY

33.3%

66.7%
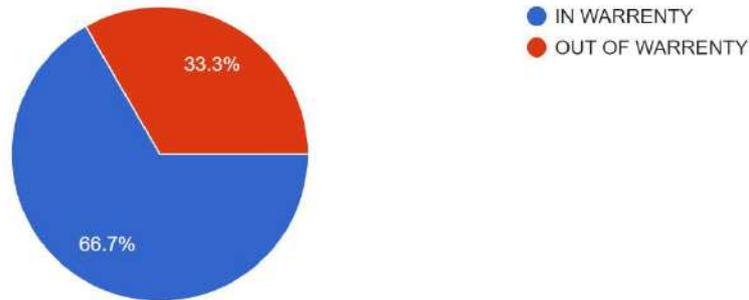
## **Interpretation-**

Many people are buying the product mostly in warranty. As if any defeat occurred in the product company offers a new product for the customer. As you can see 66.7% of respondents have the Pureit in warranty. And 33.3% of the people have an out-of-warranty product.

11.How do you rate 'Pureit'

HOW DO YOU RATE 'PURE IT'
30 responses



● EXCELLENT
● GOOD
● SATISFACTORY
● POOR

46.7%

13.3%

40%
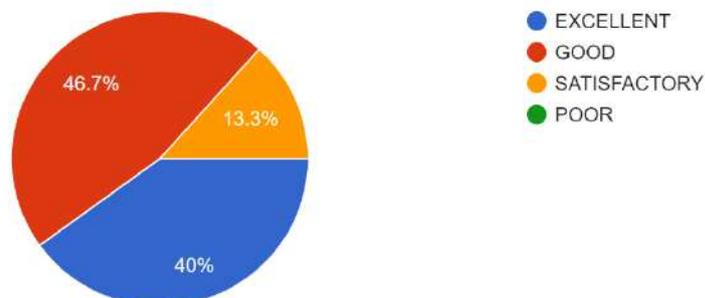
From the survey, we can interpret that majority of people rated the product as 'good' 46.7% of the respondent for the same. Other 40% of the people rate pure it as an excellent product as

they are satisfied with all their needs and only 13.3% of the respondent were saying the product is satisfactory as they are facing the problems due to unavailability of the convenient stores and services.

12. What are your suggestions for the product and services?

**<u>Interpretation-</u>**

Many people are saying none as they are satisfied with all the factors offered by HUL Pureit. Some suggested the service center near their locality. Some of them are wanting more facilities in the services. Some of them demand more innovation in the product. And other people who are living in the rural areas of the Nashik they are wanting to open more outlets in that area.

# **CONCLUSION**

This study aims to analyze and understand the product offered by the HUL. Using various tools and methods, we understood the importance and marketing strategies applied by the HUL to capture the market. We also understood through the research paper and various authentic articles conducted by the company itself regarding the steps taken by the HUL to help people in overcoming overcome the impure drinking water issues states of India. This research paper has helped me understand people's preferences and their expectations from the company regarding the price and quality and other post-sales services offered by the company.

Pureit had been a high-risk financial project for HUL. It had had a long gestation and had incurred large upfront costs. The hope was to generate income once a significant installed base of consumers had been established. Jain had headed the team from its inception in 2000, and so far had run it like venture capital. HUL built brand authority through its 'Protecting Lives' Program in which their Pureit Clinic Experts (PCEs) reached out to 10% of the doctors and other key opinion makers in urban India. This program was set up because HUL was virtually creating a new product category—and it was therefore important that awareness and conviction were also created among doctors regarding the efficacy of Pureit. This research has given us an idea regarding the critical issue that the community is facing of impure drinking water and also the health issues that are incurred due to the same. This research has also highlighted the issue of the water crisis currently the world is facing and also the steps were taken by the HUL to overcome or reduce the effect of this issue.

This research paper has also highlighted the various product the company is offering and also the future requirements that the company should adopt to meet the requirements of the public.

The information gathered through research and project sampling tool helped us conclude that most people are aware of the importance of clean drinking water and what they expect from the Pureit making companies. This research paper has helped me understand the importance of the marketing mix that plays a major role in any product capture market.

# LIMITATION OF THE STUDY

- Only the questionnaire method was used as a primary tool to get the opinions of the people.

- My study is confined to 30 respondents which created a hindrance in concluding the use of Pureit as their necessity.

- Research is done only in Pune. Geographical locations covered for the research are limited to Pune due to which sample size and variations in the opinions received were very specific.

- Researcher's inexperience in the usage of the products has constrained the scope of the study.

- Language barrier has also affected the study.

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Title Analysis and Interpretation of The Financial Statements of Emuire & Sunpharma Industries Ltd. using Ratio analysis as a tool.

Date :

Place - Pune

BVDandekar
**External Examiner**

Jaihans
**Internal Examiner**

**Principal**
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BV
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Title **Analyse & Interperlation of Financial statement of Larsen & Toubro Ltd with adani ports & SEZ Ltd using RatioAnalysis as Tool**

Date :
**12th May22**

Place - Pune

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Title ...THE  COMPARATIVE  AND  INTERPRETATION OF

THE FINANCIAL STATEMENTS OF UNITED BREWERIES

AND RADICO KHAITAN USING RATIO ANALYSIS AS
TOOL

Date :
13/05/2022

Place - Pune

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Title Comparative analysis of Financial Statements of Lupin Ltd and Aurobindo Pharma Ltd using Ratio Analysis as a Tool.

Date : 20|05|2022                                      Place - Pune

**External Examiner**   **Internal Examiner**   **Principal**   **P.G.D.B.F. Incharge**

Officiating Principal

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of P.G.D.B.F. Exam Seat No. 3 has satisfactorily completed the

project work.

Title A COMPARATIVE STUDY OF AIRTEL AND VI

USING RATIO ANALYSIS AS A TOOL

Date :                                                    Place - Pune

BVDandekar

**External Examiner**   **Internal Examiner**   **Principal**   **P.G.D.B.F. Incharge**

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..............................................................................

of P.G.D.B.F. Exam Seat No. .......1........ has satisfactorily completed the

project work.

Title CRITICAL COMPARATIVE RATIO ANALYSIS OF THE FINANCIAL

STATEMENTS OF AMBUJA CEMENTS & RAMCO CEMENTS.

Date : 20$^{th}$ MAY 2022                                Place - Pune

**External Examiner**       **Internal Examiner**       **Principal**       **P.G.D.B.F. Incharge**

Officiating Principal

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**(Autonomous)**

A PROJECT REPORT ON

**A STUDY AND ANALYSIS OF TATA MOTORS' CUSTOMER SATISFACTION WITH REFERENCE TO PASSENGER VEHICLES.**

PREPARED BY-

**GANDHALI JAGTAP**

**(15)**

UNDER THE GUIDANCE OF

**PROF. ADITI SAMIR**

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE POST GRADUATION DIPLOMA IN INTERNATIONAL BUSINESS  2021-2022

# DECLARATION

I hereby declare that this project is a genuine and authentic research work conducted by me.

The research project titled **A study and analysis of Tata Motors' customer satisfaction with reference to passenger vehicles**.

Has  not been submitted to any other university or for any other course earlier.

I have abided by the rules of the Savitribai Phule Pune University and will be bound by the decision taken by the examiner in this regard.

Date: 14 th May, 2022

**GANDHALI JAGTAP**
 PGDIB

# ACKNOWLEDGEMENT

I am deeply indebted to many people for the successful completion of this project.

I would like to take this opportunity and go record to thank them for their help and support.

I am thankful to the Brihan Maharashtra College of Commerce for all the support provided for this project.

I express my deep sense of gratitude and sincere feelings of obligations to my Principal ,Dr. C.N.Rawal and my project guide Prof. Aditi Samir who helped me in overcoming many difficulties and who imparted me the necessary conceptual knowledge.

She provided me proper and correct direction for completion of project work. Her continuous guidance during the course of this project helped me in channelizing my efforts, quite appropriately.

I am also thankfull to all the respondents.

**GANDHALI JAGTAP.**

# TABLE OF CONTENTS

# A STUDY AND ANALYSIS OF TATA MOTORS' CUSTOMER SATISFACTION WITH REFERENCE TO PASSENGER VEHICLES.

# UNIT 1

# INTRODUCTION

The word automotive comes from the Greek "**autos**" which means self and Latin "**motivus**" means which means motion. Auto industry comprises of wide range of companies which are involved in manufacturing, design, development, marketing and selling of vehicles. The automobile industry in India accounts for a business volume of $45 billion and has the potential to grow faster both through Indian as well as international manufacturers who have established huge facilities in the country. The automotive industry is at the center of India's new global dynamic. The automotive industry comprises a wide range of companies involved in design, manufacturing, marketing and selling of vehicles. Auto industry is the world's largest revenue generated industry. It is also an industry with highest spending on research and development.

**The Evolution of auto industry in India**

India is one of the fastest growing economies in the world. Industry segments like automobile, textile, and agriculture have grown after the nation's independence. The support received from government and welfare schemes have given a boost to these segments for steady and progressive growth. Among these, the automobile industry has flourished like never before. The Indian auto industry is one of the largest globally, both regarding production as well as sales. On this Independence Day, let us look through the veil of the automobile and insurance segment and know about its evolution over time.

**Tata Motors**

Tata motors is spread over in 125 countries. Tata motors is also India's largest automobile company, which is headquarted in Mumbai, Maharashtra. The company was founded by Jamshetji Tata and now its run by Ratan Tata under the the name Tata and sons. Tata Motors is also known for world's fourth largest truck manufacturer and world's second largest bus manufacturer. Tata Motors Ltd. is engaged in the business of automobile products consisting of commercial and passenger vehicles, including financing of the vehicles sold by the

company. The company is engaged in the development, manufacturing , designing and assembling and sales of vehicles. Due to the emergence of globalization there's is a stiff competition, the Company's growth over the last 50 years has been enormous .Tata Motors always look after its customer needs, and the ability to translate them into customer-desired offerings. Commercial vehicles is leading in each segment, and among the top three in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments.

**India's First passenger car**

Tata motors launched the first passenger car, Indica in 1998. Although it was criticized by auto-analysts, its powerful engine, fuel economy and strong marketing strategy made it one of the best selling cars in the history of the Indian automobile industry.

A new version of Indica named Indica V2, had a more improvement over the previous version of Indica and was sold at large quantities. Tata Motors also successfully exported large quantities of the car to South Africa. The success of Indica played a significant role in the growth of Tata Motors.

# UNIT 2

**LITERATURE REVIEW**

With the technological developments and global integration, the auto industry has seen many new entrants coming with new models. So this manufacturing industry is facing a lot of competitions in the market. The revival of the old brands like Tata motors, TVS, and entry of new auto manufacturing brands like Honda, Suzuki has increased the competition in the industry.

To be competitive in the market Tata motors came up with new models, Tiago, Bolt, Tigor, Zest, Nexon in passenger segments.

With the digital revolutions the customer needs are fast changing and the auto firms have to fuel those needs to remain competitive in the industry. With the growing middle income class, people of India are shifting from two wheeler to four wheeler segment. So there is a rise in commercial and passenger vehicles at a faster rate.

**Marketing strategies –**

Tata motors does not follow a single marketing strategy or a formula but it believes that all members of the community should be served. This brand targets from the rural areas to metro-politan areas with its offerings varying from Nano to Jaguar & Land Rover segment. It targets people above income group of rupees 4 lakhs p.a salary, millennial employed and those looking to switch from two wheeler to four wheeler. The brand offering varies from 21-65 years with all the middle class to upper middle class and high class in its target category.

Tata motors always have something for everyone in its huge line offerings. Differentiated targeting strategies are used to satisfy customer needs and wants.

For breaking into foreign markets, over the years Tata motors has acquired various foreign companies. The company has its brand name in the domestic market, subsidiary land rover and jaguar has broken all the records of competitors as a top luxury automobile industry.

The excellent innovation, research and development at Tata motors have set up an example for its competitors.

**Brand equity-**

Tata motors aims at fulfilling and emerging all the needs of auto industry by coming up with new range of products. In order to stay ahead of the competitors the company is going for huge investments in product development. The products are manufactured with providing comfort, reliability, safety, capacity and value to the end customers.

**Customer analysis**-

The customers of Tata motors are a low-income middle class groups who are looking to switch from 2 wheeler to 4-wheeler at affordable prices. Customers also include youth and high income group who are looking for innovative, luxury and world-class features.

**Word of mouth**-

Word of mouth is arguably one of the most effective promotional tools. Word of mouth plays a significant role in purchasing a product. According to the research it is observed that positive customer reviews increase their trust in buying a product. Recommendations from friends and family have significantly improved the sales of the product. The most valuable customers aren't the only ones who spend money, they are also the customers who generate it instead.

**4 P's of Tata Motors**

**Product-**

Tata has a very wide range of products from passenger cars, utility vehicles, trucks, commercial passenger carriers and Defence vehicles.

Tata motors provide many innovative features to suit the target customers and the product. The motive behind buying an automobile is the need, desire, comfort, prestige etc. Tata motors have an industrial experience of about more than 100 years and they know the psychology of Indian customers who desire more at less price. This experience has helped them to develop products which fulfill the expectations of the customers. Tata motors takes

care that the customer does not face any inconvenience of a defective product ensuring its quality control.

**Price-**

The prices of Tata motors are generally affordable and acceptable by the customers at large.

One of the strong strategy used by Tata motors is that giving discount every month and special promotion for certain type of vehicles. Tata motors always have something for lower income group with Nano.

**Place-**

Dealership method of distribution and sales is generally adopted. The dealers purchase products from the company at negotiated price. The MRP of the vehicle is fixed by the company and the dealer gets a profit within these prices.

The sales, billing and distribution is looked by the company itself.

**Physical distribution-**

The commercial vehicles are manufactured at Jamshedpur, Lucknow and Patnagar whereas the passenger vehicles are manufactured at Pune plant. From the plant the finished product is transported to the dealers.

**Promotion-**

There is minimal personal selling involved. Advertising is a form of commercial mass communication which helps to promote the sales of a product or a service.

The company conducts intensive sales promotion during festivals offers festive discounts during Diwali and Dussehra.

**Comparison of sales before and after covid**-

The pandemic has had a great economic impact on the automotive industry.

Tata motors sales fall by 40% during covid 19 crisis

During covid 19 crisis, like most other car makers in India Tata motors also failed to avoid the crisis on sales in May. Tata exported 2,030 units of commercial vehicles in May compared to 2,209 units in the previous month, which is a drop of about 8 %.

As we can see May was bad for Tata, April was not better for Tata motors in terms of sales. It was seen month-on-month drop 40% of sales. The drop in sales was expected in May as most of the states announced lockdown. The covid 19 crisis has not only harmed sales prospects of all Indian carmakers, it has also had its impact on production too.

The company's total domestic passenger vehicles sales stood at 222,025 units in FY21 when compared with 131,196 units in FY20, recording its highest-ever annual sales in the last 8 years.

Pre and during covid sales of passenger cars in India

| BRAND | Sales | | GROWTH | FY'19 PRE COVID | FY'20 DURING COVID | DIFFERENCE |
|---|---|---|---|---|---|---|
| | FY'19 | FY'20 | | | | |
| Maruti Suzuki | 17,29,55 | 14,14,346 | -18 | 51.90 | 51.30 | -0.60 |
| Hyundai | 5,45,243 | 4,85,309 | -11 | 16.40 | 17.60 | 1.20 |
| Mahindra | 2,36,854 | 1,80,244 | -24 | 7.10 | 6.50 | 0.10 |
| Tata | 2,10,143 | 1,31,197 | -38 | 6.30 | 4.80 | -1.50 |

From the above chart, it shows that the sales of automobile industry is affected during the covid crisis. Maruti Suzuki's growth is much higher than the rest of the brands, it's the leading among the four brands.

Post covid sales-

Tata motors sales rose 1.94% after the company's total domestic sales jumped 30% to 86,718 units in march 2022 as against 66,462 units in march 2021.

# COMPARATIVE ANALYSIS-

## Tata Passenger vehicles with Ford vehicles-

Ford is an US based automobile industry. According to the research, Ford didn't read the Indian market properly and failed to satisfy the customer needs. For a quite long time, small cars have ruled the Indian market, while brands like Tata motors, Hyundai, Maruti Suzuki aced the market with the small cars while ford failed to do so.

Ford looked at the Indian market through US prism. Ford focused on the engine and the performance, while the Tata motors focused on the customer needs and delivered right ingredients. The Tata motors drawn out a product plan for India and then it becomes a Asia pacific product strategy, and then the global plan, ford tried another way round. Ford viewed Indian market from a global level. Lack of varieties in car models is another reason why ford is behind in the race. Ford focused on Ikon for a long time. It later brought models like Fusion, Figo, Endeavour but it was late already and ford was lagging behind in the race.

In the 2000 ford sold 8000 passenger vehicles in India, which later increased to 93,000 units in 2019. However, the market share growth increased negligible from 1.1% to 2.8%. In 2020 the automaker sold 66000 and in 2021 it sold 48000 units. It shows that the ford increased its sales over last two decades but it did not help much to capture the market share.

Will Tata be benefitted ?

Ford India has never been a major player in any segment in the Indian market. The shutting down of ford will hardly benefit any other car brands. Nearly half of the vehicles sold by ford were utility vehicles. With the ford's exit other car brands will try to grab that part of the UV segment. While Tata motors and Maruti Suzuki have been focusing on the utility vehicle segment and tasted success as well.

## Volkswagen and Tata motors-

Volkswagen is an German automotive industry. Volkswagen paved its way to India in the year 2007 and it was unstoppable in the Indian market. With no new vehicle launch of Volkswagen since 2010 stiff competition in the market and general slowdown in industry of Volkswagen. The industry resulted in decline of its sales which resulted in boost of other passenger vehicles as there was no new vehicles launched by Volkswagen.

In 2011 the German automaker registered its highest sales. This included Volkswagen Polo, Polo GTI, Vento, Beetle, Touareg, Phaeton and Jetta .In a market dominated by Tata, Hyundai, Maruti , Volkswagen need an initial burst that could put it on a right track. Hatchback Polo and sedan Vento saw huge demand in the early years. Volkswagen also declared that Indian market is no longer a priority market for it and did not launch any vehicles till 2015.

Volkswagen has had a very bad year. In December 2020, the automaker recorded its highest decline in the sales -93.3% the automaker's sales had fallen to 181 units from 2,705 units in the same period the previous year.

The company has launched its new SUV Taigun, which it believes will deliver volume.

**Safety protocols of Tata Passenger vehicles**-

Tata cars are proven the most safe cars. Tata Nexon was India's first ever car to score a 5 star rating at the Global NCAP. Global NCAP is a crash testing and rating agency that decides the safety aspects of a car over a predefined tests.

Tata has always known to make the robust and sturdy cars right from the beginning. Safety needs to be a paramount thing one needs to look when buying a car.

Tata safari is considered to be in a good condition, all thanks to the build quality. The recently launched Tata Nexon and Altroz have got a 5 star rating . Tiago and Tigor has got a 4 star rating.

Tata cars are competitively priced. Tata cars are  strongly priced against their rivals, without any compromise with the quality. All the cars of Tata motors passenger vehicles come loaded with a good amount of features.

Tata is e-Future ready-
Ev is the future. Nexon, Tigor and Tiago already have their EV segments.
Nexon EV is the most promising EV in the market at present.
Tata has an upfront approach of the company in the EV segment.

# UNIT 3

**COMPANY PROFILE**

Tata motors limited is headquartered inMumbai.TML is currently headed by Ratan Tata. Tata motors limited is a manufacturer and distributor of automobiles. The company manufactures passenger cars, utility vehicles, trucks, buses, defense vehicles. It also offers engineering, services and automotive solutions, supply chain activities. The company has made a direct investment in Jaguar and land rover. Tata motors operates across Europe, America, Africa, Asia, the Middle East , North America, Russia, Oceania , Central America & South America.

Mission-

TATA Motor's mission is to become a global enterprise fulfilling its customer needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates. To provide passenger vehicles offer customers exceptional value and through this build a company that provide its shareholders with superior return and is seen by society and other stakeholders as a valuable contributor to their development.

We innovate mobility solutions with passion to enhance the quality of life.

Vision-

By FY we will become the most  aspirational auto brand consistently winning by
- Delivering super financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations
- Creating a highly engaged work force

# UNIT 4

**RESEARCH DESIGN**

1. **Title of the research study**:
   A study and analysis of Tata Motors' customer satisfaction with reference to passenger vehicles.

2. **Statement of the problem**:
   To analyze the customer satisfaction for Tata motors.

3. **Review of the literature**:
   The study shows the marketing strategies adapted by Tata motors to increase the sales of passenger vehicles.

4. **Source of the information**:
   Web based, research journals and articles, customer reviews.

5. **Nature of the study** :
   Descriptive & comparative in nature with survey analysis.

6. **Objectives of the study:**
   a) Comparison of sales- before covid and during covid of passenger vehicles.
   b) To know about the marketing strategies
   c) To know about the customer satisfaction of passenger vehicles
   d) Comparison of Tata motors with brand Ford.

7. **Geographical area covered**:
   The company is international but the scope of this research study is limited to India.

8. **Time dimension of the study**:
   May 2022

9. **Sampling** :
   a. Size: 30 customers
   b. Frame: customers of Tata motors
   c. Sampling process: convenient sampling

10. **Statistical tools to be used for analysis**: Percentage analysis

11. **Limitations of the study**:
    Customer reviews based on the experiences and subjective

12. **Bibliography** : Oxford style.

# QUESTIONNAIRE

## Questionnaire on Tata motors passenger vehicles .

1. Why did you choose Tata Motors brand ?
o Brand image
o Design
o Price
o Availability
o Safety
o Good service

2. Did the company offer a test drive ?
    o Yes
    o No

3. Are Tata motor vehicles more durable compared to others ?
    o Yes
    o No

4. Are Tata motors vehicles affordable ?
    o Yes
    o No

5. How likely will you recommend Tata motors ?
    o 5
    o 4
    o 3
    o 2
    o 1

6. Did you experience any problems while accessing our vehicles ? If yes state the problem.

7. How would you rate maintainance service ?
    o Poor
    o Satisfactory
    o Good
    o Outstanding

8. Rate the luxury of the vehicles
   - o   1 Poor
   - o   2
   - o   3
   - o   4
   - o   5          Best

9. Are post sales follow up taken care of ?
   - o   Yes
   - o   No
   - o   Maybe

10. How would you rate the experience with Tata motors' ?
    - o   Poor
    - o   Satisfactory
    - o   Good
    - o   Outstanding

11. How would you the quality of our customer service ?
    - o   1      Poor
    - o   2
    - o   3
    - o   4
    - o   5      Best

12. What changes would this company have to make in the vehicles for you to give it an even higher rating ?

13. What is your overall opinion about Tata motors ?
    - o   Poor
    - o   Satisfactory
    - o   Good
    - o   Outstanding

# UNIT 5

**DATA INTERPRETATION**

Simplifying the data and attaching meaning to it.

*1. Why did you choose Tata motors brand ?*
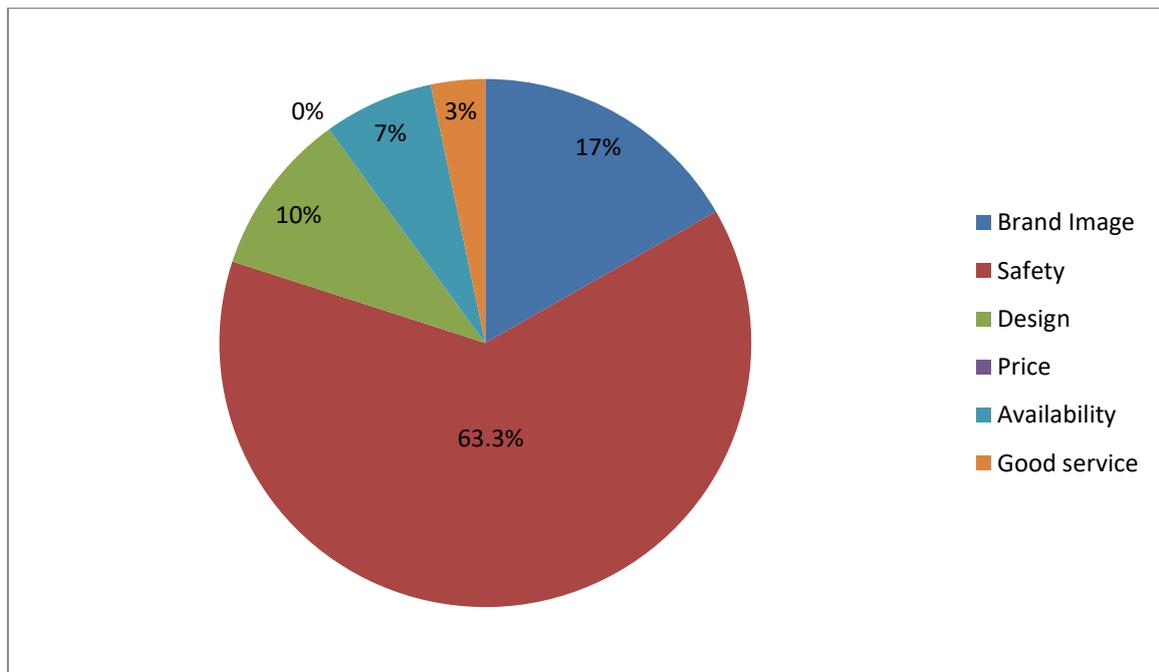


As we all know,Tata vehicles are well known for its safety features, 63.3% customers chose the brand for its safety.

17 % customers bought the vehicle for its brand image which can be explored in two perspectives from the customer perspective and from the brand positioning in the market.

The rest, 10 % customers voted for its design and 3 % for its good service.

*2. Did the company offer a test drive?*
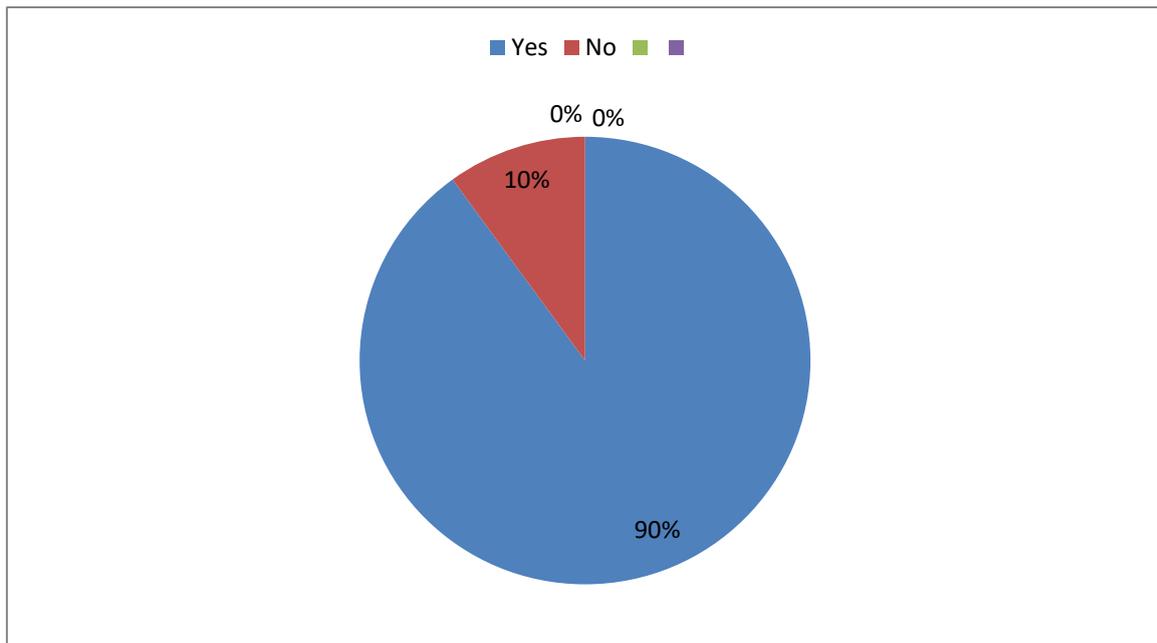


 The rest 3 customers bought the car without the test drive.

27  customers which is almost 90 % were offered the test drive.

*3. Are Tata motors' vehicles more durable compared to others?*
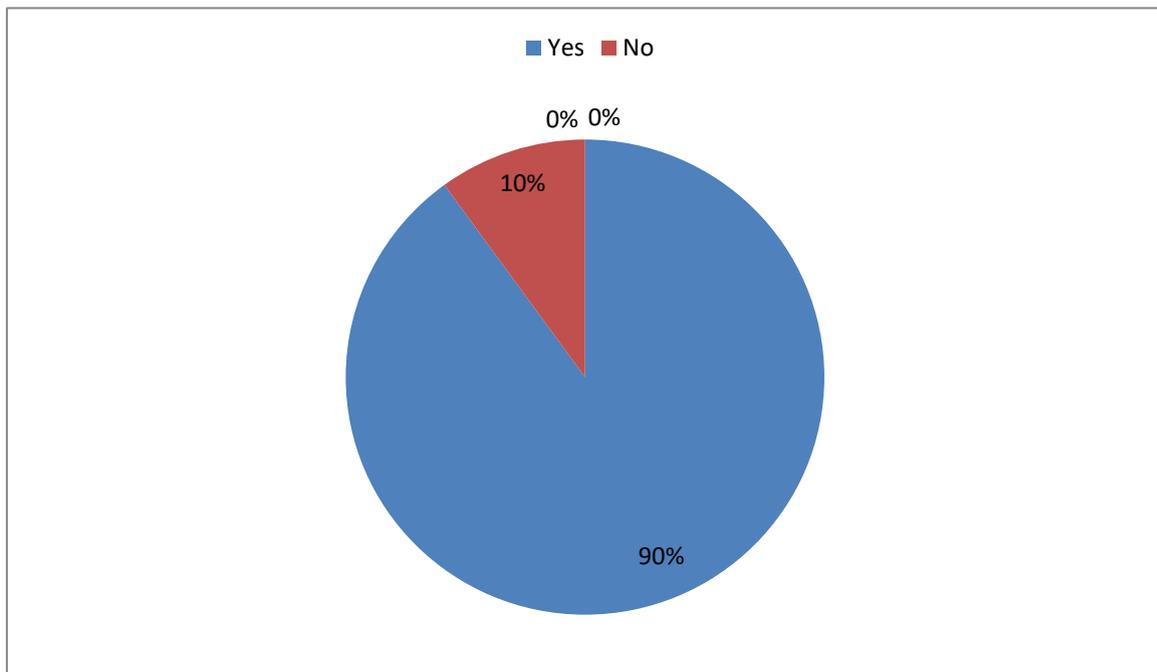


27 customers which is almost 90 % people knowTata  for its robust and sturdy vehicles.

4. *Are Tata motors' vehicles affordable?*
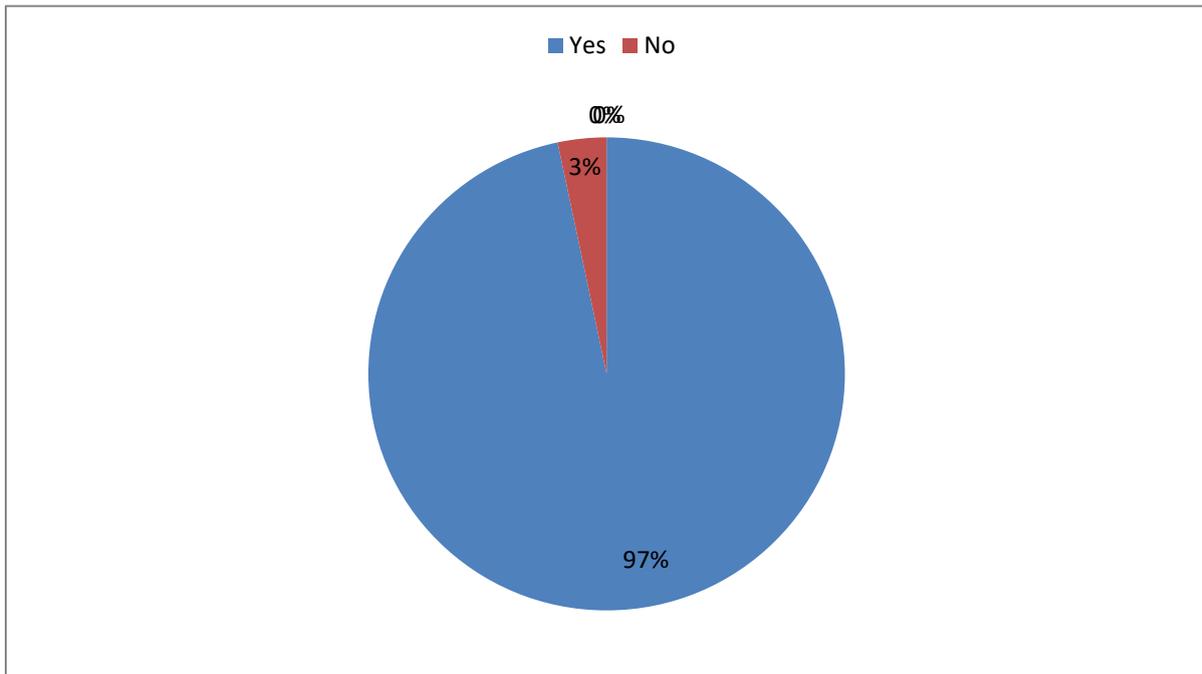


Tata has maximum returns for money.Thus, Tata vehicles are affordable.

5. *Will you recommend Tata motors ?*
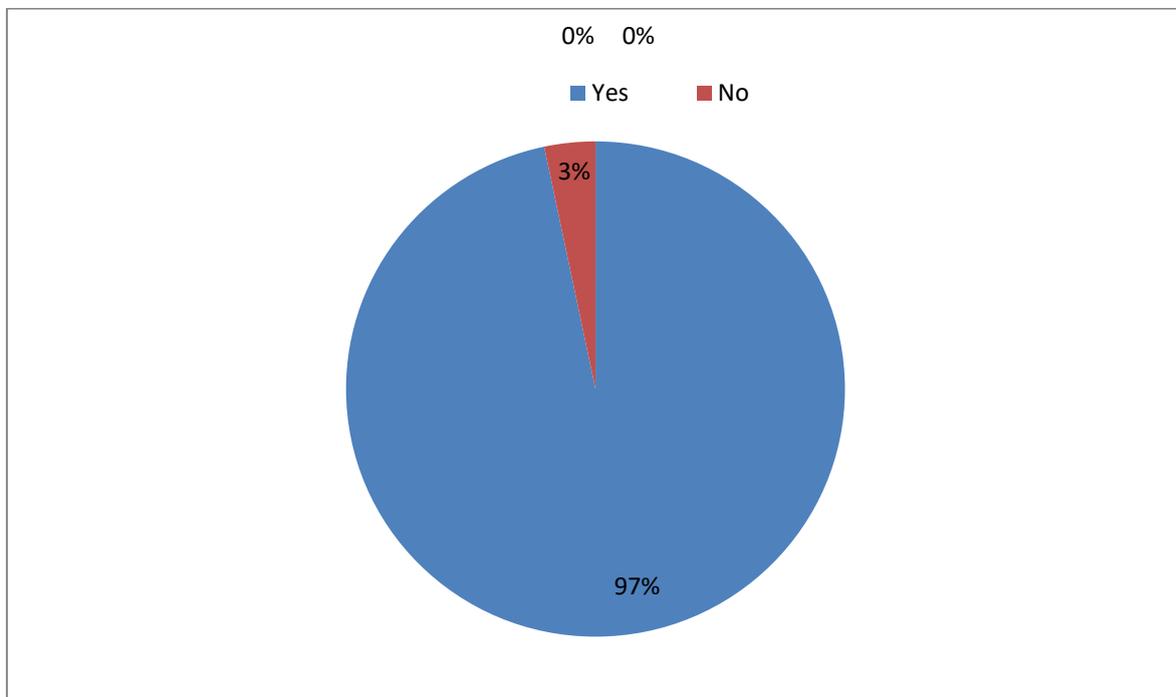


Maximum customers survey will recommend Tata motors .

6. *Did you experience any problems while accessing our vehicles ? If Yes state the problem?*

Out of 30, 8 responded that no problems were faced while accessing the vehicles, customers did not experience any problems while accessing the vehicles.

7. *How would you rate the maintenance service ?*
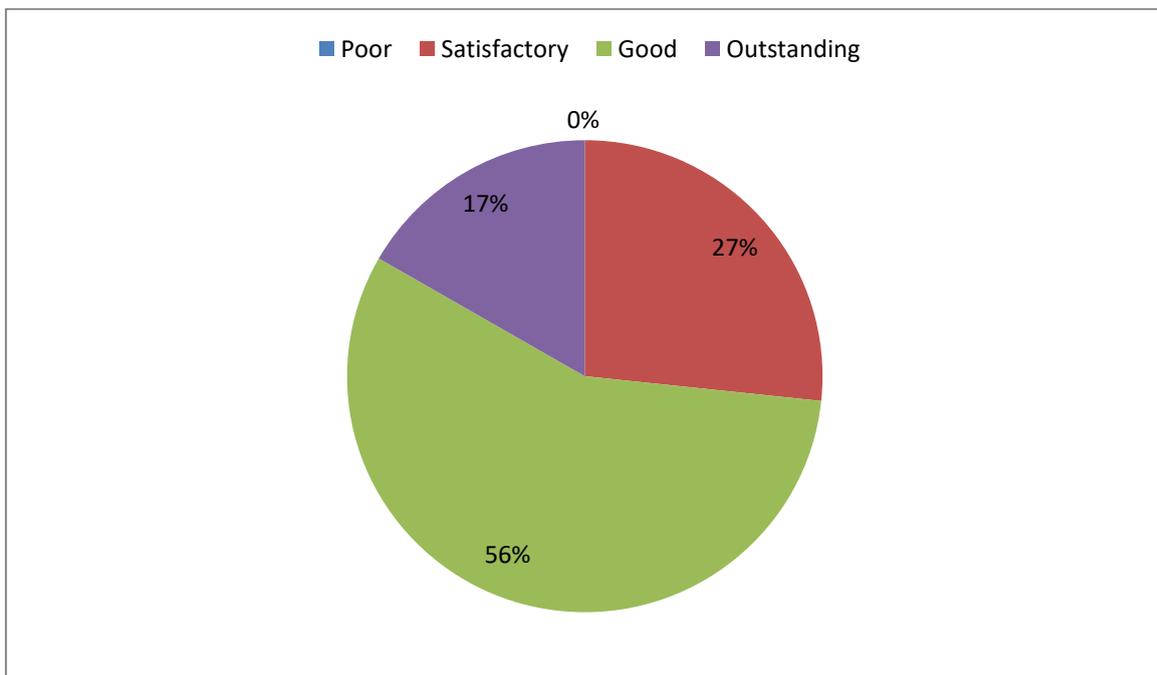


Almost more than half of them rated the maintenance service was good.

The rest 17 % customers felt the service given by Tata motors was outstanding.

*8.  Are Post Sales follow up taken care of ?*
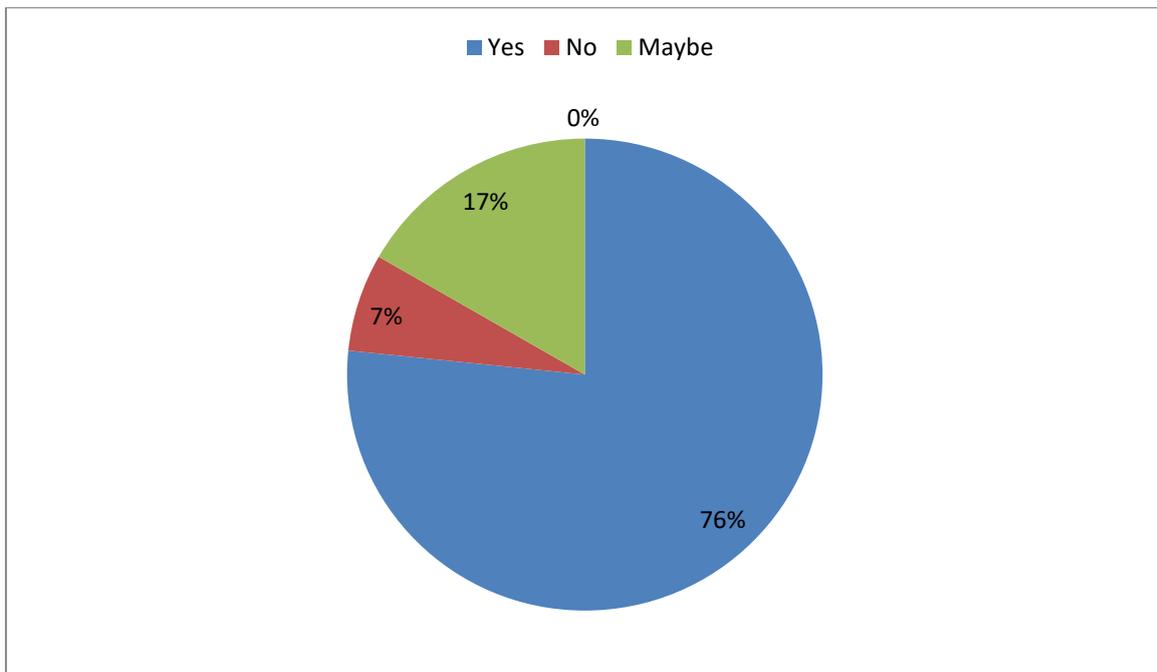


Post sales follow up is taken care of for 23 customers

17   customers voted maybe .

*9.  Rate the luxury  on 1 to 5 scale of tata motors' passenger vehicles.*
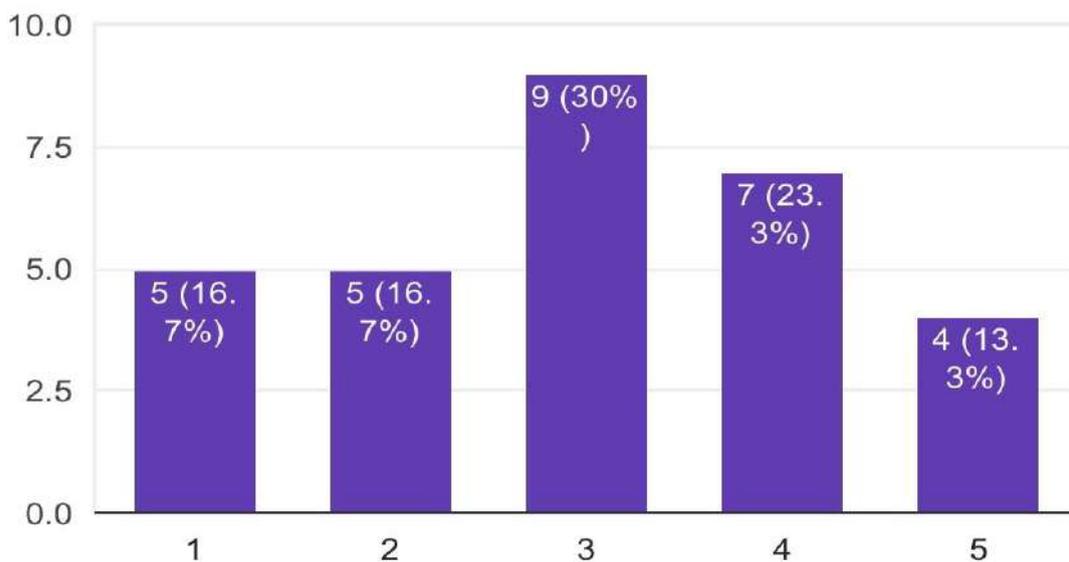
According to the chart and customer  experience, Tata motors need  to upgrade in terms of luxury for the passenger segment.

*10. How would you rate your experience with Tata motors?*
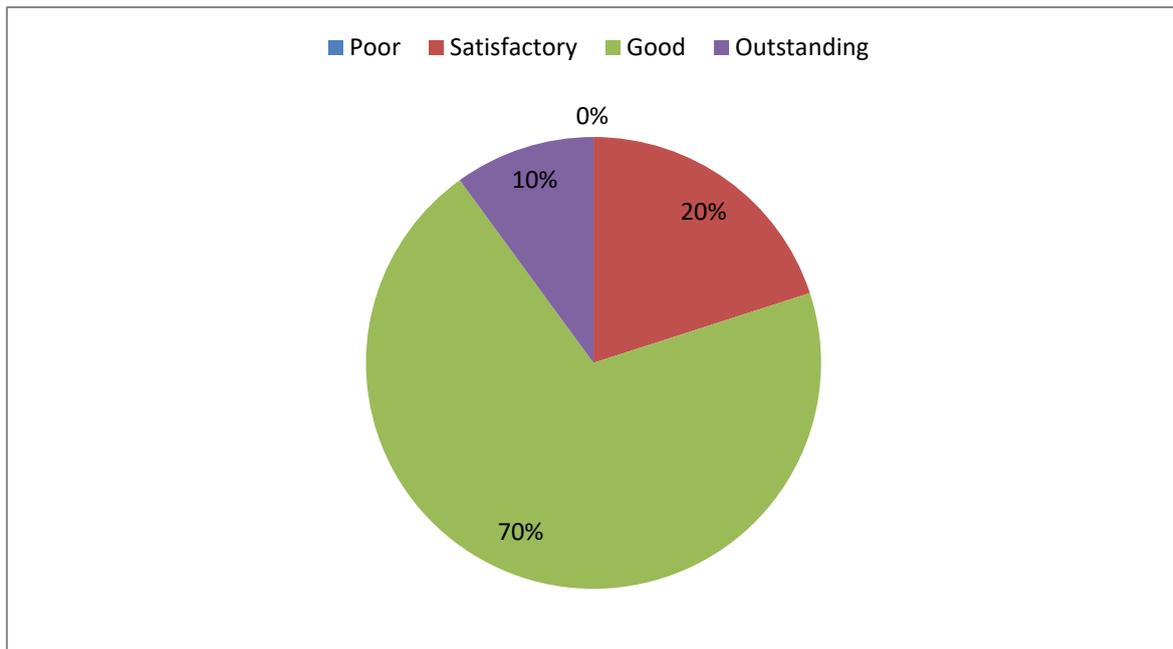


21 customers have a good experience with Tata motors. 3 customers have an outstanding experience . The rest 20% customers are satisfied with Tata motors.

*11. How would you rate the quality of our customer service?*
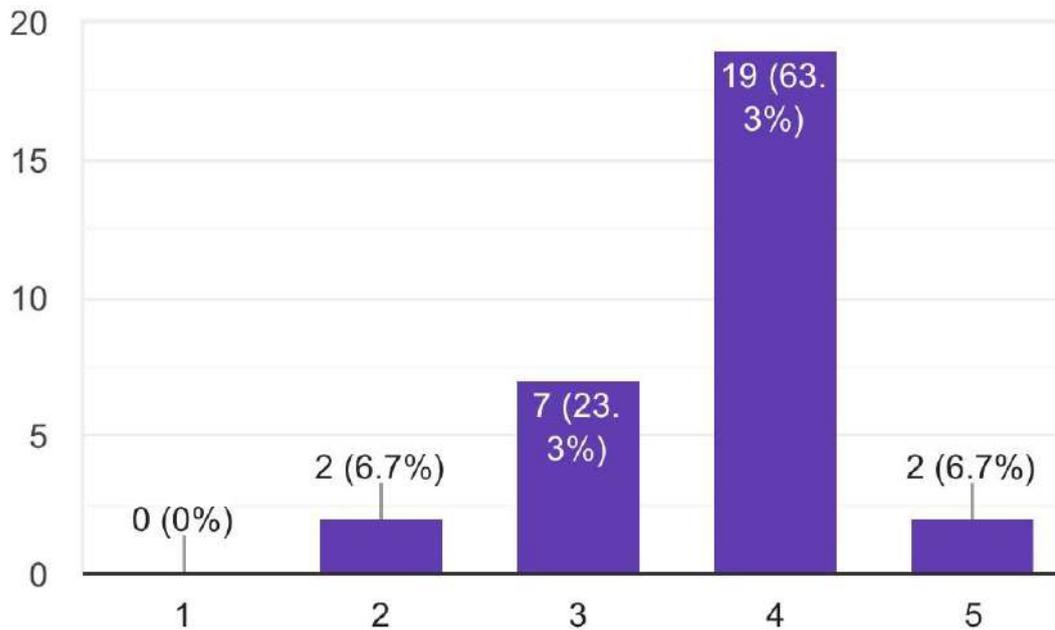


According to the Data collected, most customers are satisfied by the overall customer service of Tata motors.

*12. What changes would this company have to make in the vehicles for you to give it an even higher rating?*

Need more premiumness in the interior material.

Various colours should be made available.

*13. What is your overall opinion about Tata motors?*
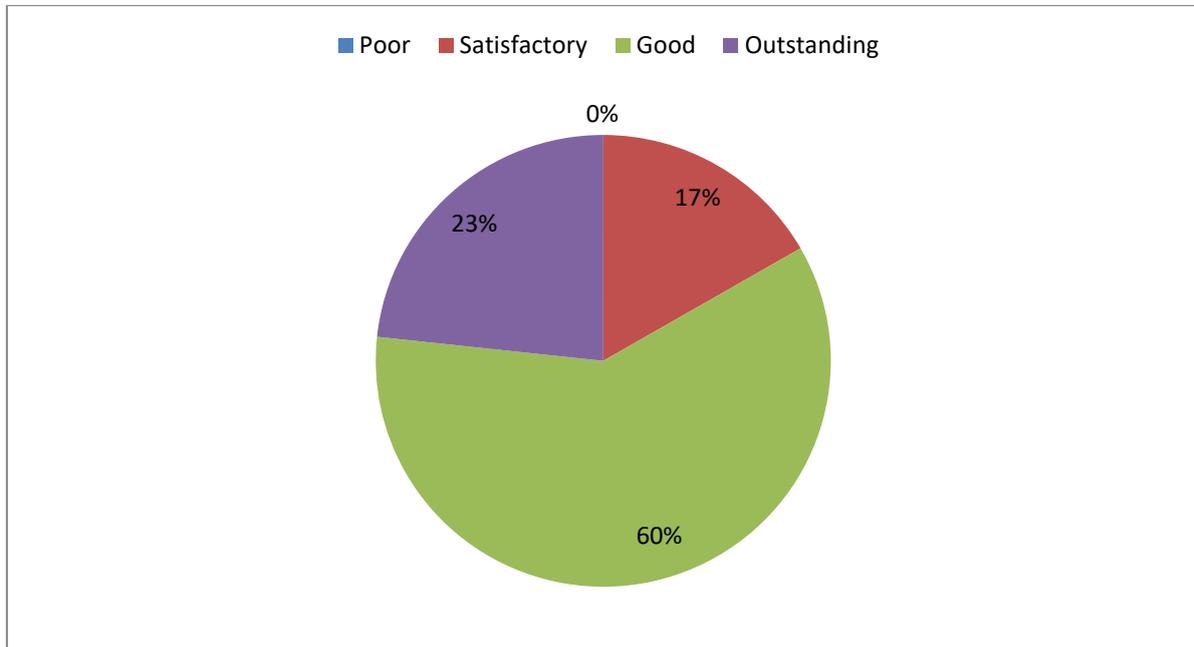


21 customers out of 34 have good opinion about Tata motors brand.

9 customers that is almost 26.5 % people have outstanding experience with Tata motors.

The rest 8% customers are satisfied with the brand.

## SCOPE AND LIMITATION

The focus of this research is the marketing strategies and the customers of tata motors. The limitation of this research is the limited sample size i.e 30 customers. Only the customers of Tata motors could be a part of this survey.

## CONCLUSION

The aim of the study was to analyse and measure the level of customer satisfaction and study the marketing strategies adopted by Tata Motors.

1. From the survey and after the data analysis, it can be said that majority of the customers gave the positive response and are satisfied by the service of Tata motors.
2. Creating Customer Delight is not a recent discovery for the company rather the expression finds roots in the company vision. Heading with the same spirit the company is committed to serve many more customers through a numerous way in times to come.
3. Tata Motors is at second position in passenger vehicles of Indian Market, thus, we can say that if Tata motors look after following few problems they may become first in Indian market.
   Tata motors is positioned as a Low-Cost Producer. Tata Motors Limited has to upgrade in terms of luxury in the passenger segment.
4. From the above discussion, it can be said that over all customers are satisfied with the passenger cars and the company is delivering what it promises to deliver.
5. As ford was unable to satisfy the needs and requirements of Indian customers ford failed in the Indian market, Tata delivered the exact products which customer demanded so the sales of Tata passenger vehicles initially boosted.

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**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

**(AUTONOMOUS)**



**A PROJECT REPORT ON**

**A STUDY OF EMPLOYEE ENGAGEMENT: BEFORE AND DURING**

**THE PANDEMIC AT SUZLON ENERGY LTD (PUNE)**

**PREPARED BY:**

**PRATIKSHA TUKARAM ZAWARE**

**TYBBA DIV. B**

**ROLL NO. 198**

**UNDER GUIDANCE OF:**

**PROF. SHUBHENDU PANDIT**

**SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF**

**COMMERCE (AUTONOMOUS) FOR FULFILLMENT OF**

**REQUIREMENTS OF THE BACHELOR OF BUSINESS**

**ADMINISTRATION DEGREE 2020 - 2021**

1

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate

PRATIKSHA TUKARAM ZAWARE

This is to certify that Mr. / Miss. ................................................................................

................................................................................................................................

of B.B.A. Exam Seat No. ...198......... has satisfactorily completed the

project work.

HUMAN RESOURCE MANAGEMENT

Specialisation ...........................................................................................................

A STUDY OF EMPLOYEE ENGAGEMENT: BEFORE AND DURING THE

Title .........................................................................................................................

PANDEMIC AT SUZLON ENERGY LTD. (PUNE)

.................................................................................................................................

Date :  JUNE 2021                                                          Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004.

**External Examiner**    **Internal Examiner**   **Principal**    **B.B.A. Incharge**

# **ACKNOWLEDGEMENT**

I owe and respectfully offer my sincere thanks to the Principal of BMCC <u>Dr. Seema Purohit</u>, for providing me an invaluable opportunity to work on this project.

I feel to acknowledge my indebtedness and deep sense of gratitude to my professor <u>Shubhendu Pandit</u> for enlightening me with his knowledge, not just in this project, but beyond that as well. His immovable support and guidance have led to a major contribution to the completion of my project. His appreciation and criticisms helped me to give better insights for the project, which in turn provided me with a wider scope for improvement.

I pay my sense of gratitude to my parents and colleagues as well for supporting me throughout my project.

# **DECLARATION**

I, Pratiksha Tukaram Zaware of BBA at Brihan Maharashtra College of Commerce declare the project title "A study of Employee Engagement: Before and During the Pandemic at Suzlon Energy Ltd (Pune)" a study of the changes in employee engagement before and during the COVID 19 in Suzlon Company. The project was carried out by me for the partial fulfilment of BBA program under the University of Pune.

This is to certify that this project work is completely original and has not been copied or borrowed from any other sources. The project is strictly made for academic purpose and not for any resale.

Date:    June 2020

Place:    Pune                                                          (Pratiksha Zaware)

# **INDEX**

# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

Employee engagement is the extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary efforts into their work. Employee Engagement affects just about every important aspect of the organization including profitability, revenue, customer experience, employee turnover and more.

There are many factors that affect engagement levels such as work culture, job satisfaction, remuneration etc. However, 2020 brought another new factor i.e. impact of the COVID-19 pandemic on the lives of the people around the world. The lockdown introduced new modes of work in the form of working from home system.

The objective of this study is to map the impact of COVID-19 pandemic on Employee Engagement in Suzlon Company. It studies the difference of employee engagement before the pandemic and during the pandemic. This report also studies the strategies and policies of employee engagement in Suzlon company during the pandemic.

Data was collected from employees of Suzlon Energy Ltd (Pune) through questionnaires with the help of google forms. It was then analyzed to study the employee engagement before and during the pandemic at Suzlon Energy ltd.

Most of the employees have successfully adopted the WFH (Work from Home) System during this period and are equally productive as they were in Office. WFH have also created a good life balance. Still, many of them are waiting to work from office as they think it is better place to work.

This study concludes that Suzlon Energy Ltd have successfully handle the pandemic situation and also their employees engagement during this time same as they were handling it successfully before the pandemic.

# OBJECTIVES

## <u>Objectives of the study</u>

- To study the employee engagement before the pandemic in Suzlon Energy Limited.

- To study the employee engagement practices during the Covid 19 in Suzlon Energy.

- To study the strategies that are practiced by Suzlon Energy to engage their employees during Covid 19.

## <u>Scope of the study</u>

- This research will help to understand the employee engagement practices before pandemic and its transformation during the pandemic.

- This research will help to understand the factors creating barriers for success employee engagement program.

# LITERATURE REVIEW

# Literature Review

**1)**

**"A Study of the Employee Engagement Practices in the Indian Manufacturing Sector".**

**Dr Shilpa Varma\*, Ms Priya Vij\*\*, Dr R Gopal\*\*\***

**\*Associate Professor DY Patil University School of Management.**

**\*\*Assistant Professor DY Patil University School of Management**

**\*\*\*Director, DY Patil University School of Management.**

It is said that, high level of employee engagement has a significant and positive impact at both organizational and individual levels. Both leadership and management have a significant role to in fostering employee engagement. This study aims at learning the Employee Engagement in Indian manufacturing sector as well as focuses on some specific management behaviors that are important to enhance and manage employee engagement with the help of structured questionnaire. The responses were collected from 200 frontline employees across 5 Indian manufacturing companies. This study also discusses the ten C's of employee engagement which helps the leaders to engage their employees' heads, hearts and hands. It concludes that raising and maintaining employee engagement lies in the hands of the organization and requires a perfect blend of time, effort, commitment and investment to craft a successful endeavor.

**2)**

**Leveraging Employee Engagement to Sustain Competitive Advantage at Wind Power Generating Industry In Coimbatore City.**

[1.]T. Gowri, [2.]Dr. S. Sujatha

[1.]II MBA, KPR School of Business, Arasur, Coimbatore.

[2.]Associate Professor, Guruvayurappan Institute of Management, Coimbatore.

Employee Engagement is the most important aspect of organization development. It is said that engaged employees, perform better, put extra efforts, show a strong level of commitment to the organization and are more motivated and a optimistic about their jobs. As organizations globalize and become more dependent on technology in a virtual working environment, there is a greater need to connect and engage with employees to provide them with an "organizational identity". This paper attempts to study the dimensions of employee engagement and also the factors influencing the employee engagement positively and negatively in the job. The study was conducted in wind power generating industry in Coimbatore and data was collected through a structured questionnaire from 472 employees. The study has helped the organization to find out the employee engagement task and to identify the areas which are disengaged.

**3)**

**Impact of COVID-19 on employee engagement in 2020.**

[A)]Shaik Rubeena,[B)] Rafia Naz.

[A),B)]Research Scholar, Dept. of Management Research, Andhra University, Visakhapatnam, Andra Pradesh, India.

Email- sk.8rubeena@gmail.com

Covid 19 has adversely impacted the functioning of normal lives of the entire world. It has blacked out many industries such as entertainment, sports, hospitality etc. Today the business setup is changing in relation to the global pandemic of Covid 19. In the present business situation during Covid 19 pandemic employee engagement has become one of the utmost prominent primacies for human resource management in the organization. Human resource managers are persistently evolving innovative, creative and effective ways to engage the employees in a healthier way during this time. This study analyzes the impact of Covid 19 on employment engagement in 2020 and also covers all the aspects related to employees including unemployment, layoffs, increased workload, salary deduction and more. It also discusses about the resources for engaging employees during this pandemic.

# **RESEARCH METHODOLOGY**

# RESEARCH METHODOLOGY

Research is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization, and analysis of information to increase understanding of a topic or issue. It is an extension and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge

Research Methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

**TYPES OF METHODS USED:**

The **Primary Data** is information collected firsthand and the researcher is the one who collected the data needed for his/her study.

This is Qualitative Research done to understand the difference in employee engagement before the pandemic and during the pandemic. A set of predetermined questions were asked through a survey using Google forms, containing part of closed-ended, rating scale and also part of open-ended questions regarding the topic. The analysis of the answers is used to determine the way employees are engaged during the pandemic.

The information on strategies of employee engagement before and during pandemic was collected by the HR through e-mail interview.

The **Sample Size** taken into consideration was a group of 38 employees.

The **Secondary Data** is the data already collected, and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles etc.

The secondary data for this study was found through various websites and research papers.

Data were interpreted using pie charts and diagrams.

# INTRODUCTION

# INTRODUCTION

Employee engagement is a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is one who is fully involved in, and enthusiastic about his or her work and so takes positive action to further the organization's reputation and interest. Employee engagement develops positive attitude among the employees towards the organization.

Engagement is about motivating employees to do their best. An engaged employee gives his hundred percent to his organization. The quality of output and competitive advantage depends upon the quality of its people.

Employee engagement is the level of commitment and involvement an employee has towards its organization and its values. An engaged employee is aware of business context, and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurture engagement, which requires a two-way relationship between employer and employee. Thus, Employee engagement is a barometer that determines the association of a person with the organization.

## Defining Employee Engagement:

Employee Engagement has been defined in numerous, often inconsistent ways in the literature, so much so that the term has become ambiguous to many and its rare to find two people defining it in same way.

According to Sanchez (2007), employee engagement is defined as "an outcome of how employees perceive their work, leadership of their organizations, the recognition and rewards they receive, and the communication ethos of the organization".

Shaw (2005) defined employee engagement as intellectual and emotional commitment to an organization.

According to Galpin et al, (2008), "Employee engagement is a positive feeling about the job as well as being ready to put more effort to make sure that the given job is accomplished to the best of the employee's ability.

**The three aspects of employee engagement**

Global studies suggest that there are three basic aspects of employee engagement:

- The employees and their own unique psychological makeup and experience.
- The employers and their ability to create the conditions that promote employee engagement.
- Interaction between employees at all levels.

Thus, it is largely the organization's responsibility to create an environment and culture conducive to this partnership, and a win-win equation.

**Benefits of employee engagement:**

1. Employee Satisfaction:
   - Engaged employees are more likely to enjoy their jobs
   - They are also more likely to be satisfied.
2. Impact on co-workers:
   - Happy and enthusiastic behavior of the engaged employees.
   - Motivates co-workers to perform better.
3. Better Productivity:
   - People are more productive when they are happy.
   - Employee engagement naturally leads to better productivity.
4. Better Customer Service:
   - Happy employees mean also happy customers.
   - Higher levels of employee engagement led to 10% better customer feedback.
5. Better Quality:
   - Engaged workplace leads to 41% fewer quality defects.
6. Innovation:
   - Engaged employees are more innovative.
   - They treat the business as their own.
7. Employee Safety:
   - Engaged workplace are safer for employees.
   - The engaged employees are usually more attentive to their workplaces.
8. Increased Profitability:
   - The combination of benefits above helps to increase the profits.
   - Helps to cut the costs.

**<u>Covid-19 and employee engagement:</u>**

The HR profession has focused on engendering employee motivation, commitment and loyalty for many years. Today, millions of people around the world are working from home as cities remain under lockdown to prevent the spread of Covid-19. During the tough economic times associated with the current pandemic, maintaining and even raising employee engagement takes on increased significance.

The Covid-19 pandemic has put unprecedented strain on the ability of organizations to keep their employees engaged during these times as they face stress and anxiety given the uncertainty surrounding the situation.

Employee engagement is driven by and reflected within good workplace social relationships. The isolation that can be experienced from working alone at home can have a negative impact on employees, leading to loss of creativity and sociability.

On other hand, it is likely see that organization's productivity increased as employees become accustomed to this new normal and as they acclimate to working form home while balancing their personal lives. The pandemic has also led to a greater focus on growth and improving the business through learning, training, and strategizing which has enabled greater opportunities for staff and also allows them to feel more engaged.

# SUZLON ENERGY LIMITED



## About the company:

Suzlon Group is among the world's leading renewable energy solutions provider that is revolutionizing and redefining the way sustainable energy sources are harnessed across the world. Suzlon's technological and product-led innovation is powering a greener tomorrow in 18 countries across Asia, Australia, Europe, Africa and the America.

Integrating business objectives with initiatives aimed at the larger good have helped Suzlon build the foundation for a sustainable tomorrow. Sustainable development is the creed that underpins Suzlon's bespoke initiatives to protect the environment, strengthen communities and propel responsible growth.

## Vision:

- Be the best renewable energy company in the world.
- Work towards the sustainable, social, economic and ecological development.
- Create a better life for future generations.

## Mission:

To deliver utility scale, best in class, end-to-end integrated renewable energy solutions to the customers.

**Values:**

Suzlon's journey towards holistic sustainable development is built on five foundational pillars:

I.  <u>Agility:</u>

    Efficient, prompt and timely action defines the way Suzlon conducts its business and goes forward in its endeavor to achieve growth and create value for all the stakeholders.

II.  <u>Creativity:</u>

    Constant innovation and creation of new models are the cornerstone of Suzlon's untiring efforts for unlocking the potential of renewable energy.

III.  <u>Value addition:</u>

    Suzlon's efforts are always concentrated on delivering the maximum value to all the stakeholders.

IV.  <u>Commitment:</u>

    Suzlon is committed to build a sustainable tomorrow and for that it is constantly collaborates with all its stakeholders.

V.  <u>Integrity:</u>

    Complete honesty and transparency form the foundation for Suzlon's relationship with all stakeholders.

**<u>Suzlon's Product:</u>**

**Wind Turbine Generators-**

Suzlon wind energy solutions have become the byword for innovation and competitive advantage. Providing an all-encompassing solution to wind -energy projects in the form of Wind Turbine Generators (WTGs) that are infused with state-of-the-art technology from their blades, nacelle, towers and foundation.

The basic WTGs of Suzlon are:

1.  <u>S111 Wind Turbine:</u>

The S111 WTG has been designed with a rotor diameter of 111.8 meters and a wider swept area of 9500 sq m for higher energy generation and better return on investment. It is the tallest turbine in India with height 140m. It is suitable for low wind sites like IEC Class III. It features the SB54 blades which are designed to withstand extreme on- site conditions.

2. S120 Wind Turbine:

Suzlon's new S120 wind turbine generator, built on the highly successful 2.1 MW platform is set to improve the ROI for customers and a new benchmark in the wind industry. It has a wider rotor diameter of 120 meters with swept area of 11,225 sq m. It is suitable for low wind sites IEC Class S.

3. S128 Wind Turbine:

India's largest wind turbine with hub-height of 140 meters and swept area of more than 13,000 sq.meter, the S128 is sifting the paradigm in market. It has a large single rotor blade measuring 63 meter. It is designed to optimally harness wind resources at higher altitudes making low wind sites viable.

**Services:**

- Wind Energy Estimation.
- Land Sourcing and Permitting.
- Infrastructure Development.
- Installation and Commissioning.
- Operation and Maintenance.

# EMPLOYEE ENGAGEMENT AT SUZLON

Employee engagement at Suzlon before the pandemic:

In Suzlon Employee motivation and Welfare activities are clubbed together with employee engagement practices. The activities undertaken for employee engagement by Suzlon Company includes-

- Quarterly Get Together.
- Family Get Together.
- Family visits to the Wind Farm.
- Annual Sports
- Annual competitions on the occasion of Safety Week.
- Internal job postings- with salary hike and promotions for eligible employees.
- Free accommodation, food and transport facilities for employees.
- Well equipped guest houses for employees on tour.

Employee engagement at Suzlon after the pandemic:

COVID 19 pandemic has certainly affected the strategies of employee engagement in Suzlon. But they have also amended some new policies to engage their employees during this situation like;

- Conducting various awareness sessions online.
- Conducting fun games activities virtually.
- Allowed Back-office staff to work from Home.
- Increased limit of Medi claim insurance + 10L add on floating claim amount if required.
- Quarantine facility provided at every guest house.

# DATA ANALYSIS & INTERPRETATION

# Data Analysis

1)
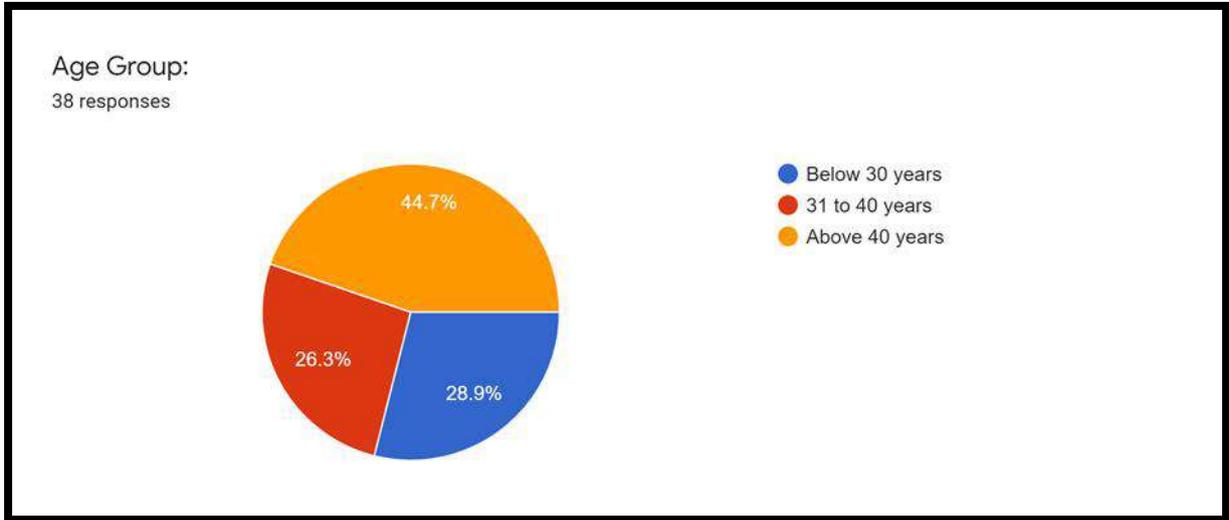


Among 38 responses, 28.9% respondents were below 30 years, 26.3% respondents were between 31 to 40 years whereas 44.7% respondents were above 40 years.

2)
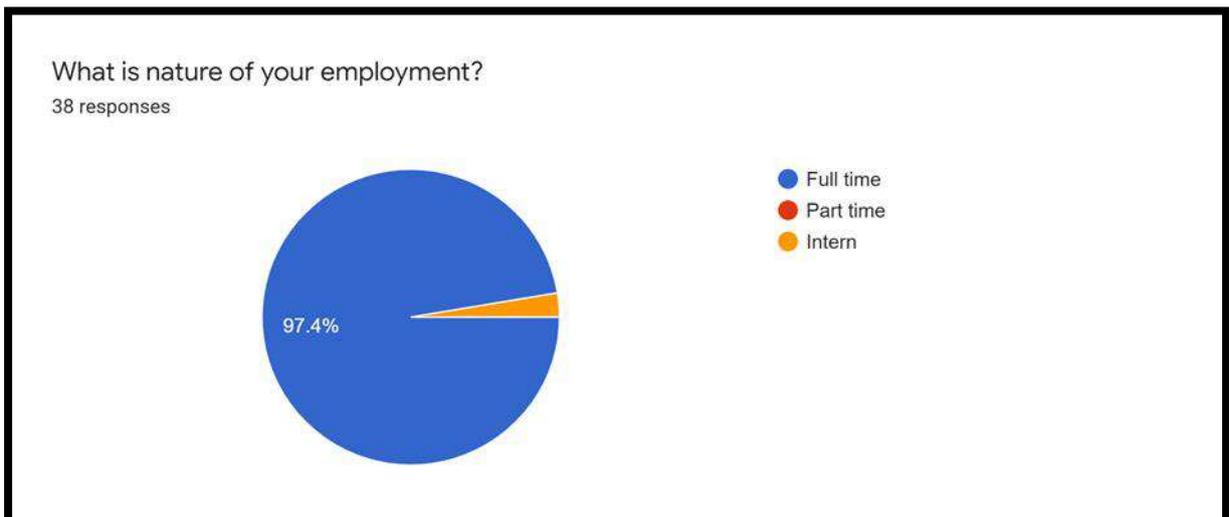


Out of 38 respondents, only 1 respondent is working as an intern while remaining 37 respondents are employed as full-time employee.

3)



What sector do you work in?
38 responses

- Technical
- Manufacturing
- Services
- Other

39.5%
7.9%
50%
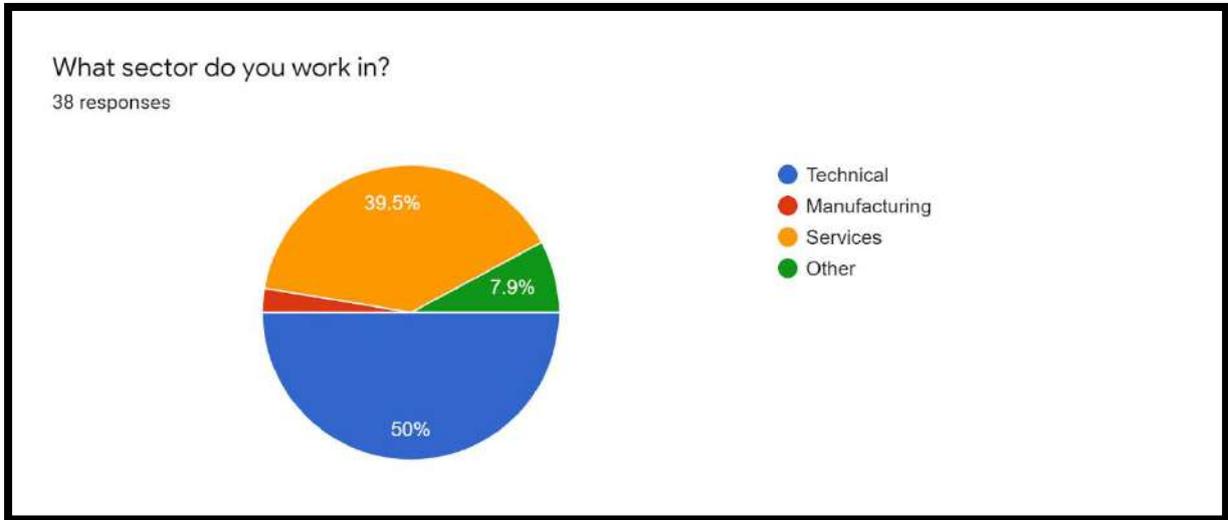
Half respondents out of total respondents work in technical sector, 15 respondents work in service sector, 3 respondents work in other sectors and only 1 respondent work in manufacturing sector.

4)



How long have you been working in this organization?
38 responses

- Less than 1 year
- 1-3 years
- 3-5 years
- Above 5 years

71.1%
13.2%
10.5%
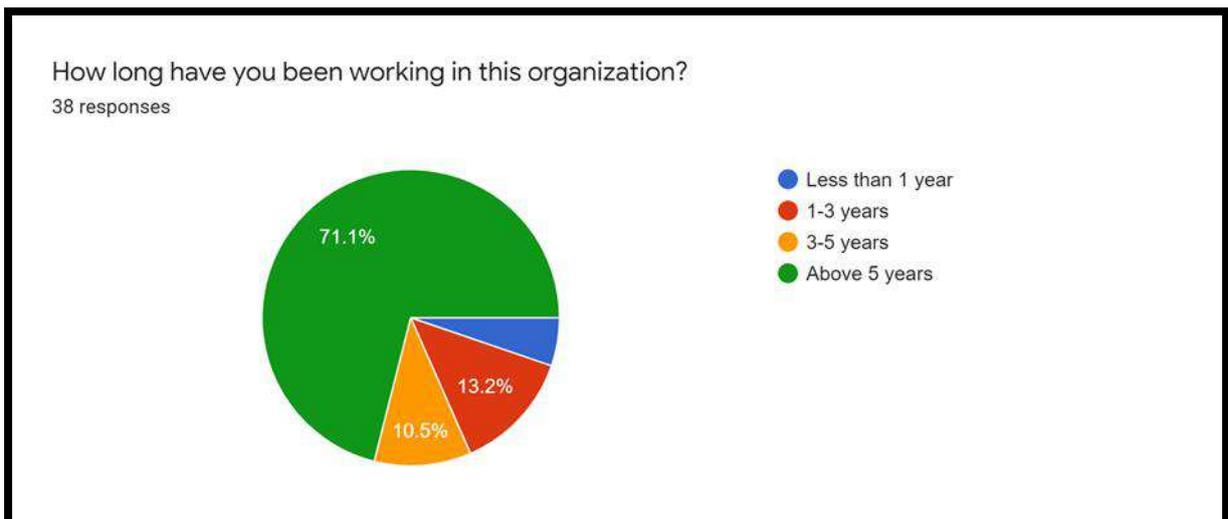
Among total respondents, 27 respondents have been working for more than 5 years, 5 respondents have been working around 1 to 3 years, 4 respondents are working for 3 to 5 years and only 2 respondents still haven't completed a year.

5)
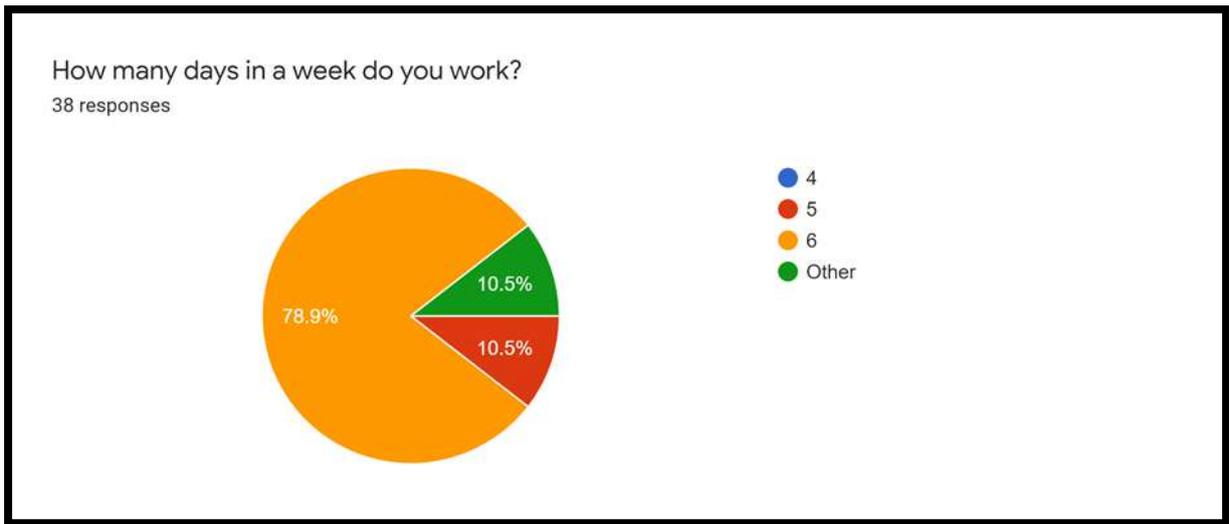


Out of total respondents, 78.9% respondents work for 6 days in a week, 10.5 % respondents work for 5 days and remaining of them work for more than 6 days or less than 4 days in a week.

6)
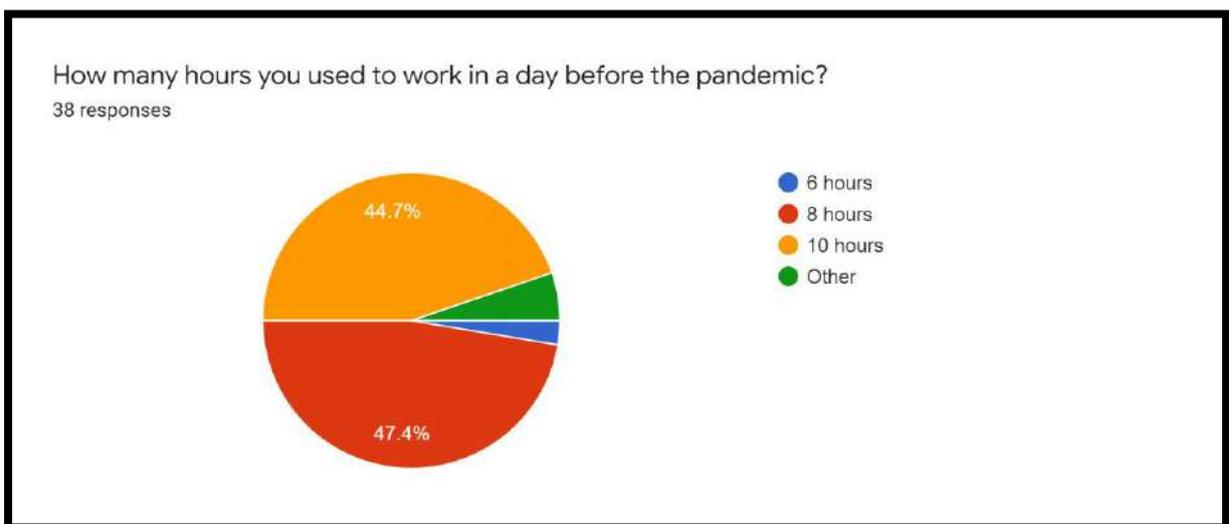


Before the pandemic, 47.4% respondents out of total respondents used to work for 8 hours in a day, 44.7% respondents were working for 10 hours, 2.6% respondents used to work for 6 hours and 5.3% respondents

7)



Have your working hours changed since Work from Home?
38 responses
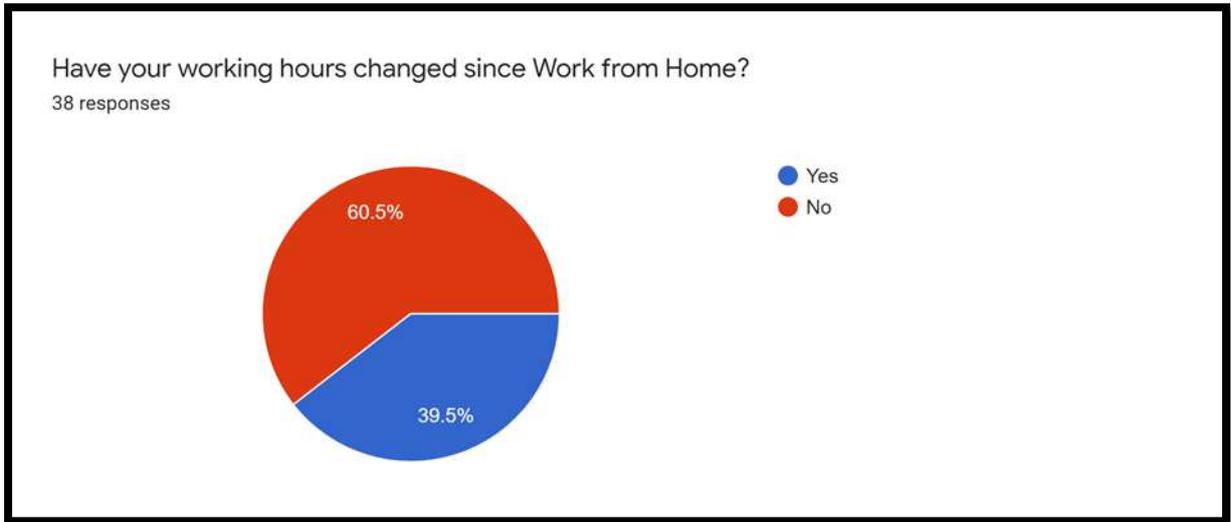
Among 38 respondents, 15 respondent's working hours have been changed during the pandemic time whereas remaining 23 respondents are working for their regular hours.

8)



If yes, by how many hours :
19 responses
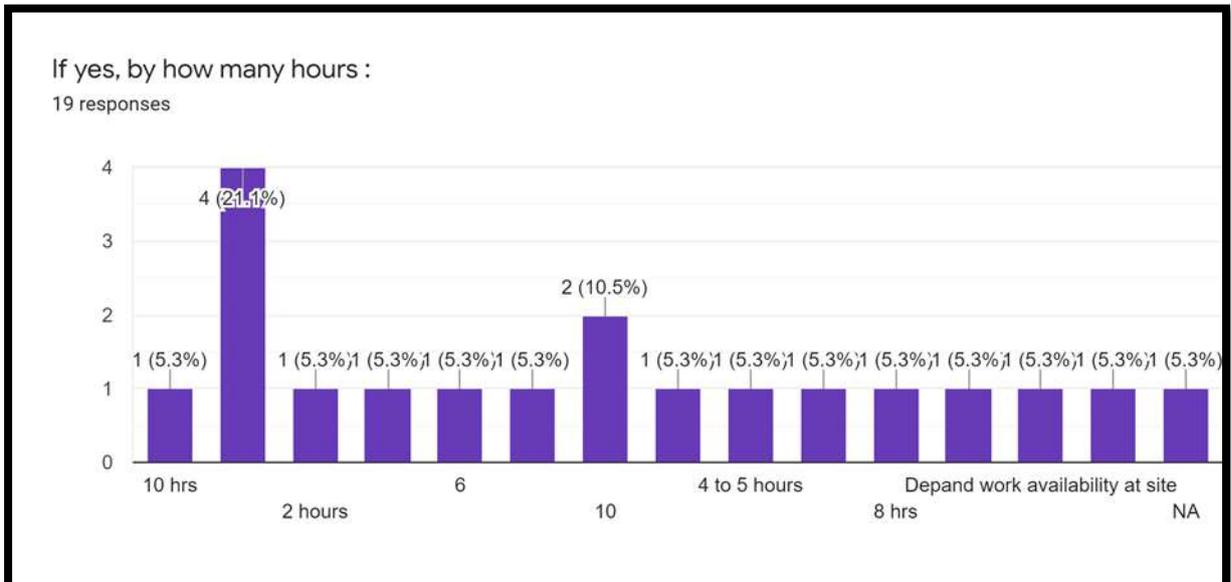
Based on the above question, the respondents whose working hours have been changed during the pandemic has responded to this question. According to them their working hours has been changed by 2 to 5 years.

9)



Has your workload affected due to the pandemic?
38 responses

- Yes
- No

39.5%

60.5%
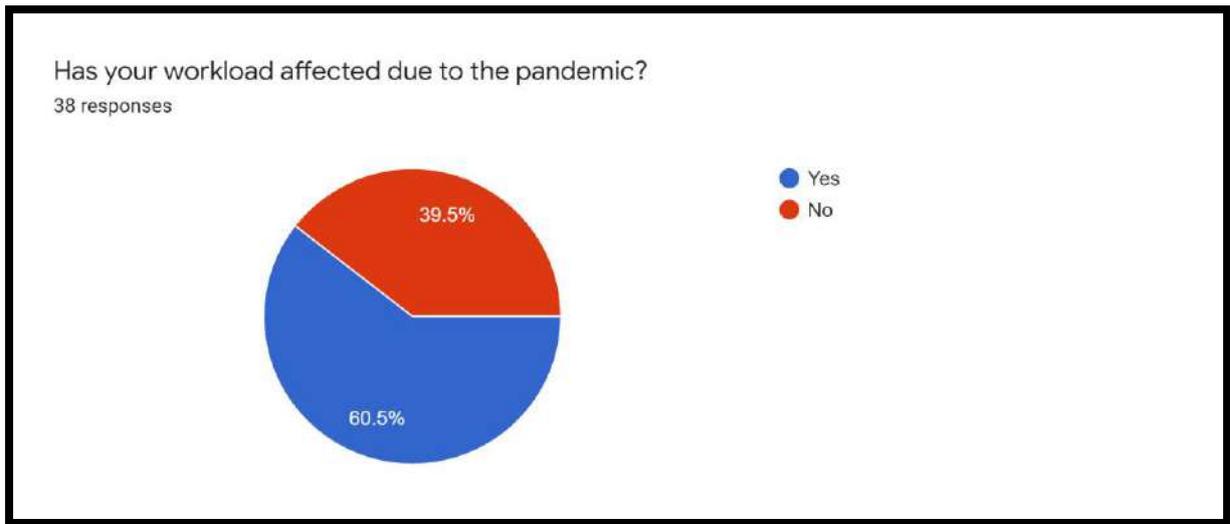
During the pandemic, with the increased working hours, workload has also been affected. Total 38 respondents responded to this question and out of which 60.5% of respondent's workload has been affected due to the pandemic and 39.5% respondents hasn't faced any changes.

10)

If yes, are you comfortable with the increased workload?
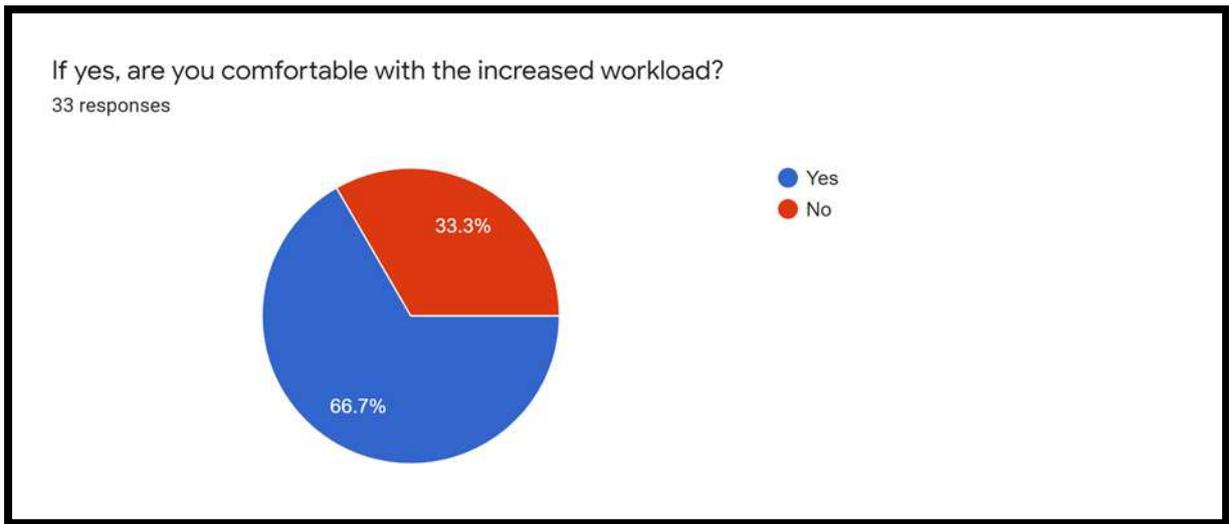
33 responses



Based on above question, 33 respondents have responded to this question. Among them 22 respondents are comfortable with the increased workload whereas 11 respondents are not comfortable with the increased workload.

11)



How do you feel about working from home?
38 responses

Good
Average
Not so good

44.7%
7.9%
47.4%
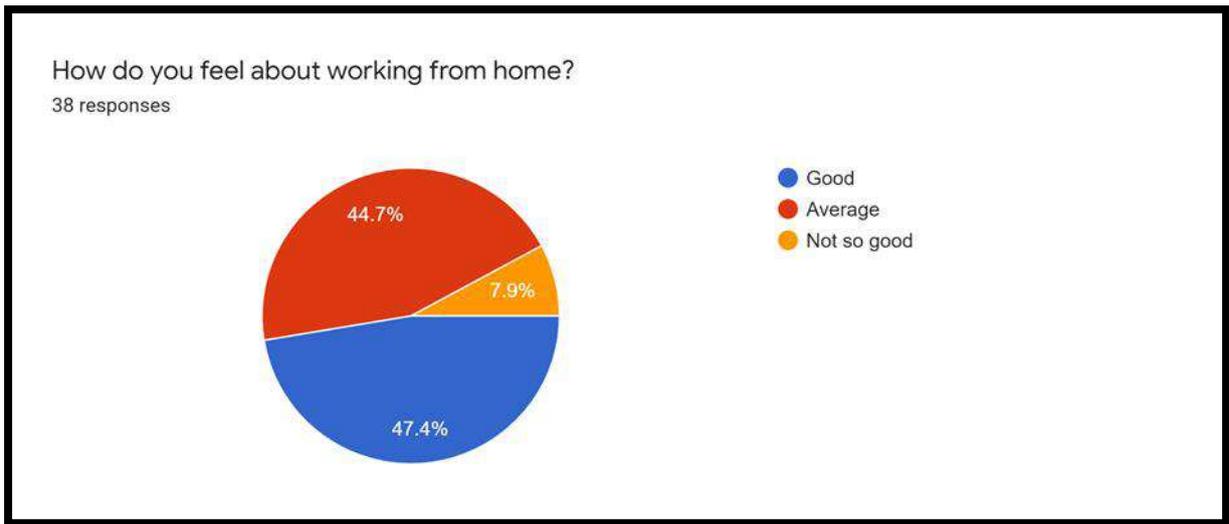
As most of the respondents are comfortable with their work, they have a positive perspective about the work from home system. Out of total respondents, 47.4% respondents are happy about the work from home system, 44.7% respondents have neutral feelings and remaining 7.9% are not happy with this system.

12)



According to you, which vibe of workplace is positive and motivating?
38 responses

- 76.3% — Work from office
- 23.7% — Work from home
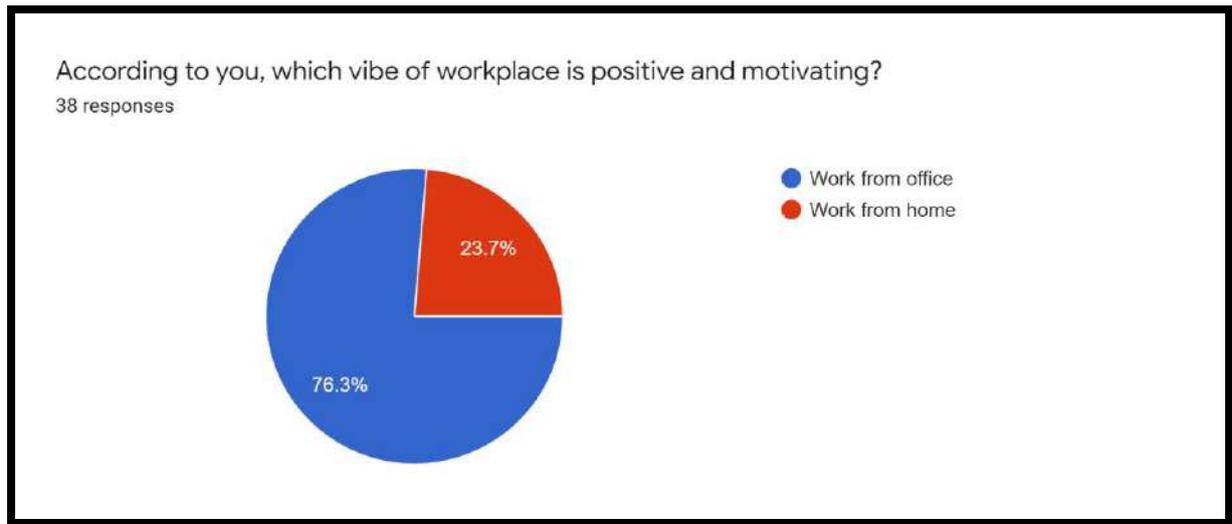
Many of the employees are comfortable with work from home system, still the vibe of working in office can't replace this present system.76.3% respondents out of total respondents feels that working from office gives them positive and motivating vibe whereas 23.7% respondents feel the same by working from home.

13)



Do you feel as productive at home as you were at office?
38 responses

- Yes
- No

34.2%

65.8%
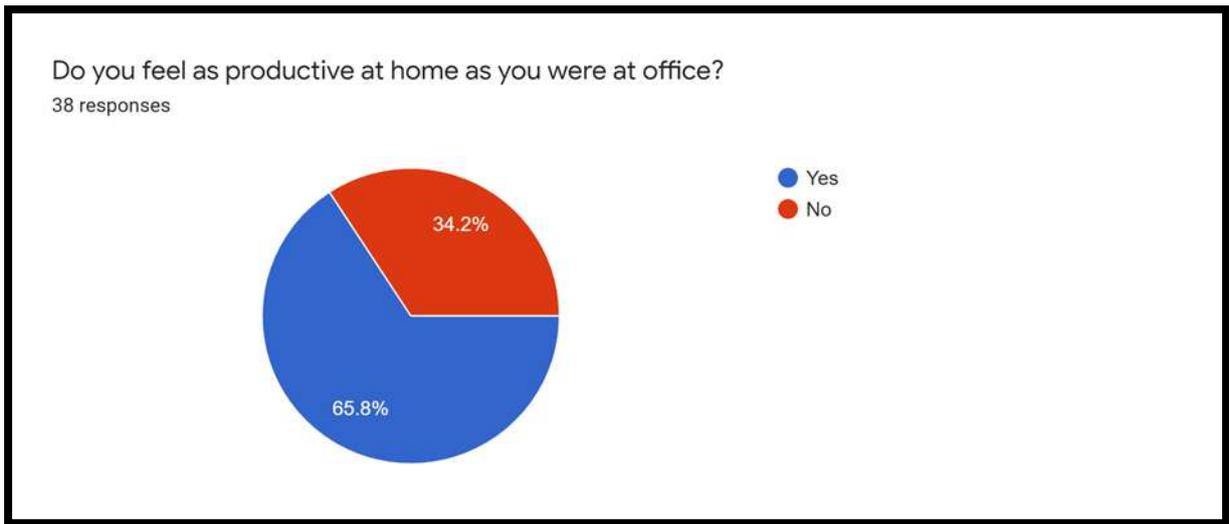
Out of 38 respondents, many of the respondents feel productive at home same as they were at office and 34.2% respondents doesn't feel productive at home. Workload should be decreased so that employees can do specific amount of work without any stress and can feel productive like others.

14)



Were you provided with the right training by the organization when you started working from home?

38 responses

- Yes
- No

34.2%

65.8%

During Covid 19, it was a need for organizations to provide the right trainings to their employees regarding the technology, new software etc. Among the total respondents, 25 respondents feel that they were provided with the right training by the organization for the work from home system whereas remaining of them disagree with the same.

15)



Organization's current working schedule has:
38 responses

- Allowed me to adjust to working from home
- Mostly works but at times I've needed more flexibility
- Not supported me working from home
- Other

26.3%
10.5%
36.8%
26.3%
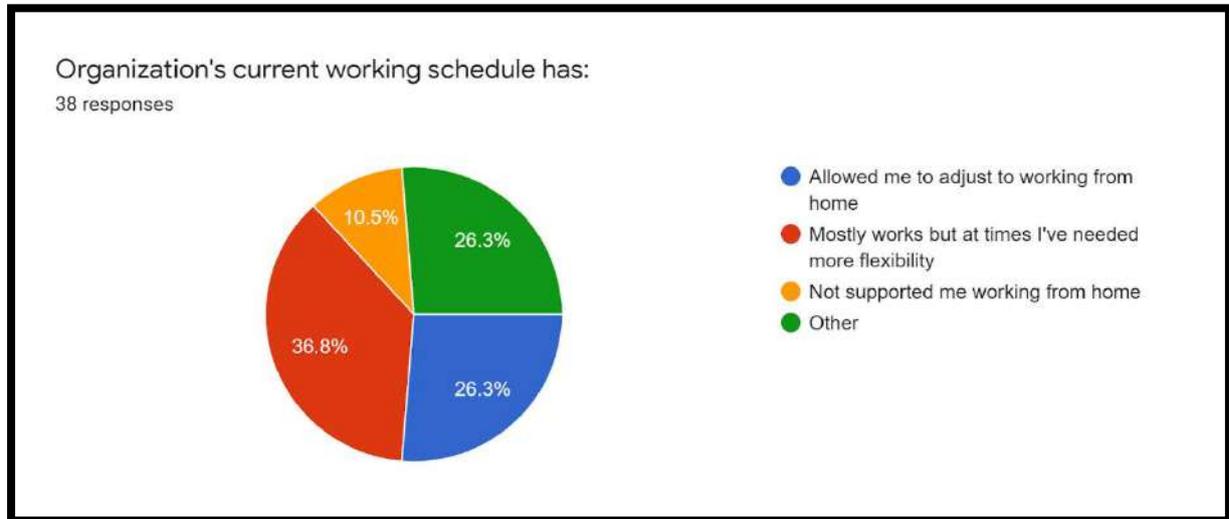
Among the total respondents, 10 of them felt that organization's current working schedule allowed them to adjust to working from home, 14 of them felt that they needed more flexibility, 4 respondents felt that organizations current working schedule has not supported them to adjust for work from home system, whereas remaining of them have other opinions.

16)



2) I regularly receive the recognition /praise for doing my job

38 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

63.2%
7.9%
10.5%
15.8%
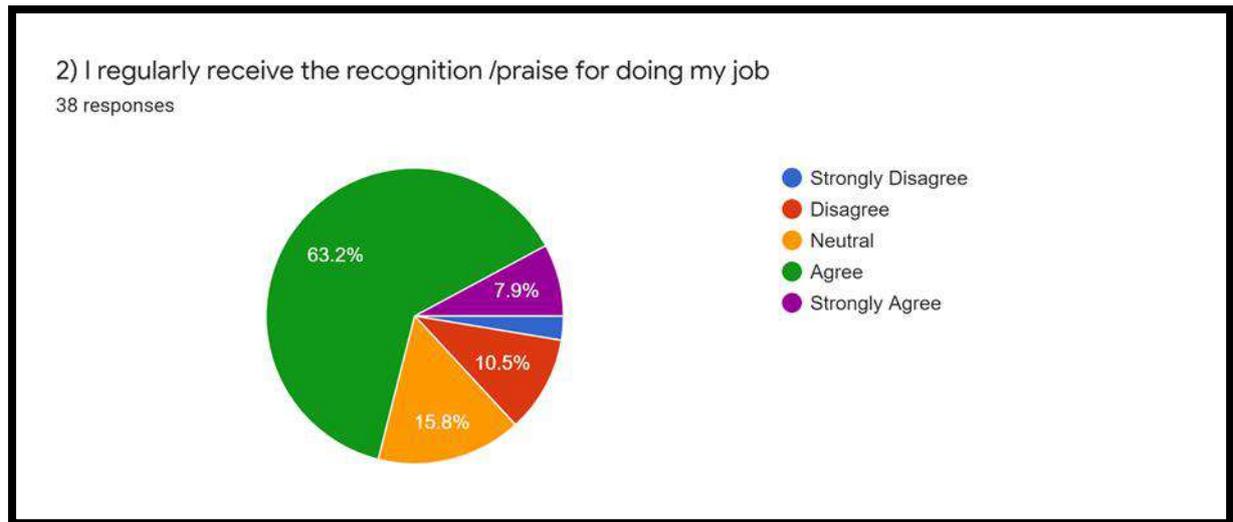
Out of 38 respondents, 63.2% respondents agree on the given statement, 15.8% of them neither agree nor disagree on the statement, 10.5% respondents disagree for the same, 7.9% respondents strongly on the statement whereas remaining of them strongly disagree on the given statement.

This concludes that only specific employees get praised regularly for their work whereas the remaining employees are praised according to their performance.

17)



3) I feel connected enough with my teammates virtually.

38 responses

Legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

Pie chart values: 57.9%, 26.3%, 13.2%
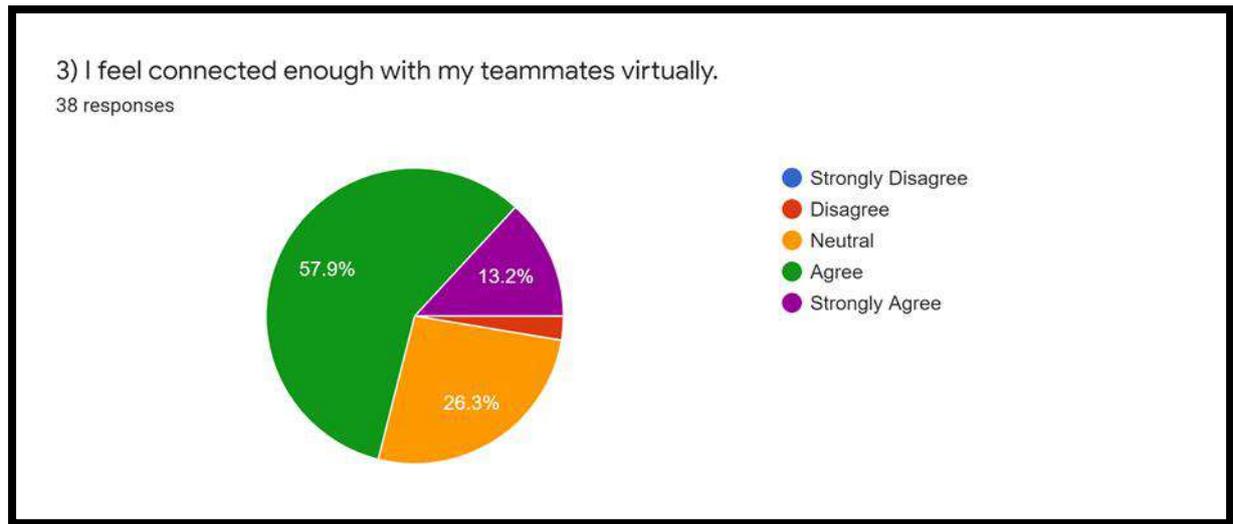
57.9% respondents out of total respondents agree on the given statement, 26.3% of them neither agree nor disagree for the same, 13.2% respondents strongly agree on the statement and remaining of them disagree on the given statement.

18)



4) I feel stressed while working from home.
38 responses

- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

28.9%
15.8%
10.5%
42.1%
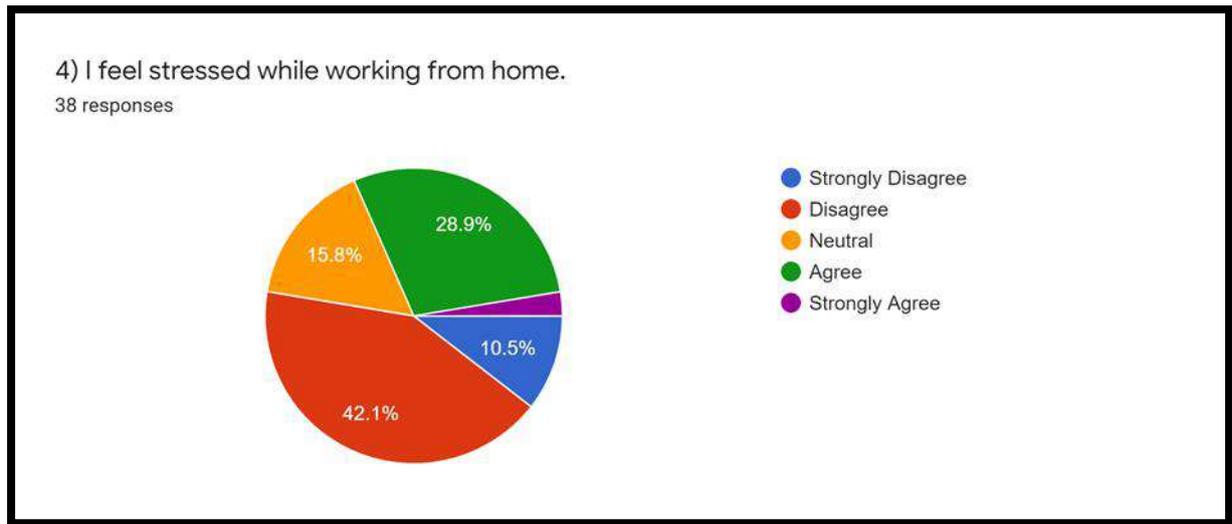
Among total respondents, 42.1% respondents disagree on the statement, 28.9% of them agree on the statement, 15.8% of respondents neither agree nor disagree, 10.5% of them strongly disagree on the given statement and remaining of them strongly agree on the given statement.

19)
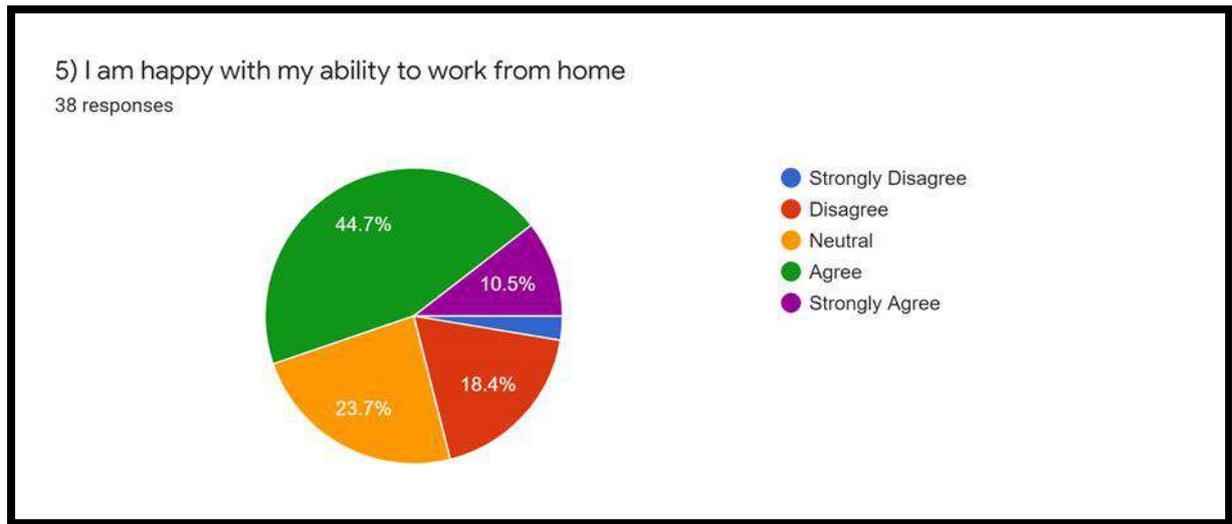


Out of total respondents 44.7% respondents agree on the given statement, 23.7% of them neither agree nor disagree on the same, 18.4% respondents disagree on the given statement whereas 10.5% of them strongly agree and remaining 2.7% of respondents strongly disagree on the same.

20)
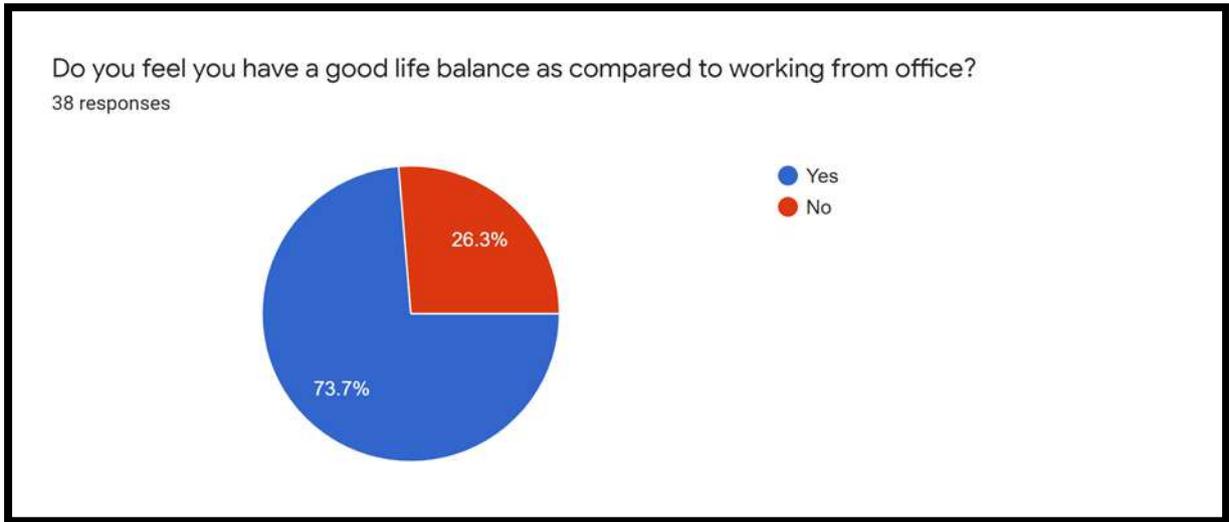


73.7% respondents out of total respondents feels that they are having a good life balance while working from home and 26.3% of them disagree with the given question.

Thus, the work from home system has created a good life balance of employees which results to their better performance.

21)



Have you continued to collaborate with your team during this time?
38 responses

- Always
- Once in while
- Never

84.2%

7.9%
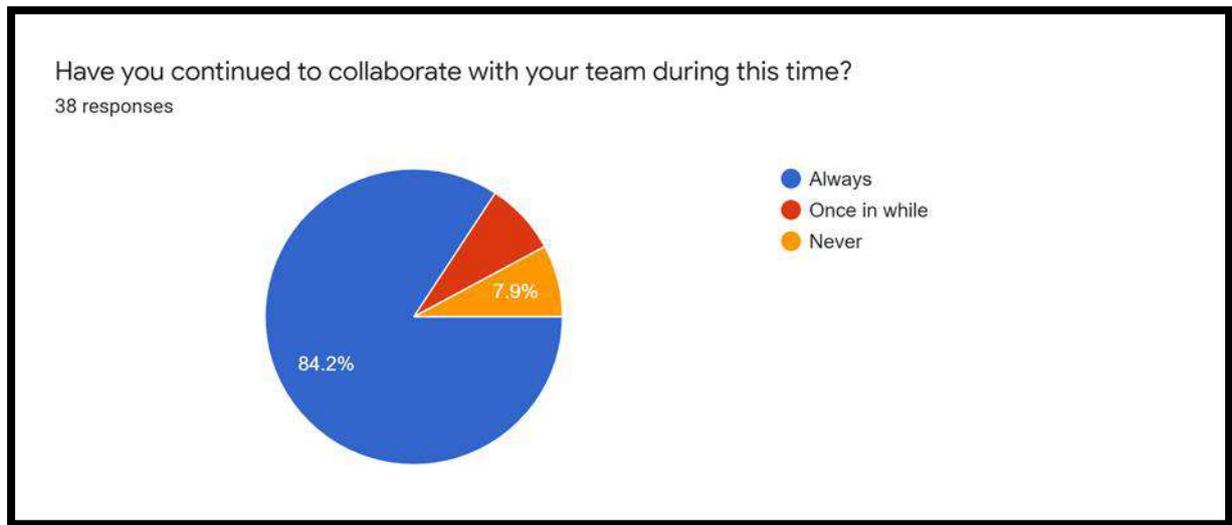
Among the total respondents, 84.2% of them continued to collaborate with their team members, 7.9% respondents haven't collaborated with their team during this time and remaining collaborate with their team members once in a while.

22)



How do you rate the company for handling their response to the pandemic?
38 responses

- Excellent
- Good
- Neutral
- Poor
- Very Poor

50%

42.1%
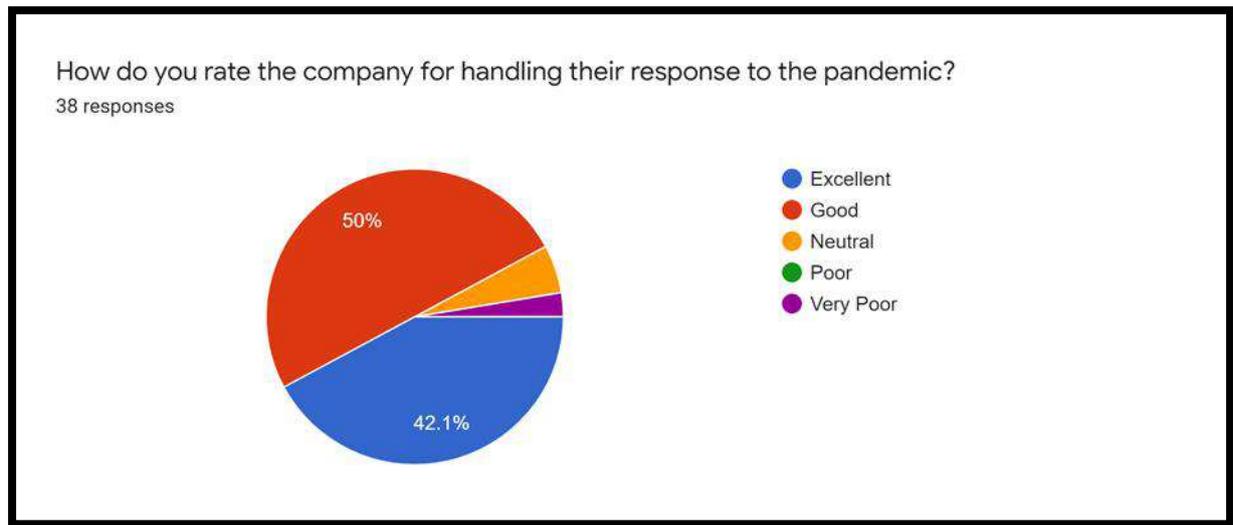
Out of total respondents, 42.1% respondents have rated the company's response for handling the pandemic situation as excellent whereas 50% of them have rated the company good, 5.3% respondents have rated it as neutral and remaining of them have rated the company's response for handling the pandemic situation as very poor.

23) **What you think what else can the company do to better support the employees during this time?**

As this was an open-ended question, most of the employees did not gave the proper answer. Following are the responses received-

- Company should provide more flexibility.

- Company should reduce the working hours.

- Organization should support and encourage employees with more incentives.

- Awareness sessions related to COVID 19 is required.

- Company should arrange stress releasing program.

- To sustain the facilities which was going on during the pandemic period.

# FINDINGS

# **Findings**

- In Suzlon most of the employees are aged above 40 years with maximum years of experience as full-time employees.

- Maximum no. of employees works for 6 days in a week and for 8 hours in a day.

- Work from home system hasn't affected the working hours of most of the employees but the workload has been affected and majority of the employees of the Suzlon are comfortable with the increased workload.

- Suzlon provided the right training to their employees for the work from home system.

- Most of the employees needs more flexibility for their work.

- Many of the employees agrees on the statement that they regularly receive the recognition/praise for doing their jobs and thus employees are happy with their own ability to WFH (Work from Home)

- Also, many of them feel connected with their teammates virtually and thus they don't feel stressed while working from home.

- Working from home system has created a good life balance for most of the employees.

- According to the employees, Suzlon have successfully handle the pandemic situation.

- But also, many of them think that company must increase more facilities to support the employees during this time.

# LIMITATIONS & OBSERVATIONS

## Limitations

- Employees were not giving proper answers to the open-ended questions.

- The time availability of HR's was the main constraint to the study.

## Observations

- Employees are somewhat comfortable with the work from home system.

- All the employees have responded to the given questionnaire as fast as they can.

# **SUGGESTIONS**

# Suggestions

- The company must reduce the workload of their employees.

- Company should arrange various activities to reduce employee's stress such as sponsoring games, having virtual coffee hours etc.

- Company should provide more flexibility to their employees.

- The company should praise all the employees whether they are productive or not.

- Company should have a survey on employee engagement on regular basis.

- There must be team building activities held virtually.

- Management should provide efficient technology and tools as well as the training so that employee can be productive at his/her work.

- The company should encourage their employees to pursue their personal life and goals.

- Company should provide steady emotional support to the employees by regularly asking them about their difficulties, about their health, their families health etc.

# CONCLUSION

# Conclusion

COVID 19 has impacted every part of the society including the employee engagement. Engaging employees has become very essential in today's pandemic situation. But Suzlon has tried to maintain their employee's engagement in every possible way before the pandemic and also during the pandemic. The strategies have really helped Suzlon to keep their employees engaged at the work.

This concludes that whether its Work from Office or Work from Home, proper training, fun games, extracurricular activities, motivation factors etc. plays a vital role in engaging the employees.

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**Magazines:**

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2) https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.ijbmi.org/papers/Vol%283%299/Version-2/G0392056068.pdf&ved=2ahUKEwiW4JyHjvzwAhXVV30KHQF6C_AQFjAAegQIBBAC&usg=AOvVaw3yLRV2OMmk5ggkcyZxygWz

3) https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.ipinnovative.com/journal-article-file/13081&ved=2ahUKEwiWvZmljfzwAhXGX30KHaSbAjAQFjAAegQIAxAC&usg=AOvVaw2zcQaeoWCamVZPaXeht1xO

# ANNEXURE

# **ANNEXURE**

## **A] Personal Information**

Q1. Name (Optional): _____

Q2. Age Group:

☐ Below 30 years      ☐ 31 to 40 years      ☐ Above 40 years

## **B] Work related Information**

Q1. What is the nature of your employment?

☐ Full-time      ☐ Part-time      ☐ Internship

Q2. What sector do you work in?

☐ Technical    ☐ Manufacturing    ☐ Services    Other _____

Q3. How long have you been you working in this organization?

☐ Less than 1 year

☐ 1-3 years

☐ 3-5 years

☐ Above 5 years

Q4. How many days in a week do you work?

☐ 4      ☐ 5      ☐ 6      Other _____

Q5. How many hours you used to work in a day before the pandemic.

☐ 6 hours      ☐ 8 hours      ☐ 10 hours      Other_____

Q6. Have your working hours changed since Work from Home?

☐ Yes      ☐ No

Q7. If yes, by how many hours: _____

Q8. Has your workload affected due to pandemic?

☐ Yes      ☐ No

Q9. If yes, are you comfortable with the increased work load?

☐ Yes      ☐ No

**C] Information on Employee Engagement**.

Q1. How do you feel about working from home?

☐ Good          ☐ Average          ☐ Not so good.

Q2. According to you, which vibe of workplace is positive and motivating?

☐ Work from office                    ☐ Work from home

Q3. Do you feel as productive at home as you were at office?

☐ Yes                              ☐ No

Q4. Were you provided with the right training by the organization when you started working from home?

☐ Yes                              ☐ No

Q5. Which of the following do you agree with?

Organization's current working schedule has:

☐ Allowed me to adjust to working from home

☐ Mostly works but at times I've needed more flexibility

☐ Not supported me working from home

Other _____


Q6. Please select what you feel about the following statement:

      I.    I feel that the work from home policy is clear
          ☐ Strongly Disagree      ☐ Disagree      ☐ Neutral
          ☐ Agree          ☐ Strongly Agree

     II.    I regularly receive the recognition/praise for doing my job
          ☐ Strongly Disagree      ☐ Disagree      ☐ Neutral
          ☐ Agree          ☐ Strongly Agree

    III.    I feel connected enough with my teammates virtually.
          ☐ Strongly Disagree      ☐ Disagree      ☐ Neutral
          ☐ Agree          ☐ Strongly Agree

    IV.    I feel stressed while working from home.
          ☐ Strongly disagree      ☐ Disagree      ☐ Neutral
          ☐ Agree          ☐ Strongly Agree

     V.    I am happy with my ability to work from home
          ☐ Strongly disagree      ☐ Disagree      ☐ Neutral
          ☐ Agree          ☐ Strongly Agree

Q7. Do you feel you have a good life balance as compared to working from home?

☐ Yes                                    ☐ No

Q8. Have you continued to collaborate with your team during this time?

☐ Always                 ☐ Once in a while                 ☐ Never

Q9. How do you rate the company for handling their response to the pandemic?

☐ Excellent        ☐ Good        ☐ Neutral        ☐ Poor        ☐ Very Poor

Q10.What you think what else can the company do to better support the employees during this time?

  ➢  _____.

**A PROJECT REPORT**

**ON**

**Customer Satisfaction towards Bata India.Ltd**

**SUBMITTED BY**

**Ashwini Sanjay Zoman**

**PGDIB**

**ROLL NO: 48**

**UNDER THE GUIDANCE OF**

**PROF. ADITI SAMIR**

**SUBMITTED TO**

**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**

**FOR THE PARTIAL FULFILLMENT OF**

**REQUIREMENT OF THE**

**POST GRADUATE DIPLOMA IN**

**INTERNATIONAL BUSINESS**

**DEGREE**

**2021-2022**

# ACKNOWLEDGEMENT

I would like to acknowledge the following people for giving idealistic channels and fresh dimensions and ideas in the completion of this project.

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I take this opportunity to thank our Co-ordinator, **Smt. Bharati Upadhye** for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide, **Prof. Aditi Samir** whose guidance and care made the project successful.

I would like to thank my college library, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly has helped me in my project to be success. I would like to thank everyone who answered my questionnaire/survey and helping me to complete this project.

# DECLARATION

I the undersigned solemnly declare that the project report **Customer Satisfaction towards Bata India.Ltd** is based on my own work carried out during the course of our study under the supervision of **PROF. ADITI SAMIR**.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

I.      The work contained in the report is original and has been done by me under the general supervision of my supervisor.

II.     The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.

III.    We have followed the guidelines provided by the university in writing the report.

IV.     Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Name**: Ashwini Sanjay Zoman**

Roll No**: 48**

Date:

# TOPIC OF CONTENTS

# INTRODUCTION

The Footwear Industry is important segment of the leather industry in India. According to the report published by Research Dive, global footwear market – industry trends and forecast to 2028, the footwear market is expected to grow at 12.83% in the forecast period of 2021 to 2028 which

Changing lifestyles, growth and awareness in the health, growing economies and thus increase in the per capita income, and especially Covid pandemic and reopening of lockdowns have given huge boost to the demand for footwear across the globe. Also, the increasing demand for fashionable, trendy, athletic, and sports shoes presents huge the opportunity for growth and development for the footwear industry

According to Invest India's report on the "non-leather footwear Industry", in India's footwear market is projected to grow 8 times by 2030 and is estimated to reach $15.5 billion by 2022, from $10.6 billion in 2019.

India is the 2nd largest footwear manufacturer in the world after China with 9% of the annual global production of 22 billion pairs. Presently 90% means approximately 2.1 billion pairs of the footwear produced in India are consumed at the domestic market and the rest is exported. Consumption wise India is third largest after China and USA with world share of 11,7%.

India is 2nd largest producer of footwear, 2nd largest exporter of leather garments, 5th largest exporter of leather goods. This presents India to the world with huge opportunities in the footwear sector.

The leather, footwear, and accessories sector in India contributes about 2% to the country's overall GDP and is a major job provider. The footwear industry in India employs 2 million workers, making it one of the highest employing sectors in the country. According to a report

released by the Department for the Promotion of Industry and Internal Trade (DPIIT), the sector can generate 250 jobs for every investment of Rs 1 crore.

India is also among the top exporters of footwear. According to World Integrated Trade Solution (WITS), in 2019, the top countries to which India exports footwear include United States, United Kingdom, Germany, China, and France. In 2018, India exported 262 million pairs, becoming the 6th largest exporter of footwear in the world.

The footwear industry possesses growth potential for several reasons. Liberal investment policies by government in the leather and footwear sector has led the sector to experience exponential growth. The future of the footwear industry seems to be positive with the improvement and advancement in technology, innovation, and machinery, availability of manpower, growth of e-commerce, shifting habits of buyers. Initiatives like Make-in-India, Self-reliant India, Start-up India have opened the door for expansion and growth for this sector.

Indian government has allowed 100% FDI in footwear sector which has given wide scope for the international companies to enter which in turn has created fierce competition within the industry. Also, customers are conscious about the products quality, price, customer service, and the value for money the product offer. Customers are valuable assets for the company, therefore, their opinion about the product or service offered is crucial and should be explored and investigated persistently. To retain the customers for a long time, company should focus on understanding the needs of the customers, one of the ways is to improve the satisfaction levels of its customers. If the customers are satisfied with the product they will repeat purchasing, showing loyalty, and telling good things to other people. Otherwise, they will choose another brand or may express their dislikes to the company which can negatively affect the company's image in long term.

In this project we are about to find what is level of the satisfaction of the customers of Bata in Pune area. Also try to understand what factors influence the satisfaction level of customer and the relationship between the customer satisfaction and the brand loyalty. We will also be doing a detailed study about the data analysis and interpretation. With all the data we receive in the process we will try to present it in the most comprehensive and easy to understand. This report can help the company itself to understand what their customers want and their future expectation.

# COMPANY PROFILE

**HISTORY-**

 Bata brand is a multinational footwear and fashion accessory manufacturer footwear and retailer based in Lausanne, Switzerland. The company has a retail presence of over 5,300 shoes in more than 70 countries and production facilities in 18 countries. The T. & A. Bata Shoe Company was founded on **24 August 1894** in the Moravian town of Zlín, Austria and Hungary (today the Czech Republic) by Tomas Bata. Its first mass product, the "Batovky," was a leather and textile shoe for working people that was notable for its simplicity, style, light weight and affordable price.

 **BATA.INDIA –**

**1.FOUNDATION-**

Bata India Ltd is the largest footwear retailer and the leader in the footwear industry in India. The company is engaged in the business of manufacturing and trading of footwear and accessories through their retail and wholesale network. They are having their production facilities at Batanagar in West Bengal Patna and Hathidah in Bihar Faridabad in Haryana Bangalore in Karnataka and Hosur in Tamilnadu. Their wholly owned subsidiaries include Bata Properties Ltd Coastal Commercial & Exim Ltd. and Way Finders Brands Limited. Bata India Ltd was incorporated in the year 1931 as Bata Shoe Company Pvt Ltd in Konngar West Bengal which was then shifted to Batanagar.

 Batanagar was the first manufacturing facility in the Indian shoe industry to receive the ISO 9001 certification. The company went public in 1973. They changed their name to Bata India Ltd. Over the years the company has established a leadership position in the footwear industry and is easily the most trusted name in branded footwear. The company has entered into an

agreement with Bata Ltd of Toronto Canada for supply of technical know-how and services such as Footwear technology and design brand development product development retailing and information systems for a period of ten years from January 1 2001.

Recognizing needs of the young consumers Bata India created new retail concept - **Foot in the year 2012**. It is a new business model with a different approach to cater to the young customers who are style conscious and trend-savvy shoppers and need quality merchandise at affordable price.

The year 2014-15 was a milestone year for Bata India's premium footwear brand **Hush Puppies** as it completed 20 years of its existence in India. The year 2015-16 was a milestone year for the company's international premium brand Hush Puppies as the company sold over a million pair of the brand in the year 2015 itself.

During the period under review Hush Puppies endeavoured to re-position itself as a new International Premium Lifestyle Casual Footwear brand. The company's products continued to be sold through its partners' websites including Amazon Myntra Jabong Flipkart etc

During the period under review Bata India further strengthened its customer care division. Following a successful pilot, a customer loyalty program viz. **'The Bata Club'** has been introduced at major metro cities.

With a view to bring back the swagger to Bata the company launched its internationally developed **'Red Angela Store Concept'** in Kolkata and Delhi. This concept is aesthetically designed and offers clutter-free shopping experience through merchandise focal points (in red & white) and exudes a premium look that adds up to a 'wow' feel.

The company opened the first Bata Women Store in India in Bengaluru focussed on catering to footwear & accessories needs of woman consumers.

Various market expansion strategies were put in place like increase of brand presence through marketplace model by listing products on high-traffic generating websites including TataCliq Shop Clues, GoFynd and Lime Road The company's e-commerce website **www.bata.in** migrated to a secure AWS server for enhanced performance that includes features like auto

scaling and elastic load balancing. Launching of new `**Signature Collection'** across its exclusive stores marking a new tradition of contemporary and fashionable shoes for the new younger generation etc. were the major highlights for the brand.

**2.VISION, MISSION AND QUALITY POLICY-**

**VISION:**

☐ BATA is the premier regional public transit authority in Michigan, always creating and operating state of the artwork transit technologies, body of workers training, performance metrics and financial administration at the easiest level, such that BATA is able to take delivery of any larger mission that would possibly be required of it with the aid of its community, place or state.

☐ Be, and be recognized, as the nice product and carrier organization in the protection footwear industry.

☐ Be the fastest growing company in every market we enter.

 **MISSION:**

☐ BATA provides safe, high-quality, efficient and dependable transportation offerings in its area that hyperlinks people, jobs, and communities.

☐ We will provide products and offerings of ideal exceptional which improves and protects the health of the feet of our customers. We are the innovator and using the industry. We are the desired business companion for our customers.

☐ Maximize fee for its shareholders and enterprise associates.

**QUALITY POLICY**

☐ Coordinate in a decentralized mode, which implies the company is able to alter to the local surroundings.

☐ Bata has a performing commerce arrange based on economy of scale.

□ Attempting of not send out the neighbourhood make is fundamentally committed to the inner advertises.

□ have get admission to a sufficient pool of assessors and/or professionals to be capable to perform a wonderful accreditation process.

**3.PRODUCTS / SERVICSE-**

Bata Industrials: Footwear beyond Safety

□ Leather Footwear

□ Rubber / Canvas Footwear

□ Plastic Footwear

□ Accessories, Garment & Others

□ Bata bags and Luggage

□ Bata belts

# SWOC ANALYSIS

## STRENGTH:

**1. Market Penetration:** Bata has penetrated the market virtually well. Bata is existing in giant cities to small towns. This helps in retaining its consumer base.

**2. Strong Distribution Network:** BATA has a very robust distribution community in the world with about 5000 retail stores global out of which higher than 1200 are positioned in India.

**3. Excellent positioning**: Bata has placed itself definitely excellent as a fashionable yet low-cost sneakers brand.

**4. Cost Advantage**: It's pretty clear that BATA has the cost gain and is in a position to manufacture a big range of foot wears at a very low-cost price.

## WEAKNESS:

**1. Limited market share due to competition**: Bata has been subjected to high opposition which doesn't allow Bata to have a high market share. Bata's market share has been decreased to 6 per cent.

**2. Controversies**: Bata has been fined by the Consumer forum of India for selling the paper bags for 3 rupees. This has ruined the image of Bata. The company must try to stay away from this type of controversy

**3.Low quality image:** Because of the low pricing of Bata shoes, most consumers expect the wonderful of the sneakers will be low as well. This is a normal fee splendid strategy of positioning.

## OPPORTUNITY:

**1.Footwear as a Fashion statement**: Footwear is now considered a symbol of fashion and sales are now bound to rise. This offers opportunities for Bata to raise its sales.

**2.Increasing demand in Rural Market**:, Bata has a large presence, in developing nations. Rural economies are rising at a fast pace in developing nations. In the rural sector, Bata needs to take advantage of the demand produced. This would continue to improve the bottom-line.

**3.Growing demand in the top-class sneakers category**: There is a growing demand in the premium shoes industry, especially in developing countries where living standards are increasing at fast pace.

## CHALLENGES:

**1. Intense competition:** Bata faces tough competition from other existing and upcoming footwear brands. Increasing Competition causes a change in pricing, discount offers, and sales which is a major threat to Bata.

**2. Duplicity in the market:** The Footwear business enterprise is also subjected to duplicity in the market, which no longer only decreases earnings but also weakens the brand title.

# Literature Review

**1.Prof. Dhanya, Suganth. J (2020),** "A study on customer satisfaction towards BATA footwear with special reference to Tirupur city."

The work in this paper is focusing on analysing the preference of customers of Bata. Data is collected from 120 respondents using questionnaires. For data interpretation the Simple Percentage Analysis and Ranking Correlation methods are used. According to the study. Quality, availability and the variety are some of the important factors that influence the buying behaviour of customers. The study suggests to further increase the advertisements of Bata products to improve sales.

2**. Ahmad. A, Hosni. H, Almothanna. A (2019),** "A study on relationship between customer satisfaction and brand loyalty: A review and future directions of its nature and approaches"

According to this study, the relationship between the customer satisfaction and brand loyalty is not always linear, it means that any increase or improvement in customer satisfaction would not always have an equal bearing on their loyalty towards a product or service because it is moderated by various factors, such as market characteristics, psychographic factors and product involvement. For instance, when the customer experiences higher perceived value of the product or service the relationship between customer satisfaction and brand loyalty would be stronger.

3.**Razafimanjary. A (2019), "**A thorough literature review of customer satisfaction definition, factors affecting customer satisfaction and measuring customer satisfaction."

According to the study, customer satisfaction can be defined as persons feelings of pleasure or disappointment that result from comparing a product perceived performance (or outcome) to expectations. Customer satisfaction plays an important in improving customer-focused products or services. Commitment, service fairness, conflict handling and price fairness are important factors that influence the customer satisfaction and customer loyalty in services. Also, product (in terms of quality, availability etc); price (convenient payment conditions and others); services; distribution; and image of the product are some of the crucial determinants to measure the level of satisfaction**.**

# RESEARCH DESIGN

1.Title of the study-

   In depth study of customer satisfaction towards BATA India Ltd.

2.Statement of the problem-

   To understand the satisfaction level of customers towards BATA's products.

3.Literature Review-

According to the study, the relationship between the customer satisfaction and brand loyalty is not always linear, which means that any increase or improvement in customer satisfaction would not always have an equal bearing on their loyalty towards a product or service because it is moderated by various factors, such as market characteristics, psychographic factors and product involvement.

4.Sources of Information-

 a) **Primary Data** – Collected through Questionnaire Method

 b) **Secondary Data -** Collected from company's official website, journals and articles

5.Objective of the study-

 a) To find out level of satisfaction of consumers of BATA in Pune.

 b) To identify the factors influencing the level of satisfaction.

 c) To understand the relation between consumer satisfaction and brand loyalty.

6. Nature of the design-Descriptive research design

7. Socio-cultural relevance of the study-

Understanding the relation between the customer satisfaction and customer loyalty can

help the businesses incorporate right marketing strategies for their target customers.

8. Geographical area to be covered –

Pune Maharashtra.

9.Timeframe of the study –

November 2021 -May 2022

10. Primary Data Collection –

Primary data is collected through questionnaire method.

11. Sampling –

Sample size – Minimum 30

Sampling Process – Convenient Sampling

12. Statistical tools to be used for analysis –

% Analysis, pie chart or bar graphs

13. Limitations of the study –

a) Only limited area is covered (Pune)

b) Only 30 samples are taken

c) For analysing data only questionnaire method is being used

14. Scope for Further Research –

Further research can be conducted with large sample size and using advanced statistical tools for analysing the data.

15. Bibliography –

1) https://www.bata.in/ne

2) http://ijesc.org

# Questionnaire

Respected Sir/Madam,

 I am conducting this survey on customer opinion and satisfaction towards Bata India. Ltd as a part of my annual project. Kindly fill out the following questionnaire.

Name:

1) Age:

2) Gender: ☐ Male ☐ Female

3) Occupation: ☐ Student ☐ Working ☐ Part Time ☐Other___

4) How did you come to know about the brand Bata?

a) ☐ Friends b) ☐ Family c) ☐ Advertisement

5) What do you prefer to buy from Bata?

 a) ☐ Formals b) ☐ Casuals c) ☐ Sportswear d) ☐ All

6)From where do you purchase BATA footwear?

 a) ☐ Online b) ☐ From Store c) ☐ Mall

7) What are the features you like about BATA as a brand? (Check all That Apply)

 a) ☐ Quality b) ☐ Price c) ☐ Range of products d) ☐ Easy availability

8) When do you prefer to buy BATA footwear?

 a) ☐ Seasonally b) ☐ Occasionally c) ☐ Can't say

9) How much are you willing to spend on Bata Footwear?

 a) ☐ Up to 2000 b) ☐ More than 2000 c) ☐ Can't say

10) Do your Family Members use BATA footwear?

 a) ☐ Yes b) ☐ No

11)How frequently would you like to buy BATA footwear?

 a) ☐ Always b) ☐ Often c) ☐ Sometimes d) ☐ Never

12) How would you rate the parameter value for money at BATA?

 a) ☐ Excellent b) ☐ Good c) ☐ Sufficient d) ☐ Poor

13) Are you satisfied with the brand BATA?

 a) ☐ Yes b) ☐ No

14) Would you recommend BATA to your Friends and Family?

 a) ☐ Yes b) ☐ No

15) Being a customer of BATA would you like to suggest anything which can help enhance the efficiency of the brand?

_____

_____

_____

# DATA ANALYSIS AND INTERPRETATION

1.How did you come to know about the brand Bata?



Approach to the Brand

- 20%
- 37%
- 43%

■ Friends   ■ Family   ■ Advertisement   ■
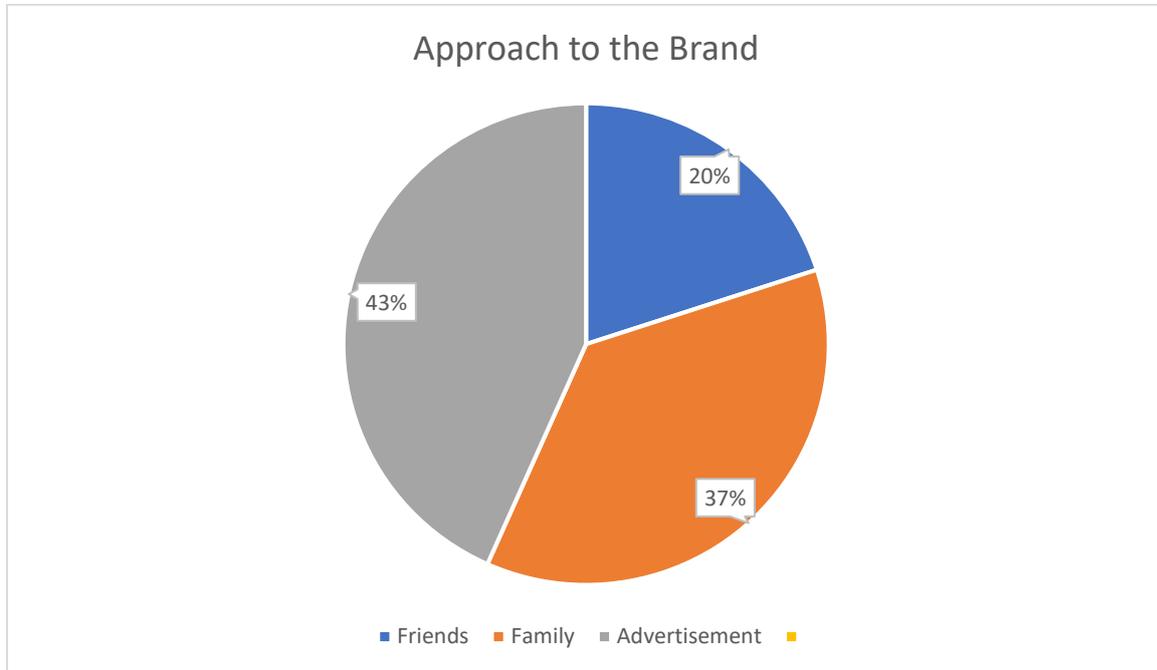
**Interpretation:**

a) It could be observed from the above pie chart that **43%** of the respondents came to know about the brand Bata from advertisement on social media platforms or from television ads etc.

b) The above analysis shows that the ad campaigns run by Bata are effectively reaching to their customers.

c) Also**, 37%** of the respondents get to know about the Bata from their families and **20%** from their friends which also reflects the positive word of mouth marketing about the brand.

2. What do you prefer to buy from Bata?

Preference of Footwear

37%
23%
10%
30%

■ Formals  ■ Casuals  ■ Sportswear  ■ All
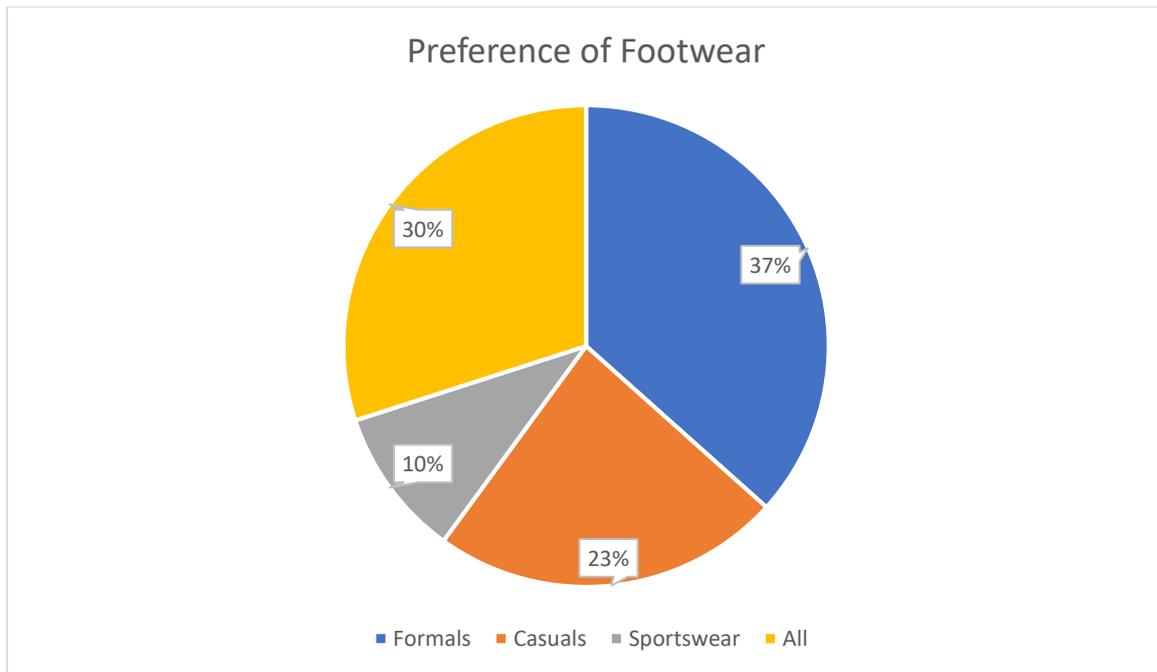
**Interpretation:**

a) From the above pie chart, we can see that **37%** of the respondents prefer formals to buy from Bata**, 30%** of the respondents prefer to buy all of the footwears offered by Bata, **23%** of the respondents give preference to casuals and **10 %** of the respondents prefer sportswear.

b) From above analysis, it can be observed that most of the respondents would like and prefer to buy formals from options.

3.From where do you purchase BATA footwear?



**Interpretation:**

a) From the above pie chart, it can be observed that 97% of the respondents purchase footwear from store and rest 3 % purchase from malls.

b) The above data shows that the most of the respondents prefer to purchase their footwear by physically visiting the stores or the mall.

4) What are the features you like about BATA as brand?  (Check all that Apply)



Features of BATA

24%
7%
53%
16%

■ Quality  ■ Price  ■ Range of products  ■ Easy availabilty
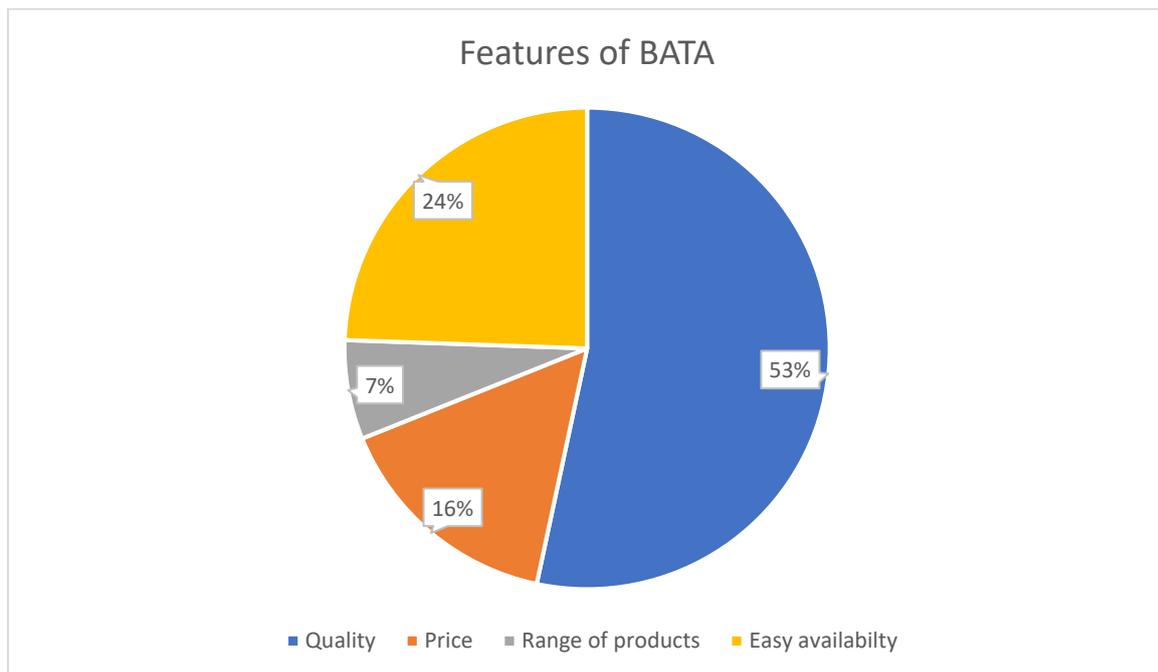
**Interpretation:**

    a) From the above pie chart, it can be observed that 53% of the respondents like quality of Bata footwear ,24% of the respondents like easy availability of products in Bata, 16% of the respondents like price and 7% like range of products that it offers.

    b) The above data shows that most of the respondents like quality in Bata footwear, also it can be observed that easy availability of Bata is attracting customers to buy Bata footwear.

5) When do you prefer to buy BATA footwear?



Preferential time to buy BATA

- Seasonally    ▪ Occasionally    ▪ Can't Say
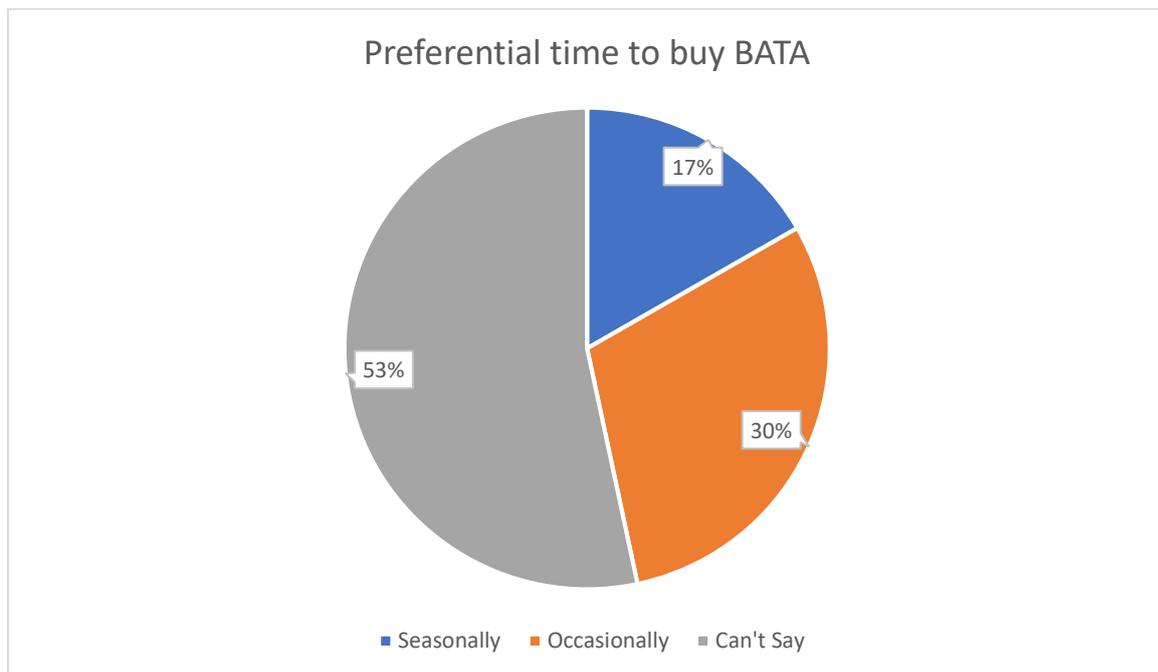
**Interpretation:**

a) 53% of the respondents said they cannot say when would they prefer to buy Bata footwear, 30% of the respondents said they prefer to buy occasionally and 17 % of the respondents prefer to buy seasonally.

b) From the above analysis it can be observed that most of the respondents cannot say when would they prefer to buy Bata footwear this is due the need based purchase behaviour.

6) How much are you willing to spend on BATA Footwear?

## Willingness to Spend
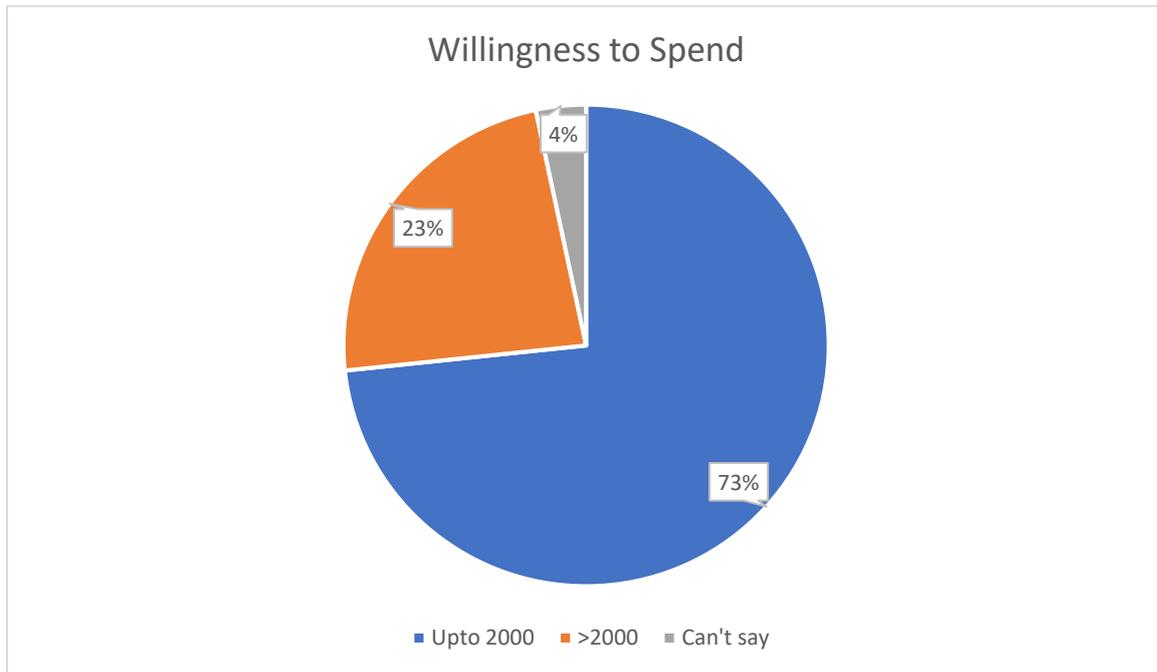


**Interpretation:**

a) From the above pie chart, we can see that 73% of the respondents are willing to spend up to 2000 on the Bata footwear, 23% of the respondents are willing to spend more than 2000 rest 4% of the respondents said they cannot say.

b) Form the analysis it can be seen that most of the respondents are willing to spend less than 2000. This is because in India per capita income of the consumers is comparatively very low and also most of the respondents are students.

7) Do your family members use BATA footwear?
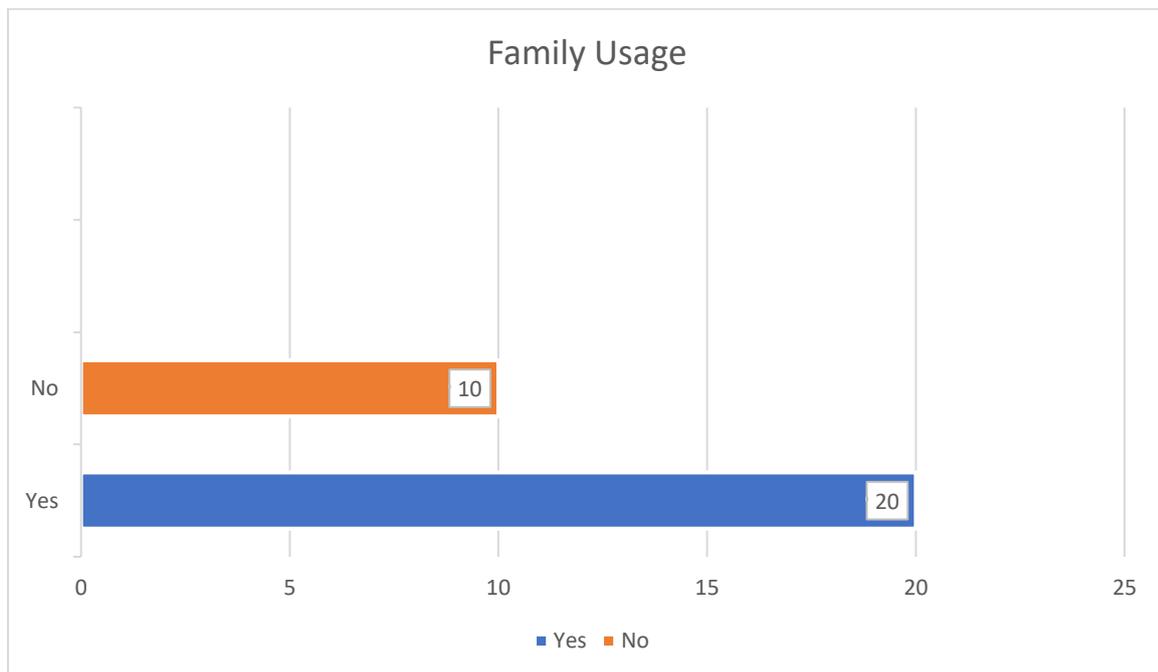


**Interpretation:**

a) From the above chart we can see that 67% of the respondents said that their family member use Bata footwear and 33 % of the respondents said that their family members do not use footwear from Bata.

b) From the above analysis it can be observed that majority of the respondent's family members use Bata footwear.

8) How frequently would you like to buy BATA footwear?

## Frequency fo Buying



- Always  - Often  - Sometimes  - Never
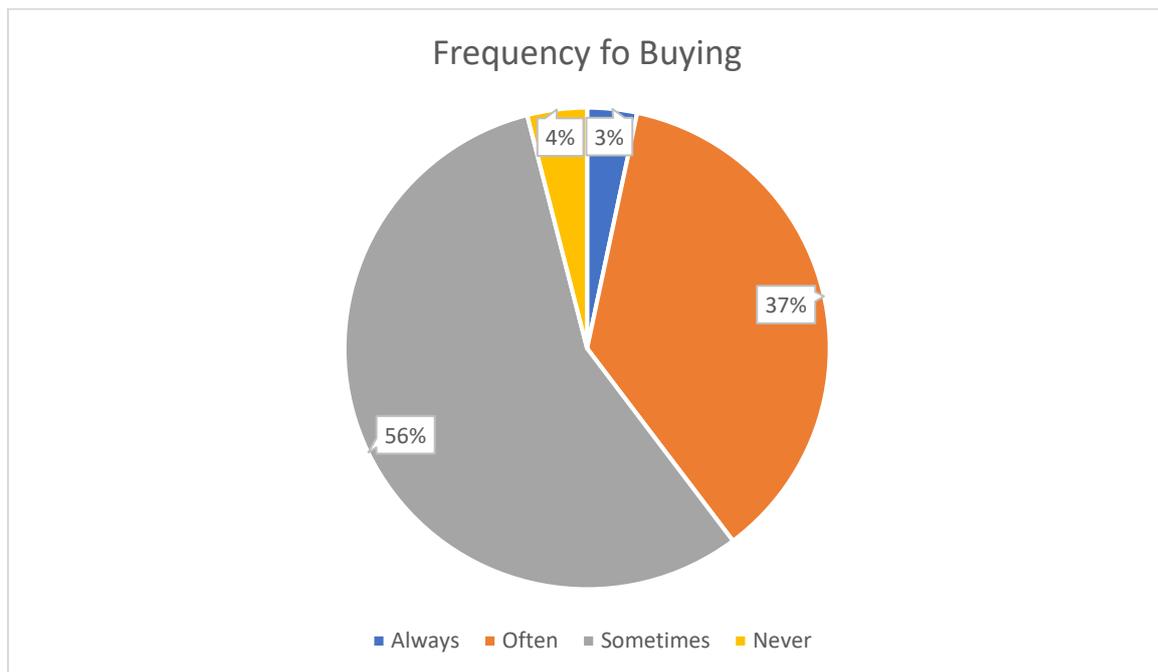
**Interpretation:**

a) From the above pie chart, we can see that 56% of the respondents would sometimes like to buy Bata footwear,37% of the respondents would often like to buy Bata footwear,4% of the respondents would never like to buy Bata footwear and 3% of the respondents would always like to buy Bata footwear.

b) From the above analysis it is found that most of the respondents would sometimes prefer to buy from Bata the reason being said is high price of Bata footwear.

9) How would you rate the parameter value for money at BATA?



## Parameter value for money

- Excellent
- Good
- Sufficient
- Poor
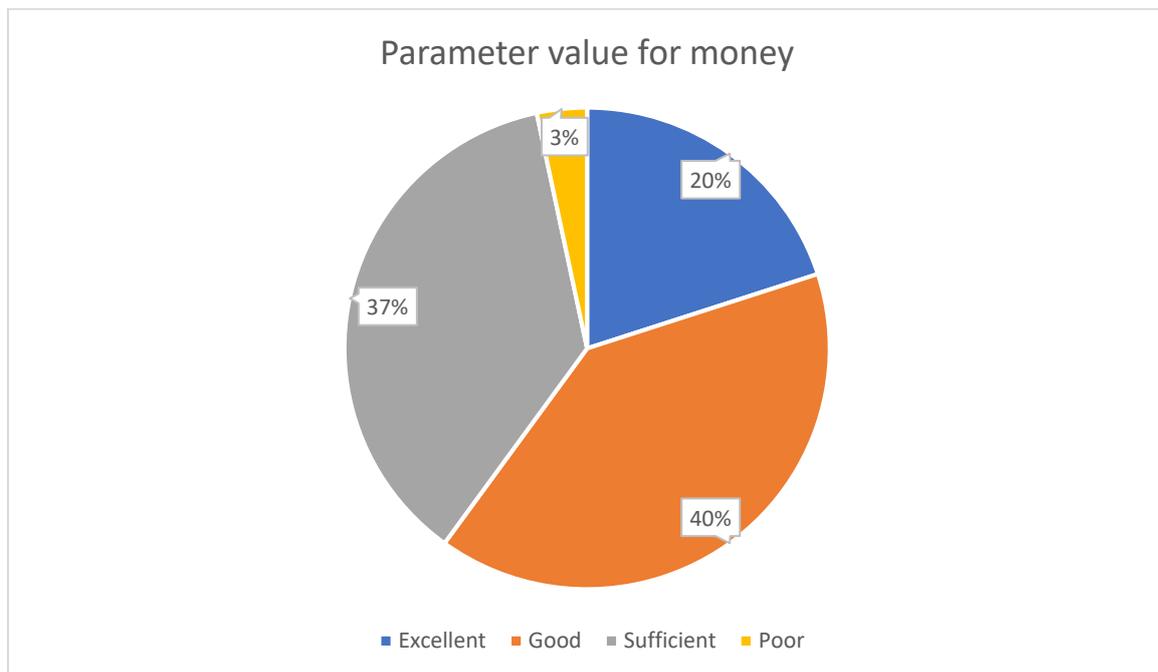
**Interpretation:**

a) From the above pie chart, we can see that 40% of the respondents rated good for the parameter value for money, 37% of the respondent rated the sufficient,20% of the respondents rated excellent and rest 3% of the respondents rated poor for value for money at Bata

b) From the above analysis it can be found that the most of the respondents rated good and are happy with value that Bata offer for the money paid.

10) Are you satisfied with the brand BATA?

## Satisfaction towards the Brand
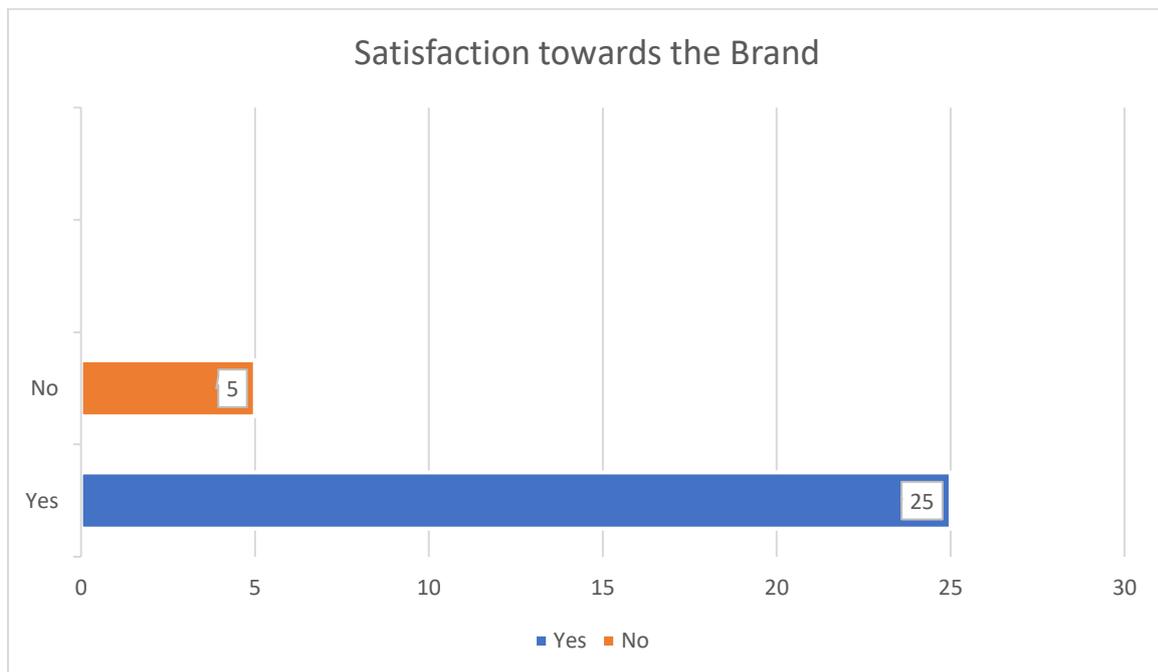


**Interpretation:**

a) From the above pie chart, that 83% of the respondents are satisfied with the brand Bata, 17% of the respondents are not satisfied with brand Bata.

b) From the above analysis it is observed that most of the customers are satisfied with the brand Bata.

11) Would you recommend BATA to you friends and family?

Recommendation to friends and family

7%

93%

■ Yes ■ No ■ ■
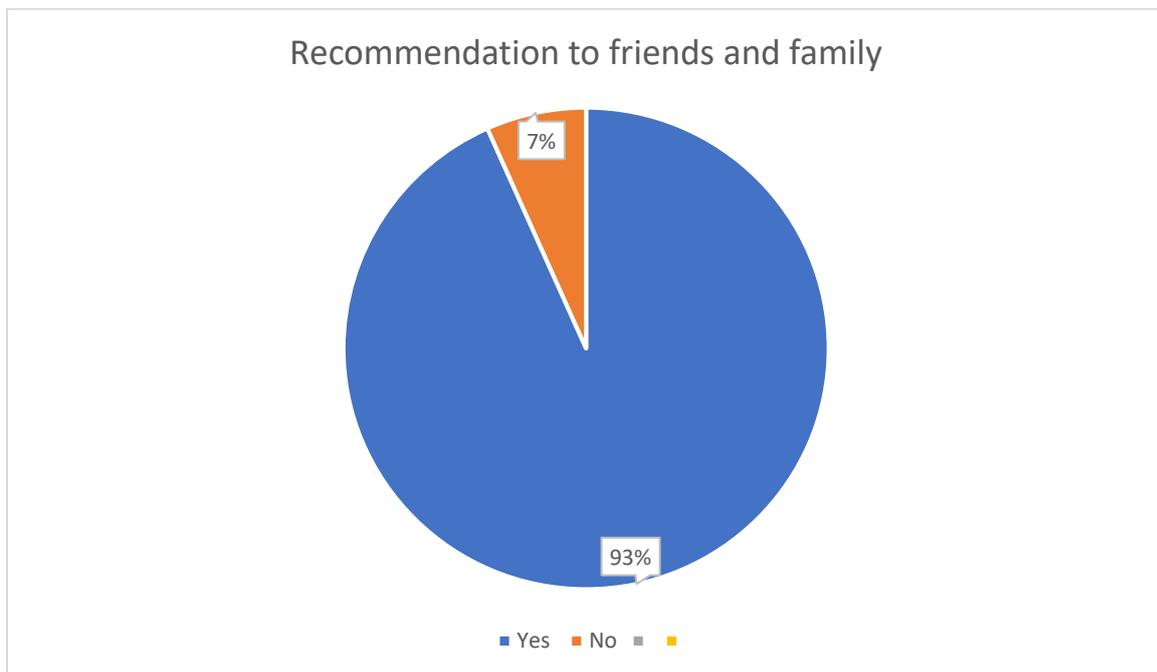
**Interpretation:**

a) From the above pie chart, we can see that 93% of the respondents would recommend Bata to their friends and family, 7% of the respondents would not recommend to their friends and family.

b) From the above analysis it can be observed that most of the respondents are satisfied with the brand and said that they would like to recommend the brand to friends and family.

# HYPOTHESIS

**TOOLS OF DATA ANALYSIS:**

Statistical tool Chi-Square Test ($\chi$): Chi square is the relation between the two or more variables.

The value of is $\chi$ calculated by $\chi^2 = \sum (O - E)^2 / E$

Where,

**O** is the **observed frequencies** and

**E** is the **Expected frequencies** obtained under hypothesis

**Degree of Freedom**

The number of degrees of freedom, usually denoted by Greek symbol '$\nu$' (pronounce as neu)

The degree of freedom for 2*2 contingency table is calculated by formula:

$N = (c-1) *(r-1)$

Where,

C is the number of columns in contingency table

R is the number of rows in the contingency table.


**Chi-square Test $\chi$ 2:**

The Chi-square test is one of the simplest and most commonly used non parametric test in statistical work. The Greek letter $\chi 2$ is used to denote this test.

This is a test that is carried out to examine association or difference, though it is also used as a test of difference.

It measures the difference between a statistically derived expected result and actual result whether there is a significant difference between the two.

## Null Hypothesis

H0- There is no relationship between the customer satisfaction and brand loyalty.

## Alternative Hypothesis

H1- There is relationship between the customer satisfaction and brand loyalty.

Q1) Are you satisfied with the brand BATA?

| Particulars | Number of Respondents (customer) | Percentage (%) |
|---|---|---|
| Yes | 25 | 83 |
| No | 5 | 17 |
| Total | 30 | 100 |

Q2) Would you recommend BATA to your friend and family?

| Particulars | Number of Respondents (customer) | Percentage (%) |
|---|---|---|
| Yes | 28 | 93 |
| No | 2 | 7 |
| Total | 30 | 100 |

Level of significance=5%

Degree of freedom (D.F) = (r-1) *(c-1)

Were

r is no. of rows

C is no. of columns

Therefore,

D.F = (2-1) *(2-1) = 1

| Particulars | Respondents who are satisfied (customer) | Respondent who would recommend | Total |
|---|---|---|---|
| Yes | 25 | 28 | 53 |
| No | 5 | 2 | 7 |
| Total | 30 | 30 | 60 |

**Expected frequency for each cell is**

1) a1 b1 = (a1) *(b1)/n = (30*53)/60 = 26.5
2) a1 b2 = (a1) * (b2)/n = (30*7)/60 = 3.5
3) a2 b1 = (a2) *(b1)/n = (30*53)/60 = 26.5
4) a2 b2 = (a2) *(b2)/n = (30*7)/60 = 3.5

| | Respondents who are satisfied (a1) | Respondent who would recommend (a2) | Total |
|---|---|---|---|
| Yes (b1) | 26.5 | 26.5 | 53 |
| No (b2) | 3.5 | 3.5 | 7 |
| Total | 30 | 30 | 60 |

**Applying Chi square test:**

| Sr. No. | Observed Value | Expected Value | O-E | $(O - E)^2$ | $(O - E)^2 / E$ |
|---|---|---|---|---|---|
| 1 | 25 | 26.5 | -1.5 | 2.25 | 0.084 |
| 2 | 5 | 3.5 | 1.5 | 2.25 | 0.64 |
| 3 | 28 | 26.5 | 1.5 | 2.25 | 0.084 |
| 4 | 2 | 3.5 | -1.5 | 2.25 | 0.64 |
| Total | | | | | $\chi 2 = 1.44$ |

Therefore,

$\chi 2 = 1.44$

The table value $\chi 2\ 0.05 = 3.841$

Since the calculated $\chi 2$ is less than the critical value of $\chi 2$.

From the above test it was found that there is relationship between the customer satisfaction and brand loyalty. Hence the alternative hypothesis is accepted and other is rejected.

# LIMITATIONS

- A limited sample size of 30 customers was considered because of time constraint and certain limited boundaries (not specifically mentioned). Research might not reflect the real target market as the total sample size is comparatively less to represent the entire population.

- The income of the customers was not considered. As information of income is not provided by customers. Hence the level of satisfaction and purchase utility may vary due to this factor.

- Only limited area is covered in the city of Pune.

- For analysing data only questionnaire method is being used

- Available customer data from the distributor was less and people were located at different places in the city due to which it was difficult to get a free time from customers and conduct the survey.

# CONCLUSION

From the study on customer satisfaction towards Bata India ltd. It has concluded that most of the customers are satisfied with the service of Bata products and most of the customers has shown the intention to recommend the brand to their friend and family.

 Also, most of the customers has shown willingness to repurchase from Bata which also shows the loyalty of customers towards the brand.

 From the above analysis, it is observed that quality of the product is most important factor in attracting the customers towards Bata products. Also, most of the customers are satisfied with the value for money Bata offers.

When asked about the suggestion to enhance the efficiency of Bata most of the respondents said that designs should be more innovative and trendier, and also prices of the product should be more affordable which would suit the pocket of middle-class people.

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DECCAN EDUCATION SOCIETY'S
BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)

PROJECT REPORT ON

SURVEY OF THE IMPACT OF PANDEMIC ON ONLINE GROCERY
SHOPPING WITH REFERENCE TO BIG BASKET

Prepared by Rujuta Karve under the guidance of Prof. Aditi Samir

Submitted to Brihan Maharashtra College of Commerce (Autonomous) for the fulfillment of
requirements of Post Graduate Diploma in International Business (2021-2022)

# ACKNOWLEDGEMENT

The project required the cooperation of many people.

I would like to specially thank **Prof. Aditi Samir** for guiding me throughout the process of this research project. Her valuable guidance and expertise were helpful in completing this work.

I am also thankful to all the respondents for sparing their time to answer the questionnaires and thus helping with generating reliable data for conducting the research.

# TABLE OF CONTENTS

## 1. INTRODUCTION:

This research project examines the online grocery shopping industry in general, with a special focus on the impact of pandemic on the industry. The topic was selected because it has become extremely relevant in today's fast-paced world. Online grocery shopping saves daily hassles and the digital experience makes lives comfortable. This made it interesting to study the sector, especially with a focus on the impact of the pandemic, which in fact made people re-evaluate many life choices.

This research project aims to examine whether people switched to online grocery shopping in times of the pandemic. The research particularly focuses on online grocery shopping because fruits, vegetables and grocery items are basic needs that had to be met even with a severe Covid-19 lock down situation. Big Basket was not offering services in the very initial days of the lockdown. This meant that people had to take the risk of venturing out to buy necessary supplies.

However, Big Basket again started delivering a few months into the lockdown. This was a relief for many previous customers. But this survey aims to check whether people started using Big Basket in the period of the severe waves of the pandemic or whether the customers of the company report that the pandemic has not had any impact on their preferences of online vs. in-the-store grocery shopping.

The research was conducted by formulating a questionnaire which was then filled out by 40 respondents throughout India. The responses touch on various aspects of online grocery shopping ranging from reasons for and against it to other aspects of the shopping experience.

With the help of a questionnaire, the survey further finds out the frequency of orders placed by current customers. It examines the approximate percentage of total grocery ordered online

using Big Basket. Along with that, the respondents are also asked whether they would recommend the use of Big Basket to friends and family and how much they are satisfied in general about the services of the company.

To add to it, the research project also has a section which respondents who have never ordered on Big Basket can fill. This section aims to examine the reasons that people do not want to use Big Basket. Here, it can also be examined whether Big Basket needs to expand its presence to other cities in which the company is currently not delivering. Along with that, it checks whether people who are not current customers are open to shopping groceries using Big Basket some time in the future.

## 2. AIMS AND OBJECTIVES:

1. To examine how much percent of the surveyed population uses Big Basket

2. To find out whether the pandemic made people resort to Big Basket for grocery shopping

3. To research the frequency and proportion of monthly groceries purchased using Big Basket and whether the pandemic has changed this frequency

4. To research the reasons for using or not using Big Basket

**Null hypothesis:**

The pandemic has not influenced online grocery shopping through Big Basket

**Alternative hypothesis:**

The pandemic has influenced online grocery shopping with reference to Big Basket

### 3. REVIEW OF LITERATURE:

While conducting this research, various previous research studies about similar topics were read. This helped to understand what aspects other researchers are studying and how the study can be made most relevant.

The following literature was reviewed for the study:

1. Big Basket Study, Indian Institute of Management, Raipur[1]

An interesting study about Big Basket was conducted by the Centre for Digital Economy at IIM Raipur. Of the other topics studied, this study focuses on the competitors of Big Basket and presents data about it. The study examined the various strategies used by the competitors of Big Basket and also shows data about delivery locations; eg, Amazon pantry (now Amazon fresh) delivers in 110 cities in India as per this paper.

Apart from that, the study recognises Porter's five forces with reference to online grocery shopping with Big Basket. It shows that while dealing with such businesses, suppliers have low bargaining power because the number of suppliers is high. At the same time, customers have high bargaining power. There is a big threat of new entrants and substitutes. All of this is also paired with high competition from existing players.

2. Story of Big Basket- pre and post pandemic[2]

A study on the topic 'Story of Big Basket- pre and post pandemic' was conducted by professors at the Amity university and was published in Asian Journal of Science and Technology.

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[1] Vignesh M, Manoj Ram, Nivedhan P, Ramakrishna, 2020,p.4-6
.https://iimraipur.ac.in/cde/pdf/Big%20Basket_watermark.pdf
[2] Amist, Chawla, Asian Journal of Science and Technology, vol. 12, issue 2, 2021

The study highlights how Big Basket had to suspend operations in the first lockdown in some cities and how the company got back to getting new employees and starting afresh.

The paper also throws a light on the back-office operations of the company that allow the company to deliver the best at the perfect time. As per the study, the company followed the Just in Time (JIT) logistical approach earlier. This meant that they picked up the goods from local grocery stores and delivered. However, this model is not followed any more.

2. How Covid-19 affected the online grocery buying experiences- A study of select cities of Mumbai and Pune[3]

This study was conducted by TEAM University in Uzbekistan. The study deals specifically with the impact of online grocery shopping with reference to Mumbai and Pune.

The study, conducted by Jyoti Meshram, concluded that 'today's customers prefer buying online, be it the fashion and electronics or their monthly groceries'. [4]

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[3] Meshram, International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS), Vol. 9, Issue 11, Nov. 2020
[4] Meshram, International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS), Vol. 9, Issue 11, Nov. 2020, p.4

**4. COMPANY PROFILE:**

**Company Introduction:**

Big Basket is the largest online grocery store in India. It was founded in December 2011 by Hari Menon, VS Sudhakar, V S Ramesh, Vipul Parekh and Abhinay Choudari. Big Basket is based in Bangalore and employs around 15,000 people.

The company's annual revenue as on Dec 31, 2020 was $790 Million. Big Basket reported operating revenue of around 6.5 crores in financial year 2021. This was up by almost 73% than the financial year 2020. [5]

Tata Digital, a subsidiary of Tata Sons, acquired around 64.3% stake in Big Basket in May 2021. The company is now set to expand with the backbone of the Tata Group.

**Offerings and delivery system:**

Big Basket practically offers almost everything that is needed to run a home. The company offers vegetable and fruits as well as all kinds of grocery supplies like sugar, salt, noodles, biscuits and wafers. The company also sells toiletries like hand wash, face wash, face wash and detergents. Big Basket also sells its own projects under the name of bb; eg, bb sugar, bb salt and organic products.

Big Basket has a user-friendly website, the link of which is as follows: https://www.bigbasket.com/?utm_source=google&gclid=EAIaIQobChMIvp7Y-OXP9wIVMplmAh0LDAulEAAYASAAEgKxcfD_BwE&utm_campaign=Bigbasket-Brand-Offers-PUN&utm_medium=cpc

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[5] https://entrackr.com/2022/04/bigbasket-b2b-arms-revenue-past-rs-6500-cr-in-fy21-losses-shrink-32/

After logging in, customers can see the currently available deals and avail discounts over and above the MRP of products. One can pay using credit and debit cards, net banking, UPI as well as cash. Moreover, the online delivery store lets customers select a slot for delivery, thus making the shopping experience more inclusive for working customers. The two-hour slots are strictly followed and the goods are delivered at the doorstep within those two-hours.

Big Basket also offers a Big Basket daily subscription, wherein one can order items like milk, eggs etc. and get them delivered every day. Along with that, one can add items before 10 pm the previous night, with a delivery charge of Rs. 2 per order.

Big Basket currently delivers in all metros like Noida, Mumbai, Hyderabad, Kolkata, Bangalore, Chennai as well as tier-2 cities like Pune, Nagpur and Jaipur. The company also has a presence in smaller cities like Nashik, Kochi rural, Rajkot, Raipur, Amravati etc.

**Competition:**



Market share of online grocery retailers across India in 2019, [6]

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[6] https://www.statista.com/statistics/1118621/india-online-grocery-market-share-by-company/
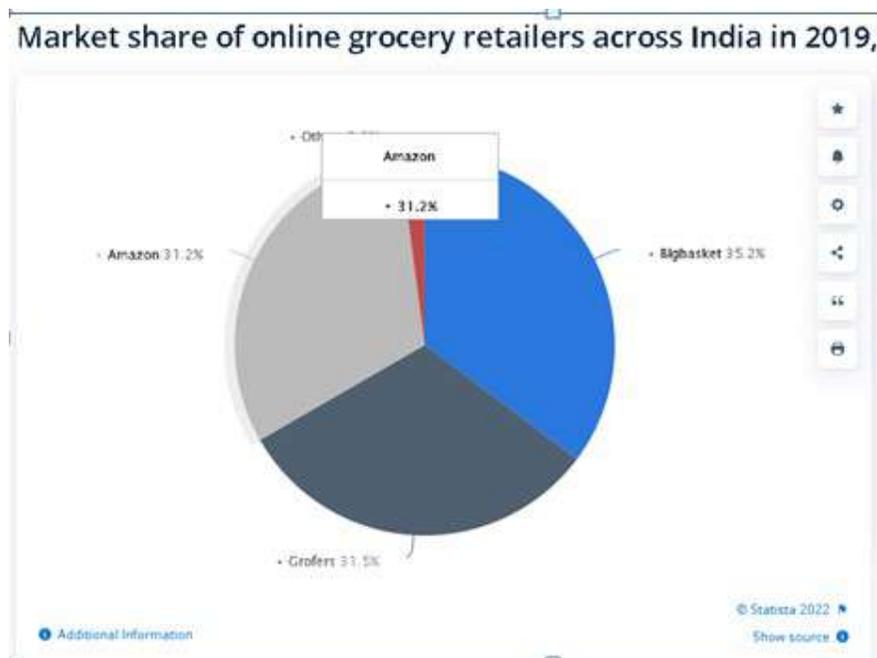
As of 2019, the company had a market share of 35.2% in the online grocery store market. However, there is strict competition from other market players. Grofers and Amazon follow closely, with a market share of 31.5% and 31.2% respectively. Recently, Dunzo Daily is advertising heavily and could thus pose as a big competitor in times to come.

## 5. RESEARCH DESIGN

The research was conducted using survey method. Questionnaires were distributed to 40 respondents, with a mixed bag of Big Basket users and non-users. The questionnaires had two sections: Section A and section B. At the beginning, the respondents were asked whether they used Big Basket. If the response was yes, they were diverted to section A. If the response was no, they were diverted to section B of the questionnaire.

**Population:**

For this study, all people above the age group of 18 years who have access to Big Basket (Indian citizens) are considered the population. This is the group of people to which respondents of the survey belong.

**Sampling frame:**

The sampling frame consists of Indians above the age of 18 years. The project includes people from various locations across India in order to avoid bias or regional preferences.

**Sample size:**

The questionnaires have been filled by 40 respondents, all of whom belong to the age of 18 years and above.

**Sampling method:**

While conducting the research, convenience sampling method was used. Convenience sampling is a type of non-probability sampling in which the sample is drawn as per the convenience. For this project, the respondents were selected as per the convenience (after applying the criteria of adult age group).

**Quantitative research design:**

The type of research design used for this project is quantitative research design. Quantitative research relies on the use of numbers and numerical data in order to test the hypothesis. It is very useful for consumer surveys because it can reach a wider respondent group. Apart from that, conducting quantitative research is cost-friendly and user-friendly. It is also convenient for the researcher and the respondents. For example, a researcher can design a questionnaire, get it filled from target respondents and later analyse the data to find out patterns.

For this project, each survey question was analysed by checking the answers of the respondents. This helps to know what percent of respondents use Big Basket and also whether and how the pandemic has influenced this use.

Quantitative research design also makes sure that the data is collected objectively. A researcher can, for example, have a biased viewpoint in observation research. But in a quantitative study, the data can be easily presented and analysed using numbers, which means that there is almost no room for bias or researcher's influence on the study.

For this survey research, the questionnaire was designed in such a way that all questions were mandatory. This has ensured that all 40 respondents have answered all the questions, making the results even more useful.

The questionnaire that was circulated for the research is as follows:

**SURVEY OF THE IMPACT OF PANDEMIC ON ONLINE GROCERY SHOPPING WITH REFERENCE TO BIG BASKET**

**Name:**

**Age:**

**Place of residence:**

**Occupation:**

1. Have you ever purchased anything on Big Basket?

☐ Yes ☐ No

Kindly fill **section A** if you ticked **'Yes'**. If you marked **'No'**, please proceed to **section B**.

**Section A**

2. When did you start using Big Basket?

☐ Before March 2020

☐ During the peak of the pandemic

☐ Since the last 1-2 months

3. How often do you place an order on Big Basket?

☐ Once a week

☐ Once a month

☐ Once in 2-4 months

☐ Once after more than 4 months

4. What motivated you to shift to online grocery shopping?

☐ Convenience

☐ Covid-related safety

☐ Discounts and pricing

☐ Availability

☐ Other (please specify: _____)

5. Did the pandemic affect your frequency of shopping with Big Basket?

☐ Yes

☐ No

6. Approximately what proportion of your monthly grocery/vegetables do you order from Big Basket?

☐ Less than 50%

☐ Around 50%

☐ More than 50%

7. Has your shopping experience changed after TATA acquired the majority stake in Big Basket?

☐ No

☐ Yes, positively

☐ Yes, negatively

8. Do you use BB brands like BB Sugar?

☐ Yes

☐ No

9.  Have you subscribed to BB daily?

☐ Yes

☐ No

10. How likely are you to recommend Big Basket to your friends and family?

☐ Very likely

☐ Neutral

☐ Not at all likely

**Section B**

11. Did you ever order via Big Basket during the pandemic?

☐ Yes

☐ No

12. What is your primary reason for not using Big Basket?

☐ Quality concerns

☐ Technological challenges

☐ Convenience of physical stores

Hesitation to switch to online shopping

☐ No Big Basket services at your location

☐ Other (please specify): _____

13. Do you use any other online grocery/vegetable delivery website/app?

☐ Yes (please specify the name): _____

☐ No

14. Do you use online platforms for ordering things other than groceries/veggies?

☐ Yes

☐ No

15. Would you like to try ordering via Big Basket in the future?

☐ Yes

☐ No

**Geographical relevance and international scenario:**

**International scenario:**

Compared to offline grocery shopping, online grocery shopping is a relatively new thing, primarily linked to the emergence of information and communication technology. Along with the emergence in India, online grocery shopping is also rampantly spreading in other parts of the world. Information regarding online grocery shopping in all 4 habitable continents apart from Asia, can be presented below:

**USA:**

In the US, Walmart is the biggest player that delivers groceries after making an online order and payment. Walmart, however, deals in variety of items apart from groceries, so it cannot be treated as an exclusive grocery store. Walmart has departments ranging from electronics, home equipment, clothing etc. But groceries is of course one of the sections, making it an eligible international seller of online grocery.

Apart from Walmart, Amazon, Kroger and Target also offer deliveries of groceries. Amazon US also delivers Indian groceries, along with other brands like Desi Basket.

**Germany:**

Even in Germany, the trend of online grocery shopping has been picking up, especially in the younger generation.

Rewe is an example of a traditional supermarket which now also offers online grocery shopping.

Apart from that, there are several German start-ups named Gorilla and Hello Fresh in the sector. Flink, a newly found start-up in Berlin, boasts of a delivery speed of 10 mins. Owing to the dominance of drink culture in Germany, start-ups like Flaschenpost focus exclusively on delivery of alcoholic and non-alcoholic beverages. This is an interesting difference from the socio-cultural view point.

Owing to the influx of more and more Indian students, Indian expats in Germany now also have the support from online delivery partners like Jamoona and Dookan. The collection is limited and expensive, but it is still a good start!

**Autralia:**

In Australia, one can order online using websites like Woolworths and Harris Farm Markets. On an average, the online grocery sales in Australia have grown by 35% per year from 2017-2022.

Even here, one can spot Indian stores like Easy Grocery that deliver Indian groceries in a much wider variety than Germany.

**Nigeria:**

Even in African countries like Nigeria, one can now find online stores for grocery shopping.

Stores that one can find in Nigeria include Supermart, Jumia and Nkataa.

**Socio-cultural relevance:**

This research is important because we can assess whether technology is helping people improve their life styles. With the use of this research, we can know whether people found online shopping convenient and safe in times of the pandemic. Therefore, it has great social relevance, especially because groceries are necessary for the day-to-day functioning of a household.

**Limitations:**

This research is limited to 40 respondents.

Convenience method is used which might impact the results a bit.

**Scope for further research:**

There is definitely a great scope for extending this research to more participants. This research can also be conducted across countries to find out similarities and differences in the patterns of online grocery shopping during pandemic.

Also, this research can be expanded to other countries to find the best market entry strategies as per cultural and geographical differences.

**6. ANALYSIS AND INTERPRETATION**

The data was collected from 40 respondents above the age group of 18. To avoid regional bias, it was collected from respondents in various cities ranging like Pune, Delhi, Nashik, Ratnagiri, Aurangabad, Bangalore etc. It was then analyzed to find out the responses and percentages. The data was analyzed using tables and pie charts and it can be presented in detail below:

**BASIC DATA**

**Location:**

The survey was responded by 40 people spread across different Indian cities. The seven cities that the respondents are currently residing in include Pune, Chinchwad, Thane, Delhi, Noida, Bangalore and Nashik.

This has ensured that regional diversity is taken into account and that responses are not biased by a respondent group only from one city or region.

**Age group:**
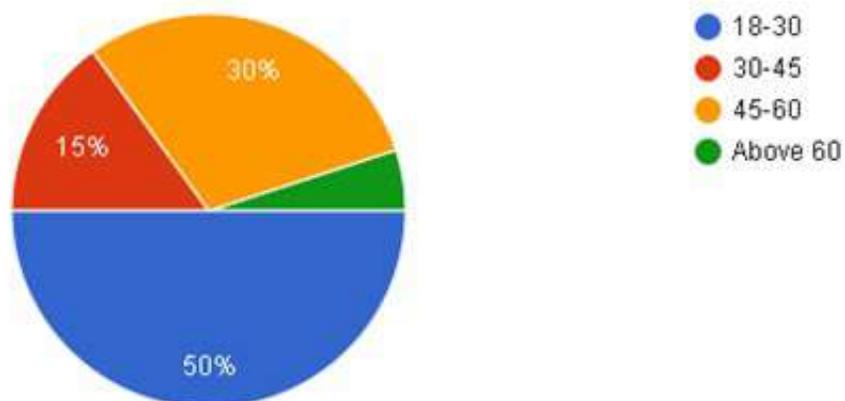
The questionnaires were distributed and were filled by respondents of various age groups. The options were 18-30, 30-45, 45-60 and above 60. 50% of the respondents fall under the age group of 18-30, 30% in the age group of 45-60, 15% in the age group of 30-45 and only 5% in the age group of 60 and above.

**Occupation:**

The survey was filled by people belonging to various occupations. This also ensures that group of people belonging to a specific occupation is not producing biased results.

The most represented occupational groups include students (15%) and teachers (10%).

Other occupational groups include a diversity of occupations like IT professionals, retired professors, doctors, salaried employees as well as home makers.

**ANALYSIS OF QUESTIONS:**

Directing respondents to one of the two sections:

Initially, this question was asked to separate Big Basket users from non-users. They were further redirected to the respective section with questions concerning Big Basket users or non-users.

Question: Have you ever purchased anything on Big Basket?
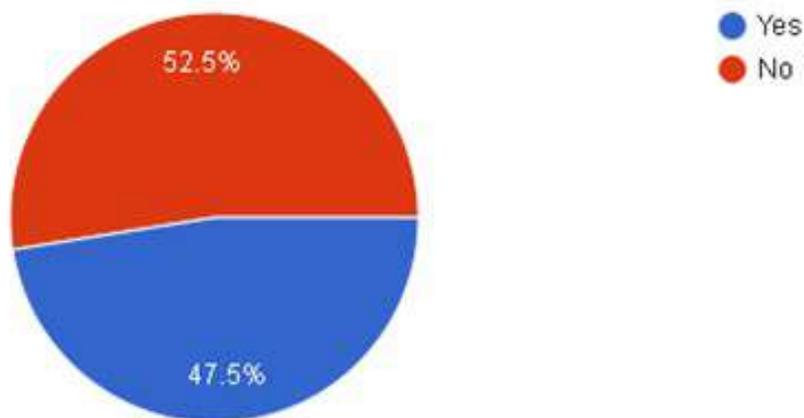
This question examines whether respondents have ever purchased anything on Big Basket.

Out of the total 40 respondents, 19 respondents have used Big Basket at some point till now. This means that 47.5% of survey respondents have purchased something using Big Basket. In contrast, 21 respondents have never used Big Basket. This amounts to 52.5% of the surveyed respondents.

In addition, as per the age data, most of the respondents comprise of the young generation. So there is clearly no predominance of senior citizens which will bias this finding.

The survey is diverged after this question. There are two sections to this questionnaire. Those who have responded affirmatively get directed to Section A where they get further questions important from the point of view of Big Basket users. Those who answer negatively are directed to Section B where they can answer questions relating to the choice of not using Big Basket.

This categorization helps in order to reach customers as well as non-customers. Because of this division, reasons for use of the brand as well as pandemic-related use can be better traced.

SECTION A

1. Time frame of using Big Basket

Question: When did you start using Big Basket?

This is the core question of the research. The question addresses the time frame in which the surveyed customers of Big Basket started using the services of the company.

This is a key question because it helps address the main point of whether the pandemic made people switch to online grocery shopping with use of Big Basket and if yes, to what extent.
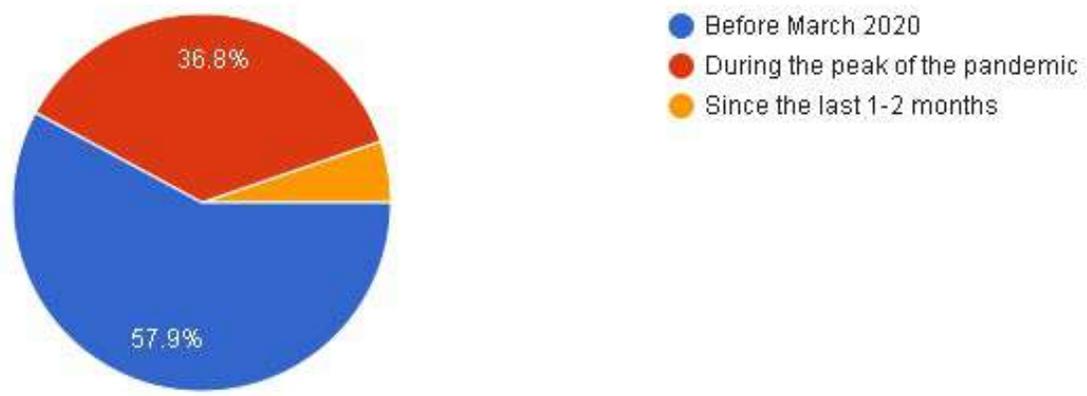


It was found that 57.9% of respondents started using Big Basket before the pandemic started. The observation thus tells us that more than half of the current customers

surveyed were already using Big Basket and the pandemic was not really a trigger for switching to online grocery shopping using Big Basket.

However, we see that 36.8% of the surveyed population actually started using Big Basket during the peak of the pandemic. This signifies that Big Basket actually got quite a few customers due to the pandemic.

The pandemic, especially during the peak waves, was a time when people were looking for safe options of fulfilling their daily needs. Local grocery stores were mostly full of people who were engaged in panic buying. To add to it, local stores had restricted opening timings like 10-12 am or 4-6 pm. This in fact ensured higher crowds and made the shopping experience more stressful with bigger waiting lines and inflexible timings. During this time, once operations resumed, Big Basket again started with door-step delivery. One could also select the suitable time slot and this made things very convenient for everyone who had to attend online classes and work from home. People could choose convenient timings apart from the time of night curfew and get basic needs delivered in a safe manner. There was also the option of hanging a bag on the door. This was especially useful for Covid patients who were under home quarantine.

As per the analysis of the questionnaire, we can see that more than one-third of the surveyed Big Basket users actually resorted to shopping via Big Basket during the peak of the pandemic. This was also a time when we had no vaccines and this obviously added to the anxiety about the disease.

As per the survey, 5.1% of respondents have also started using Big Basket during the last 1-2 months. This shows that Big Basket is still getting new customers in spite of an ease in pandemic restrictions and reduction in number of Covid patients in India.

2. Frequency of using Big Basket:

Question: How often do you place an order using Big Basket?

This question examines the frequency with which respondents use Big Basket. This helps us find out how often the respondents are using Big Basket.

The respondents had four options wherein they had to answer whether they order once a week, once a month, once in two-four months or every four or more months.

The pie diagram below shows the frequency of using Big Basket:
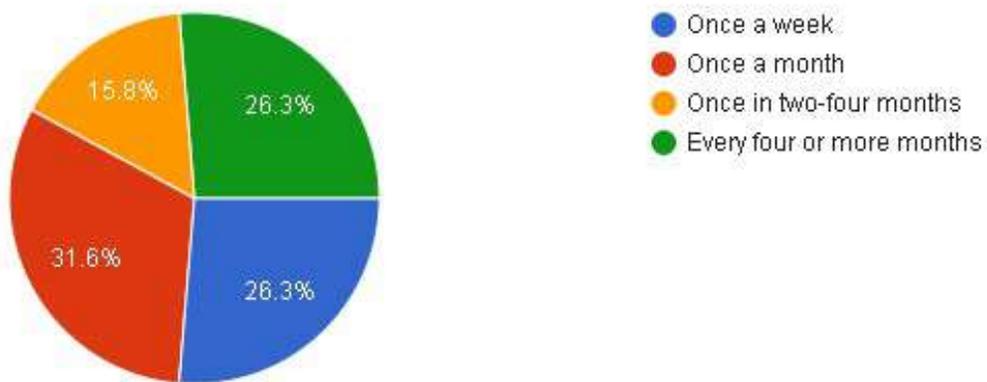


It was observed that the highest percentage of respondents, ie; 31.6% of respondents use Big Basket once a month. There is also quite a high proportion of respondents, ie; 26.3% that place an order using Big Basket once a week. Then we also have exactly the same percentage of respondents who place an order on Big Basket every four months or more. This is the group which uses the service provider the least. And then there is 15.8% of respondents who use Big Basket once in two to four months.

3. Reason of shifting to online grocery shopping using Big Basket:

Question: What motivated you to shift to online grocery shopping?

This question examines the main reasons for shifting to online grocery shopping.
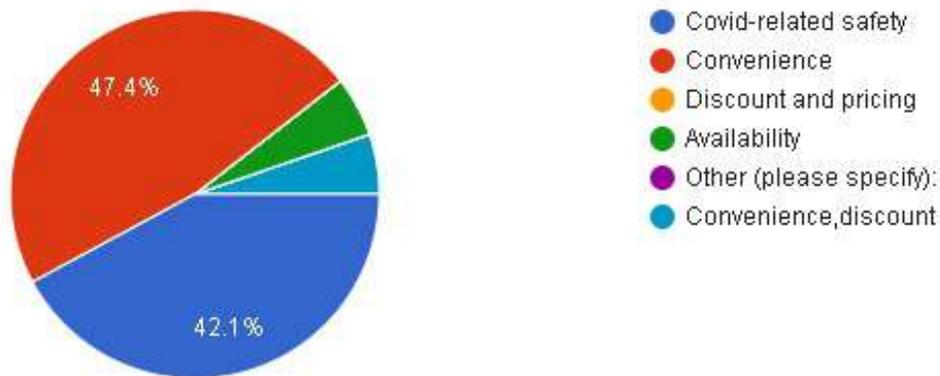
It was found that a 47.4% respondents view convenience as the biggest reason for shifting to online grocery shopping with reference to Big Basket.

However, while viewing the responses, we can also see a major link between online grocery shopping and the pandemic. 42.1% of respondents reported that they shifted to Big Basket due to Covid-related safety. This shows that almost half of the customer base has switched to online grocery shopping owing to the pandemic. Online shopping of household items, vegetables and groceries actually reduced the risks associated with going to a crowded local shop to buy daily needs.

Apart from that, discounts and easy availability of necessary items contributed slightly to the switch of respondents from offline shoppers to online shoppers.

4. Relation of pandemic and frequency of Big Basket orders

Question: Did the pandemic affect your frequency of shopping with Big Basket?

This question addresses the point of whether respondents changed the frequency of shopping on Big Basket.
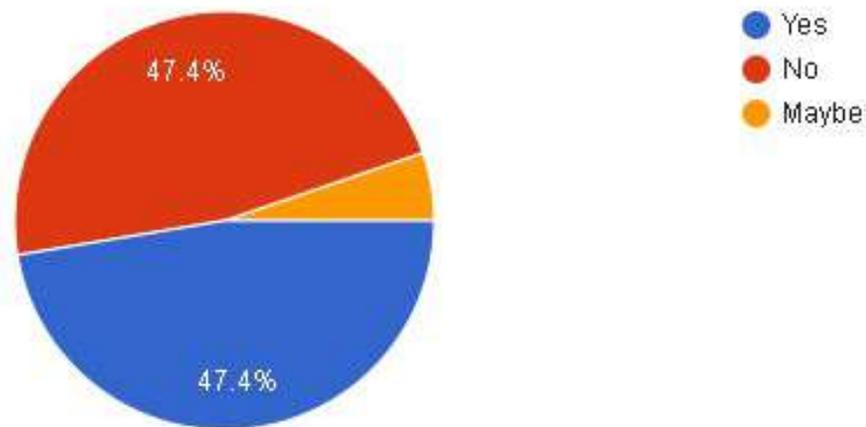
47.4% of respondents said that the pandemic changed the frequency of shopping using Big Basket. This could be due to the fact that people who generally went out for work, education or recreation were now stuck at home. So all the tasks including grocery shopping that they did on the way had to re-modelled.

However, we also have the exact same proportion, ie; 47.4% of respondents who said that the pandemic has not changed the frequency of shopping on Big Basket.

Another 5.3% respondents are unable to make out whether the frequency of placing orders on Big Basket has changed.

5. Proportion of monthly groceries purchased using Big Basket as part of total

Question: Approximately what proportion of your monthly grocery/vegetables do you order from Big Basket?

This question was used to measure how much percent of the monthly groceries are ordered using Big Basket and how much percent remain for other sources of purchasing groceries.
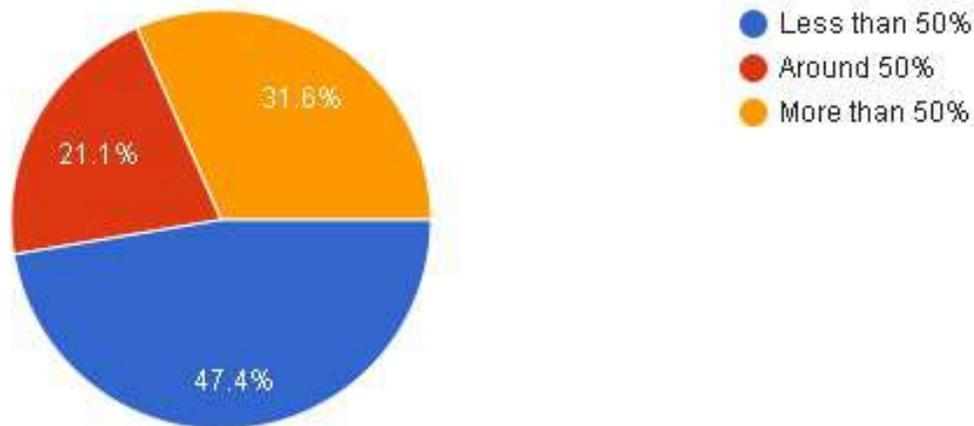
It was found that the largest group of respondents, ie; 47.4% orders less than 50% of groceries using Big Basket. 31.6% are heavy-users of Big Basket, with their Big Basket purchases amounting to more than 50% of total monthly groceries and another 21% of respondents order around 50% of their monthly groceries using Big Basket.

6. Use of Big Basket brands

Question: Do you use BB brands like BB Sugar?

This question intends to find out whether the respondents who use Big Basket also use brands of Big Basket like BB sugar, BB salt etc.
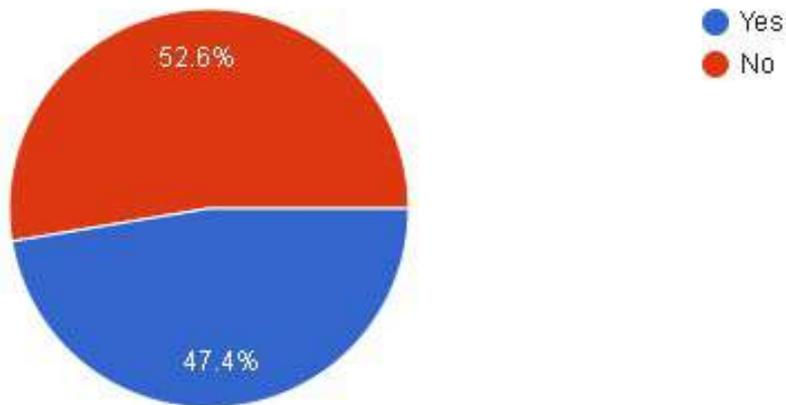
As we can see in the pie chart, 47.4% of respondents use Big Basket brands. The rest 52.6%, however, do not use BB brands and prefer to order stuff of other brands on Big Basket. So they are more of online-grocery customers than BB brand-loyal customers.

7. Subscription for BB daily

Question: Have you subscribed to BB daily?

BB daily is the subscription service of Big Basket through which people can subscribe to some items that can be delivered daily. The subscription can be paused and resumed by changing dates. One can also add new items for the next day before 10 pm the earlier night. There is an extra charge of Rs. 2 per order.

Example of app-based subscription interface of Big Basket:



BB daily is easy to use because it has an app from which the subscription can be easily managed. The subscription can be easily managed by going to the tab 'My subscriptions'.
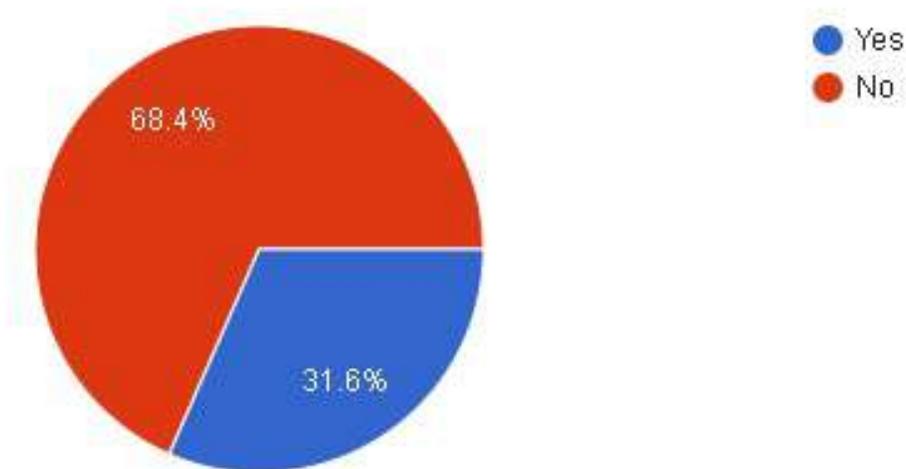


So, as per the above diagram, it was observed in the survey, that only 31.6% of surveyed respondents use BB daily.

8. Customer service rating

Question: How would you rate Big Basket customer service on a scale of 1 to 5?

This question assesses how Big Basket customers rate the customer service. Respondents have an option of choosing numbers from 1 to 5, where is is the worst and 5 the best.
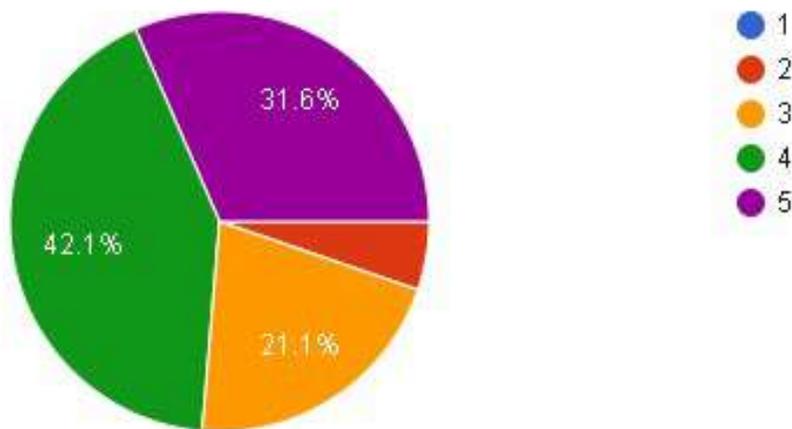


All respondents in the survey seem pretty satisfied with the customer service of Big Basket. 31.6%, ie; almost one-third of respondents rated the customer service '5', which means that they think they had the best possible customer service experience with Big Basket.

If we take into account the two best ratings, 4 and 5, more than 70% of the respondents have given these ratings. The worst rating has been 2 and none of the respondents rated a 1, meaning that none of them think that the service of Big Basket is pathetic.

9. Brand: Appreciation and improvement

Question: Is there anything specific about the brand that appeals you? Or anything specific that needs improvement?

This one is a mandatory descriptive question. Here, respondents got the choice to pen down their thoughts. This question ensures that people can share the best things about the brand. At the same time, they can share things that need improvement and also show an innovative mindset to go about it.

The responses received can be divided into two categories:

- Appreciation

- Need for improvement

- The following table summarizes the received responses:

| Appreciation | Need for improvement |
|---|---|
| In bangalore they would pack even smaller portions of vegetables which was good for small families | Costly vegetables, high prices |
| Convenient, options offered cover the needs | They show products out of stock quite often and it keeps fluctuating |
| Fresh products | Fruits are not up to the mark |
| NA | NA |

| | |
|---|---|
| Timely delivery | NA |
| Easy to order. Fresh vegetables, if any defects easy refunds. | NA |
| Good quality products, discounts | NA |

10. Recommending Big Basket to others

Question: Overall, how likely are you to recommend Big Basket to your friends and family?

This question checks whether the surveyed respondents find Big Basket good enough to be recommended to family members and friends?
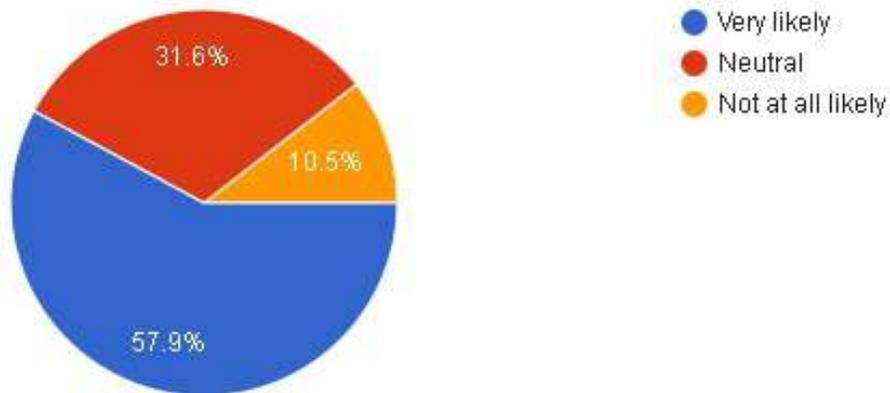
It has been observed that more than 50% of surveyed respondents are very likely to recommend Big Basket to friends and family. Almost one-third people are neutral about it and 10% people are not at all likely to recommend Big Basket to others.

This has been the analysis for the 10 questions meant for Big Basket users.

SECTION B

We can now proceed to section B of the questionnaire, which has been answered by people who are not customers of Big Basket and have never purchased anything on Big Basket earlier.

1. Reason for not using Big Basket:

Question: What is your primary reason for not using Big Basket?

This question assesses the main reasons because of which the respondents in this section do not use Big Basket.



● Quality concerns
● Technological challenges
● Convenience of physical stores
● Big Basket does not deliver to your lo…
● We use other online store
● Not so familiar
● Price of products
● Too expensive

▲ 1/2 ▼

42.9% of respondents cite 'Convenience of physical stores' as the most important reason for not using Big Basket. This is an interesting point that makes us understand differences in perspective. Even in section A, some people wrote convenience as the reason for online

shopping. So basically, the definition of convenience can be different for different people and exactly that comes across from this statistics.

The second most prominent reason for not using Big Basket is that Big Basket does not deliver to the location. This shows us that the company needs to expand its presence to other mid-tier cities so as to become accessible to a broader population.

A minority of respondents have also cited other reasons like quality concerns, technological challenges, pricing of BB products and others to explain why they have not used Big Basket.

2. Competition

Question: Do you use any other online grocery/vegetable delivery website/app?

This question checks whether these respondents don't shop groceries online at all or whether they shop groceries online on other apps.
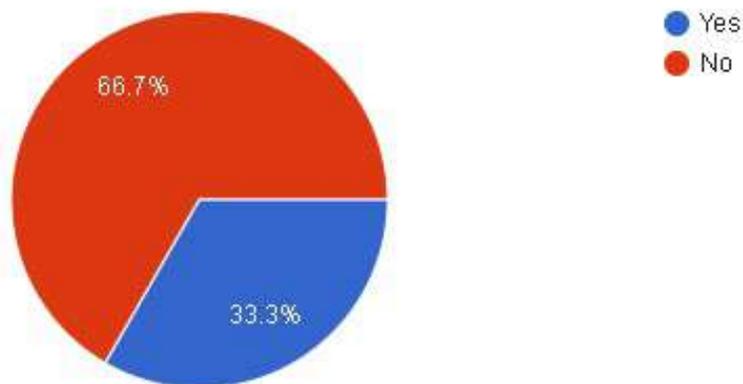


A whopping two-third of respondents said that they don't use any other app to buy groceries online. One-third of respondents, however, prefer using some other app or website for shopping groceries online.

3. Online shopping other than groceries:

Question: Do you use online platforms for ordering things other than groceries/veggies?

This question aims to see whether the respondents do not shop online in general or whether they do not shop for groceries online.
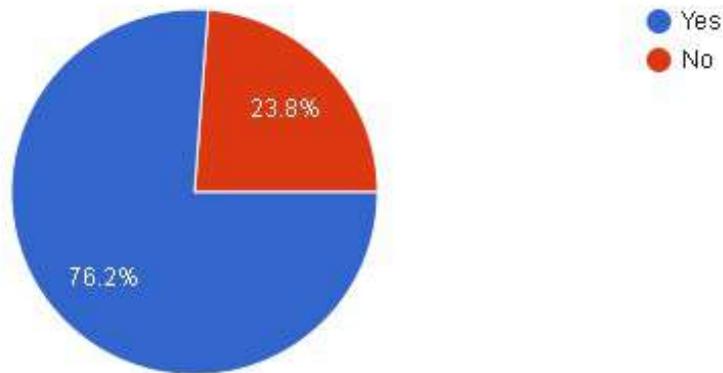


Three-fourth of the surveyed people use online platforms for purposes other than grocery shopping. This might include all kinds of shopping items apart from groceries.

Nearly one fourth of people, however, do not use any website or app for shopping online. They simply seem to avoid exploiting the digital revolution.

4. Openness to online grocery shopping:

Question: Would you like to try ordering via Big Basket in the future?

This question aims to check whether respondents are open to ordering via Big Basket some time in the future or whether they are not willing to even try using an online grocery platform like Big Basket.
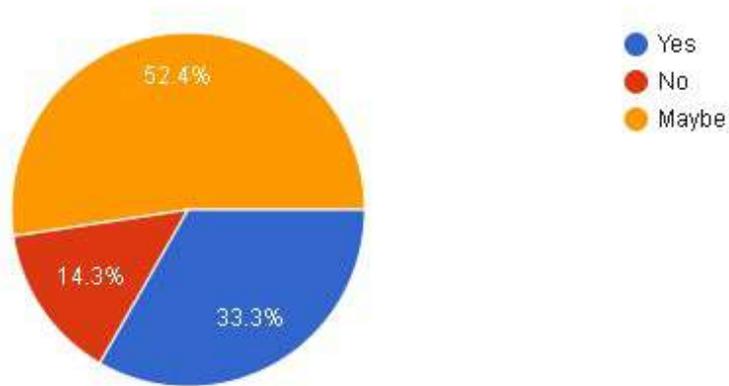
The responses indicate that only one-third of respondents who currently do not use Big Basket are open to ordering some time in the future. 52% respondents might want to use it, but are not sure and 14% do not use it currently and absolutely do not intend to use it later as well.

5. Points for improvement

Question: Is there anything specific about the brand that appeals you? Or anything specific that needs improvement?

This question assesses what people want from the brand or what are the things that stand out or need improvement. Because this section concerns itself only with respondents who do not use Big Basket, we can see the following concerns that people want to be addressed:

- Service needs to be increased to more locations

- Some people find Big Basket a costly option. Respondents have mentioned JioMart as the cheaper option, thus showing the competition for the company

- One respondent also finds Amazon fresh the better option.

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- One of the respondents wants to help the local economy directly by visiting local shops instead of ordering via big companies like Big Basket

This is how the data from the questionnaires can be analyzed to get a fair idea about the preference of online grocery shopping pre- and post pandemic.

## 7. CONCLUSION:

It can be concluded that around half of the respondents are Big Basket and the other half has not.

Through this research, we can conclude that almost 42% of respondents who use Big Basket have started using it since the start of the pandemic. This shows that the pandemic has had an impact and people have switched to online grocery shopping, though not to an extremely large extent.

We can also conclude that Covid-related safety did account for the second-most prominent reason for shifting to Big Basket.

Along with that, it has to be noted that the frequency of ordering via Big Basket is not very large, with around one-fourth of the respondents ordering groceries via Big Basket once a week and others ordering much more infrequently than that. However, almost half of the respondents state that the pandemic has affected the frequency of shopping groceries with Big Basket and that it propelled them to shop online for groceries more frequently.

In conclusion, the findings of the study are in line with the alternate hypothesis.

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A PROJECT REPORT ON

FROM  DIGITAL  TO ANALOGUE MUSIC

(A STUDY ON THE RESURGENCE OF VINYL
RECORDS IN A DIGITAL ERA)



SUBMITTED BY: ANUJA TELI

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UNDER THE GUIDANCE

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AFFILIATED TO: SAVITRIBAI PHULE PUNE UNIVERSITY


SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT

FOR BACHELOR OF BUSINESS ADMINISTRATION 2021-2022

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Her energy, vision, genuineness, and determination have all left an indelible impression on me. She showed me how to conduct research and present my findings in the clearest and simple manner possible. Working and studying under her direction was a wonderful honour and privilege.

I'd like to thank the support team of the Brihan Maharashtra College of Commerce, Pune for their assistance. I'd also want to express my gratitude to my supervisors for their guidance in completing my research project.

I am grateful to all of those with whom I have had the pleasure to work during this and other related projects.

The members of my family have been more significant to me in the pursuit of this undertaking than anybody else. I'd want to express my gratitude to my parents, who have always supported and guided me in my endeavors.

## Declaration

I hereby declare that this project "FROM DIGITAL TO ANALOGUE MUSIC (A study on the resurgence of vinyl records in a digital era)" was prepared under the guidance of Prof. Dr. Shilpi Lokre in partial fulfilment of the requirement for the award of the degree of Bachelor in Business Administration is an original and authentic work. I further declare that the work reported in this project has not been submitted, either in part or in full.

Date:

Place:

(Anuja Teli)

# Executive summary

Sound has always enthralled human listeners, yet it evaded capture until the late 1800s. We are surrounded by sound nowadays, thanks to compact discs, cassette tapes, hundreds of radio stations on the dial, very portable players, vehicles with luxurious sound systems, music-only television channels, and a plethora of other transmitted noises.

The significance of the humble disc record in the modern world is often underappreciated. On the surface, these recordings appear to be nothing more than consumer goods that allow musicto be marketed to the general public, a notion that was just introduced to the general public roughly a century ago. The fact is that the influence of this technology extends well beyond mainstream music consumption.

The flexibility to push a button to capture audio so that it could be scaled up accomplished the same thing for audio. The technology invented by  electronic and audio  engineers on the basis of which current communication systems are built brought in the recording revolution and served as a medium for cultural exchange.

In some way, the record's closest comparison is the printing press. The printing press is often considered one of the most important inventions in history due to its ability to quickly and accurately reproduce ideas in the written word,  which in turn greatly accelerated the transfer and exchange of knowledge.

The ability to press audio to record so that it can be produced in scale did the exact same thing for audio. It functioned as a vector for cultural exchange and the revolution in recording technology ushered in by electronic and audio engineers that developed the technology is the foundation upon which modern communication systems stand upon.

Of course, much of the music we listen to these days is digital; the internet has altered not just how people listen to music, but also  how much music they listen to and what kind  of music they listen to. Surprisingly, while all of this is going on, vinyl sales are increasing year after year. Even surprising is the fact that half of those who purchase a vinyl album first listen to it online. It's still debatable if analogue media like vinyl are truly superior to their modern-day digital counterparts. Is the comeback of vinyl due to a nostalgic need for a tactile connectionto their music or does the music actually sound better on record?

Vinyl records are making a comeback, and it's an international phenomenon. The aim of this project is to get a deeper knowledge of vinyl record consumption, particularly in the current environment of music dematerialization.

# Literature review

Record sales have surpassed CD sales for the first time in more than a generation. Sales of vinyl records are actually up this year, while CD sales are down. Survey: Millennials are driving the rising trend in vinyl sales. CDs and MP3 players were replaced by phones, as were cameras and pocket planners.

Much of the analogue realm was uprooted by the digital revolution, yet the analogue record has surprisingly survived the abrupt shift in events.

The mainstream creators, publishers, and consumers of musical works' vinyl-centred trajectory provide an illuminating chronicle of modern aesthetic advancements. This path has an unpredictably chaotic nature to it. As we'll see, vinyl's cultural biography has been a change from something touted as irreplaceable, something that 'can't go out of style,' to something that gets tossed aside as soon as more profitable and convenient options become available.

Nowadays, the concept of the "analogue" record has resurfaced, owing in part to, but not entirely to, digitization. Displacement does not always entail being replaced but rather being shifted to a new, maybe more beneficial position.

Even though the environment does not produce cultural phenomena, it actively impacts our interpretation of what is generated and how we establish the worth of things, as the case of the analogue's survival and resuscitation in the digital context demonstrates. As we rush to adopt perpetually upgradeable technology, the broad digitization of culture, not just music, has made us sensitive to both what we have gained and what we have lost or may lose.

Furthermore, if music is something that is uniquely abstract and appears immaterial because it is invisible, then vinyl may be the closest thing to physically tangible and perceptible sound. Music is realised, visualised, and moulded in the form of a record spinning on a turntable.

# Research Methodology

The term 'research' refers to 'search for facts'. It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, scientific and scholarly analysis conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observations and comparison.

A research methodology is the specific procedures or techniques used to identify select, process and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

**Type of Methods used:**

1. Primary data: Primary research is also referred to as field research. For this research project a survey was conducted.
2. Secondary data: Secondary data for this study was found through various websites, articles and documentaries.

**Justification of title:** From digital to analogue music (a study on the resurgence of vinyl records in a digital era) When it comes to sound quality, "feel," reliability, and longevity, today's vinyl fans believe that the "old" analogue vinyl technology is superior to any of the digital music formats. After returning from the dead, this will be the 16th consecutive year that vinyl sales have grown.

**Objective:** To explore the growing popularity and deep resonance of vinyl records with today's consumers to understand whether it contributes to a changing music marketplace.

# Introduction and Anatomy of Vinyl records

In 1877, Thomas Edison was the first to capture sound waves from the air and etch them onto tinfoil cylinders that could be read with a needle and played out loud. The next step in the progression of music playback was the flat acetate record, which spun at 78 rpm. While these records were easier to mass make than Edison's cylinders, they had the troublesome tendency of shattering if not handled with care. The long-playing record was a direct descendent of Thomas Edison's first record.

Vinyl records are a fascinating component of technological progress, particularly in terms of plastics and manufacturing. These records were formerly known as phonograph disc records, gramophone records, or just records, and were constructed of a resin known as shellac. Turntables, phonographs, and gramophones are all terms for record players that play and record music on vinyl records. The term "vinyl records" become widespread only after Polyvinyl Chloride (PVC) was utilized to make these records in the mid-2000s. Records were most commonly made of black plastic, although some were produced in other colours.

Since the 1800s, phonograph records have been a commercial medium of music storage and reproduction. Around 1912, it began to gradually earn the highest market share.

The first commercially accessible vinyl long-playing record, branded as "Program Transcription" discs, was released by RCA Victor in 1930. These ground-breaking discs were produced on a 12″ diameter flexible plastic disc with a 33⅓ rpm playing speed.

The technique through which vinyl records may play music through a record player is fascinating. Vinyl records (also known as lacquer discs) are manufactured with grooved indentations (which may explain the term "groovy!"). The sound waves from the original artist's recording are "fingerprinted" in these grooves.

Records functioned as a vector for cultural exchange and the revolution in recording technology ushered in by electronic and audio engineers that developed the technology is the foundation upon which modern communication systems stand upon.

Throughout both their history and in the contemporary moment, vinyl records have been articulated with human characteristics, such as fallibility, warmth and mortality, which, for record enthusiasts, imbue vinyl with authenticity.

**The Vinyl Manufacturing Process:**

There are so many places where the process may go wrong - and that's before considering the playback technique, which has its own set of challenges and defects, such as faulty geometry and increasingly lower resolution as the record advances from beginning to end. Despite the difficulties, the vinyl medium functions, and the production process has remained mostlyconstant for decades.

**Step 1: Optimizing the Music Tracks for Vinyl**



Adding level and limiting, arranging the tracks to position the loudest one towards the beginning of each side of the vinyl, splitting the tracks, equalizing, establishing the rotation speed, and modifying many other factors to optimize the tracks are all part of the vinyl pressing preparation process.

**Step 2: Producing the Master Disc**



The master discs are the initial step in the process of transforming digital music files into physical vinyl records. The discs' cores are constructed of aluminium, and they're sanded down first to remove abrasions and small particles from the surface.

**Step 3: Imprinting the digital files into the master disc**
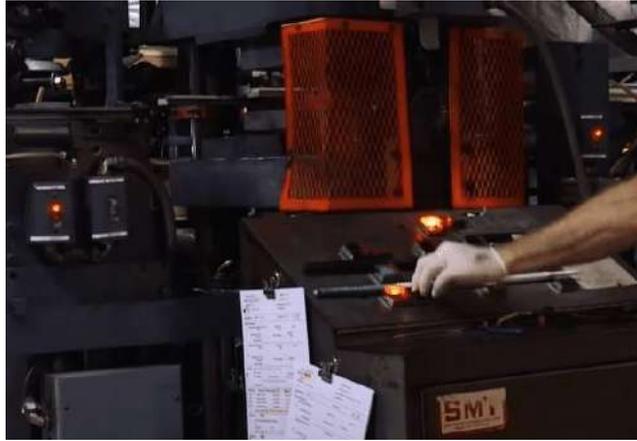


The next stage is to record music on the master CD once it has been completed. On a lathe cutting machine, a master disc is put and the metallic strip protecting the disc's surface is removed. Cutting grooves on the master disc's surface is required for digital file imprinting.

**Step 4: Producing the Stamper**



The stamper, as the name implies, is the disc that the engineer will use to stamp the grooves from the master disc onto the vinyl records that will be sold later.

**Step 5: Pressing the Records**
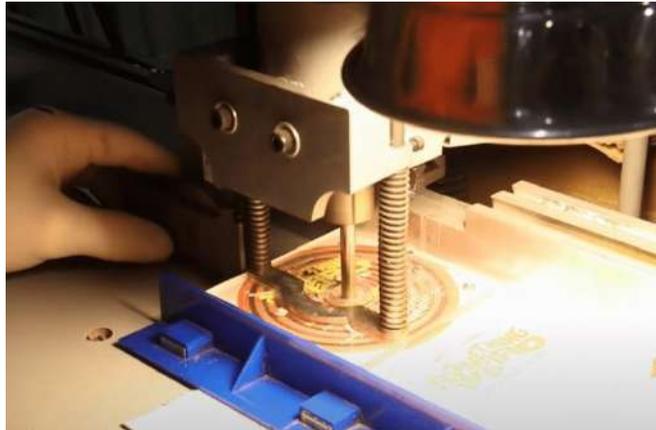


The actual manufacturing of the vinyl records begins in the following stage. Polyvinyl chloride pellets are first put into a hopper, which transfers the solids to an extruder, where they are shaped into small circular discs called vinyl biscuits. As a series of machines affix labels above and below each biscuit, the vinyl biscuits are kept in place. The vinyl biscuits are pressed down using a presser weighing more than 1,000 square foot pounds per square inch and heated with steam at a temperature of 148° C. Grooves are imprinted on the vinyl biscuits using stampers. The vinyl is then cut along the edges to remove any extra material. After that, it's cooled andput away for curing.

**Step 7: Making Covers and Artwork**



Vinyl records' artwork is a big selling element, and artists spend a lot of time and money designing artwork and sleeves that will keep fans talking for a long time.

Die-cutting cards into sleeves according to the specified form is done by automated equipment. After that, the sleeves are folded and  sealed along the edges to form a jacket into which the vinyl record is put.

Unlike a CD player or MP3 player, which are electrical devices, a record player is a mechanical device with three key pieces:

Platter: This spherical surface is where you put your vinyl record.



Tonearm: The tonearm is located on the side of the record player's platter. It holds the stylus, which is the part that actually touches the spinning record.



Needle/Stylus: The stylus or needle lands in the groove of the record. It reads changes in the grooves that correspond to the recorded sounds so they can be heard through the record player's speakers.

To play a record, you put a record on a record player, which has a rotating base and a long, thin tonearm. At the end of the tonearm is a cartridge with a stylus made of diamond or sapphire. The stylus vibrates in the grooves of the record while the record player rotates.
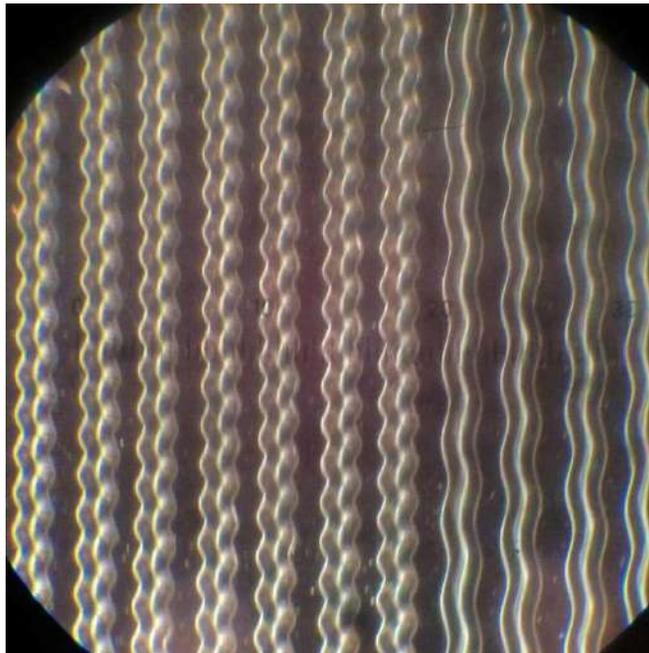


Grooves on a lacquer disc as seen under a microscope.

There are three sizes and three types of sound reproduction on records. Records were originally called 78s because they were played at a speed of 78 revolutions per minute (rpm). Long- playing records, commonly known as LPs or 33s because they rotate at 33.33 revolutions per minute, have essentially superseded 78s. Singles were records with only one song on each side, and they were known as 45s because they played at 45 revolutions per minute.

These recordings were originally monaural, with sound coming from only one needle or speaker and appearing to have only one dimension or source direction. As technology progressed, sound was recorded in stereo or quadrophonic sound, which was often broadcast from two or four speakers and was more realistic since it caught the sound as humans experience it with two ears. "Because the LP record pushes you into that [experience], you don't incline to skip every 30 seconds because you don't like where the music is going; instead, you tend to listen to it all the way through."

Record players that were all the same precluded a lot of diversity in the physical design of the record. Instead, the recording studio, as well as the artists, authors, and researchers who created the artwork and content for the album covers, were creative. Collectors nowadays are frequently just as interested in the rare images, illustrations, and historical narratives on record sleeves as they are in the music within.

# Record store culture

In recent years, customers of music stores have been unable to resist the re-emergence and development of bigger displays of vinyl records, which have once again become a vital element of the store's scene. Following the closure or downscaling of huge music and entertainment retail chains, this has emerged as the territory of smaller music retailers (e.g., Virgin Mega Store and Tower Records on the one hand and HMV on the other). While music enthusiasts began to return to independent retailers, this was insufficient to keep their businesses afloat.

In 2008, independent music retailers in the United States created Record Store Day, which takes place on the third Saturday in April, to encourage music enthusiasts to visit and buy at their stores. This unique day was accompanied with new and refreshed album special editions. Over time, the United Kingdom, Europe, and other countries have joined in. The record store day has done wonders for the revival of vinyl records, expanding the audience for them and pushing sales to new highs.

Records are now available in a wider range of chain stores, as well as being purchased more regularly through online shopping platforms. Independent record stores are mostly responsible for the rebirth of vinyl records, although manufacturers, retailers, artists, and consumers all benefit.

Music fans in their 50s were the first to be lured in by the return of vinyl recordings. On record shop days, parents introduce their children to this "old" format and accompany them to the store. People are also returning to acquire record editions of music they previously had but had discarded because they believed they were antiquated and unplayable. Some people buy them as collectables, but they don't necessarily listen to them. However, according to (The British Phonographic Industry) BPI's blog, over 300,000 new turntables were purchased in the UK in 2016, a rise of more than 60%, indicating that more music listeners are returning to vinyl.

On Israel's most recent record store day, an odd mix of customers was seen at "The Third Ear," one of Tel Aviv's record stores. As one might anticipate, most of the shoppers were in their 40s or older, but there was also a group of young men in their early 20s at most. The latter were not only looking at CDs but also congregated for a time at a record exhibit. Indeed, shoppers differed in terms of the genres and periods of albums they were looking through — while older shoppers were mostly looking through albums from previous decades or newer albums by veteran artists, the younger group was more interested in a collection of more contemporary music styles.

However, unlike books and movies, record stores have had to fight harder to maintain their cultural significance in the face of music streaming. Music sales never fully recovered after peaking in the late 1990s and early 2000s, as any musician or music business insider will attest.

According to the Recording Industry Association of America's 2019 mid-year report, vinyl sales will surpass CD sales for the first time since 1986, although streaming will continue to outperform both.

Music fans today have far less reason to leave their laptops and engage with brick-and-mortar retail stores now that they may listen to any song at any time via any number of streaming services.

# Indian record store cultural



India's alternative music industry has begun to carve out a place for itself on the international scene. Not surprisingly, there has been a resurgence of vinyl in India. For many years, New Gramophone House in Old Delhi was the only place to go, owing to its presence before 1947. Pagal Records, for example, is a dedicated record store that caters to all budgets. Record labels and artists have also noticed an opportunity for vinyl to thrive in India, pursuing a dream of having their music heard outside of internet streaming platforms.

Pagal Records now has a brick-and-mortar store in New Delhi's booming Hauz Khas Village. Stores like Pagal Records, which have over 2,500 different varieties of vinyl as well as rare books, cassettes, and other tangible music goods, have proven vital in making vinyl visible. People of all classes are flocking to the store to listen to music as India's vinyl culture evolves from a specialised business to a mainstream one. A few record stores can also be found in other prominent cities like Mumbai, Pune, Kolkata and others.

# A glimpse of vinyl sales

Prior to the digital revolution, vinyl was the most popular way to listen to music. However, the format's recent return in popularity shows no signs of slowing down, with fresh data predicting that sales will reach their greatest level in more than three decades.

The first Record Store Day took place in 2008, kicking off the history and custom of commemorating the distinctive culture of record stores and the people who work in them. On the day of the event, music fans and vinyl collectors usually come out to support indie record stores while also getting their hands on limited-edition albums.

Revenue from used record sales is especially important in the digital era, considering that much of the focus is on streaming, which does not allow consumers to "resell" music. Because used sales generate no money for record companies, artists, or composers, the music business does not care to keep track of them.

Some of the top-selling vinyl albums are 'Evermore', by Taylor Swift, Kendrick Lamar's 'Good Kid M.A.A.D City, and Billie Elish's 'When We Fall Asleep, Where Do We Go?'.

Vinyl record sales have climbed by 108% year over year, according to a survey by MRC Data, an analytics organisation that specialises in gathering data from the entertainment and music sectors.

In the first six months of 2020, 9.2 million vinyl records were sold, with the amount currently rising to 19.2 million, indicating that the format is making a comeback. It's also worth mentioning that vinyl record sales outstripped CD album sales, which totalled 18.9 million for the same time period. This comes after vinyl's annual income in the United States surpassed that of CDs for the first time in 34 years last year. Music downloads have also been on the decline, down 18% to $674.4 million last year from $822.8 million in 2019.

Last year, UK record labels earned £86.5 million from the sale of vinyl records, the highest sum since 1989, as fans who were unable to attend live music due to epidemic restrictions spent their extra cash on expanding their record collections. Last year, the number of vinyl albums sold reached a three-decade high of 4.8 million, boosted by oldies like Fleetwood Mac's Rumours and new releases from Harry Styles and Taylor swift.

**Regional Analysis in 2020 (%)**
- North America
- Europe
- Asia Pacific
- Middle East & Africa
- South America
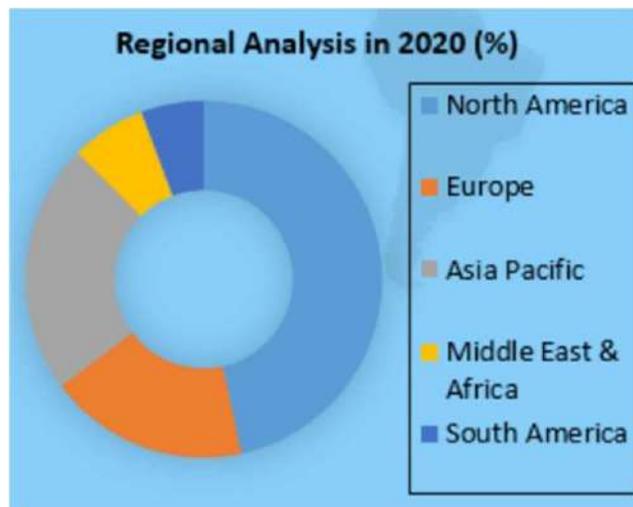
Rapid urbanisation, as well as vendors' use of omnichannel retailing strategies to expand their consumer base, are driving the industry. Vinyl records are cherished possessions among music collectors, audiophiles, and disc jockeys (DJs), who are increasingly employing them for concerts, events, and music recordings. Furthermore, these albums constitute an important element of pop music's history and legacy, resulting in a huge increase in demand in the modern music scene.

To promote vinyl records, popular music labels are hosting events and giving deluxe or limited-edition albums. Furthermore, record producers are incorporating numerous technical breakthroughs into the discs in order to increase disc capacity, preserve high-definition (HD) audio quality, and reduce total manufacturing costs. Other reasons, such as strong promotional operations by celebrities and musicians, as well as rising consumer spending power, are expected to fuel the industry even further.

# Consumer preference

Vinyl without any doubt is a mesmerising product that evokes nostalgic memories in individuals who have long been fans of retromania. Perhaps it is a necessary tool for individualshaving a professional relationship with music.

The evolutionary consumers will create habits toward the technology appreciation which will vary giving the device that they use. However, the sound quality is also another aspect that they value, though not as much as the retro consumers. Consumers appreciate mainly the sound quality. The nostalgia effect is an element that is inherent to the equipment used due to the age that this kind of device usually has.

An analogue recording is a vinyl record. This implies that the music being recorded is not compressed when it is transferred into the grooves of the record. During recording and final production at the mixing board, one can get the whole auditory experience as intended by the artists. In order to compress the file for quicker transmission over the Internet for streaming or download to the user's computer or MP3 device, digital copies delete part of the information gathered during the recording session. As a result, many purists believe that analogue vinyl record recordings provide superior fidelity and a truer depiction of the music than compressed audio heard in digital recordings.

Long-playing record manufacturing is a thing of the past. Compact discs rose to prominence in the 1980s as a result of their lack of wear, smaller size, and superior sound reproduction quality. Vinyl of all sizes, on the other hand, has a devoted following among collectors. Some recordings have simply not been remastered for compact disc and are only accessible on vinyl records. Collectors value these albums for their valuable qualities, the types of music they retain, and the artwork and information on the record sleeves.

Music listeners in their 50s and 60s, who had known records from their childhood, were the first to be captivated by the return of vinyl records. They are, however, broadening their appeal beyond dedicated music aficionados of genres such as rock, pop, punk, and electronic ('New Wave') to a broader range of listeners (Baby Boomers and X-generation) who enjoy LP albums.

Over the twentieth century, the social economy evolved from profound community ideals to a fast-paced culture of unstable individualism and excessive consumerism. As a result, immaterial items with lower materiality, such as mp3, became popular. On the other side, growing immateriality and a lack of empathy and indirect human connections have made the "return" of certain old and outdated goods fashionable.

Those things may elicit an empathetic response during consumption. Vinyl is one of those products that evoke empathy in its users

Considering the big picture, a study found eight factors that drive consumer purchases of vinyl:

1. Emotional fulfilment;
2. Need for materiality;
3. the belief in the enjoyment of a higher quality of sound, and, especially for first releases,
4. Tool for research (musical knowledge);
5. Self-recognition;
6. Social interaction;
7. Emotional and financial support to the artists;
8. Following the trends and appreciation of the aesthetic component.

The existence of the vinyl record is taken into consideration in the decision-making process of customers, and this refers to the fact that buyers have the option of purchasing new or used records. Other factors are connected to this: the demand for authenticity and continuity with a genre and its history, as well as the concern about the quality and the associated attitude toward the risk of potential buyers.

Furthermore, research suggests that buying recordings is connected to a need for materiality as well as a physical connection to a real object.

Somehow, it appears as digital albums will never be able to fully replace physical albums as they once did. First, focusing on albums when it comes to downloads may be deceptive because the majority of activity occurs in single tunes. Unlike tangible formats, downloads of singles provided far more volume from the start than albums. Second, music fans quickly migrated to on-demand streaming services, both paid and free (e.g., Apple, Spotify — we can also include music clips viewed on YouTube in this video). Listeners prefer to rely on streaming services Music listeners show a larger preference for creating their own compilations or play-lists of songs, whether they do it by downloading paid tunes or streaming them
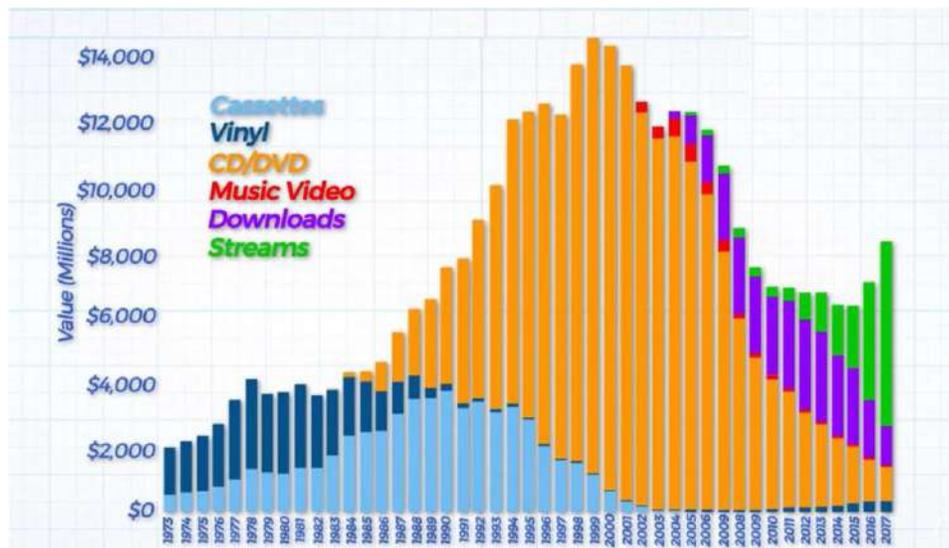


## Primary data

A survey was conducted to get more insights into the music industry and changing preferences of audiophiles.

## Age

Following are the age groups and their preferences with regard to Analogue and Digital music

1. 18-25
2. 25-40
3. 40+

- 25 respondents were from the first category, which is 18-25. Being the younger generation, this age group preferred digital music over analogue formats due to its convenience.
- 3 surveyees from the second category had mixed responses with interests in both analogue and digital music
- Third and last category had 4 respondents with the majority inclining towards the analogue format

How do you listen to music?

31 responses
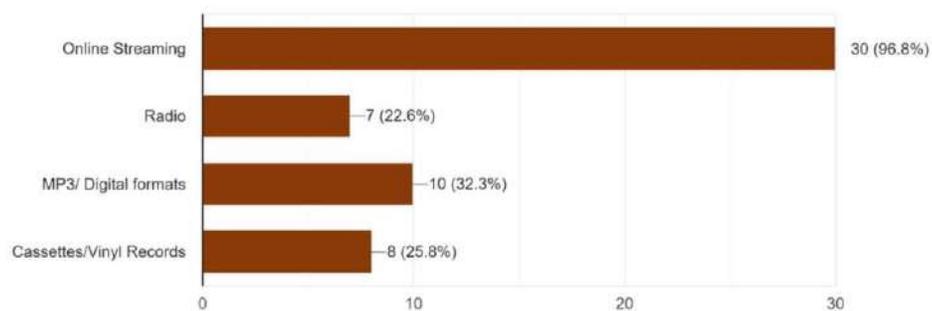


Have you heard about Vinyl records?

31 responses
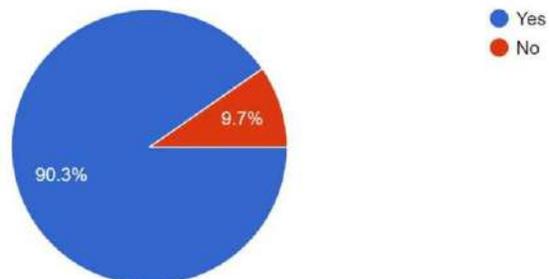
**If yes, do you own any records?**
31 responses



- Yes
- No

74.2%

25.8%
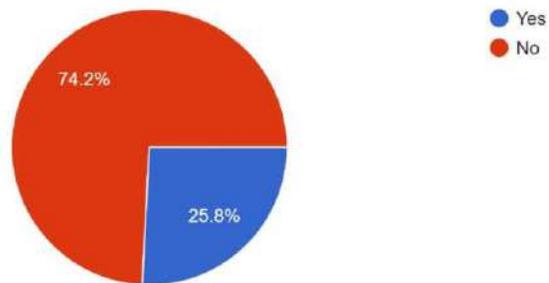
**If you don't have a Record collection, would you consider starting one?**
31 responses



- Yes
- No

12.9%

87.1%
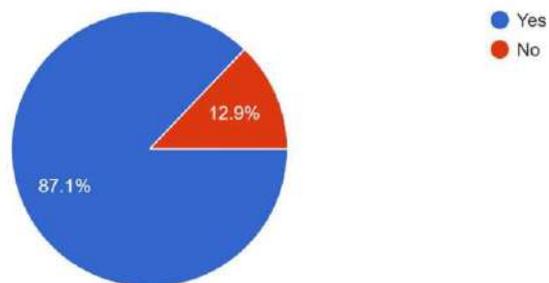
**Do you think people buy Records only for aesthetics?**
31 responses



- Yes
- No

58.1%

41.9%
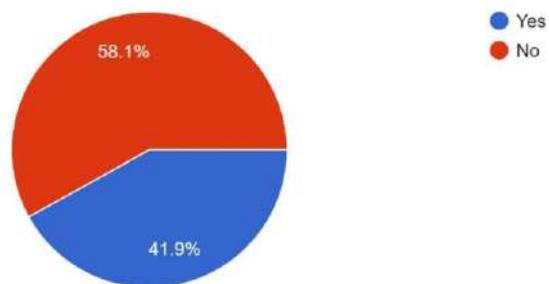
Qualitative data was collected through the survey. Respondents had the following thoughts on Vinyl records

1. I think it's an art which is beautiful and should be given more importance cause the quality of music it has is commendable and it's the same as the producer, singer and the lyricist wanted to put out.
2. Aesthetic and adds up to the musical experience. Something tangible that you can store forever in the memory of your favourite album or artist
3. Vintage royalty, classic way of listening to music
4. This analogue-type music format should be in our collection
5. It is an outdated form. People can have a collection just for hobby purposes.
6. Vinyl records can be turned into a valuable collection. Even though online streaming is much more convenient, it does not give the full experience of listening to music. Just like many bibliophiles prefer physical books over e-books, many audiophiles prefer vinyl.
7. It's a more aesthetic way of keeping your music records, which can also be used for decoration. In today's digital world it is a good source to keep a hard copy of your favourite songs.
8. Historically, Vinyl records have been an essential form of entertainment for the human race, as far as I can recall, it was introduced during the mid-era of industrialization, and since then they've played an important role in reshaping the definition of audio entertainment.
9. It's an authentic way of listening to music which gives more meaning to music than reaching it online or through digital devices.
10. They look so nice. The technique behind them being built is so fascinating, that I'd like to own them one day.
11. Haven't heard music using records, but if the quality of music is superior, will consider it.
12. They are a different vibe altogether. Even though they aren't portable, it definitely gives a wholesome feeling that no Bluetooth speaker can match.
13. Fragile, Expensive, Damages early, quite rare
14. It's an experience in itself. The tactile feel of holding a record in hand is a feeling unlike any other.
15. Vinyl records and physical copies of the albums are the only things that offer a direct artist to fan interaction. There's no third party involved other than the distribution company.
16. I think that vinyl records are really cool!! I think they're just so unique and I like the nostalgia. They're so different and interesting. Nowadays we have Spotify and iTunes (which is amazing no doubt) but vinyl records are also great. I love how it reminds me of the old times and old evergreen music :)
17. Great format of music, but inconvenient to handle as compared to digital in any format.

For a variety of reasons, music fans choose to listen to vinyl records. Some people are driven by nostalgia, as they grew up listening to records before the era of CDs and streaming music. It's also worth considering why those buyers picked vinyl albums over other formats in the realm of physical media.

Six key drivers:

1. the availability and variety of this medium in online and offline stores;
2. the possibility of receiving vinyl as an inheritance from relatives;
3. the appreciation of specific physical characteristics of the object;
4. the fact that vinyl is currently a trendy medium,
5. the fact that vinyl records are a piece of music history.

Others like vinyl for the ritual of the experience, which requires getting up to change the record over when side A is completed. Cover art for vinyl albums is often eye-catching, with graphics, liner notes, and lyrics enhancing the experience. Many audiophiles have turned away from downloading music online because of the excess of low-quality, sloppily made songs.

# Resurgence of Records

Records, which were formerly the dominant medium for music storage and reproduction, were now produced in smaller batches and were primarily utilised by DJs to record dance music. Vinyl albums, on the other hand, are experiencing a rebirth these days.

Shifting opinions about records' qualities demonstrate the ways their meaning has been reworked.

The music industry's structure is being shaped by a changing environment in which music distribution prices are falling drastically. While manufacturing costs are greater in the modern information economy, the cost of replicating an informational asset is insignificant.

Virtual formats (streaming and downloads) are currently dominating music composition globally, and this business has seen a global increase in consumption (per cent), earning total income estimated.

New technology has transformed the way music is created, delivered, and enjoyed in this way. The change to streaming platform services, such as Apple Music, Spotify, Deezer,SoundCloud, Pandora, and others, has resulted in significant market value losses for tangible and conventional music media, such as CDs and cassettes. The vinyl record on Long Play (LP), a technical format of music that was previously thought to be dead, has seen a rapid increasein demand in recent years.

Even in the digitally dominated environment indicated and pointed out in the literature by many writers, it is noticed that, in recent years, worldwide sales of vinyl records have climbed year after year, owing to a rising number of fans of this format (LP). Despite the fact that vinyl record sales make for a small percentage of the music industry's overall earnings sales of this format have surged.

There are many reasons behind this resurgence.

1.  Sound of vinyl

The analogue sound it produces, which is far superior to its digital cousin, is the most compelling feature for purchasers. The music and voices are much closer to the genuine thing on vinyl, giving it a higher quality feel. The overall sound quality of the digital audio format utilised in Spotify, iTunes, or MP3s is decreased by lossy or compressed files to fit into the memory of your smartphone or streaming services.

2.  Diverse audiophiles

Surprisingly, millennials are the primary buyers of long-playing albums. More than 70% of the market is made up of people under the age of 35 who purchase records. Their parents' preference for vinyl albums over CDs might have affected their decision.

Vinyl collectors, who have never actually ceased their obsession, are not to be surpassed. Twenty-seven per cent of consumers are between the ages of 36 and 50. Grabbing old familiar music brings them back to their youth.

3.  Hold and own a vinyl

Holding an album with an artistic cover design in your hands provides a distinct high. When compared to downloaded or streamed music, which is only good for as long as the platform is up and running. These are the tangibles that provide value to the liquorice pizza.

4.  Vinyl experience

The listening component is a very other experience. Taking the record out of the cover case, placing it on the turntable, placing the needle on the groove, resting comfortably and letting the music fill the room transports one to an indescribable state of bliss. It's entirely subjective whether this is a hassle or a means of engaging with the music medium through touch

5.  Value of vinyl

A vinyl record costs approximately three times as much as a CD, but its value increases depending on the artist and its condition. Repressed recordings by Queen, The Beatles, and Elvis Presley, for example, sell for significantly more money. Vinyl records have been around since 1930 when they were first introduced. The LPs may have remained dormant for a long time, but they are unmistakably here to stay.

Vinyl record enthusiasts are looking for warmth and depth in their music. It is commonly acknowledged that digital sound is clearer than that produced by vinyl. Even if a recording has blips and hisses from time to time, the sound on vinyl is viewed as more realistic and authentic.

Vinyl collectors like the records as keepsakes or artwork (covers and booklets included). They may also appeal to faithfulness, romance, and the experience's ritualistic aspect. That is, recordings contain an emotion that isn't present in later forms. However, it appears that this bonding works better with vinyl records than with metallic CDs. With virtual digital, it is absolutely missing.

Despite this, streaming may encourage people to buy physical music in shops, particularly vinyl LPs. Music fans browse for songs or other bits of music through streaming services, play with and experience them, acquire ideas, and then go for the 'original' record album at a music store after they've discovered what they like.

Vinyl record collectors have emerged as a distinct subset of music lovers. It's reasonable to wonder whether the ten-year pace of increase in record sales is adequate for the sector to expand into a large and stable market segment. On the other hand, considering the state of technical innovation and competitiveness in the music industry, the rate at which record sales have risen is remarkable.

To those who enjoy them, vinyl albums provide really different, lost elements of palpable feel and listening pleasure. To drive further expansion, additional marketing effort will be necessary, focusing on the attributes of vinyl that make it unique and enticing more music fans to join the niche (e.g., events, advertising in streaming services, new and renewed editions and prompting more word-of-mouth and conversations in social media). Other segments of the recorded music business may profit from the expansion of the vinyl niche.

South Asian labels and artists are now finding a place in the current vinyl industry. Despite the fact that earnings are few and few between, the fact that these sectors' products are discussed speaks enough. As stated by Pagal Records "There are warehouses full of recordings all throughout South Asia that are vital cultural heritage to the regions they belong". "The resurrection of vinyl has allowed listeners to rediscover some long-forgotten classics, as well as open up a new chapter in non-western musical history." This has demonstrated the feasibility of transforming these historical artefacts into a flourishing vinyl-based musical culture."

In India, vinyl was never phased out. If anything, it may be found in marketplaces around the country, accumulating dust and being concealed. There is a clear need (and demand) foradditional record stores, as well as more record labels that release albums on wax. However, ata time when manufacturing vinyl appears to be an outmoded hobby in India, determined individuals have begun to bring the medium back to the forefront of the business. A heartbeat has revived, and the demand for it has been renewed.

# Conclusion

The practice of purchasing a vinyl goes beyond the physical possession and tackles our worlds of memories and emotions.

The vinyl's life cycle is a real-life example of how a product that was almost condemned to death could come back. From its first invention, as a way to make music accessible, it has witnessed an endurance in the underground music scene as a skilled professional tool, then to its final revival thanks to its reintroduction in contemporary culture.

As a matter of fact, we can all agree, in the light of vinyl records' history, everything is perfectly consistent with Emil Berliner's vision of his invention: "making a ready-to-hand flat disc a medium of extraordinary longevity".

# Annexure

1. Name
2. Age
3. Occupation
4. How do you listen to music?
   a) Online Streaming
   b) Radio
   c) MP3/ Digital formats
   d) Cassettes/Vinyl Records
5. Why do you listen to music using this format?

6. Have you heard about vinyl records?
   a) Yes
   b) No
7. If yes, do you own any records?
   a) Yes
   b) No
8. Do you have a Record collection of your favourite artist? Name them?

9. If you don't have a Record collection, would you consider starting one?
   a) Yes
   b) No
10. Do you think people buy vinyl only for aesthetics?
    a) Yes
    b) No
11. Do you recall your parents/grandparents listening to music in vinyl?

12. Your thoughts on vinyl records

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**Deccan Education Society's**

**Brihan Maharashtra College of Commerce**

**(Autonomous)**



**A PROJECT REPORT ON**

**A STUDY ON CHANGE IN MOTIVATION AND FACTORS ASSOCIATED WITH IT DURING THE PANDEMIC FOR UG PROFESSORS**

**PREPARED BY:**

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**DIV-(B)**

**ROLL NO: 139**

**BMCC, PUNE-411004**

**UNDER THE GUIDANCE OF**

**MR. SHUBHENDU PANDIT**

**SUBMITTED TO**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**

**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY**

**FOR PARTIAL FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2020-2021**

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration

# Completion Certificate

This is to certify that Mr. / Miss. Rujuta Tukaram Jamadade

of B.B.A. Exam Seat No. 139 has satisfactorily completed the

project work.

Specialisation   Human Resource Management

Title   A Study on Change in Motivation and Factors Associated with it

during the Pandemic for UG Professors

Date : June 2021                                             Place - Pune
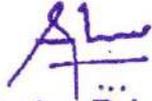
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I would like to express my heartfelt gratitude to my guide and Human Resource Management Professor, Mr. Shubhendu Pandit for his guidance which helped me to complete this project in all respects, right from selection of topic for the project to giving the project the final touches.

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Thank you,
Rujuta Jamadade

# DECLARATION

I, Rujuta Jamadade of TY BBA (Human Resource Management) at Brihan Maharashtra College of Commerce, declare the project title "**A Study on Change in Motivation and Factors Associated with it during the Pandemic for UG Professors**" was carried out by me for the partial fulfilment of BBA program under Brihan Maharashtra College of Commerce affiliated to Savitribai Phule Pune University.

Date: June 2021
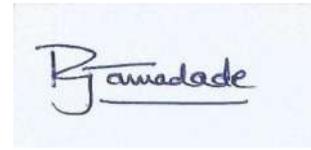
Place: Pune                                                    (Rujuta Tukaram Jamadade)

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# Chapter 1:
# ABSTRACT

## Abstract

The Covid-19 pandemic has affected all sectors and fields in the world. Due to the spread of the disease, strict lockdowns were implemented in several countries, including India. All working areas were shutdown. Businesses, offices, schools, colleges, etc. had to work from home. All this impacted the overall motivating job potential and it has been low everywhere. This research tries to find out the change in motivation and associated factors during the pandemic for UG professors.

The education sector during this pandemic has had a drastic shift from traditional learning and teaching methods to e-learning. Adapting to this change along with stress of the pandemic and dealing with problems arising due to work from home would affect the motivation of teachers. Teacher motivation matters a great deal as it is directly reflected in the performance of their students. Thus, this study aims to find out about the changes in motivation during the switch from offline to online teaching for professors.

Data was collected from UG professors from different cities in Maharashtra through questionnaires with the help of Google forms. It was then analysed to find their perceptions on motivation during work from home.

Most of the professors were okay with teaching online, but still preferred physical education. Key factors affecting their motivation were found to be extended work times and distraction while working from home. Suggestions, which could help make things better, were added based on these problems.

Thus, it was observed that there are pros and cons to teaching online from home; however, the professors felt that they were motivated the most when they taught physically.

# Chapter 2:
# OBJECTIVES AND SCOPE

**Objectives of the study:**

- To study motivation factors during pandemic for UG professors.

- To understand whether physical or virtual platform is better for professors.

- To find out what has changed with respect to motivation during the pandemic.

**Scope of the study:**

- This research will help find out problems with respect to motivation during work from home for professors.

- It will help understand what motivated the professors during the pandemic while working from home.

**Chapter 3:**

**LITERATURE
REVIEW**

## Literature Review

### "THE INFLUENCE OF DIGITAL PLATFORMS ON MOTIVATION AND JOB SATISFACTION OF TEACHERS DURING THE COVID-19 PANDEMIC"

**Mayurakshi Basu**

M.Ed Trainee, Regional Institute of Education (NCERT), Bhubaneswar, Odisha

Email: mayurakshibasu@gmail.com

This research paper how the digital platforms have influenced teacher motivation and job satisfaction during the COVID-19 pandemic in India. The research tries to identify the levels of motivation and job satisfaction of teachers who had used digital platforms to teach during the global economic crisis that everyone is experiencing right now. The study was conducted with the help of teachers working at various educational institutions at school, college and university level across the nation. According to the study findings, a majority of the teachers felt that teaching through various digital platforms boosted their self-confidence and creativity in a significant way. Some also felt that use of digital platforms had improved their students' learning capacities which lead to increased teacher satisfaction.

### "IMPACT OF CORONAVIRUS PANDEMIC ON THE INDIAN EDUCATION SECTOR: PERSPECTIVES OF TEACHERS ON ONLINE TEACHING AND ASSESSMENTS"

**Amit Joshi**

Head of Department, ICFAI University, Dehradun

**Muddu Vinay**

Vice Chancellor, ICFAI University, Dehradun

**Preeti Bhaskar**

Faculty Member, Ibra College of Technology, Oman

Due to the coronavirus pandemic, the education sector has completely changed. The traditional teaching and assessing methods have been replaced by online methods. The research paper wanted to find out the problems that were faced in the new online way of teaching. The study was conducted among the teachers who worked in the government and

private universities of Uttarakhand, India. The major problems found out while teaching at home was lack of basic facilities, external distraction and family interruption during teaching and conducting assessments. There were also a lot of technical problems and lack of trainings that the teachers faced. The problems were basically divided into four categories- barriers of working under home environment settings, institutional support barriers, technical support barriers and teachers' personal problems.

## "THE MOTIVATION OF ACADEMICS IN REMOTE TEACHING DURING THE COVID-19 PANDEMIC IN POLISH UNIVERSITIES—OPENING THE DEBATE ON A NEW EQUILIBRIUM IN E-LEARNING"

**Konrad Kulikowski**
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Email: kkulikowski@san.edu.pl

**Sylwia Przytuła**
Human Resource Management Department, Wroclaw University of Economics, Poland
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**Łukasz Sułkowski**
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Email: lsulkowski@san.edu.pl

The world was forced to work online due to the covid-19 pandemic. The pandemic has changed the characteristics of teachers' jobs all around the world. This research was done to prove that these forced e-learning methods have impacted motivation of teachers in a negative manner. It states that this is associated with work involvement and job satisfaction. The research also proves that the negatives can be handled better through teachers' assessment of university management actions during the Covid-19 situation. Thus, the research concludes that for better e-learning experience, it is not only important to look after the students but also to increase teacher motivation.

**"A STUDY ON WORK FROM HOME, MOTIVATION & PRODUCTIVITY OF EMPLOYEES IN INDIAN POPULATION DURING COVID-19 PANDEMIC"**

**Rani B Seema**
Founder CEO, HealUrWord

**Prettysha Curtis**
Researcher, Amet University, Chennai

The covid-19 pandemic caused lockdowns in many countries and businesses were forced to work from home. This new work from home culture affected the motivation and job satisfaction of employees all around the world. The research conducted tried to find out how motivation, job satisfaction and productivity of employees changed. The study was conducted with the help of working professionals from multi-national organizations who worked from home in India. It was found out that most of them agreed that work from home increased their productivity but some felt it had reduced. The research also finds motivation factors during this work from home experience. The research concluded that time management practices can be an extremely effective method to motivate self and this has a ripple effect on performance of subordinates and peers.

**"HOW TO MAINTAIN EMPLOYEE MOTIVATION AMID THE COVID-19 VIRUS PANDEMIC"**

**Christian Wiradendi Wolor**
Lecturer, Faculty of Economics, Universitas Negeri Jakarta

**S. Martono**
Universitas Negeri Semarang

This research tries to find out how to motivate employees despite dangerous conditions, specifically during the covid-19 pandemic when everyone is working from home. Anxiety about this disease outbreak will negatively affect employee's motivation which affects the level of negative emotions that arise and will be difficult to maintain the performance of these employees. The organization plays a central role in increasing the motivation of its employees in completing their work and a sense of security for employees. Employees need to have intrinsic motivation where their achievements and work are recognized by the

company. The research concludes that the company must establish policies to support the safety and security of its employees while continuing the operations of the company. To maintain employee motivation at work during the pandemic, it suggests continuation of work from home and work shifts.

# Chapter 4:

# RESEARCH METHODOLOGY

## Research Methodology

The term 'research' refers to 'search for facts'. It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observation and comparison.

A research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

**Types of Methods used:**

The **Primary Data** is information collected firsthand and the researcher is the one who collected the data needed for his study.

This is **Qualitative Research** done to get an insight on change in motivation during the pandemic for UG professors. A set of predetermined questions were asked through a survey using Google Forms, containing part closed-ended and part open-ended questions regarding the topic. The analysis of the answers is used to determine change in motivation during pandemic for UG professors and their opinions on online teaching.

**Sample Size**: The sample size taken into consideration was a group of 35 professors teaching in different colleges in Maharashtra. Professors from different cities in Maharashtra were taken to get a broader perception for the study.

The **Secondary Data** is the data already collected and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles, publications of the government and private agencies.

The secondary data for this study was found through various websites, articles, documentary, interviews, and books.

Data was interpreted using pie charts and diagrams

# Chapter 5:

# INTRODUCTION

Motivation is derived from the word 'motive', which means an active form of desire, craving or need that must be satisfied.

Motivation is the process of stimulating people to actions to accomplish goals. One of the most important functions of HR is to create willingness among the employees to perform to the best of their abilities.

**Defining Motivation**

According to George R. Terry, "Motivation is to desire within an individual that stimulates him or her to action."

In the words of Robert Dublin, it is "the complex of forces starting and keeping a person at work in an organisation."

Viteles defines motivation as "an unsatisfied need which creates a state of tension or disequilibrium causing the individual to move in a goal directed pattern towards restoring a state of equilibrium, by satisfying the need."

**Motivation factors and Theories**

The set of needs that explain the behaviour of people are what we call motivating factors. There are several theories that explain motivation factors for people. One of the most well-known theory is Maslow's Need Hierarchy Theory. In this theory, Maslow suggests that needs can be arranged in 5 levels in accordance with their importance- Physiological needs, Safety needs, Social needs, Esteem needs and Self-actualization needs. An individual is motivated first and foremost to satisfy physiological needs. When these needs are satisfied, he is motivated and 'moves up' the hierarchy to satisfy security needs. This 'moving up' process continues until the individual reaches the self-actualization need level.
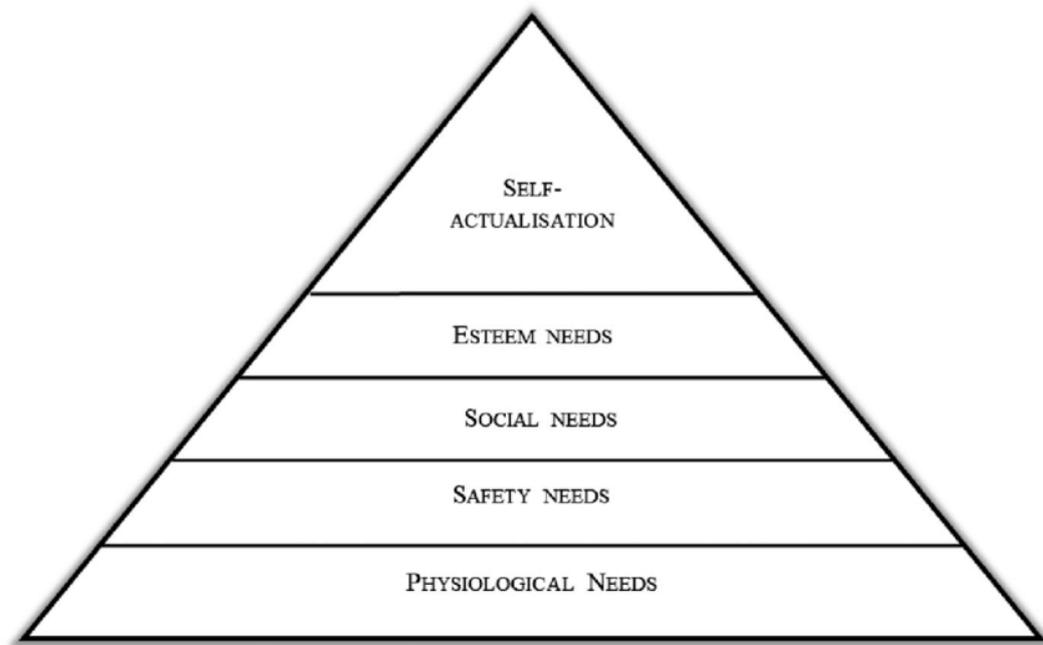
**Maslow's hierarchy of needs**

Another theory is the Herzberg's Two Factor Theory. The theory divides motivating factors into two categories: Motivation factors and Hygiene factors.

**Motivation factors**

- Achievement
- Recognition
- Advancement
- The work itself
- The possibility of personal growth
- Responsibility

**Hygiene factors**

- Company policies
- Technical supervision
- Interpersonal relations with supervisor/peers/subordinates
- Salary
- Job security
- Personal life
- Work conditions
- Status

Motivation factors are related specifically to the job itself. Hygiene factors are related to the work environment in which the job is performed. Herzberg recommended that managers seeking to motivate employees should first make sure the hygiene factors are taken care of and that employees are not dissatisfied with basic pay and working conditions. Once a manager has eliminated employee dissatisfaction, Herzberg recommended focusing on a different set of factors to increase motivation by improving opportunities for advancement recognition and growth.

There are also newer approaches to supplement the existing models and theories of motivation. One of them is the Goal-setting theory. This approach to motivation has been pioneered in the USA by Edwin Locke and his associates in 1960s and refined in the 1980s. Goal-setting theory suggests that managers and subordinates should set goals on a regular basis. These goals should be moderately difficult and very specific and such that the employee will accept and make a commitment to accomplish them. Rewards should be tied directly to accomplished goals. When involved with goal-settings, employees see how their efforts will lead to performance, rewards and personal satisfaction and thus, act as big motivation factors.

**Types of Motivation**

Motivation can be extrinsic or intrinsic.

Extrinsic motivation refers to the behaviour of employees to perform tasks and learn new skills because of external rewards or avoidance of punishment. In this case, they engage in work not because they enjoy it or because they find it appealing or satisfying, but in order to obtain something of value in return or avoid something unpleasant.

Intrinsic motivation refers to the act of doing something that does not have any obvious external rewards. Employees do it because it's enjoyable and interesting to them, not because of any outside incentive or pressures, like rewards or deadlines. In short, intrinsic motivation is performing an activity for its own sake rather than the desire for some external reward or out of some external pressure. Essentially, the work itself is its own reward.

**Importance of Motivation**

Motivation is one of the most crucial parts of the entire management process. It is through motivation, that employees achieve the organizational objectives. Human nature needs some sort of encouragement or inducement to get better, to give better performance. Motivation thus helps the employees as well as the organisation as a whole.

1) **Improves Performance:**

The ability to do work and willingness to do work both affect the efficiency of people. The ability to do work is obtained with the help of education and training, however, willingness to do work is obtained with the help of motivation.

People have to be motivated to do good work. Thus, motivation improves efficiency. Efficiency of a person is reflected through increase in productivity and decrease in costs.

2) **Can Change Negative or Indifferent Attitudes of Employees:**

Some employees of an organisation can have a negative attitude. They think that doing more work will not bring any credit. Motivation, often involving recognition for good work, may change that.

3) **Reduction in Employee Turnover:**

The reputation of any organisation is affected by the employee turnover. A lot of time and money is spent in repeatedly recruiting employees and giving them education and training.

Only motivation can save an organisation from this. Motivated people would work for a longer time in the organisation and there is a decline in the rate of turnover.

4) **Leads to stability of work force:**

Having a stable workforce is crucial for a company's reputation and goodwill. The employees can be loyal to the enterprise only if they feel involved in the management. Employees' skills and efficiency will always be beneficial to the organization as well as employees. It will lead to a good public image, which in turn will attract qualified and competent people into the company. As it is said, "Old is gold" which suffices with the role of motivation here, the

older the people, more the experience and their adjustment into a concern that can be of benefit to the enterprise.

5) **Helps to Reduce Absenteeism in the Organisation:**

In some of the organisations, the rate of absenteeism may be high. There are many reasons for this-poor work conditions, poor relations with colleagues and superiors, no recognition in the organisation, insufficient reward, etc. Motivated employees do not remain absent from work as the workplace becomes a source of joy for them. Motivated employees do not miss work, as their workplace becomes a source of joy for them.

We can summarize by saying that motivation is important both to an individual and a business. Motivation is important to an individual as:

1. Motivation will help him achieve his personal goals.
2. If an individual is motivated, he will have job satisfaction.
3. Motivation will help in self-development of individual.
4. An individual would always gain by working with a dynamic team.

Similarly, motivation is important to any business as:

1. The more motivated the employees are, the more empowered the team is.
2. The more is the team work and individual employee contribution, more profitable and successful is the business.
3. During period of amendments, there will be more adaptability and creativity.
4. Motivation will lead to an optimistic and challenging attitude at work place.

**Covid-19 Pandemic**

The Covid-19 pandemic or coronavirus pandemic is an ongoing pandemic of the coronavirus disease 2019 (COVID-19). The disease was first identified in Wuhan, China in December, 2019 and later spread all over the world. The World Health Organization (WHO) declared the outbreak a Public Health Emergency of International Concern on $30^{th}$ January, 2020, and a pandemic on $11^{th}$ March, 2020. As of $14^{th}$ May, 2021, there have been more than 161 million confirmed cases with more than 3.34 million deaths due to it. This makes it one of the deadliest pandemics in history.

One of the measures to prevent spread of the disease was social distancing. Many countries including India implemented complete lockdowns and restrictions. Due this companies had to start working from home. Educational institutes taught from home. 'Work From Home' thus gradually became the 'new normal'.

The pandemic has had a very big impact on teaching and learning. Both teachers and student had been compelled to embrace the digital academic experience due to the Covid-19 pandemic.

This study would be focusing on such changes in work and motivation factors for UG professors.

.

**The Pandemic and Teaching**

Two very important things have changed due to the pandemic. First, pedagogical adaptations have become crucial as the traditional lecturing in-person method cannot be done in a remote learning environment. Whichever type of channel is used, teachers need to adapt their practices and be creative to keep students engaged as every household has become a classroom and a lot of times, without an environment that supports learning.

Second, the pandemic has changes how teachers divide their time between teaching, engaging with students, and administrative tasks. Working from home also meant the working time could extend the entire day. The pandemic has also highlighted the need for flexibility and more time for student-teacher interactions.

The transition from physical teaching to online teaching has been a big one, especially in India. Here, most institutes don't have a well set up online platform ready for teaching. The first step was to develop such a platform and then train teachers who would have difficulty in using it. According to many researches, a lot of teachers did not consider being prepared to teach remotely, felt anxious, tired, and most teachers were not happy or satisfied about online teaching.

# Chapter 6:
# DATA ANALYSIS

**A] Personal Information**

**Q1. Gender**
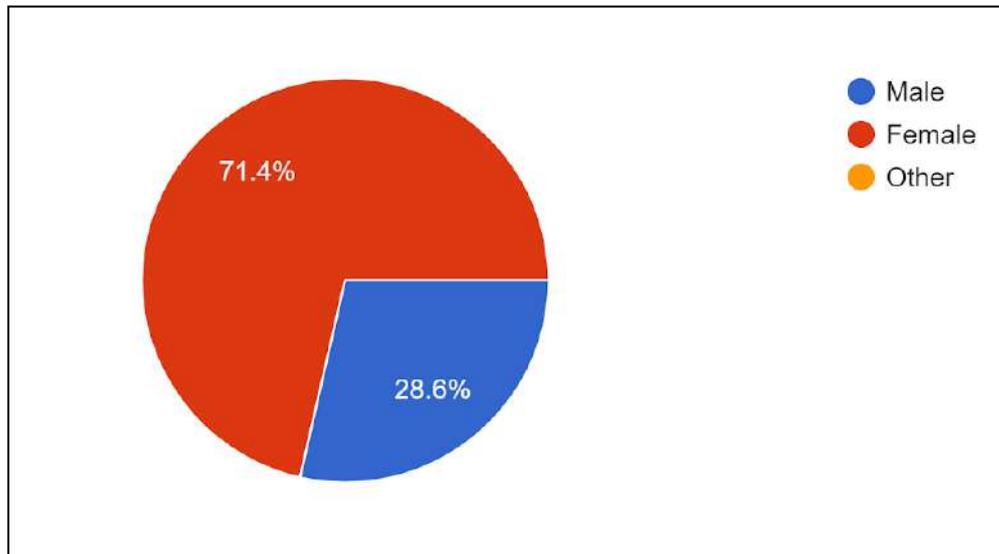


With 71.4% female respondents and 28.6% male respondents, we can see that most of the professors who responded were females.

**Q2. Age group**
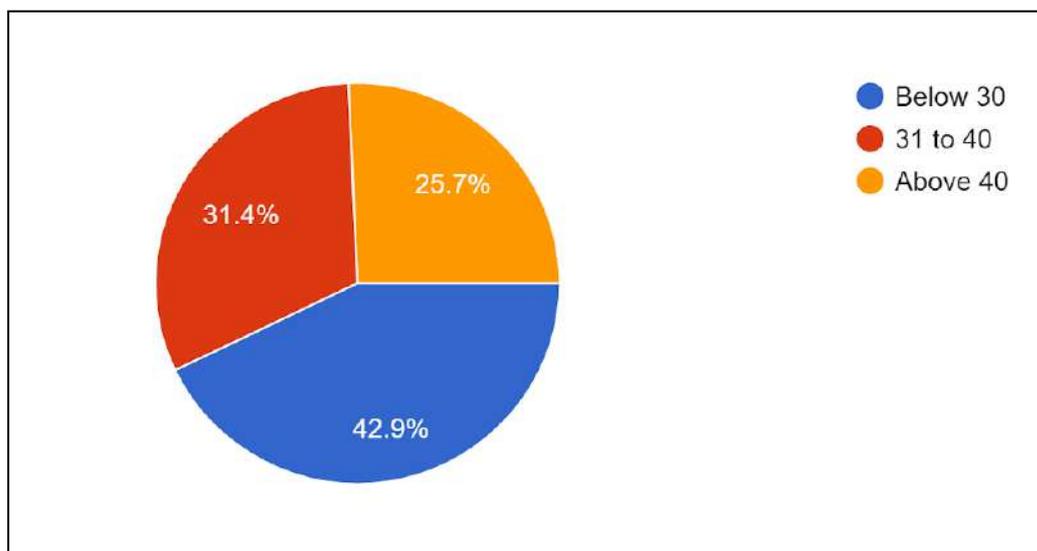


42.9% of the respondents were aged below 30 years, 31.4% were between 31 to 40 years of age and 25.7% were above 40 years. Though we see respondents in all three age groups, majority of them were less than 30 years of age.

**Q3. Name of College**

| College | Number of responses |
|---|---|
| BMCC, Pune | 9 |
| College of Food Technology, Sangulwadi | 5 |
| SVLM, Titave | 3 |
| Shivaji University, Kolhapur | 2 |
| Yashvantrao Chavan Institute of Science, Satara | 1 |
| DES Law College, Pune | 1 |
| Sinhgad Business School, Erandwane | 1 |
| Kaveri College, Pune | 1 |
| Institute of Management and Entrepreneurship Development, Pune | 1 |
| IICMR, Pune | 1 |
| Uttarapath Institute for Administrative Studies | 1 |
| VP College, Baramati | 1 |
| Jaysingpur College, Jaysingpur | 1 |
| Rajaram College, Kolhapur | 1 |
| Shri Vijaysingh Yadav College, Peth-Vadgaon | 1 |
| Prof.Sambhajirao Kadam College, Deur, Satara | 1 |
| Smt. K. W. College, Sangli | 1 |
| CNCVCW, Kolhapur | 1 |

The responses were taken from professors teaching in colleges from Pune, Kolhapur, Sindhudurg, Satara, etc., teaching in diverse fields like management, law, food technology, microbiology, etc.

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**Q4. Position**
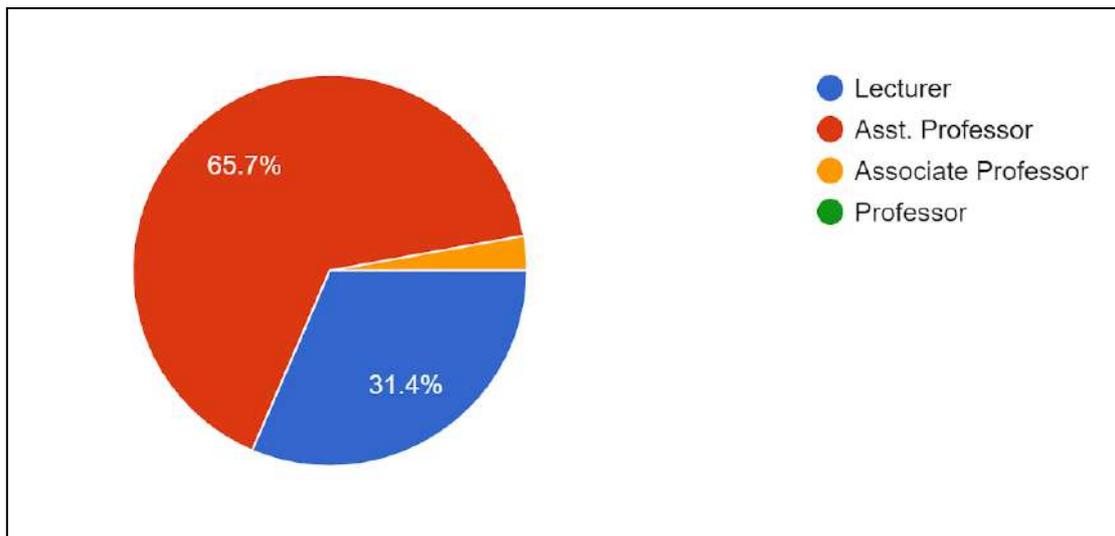


65.7 % of the respondents were Assistant Professors, 31.4% were Lecturers and 2.9% i.e. just 1 respondent was an Associate Professor. Majority of the respondents were Assistant Professors.

**Q5. Nature**
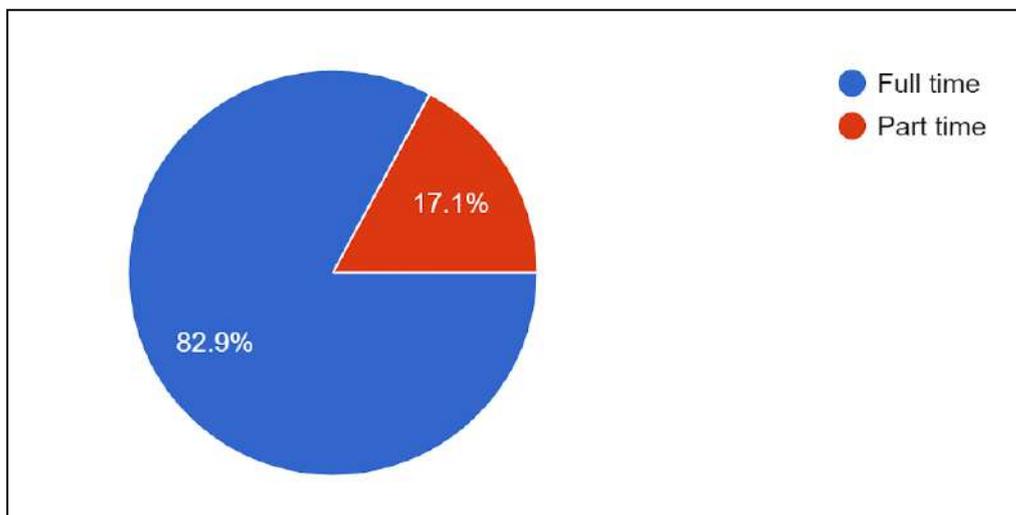


82.9% of the respondents were working full time for their college and 17.1% worked part time. Very few, just 6 of the respondents worked part time. Thus, most of the below answers would be from the perspective of full time professors.

**Q6. Working hours per day**
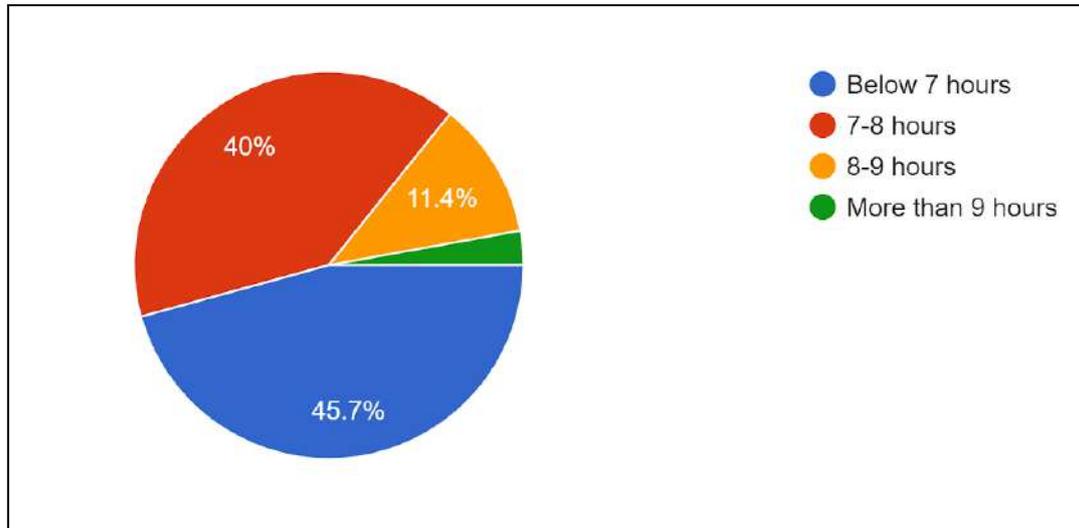


45.7% of the respondents worked for less than 7 hours per day, 40% worked for 7 to 8 hours per day, 11.4% worked for 8 to 9 hours per day and 2.9% i.e. just 1 respondent work for more than 9 hours per day. We can see that majority of the professors worked for less than 7 hours per day. There is also a big number of respondents working for 7 to 8 hours per day.

**Q7. Working hours per week**
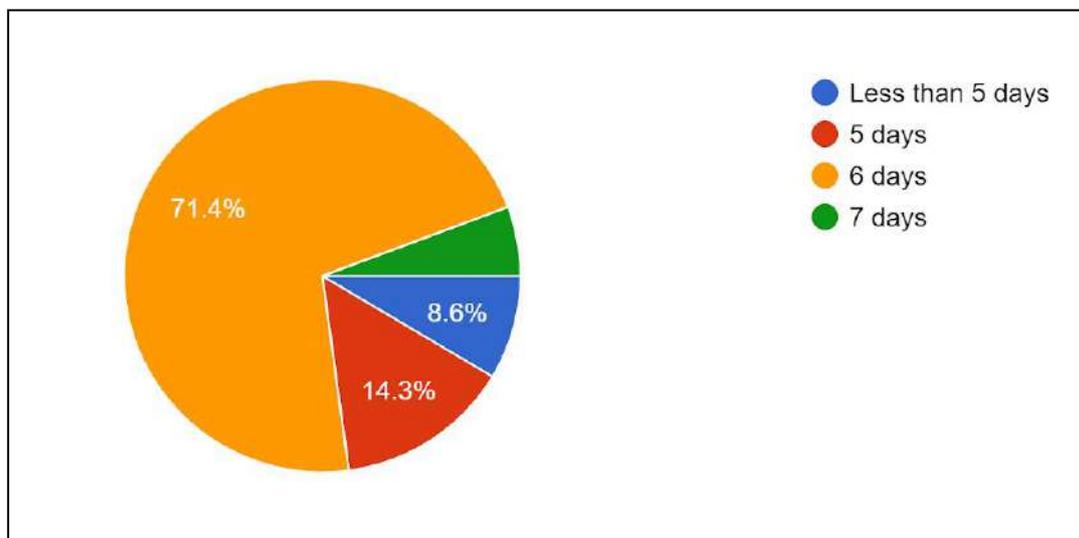


8.6% of the respondents worked for less than 5 days per week, 14.3% worked for 5 days a week, 71.4% worked for 6 days per week and 5.7% worked for all 7 days. Almost 3/4$^{th}$ of the respondents work for 6 days per week.

**B] Motivation factors**

**Q1. Rank the following statements as per your preference**

**1) I am always motivated while working from home**



Count of Rank the following statements as per your preference [I am always motivated while working from home]
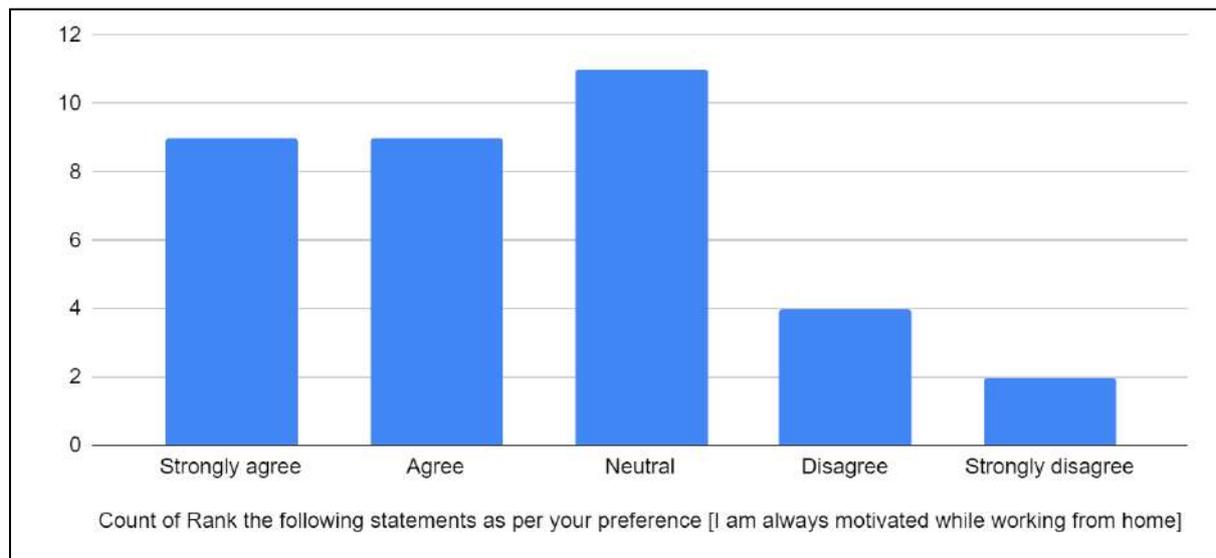
9 respondents strongly agree with the statement, 9 just agree, 11 respondents feel neutral about this statement, 4 respondents disagree with the statement while 2 respondents strongly disagree with the statement. Thus, we can see that majority of the respondents feel neutral about this statement.

**2) I enjoy working from home**



Count of Rank the following statements as per your preference [I enjoy working from home]
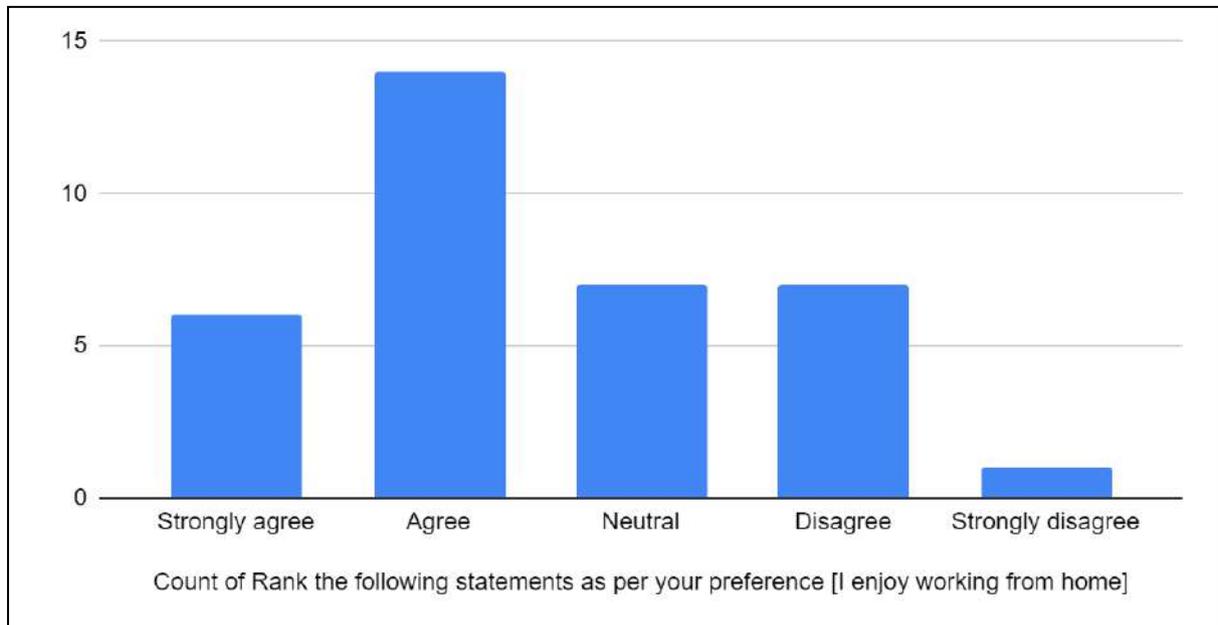
6 respondents strongly agree with the statement, 14 just agree, 7 respondents feel neutral about this statement, 7 respondents disagree with the statement and just 1 respondent strongly disagrees with the statement. Thus, we can see that majority of the respondents agree with this statement.

**3) I face many problems due to this new style of work**



Count of Rank the following statements as per your preference [I face many problems due to this new style of work]
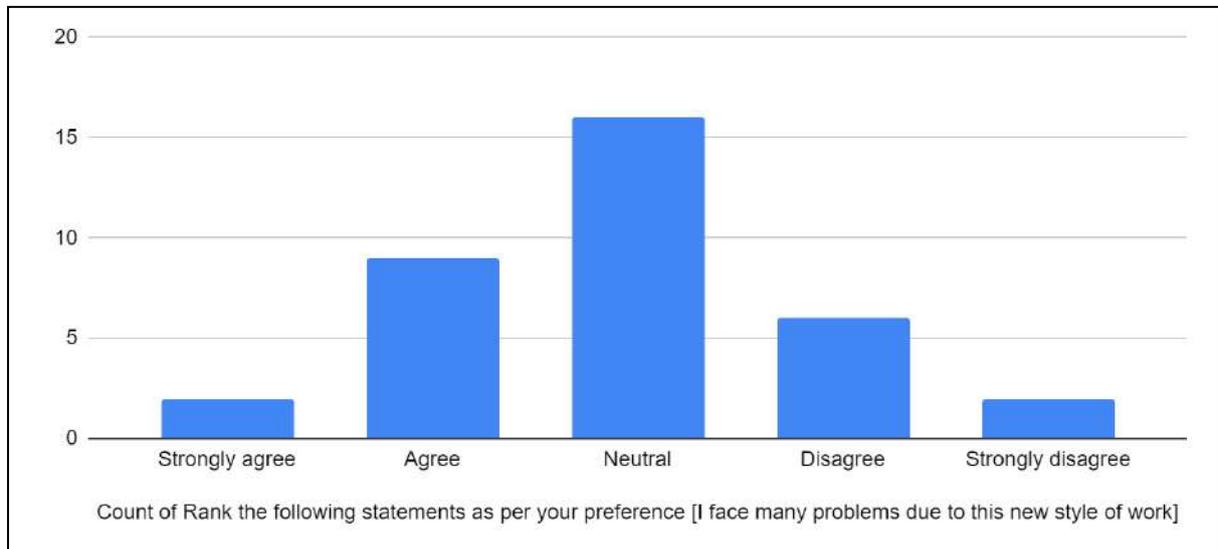
2 respondents strongly agree with the statement, 9 just agree, 16 respondents feel neutral about this statement, 6 respondents disagree with the statement while 2 respondents strongly disagree with the statement. Thus, we can see that majority of the respondents feel neutral about this statement.

**4) The problems I face affect my motivation to work**



Count of Rank the following statements as per your preference [The problems I face affect my motivation to work]
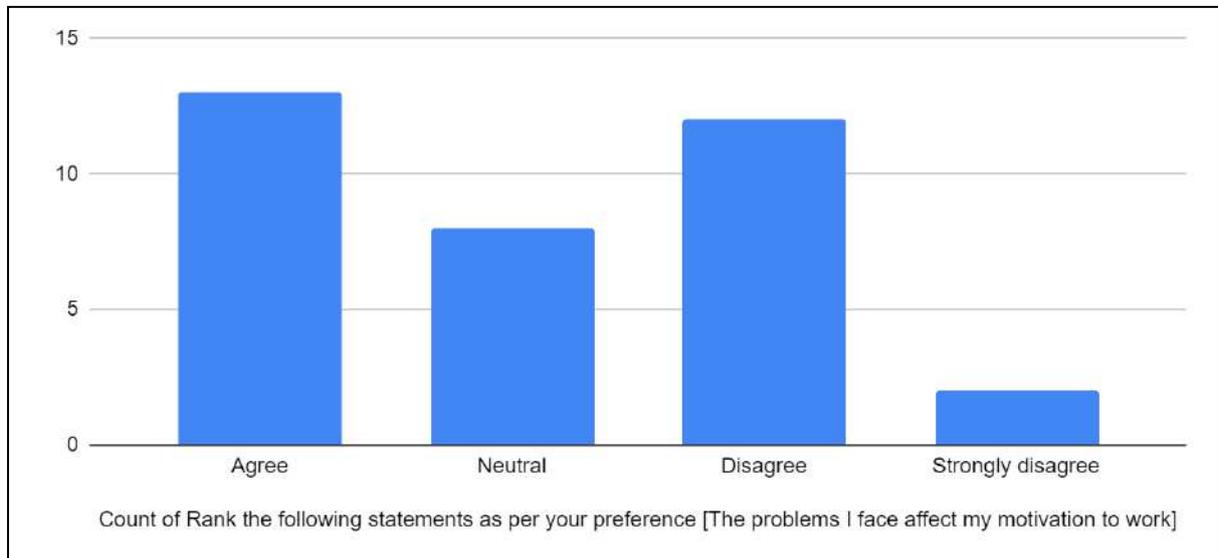
13 respondents agree with the statement, 8 respondents feel neutral about this statement, 12 respondents disagree with the statement while 2 respondents strongly disagree with the statement. No respondent strongly agrees with the statement. Thus, we can see that majority of the respondents agree this statement.

**5) The college always takes some initiatives to keep professors motivated**
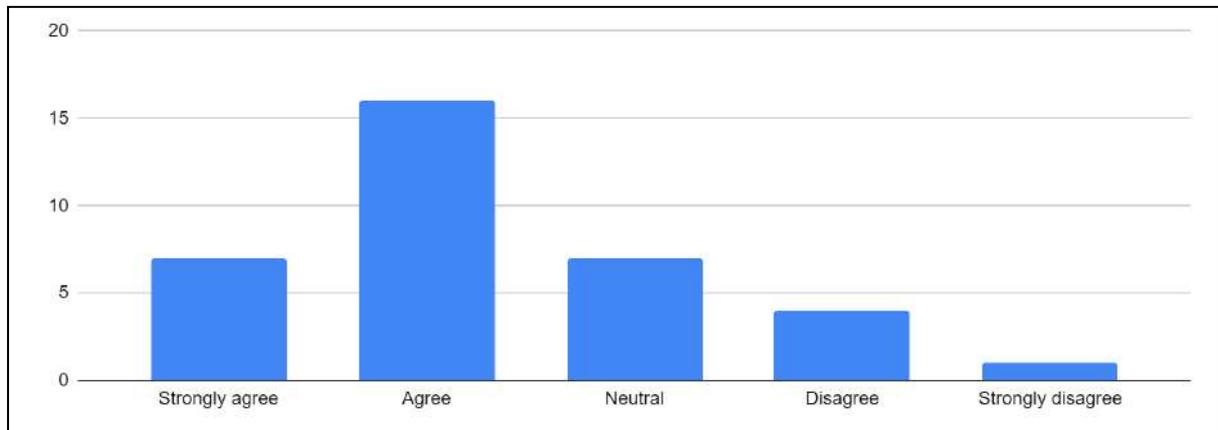


7 respondents strongly agree with the statement, 16 just agree, 7 respondents feel neutral about this statement, 4 respondents disagree with the statement and just 1 respondent strongly disagrees with the statement. Thus, we can see that majority of the respondents agree with this statement.

**6) I am satisfied with the existing motivation strategies of my college**



Count of Rank the following statements as per your preference [I am satisfied with the existing motivation strategies of my college]
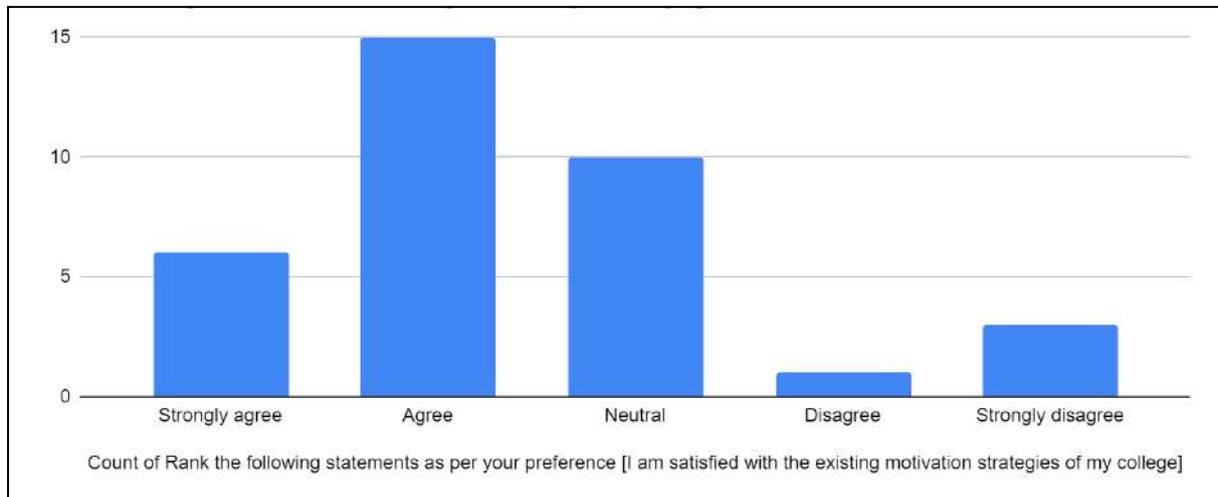
6 respondents strongly agree with the statement, 15 just agree, 10 respondents feel neutral about this statement, 3 respondents strongly disagree with the statement and just 1 respondent disagrees with the statement. Thus, we can see that majority of the respondents agree with this statement.

**Q2. Do you end up working more time due to work from home?**
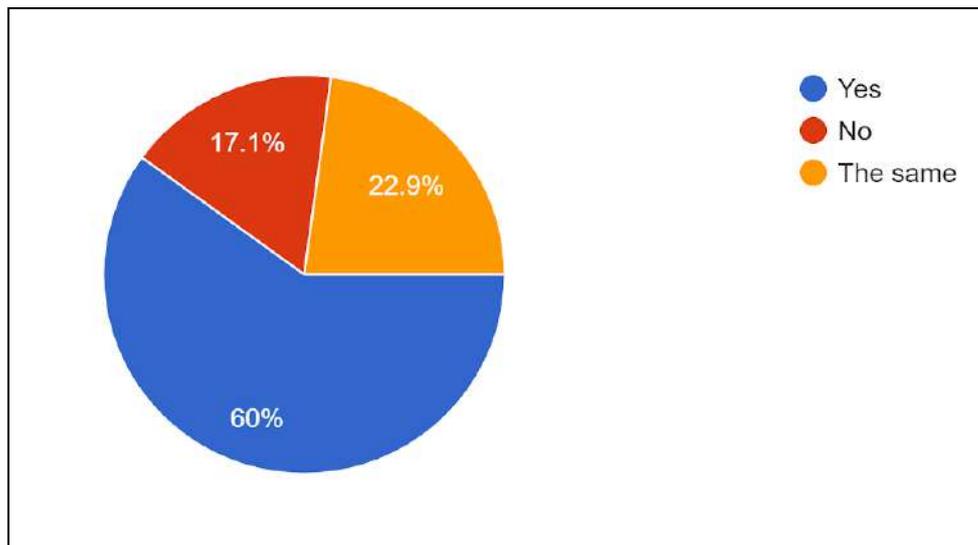


60% of the respondents feel that they end up working more time due to work from home, 17.1% respondents do not feel so and 22.9 % of the respondents feel that it is the same.

**Q3. If yes, why?**
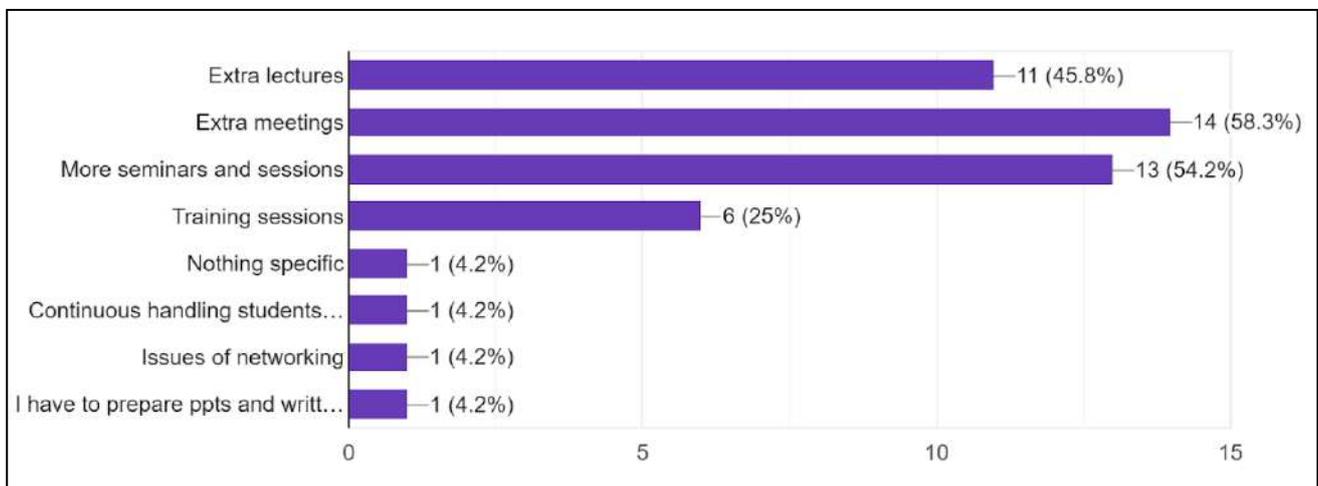


45.8% feel that the over working is due to extra lectures, 58.3% feel it was due to extra meetings, 54.2% feel it was due to more seminars and sessions and 25% feel it was due to training sessions. One respondent felt that it was due to continuous handling of students. Another respondent felt that it was due to network issues. Another respondent felt that making ppts is time consuming.

36

**Q4. Does this have a negative effect on your motivation?**
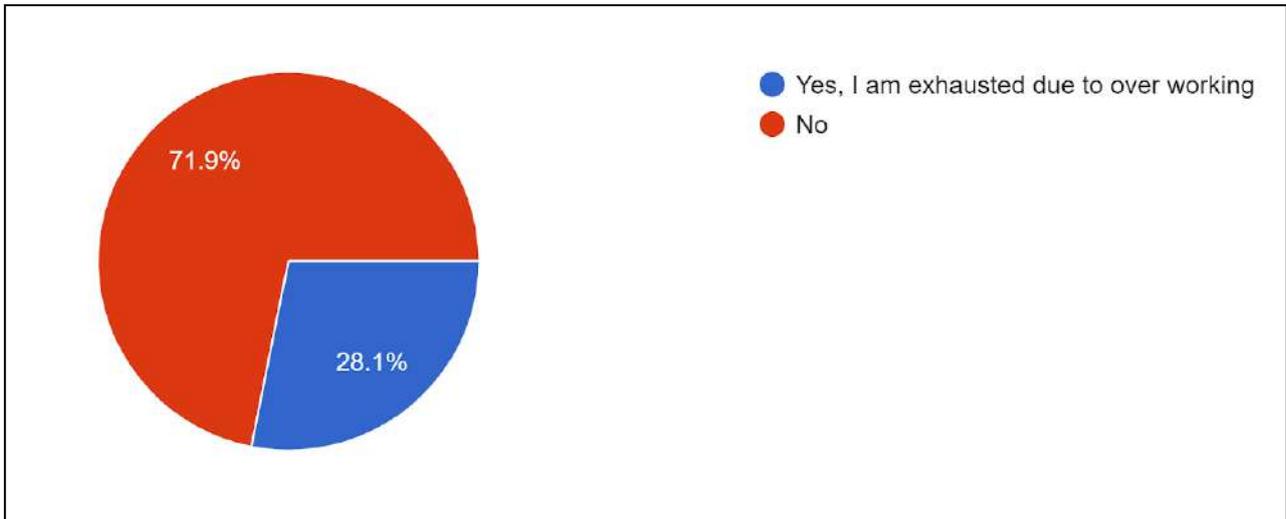


71.9% of respondents felt that yes, this had a negative effect on their motivation and that they were exhausted due to over working. 28.1% said no.

**Q5. Are there other factors that affect your motivation during work from home?**
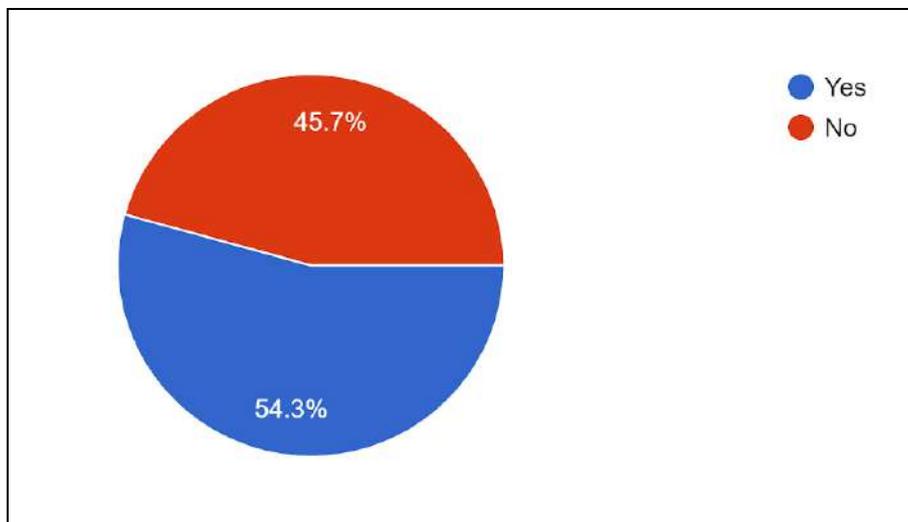


54.3% of the respondents felt that there were other factors that affected their motivation during work from home. 45.7% respondents felt that there were not.

**Q6. If yes, what are the other factors?**
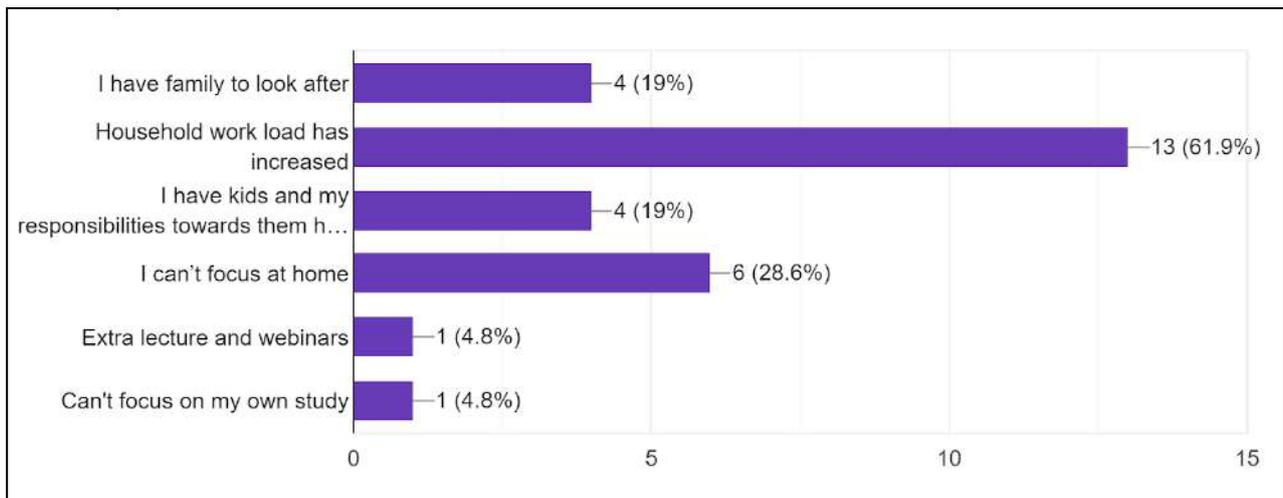


19% of the respondents felt that they have family to look after and this was one of the factors. 13% of the respondents felt it was due to increased household work load. 19% felt it was due to responsibilities towards their kids. 28.6% felt that they couldn't focus at home. 4.8% felt that it was due to extra lectures and webinars and 4.8% felt that they couldn't focus on their own studies.

**Q7. What does the college do to motivate professors?**
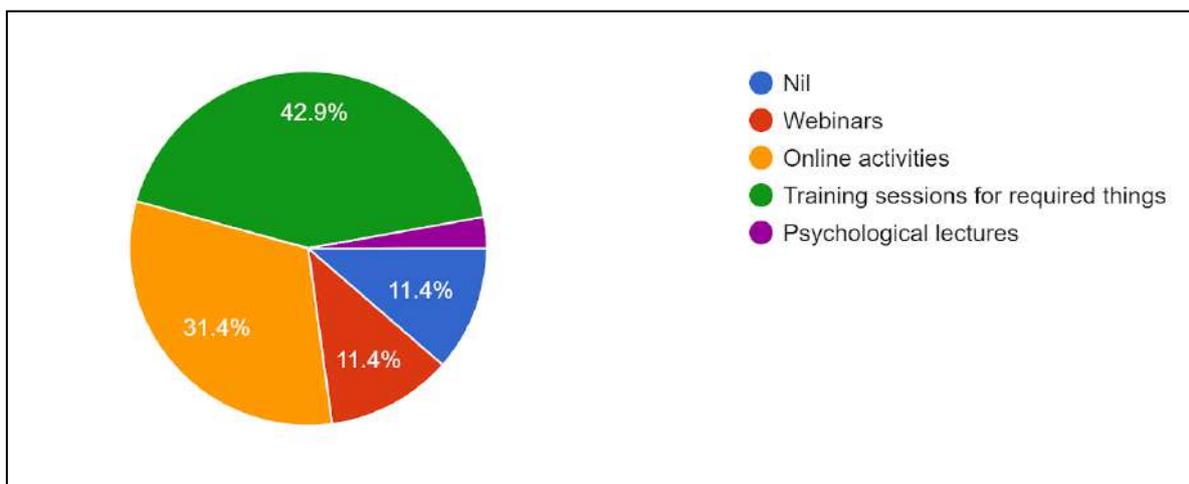


11.4% respondents said that their college takes webinars, 31.4% respondents said that their college takes online activities, 42.9% said that their college takes trainings for required things, 2.9% said that their college takes psychological lectures and 11.4% said that their college does nothing.

**Q8. What do you do to motivate yourself?**
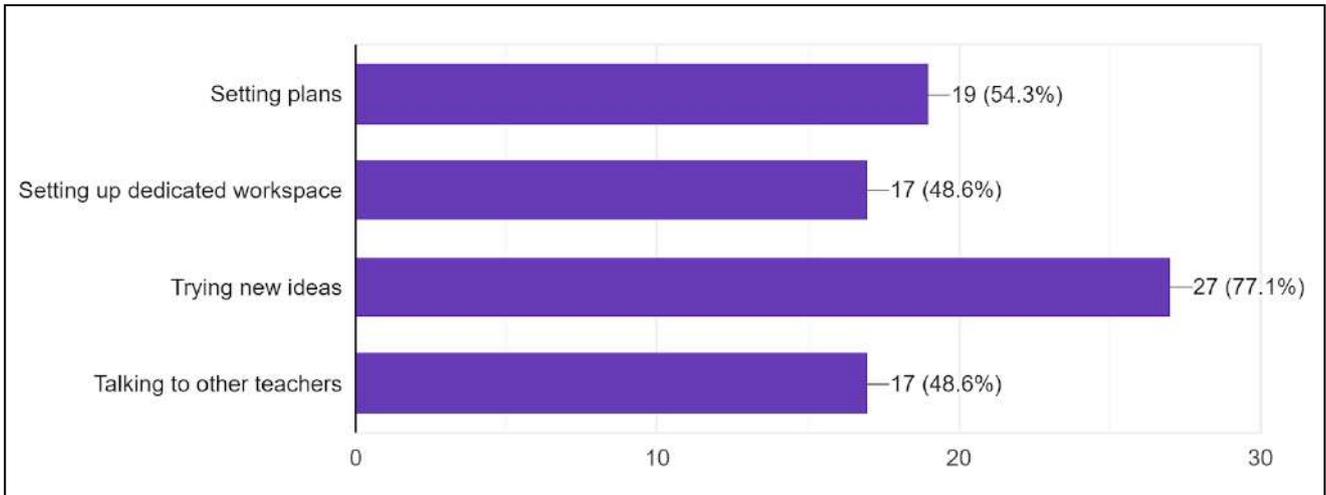


54.3% of the respondents set plans, 48.6% set up a dedicated workspace, 77.1% tried new ideas and 48.6% talked to other professors.

**Q9. Do you try to motivate your subordinates or peers?**
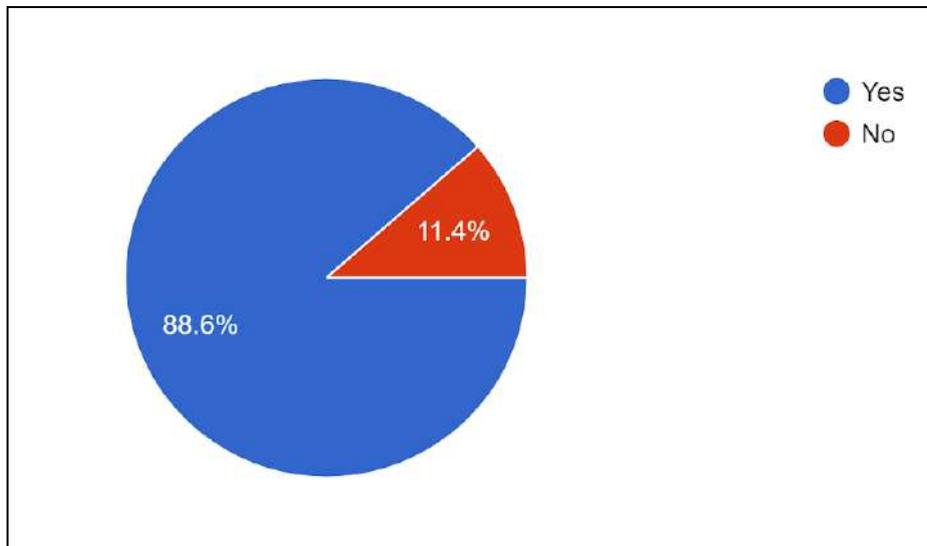


88.6% say that they do try to motivate their subordinates or peers; however, 11.4% say that they don't.

**Q10. If yes, what do you do to motivate them?**
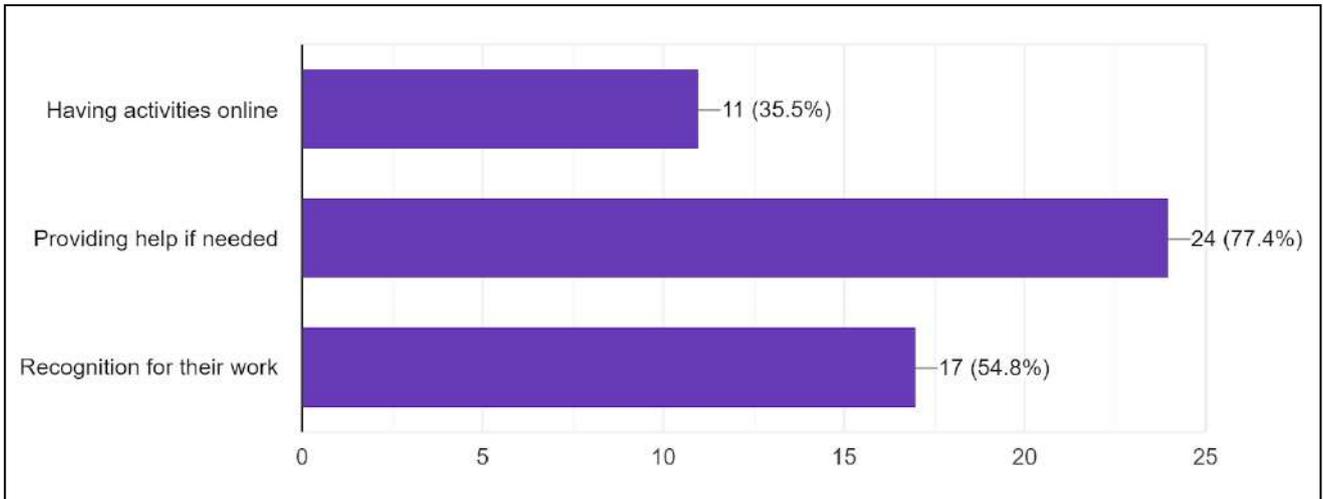


35.5% say that they have activities online, 77.4% say that they provide help if needed and 54.8% say that they provide recognition for work.

**Q11. What kind of effect did work from home and these different motivation factors have on your work?**
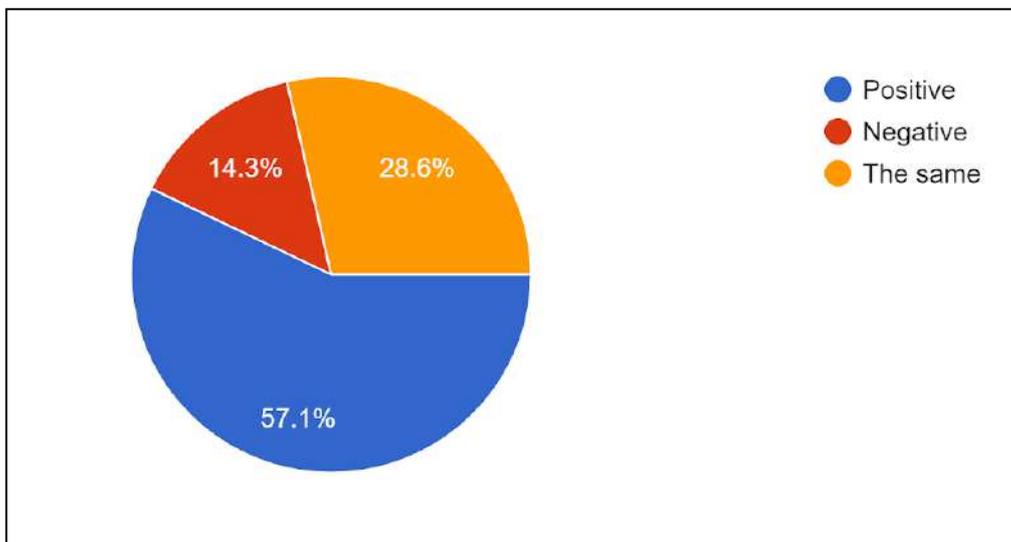


57.1% of the respondents feel that work from home and the different motivation factors had a positive impact on their work. 14.3% feel that it had a negative impact and 28.6% feel that there was no change.

**Q12. What has changed with respect to motivation pre-pandemic and during pandemic?**
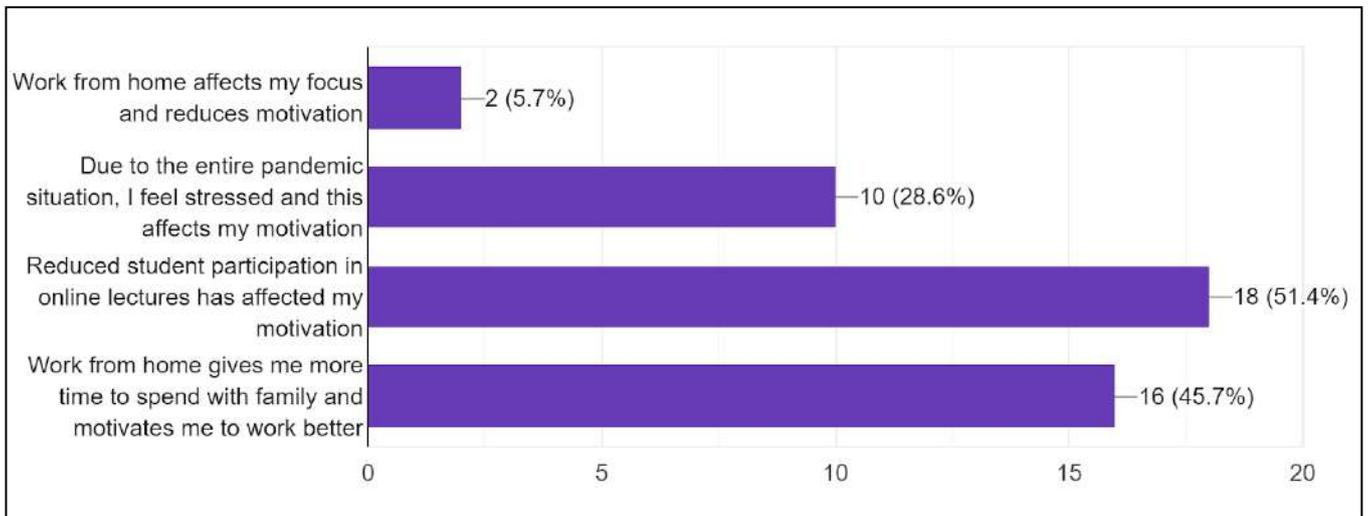


5.7% felt that work from home affects their focus and reduces motivation. 28.6% felt stressed due to the entire pandemic situation. 51.4% felt that reduced student participation has affected their motivation. 45.7% felt that work from home gave them more time to spend with family and this motivated them to work better.

**Q13. Do you prefer physical lectures or online lectures?**
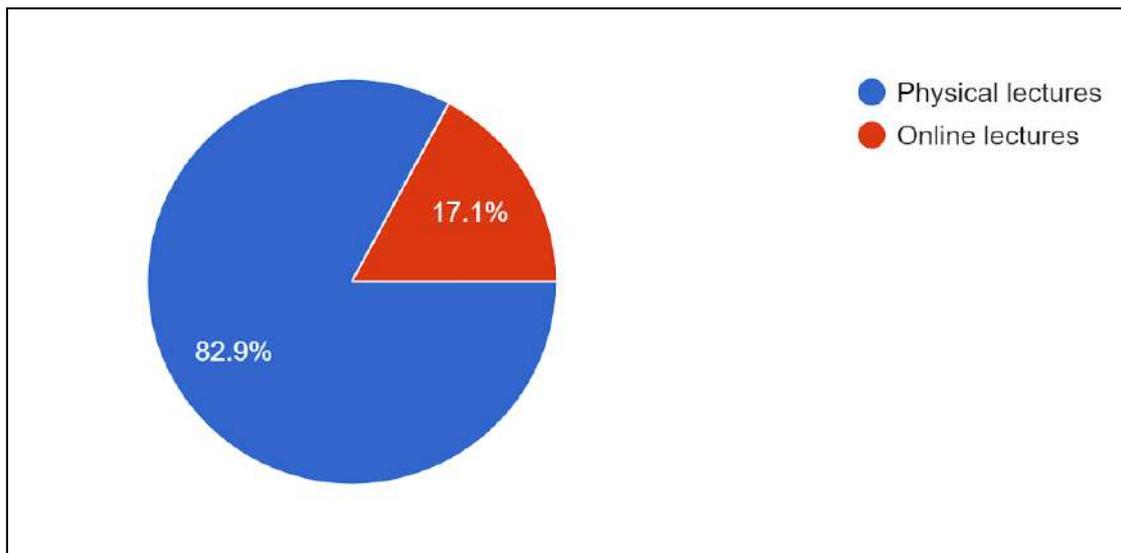


82.9% of the respondents preferred physical lectures over online lectures. 17.1% preferred online lectures.

**Q14. If physical, why do you feel that way?**
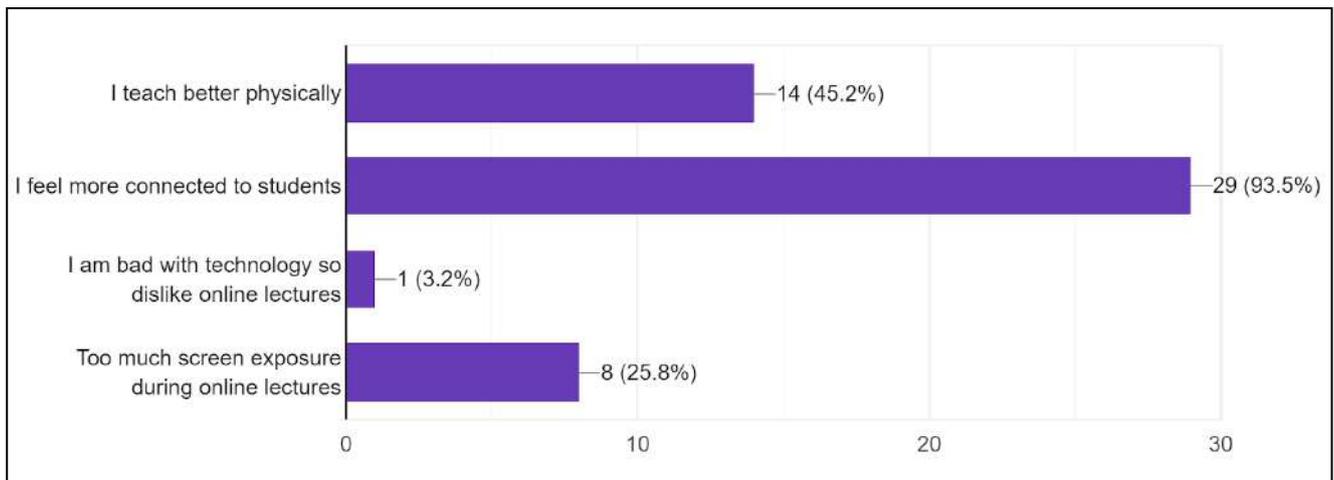


45.2% felt that they taught better physically. 93.5% felt more connected to students physically and thus preferred physical lectures. 3.2% felt that they were bad with technology so preferred physical lectures and 25.8% felt that there was too much screen exposure during online lectures so physical lectures are better.

**Q15. If online, why do you feel that way?**
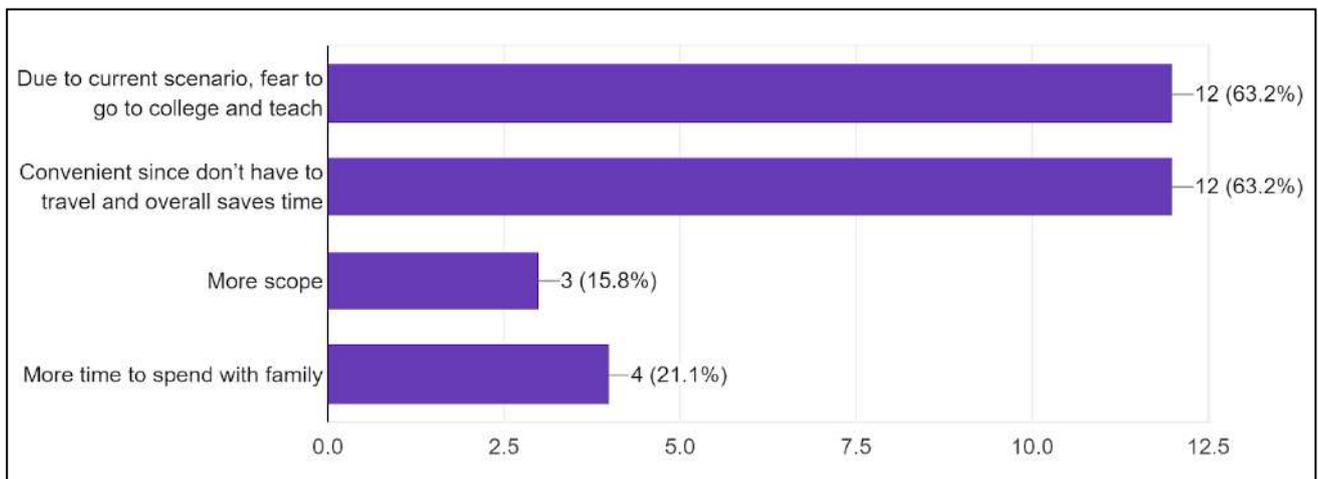


63.2% liked online lectures because of fear to go to college and teach due to current situation. 63.2% felt that online lectures are convenient and overall saved time. 15.8% felt that online lectures had more scope and 21.1% felt that online lectures gave them more time to spend with their family.

**Q16. When do you feel you were more motivated; delivering lectures physically or online?**
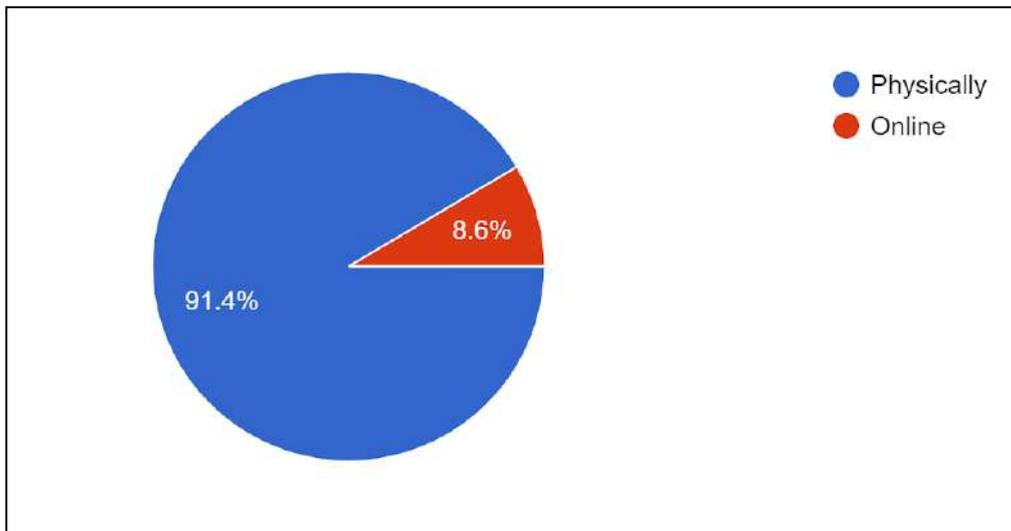


91.4% of the respondents felt that they were more motivated while delivering lectures physically and 8.6% felt that they were more motivated while delivering lectures online.

**Q17. If physical, why do you feel that way?**
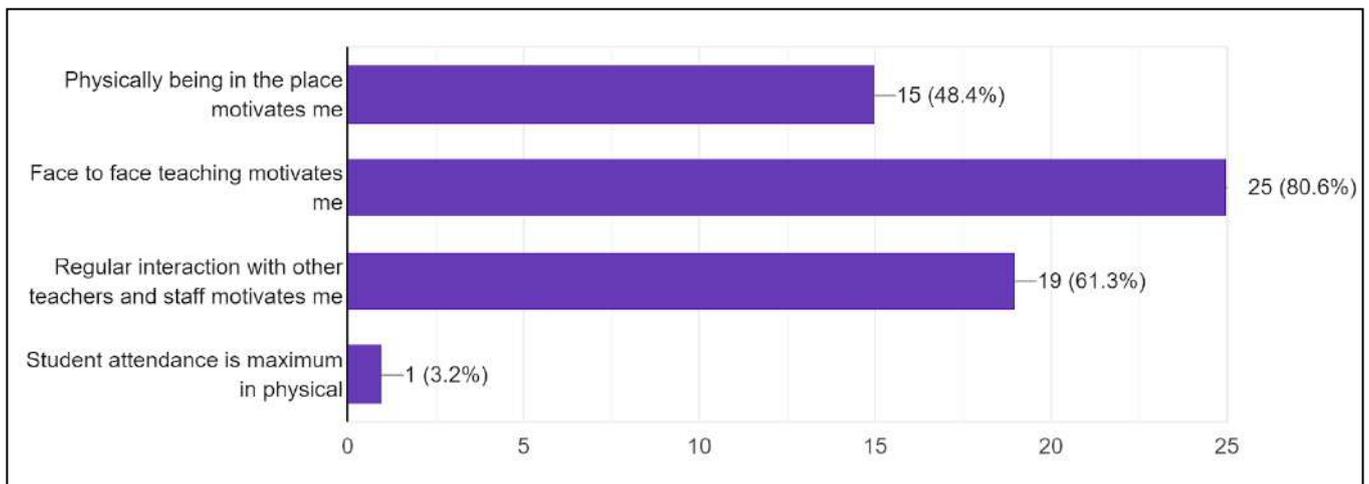


48.4% felt that physically being in the place motivated them. 80.6% felt that face to face teaching motivated them. 61.3% felt that regular interaction with other professors and staff motivated them and 3.2% felt that student attendance was more in physical lectures which motivated them.

**Q18. If online, why do you feel that way?**
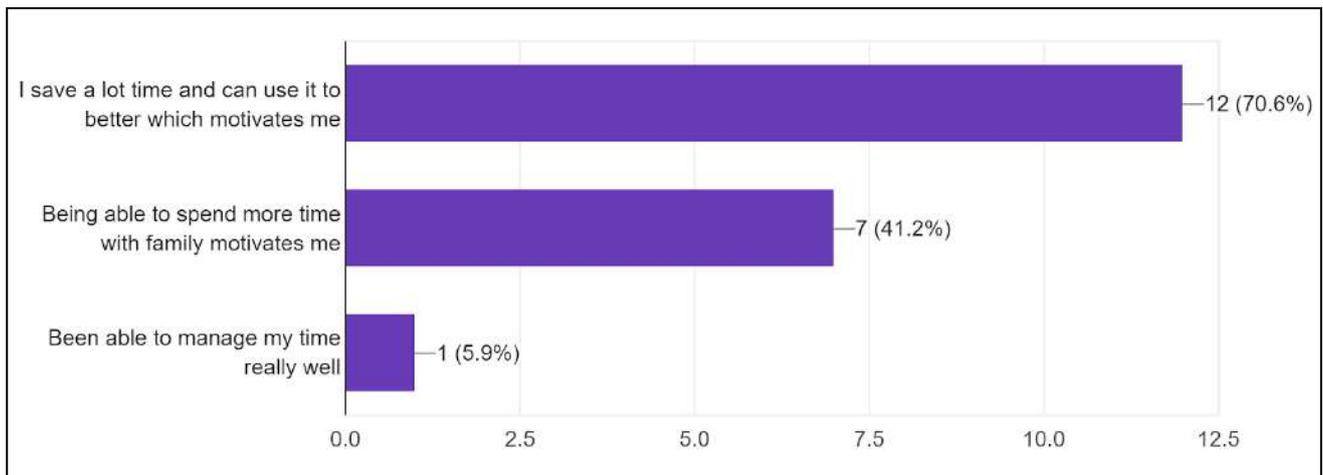


70.6% felt that they saved a lot of time in online lectures which motivated them. 41.2% felt that they were able to spend more time with family which motivated them and 5.9% felt that they were able to manage their time better during online lectures.

**Q19. What things do you think college can implement to increase motivation?**

This was an open end question but it still received a lot of responses. Following are the responses received-

- Refresher courses can be organized.

- Provide access to many online facilities like being able to open accounts on Research Gate or Scopus that requires institutional details which at present are unavailable.

- Reduce the lecture time and screen time. No meetings for unproductive work to save time for academic of teacher.

- Blended approach to learning.

- A bit of informal communication over weekends.

- Already encouraging us to take up trainings, seminars etc for our growth.

- Motivate and facilitate to achieve work life balance.

- Take webinars related to the subject of teaching and take training of teachers.

- Arrange webinars and seminars for faculties.

- Strict rules about attendance.

- College should announce some new motivational awards for teachers, so they can participate or work with more enthusiasm as compare to regular.

**Chapter 7:**

**FINDINGS**

**Findings:**

- A lot of professors feel that they are motivated while working from home.

- Some say that they face problems but majority feel neutral.

- Those who do face problems feel that this affects their motivation and this might be one of the reasons that they don't enjoy working from home.

- Majority of the professors say that their college does take initiatives to motivate its professors and feel satisfied with these initiatives.

- Most of the professors end up working more time while working from home and some feel that this also affects their motivation.

- A lot of the professors feel that there are other factors, mostly household factors, that affect their motivation.

- Most of them feel that their college's efforts to motivate them, self efforts, working from comforts of their home and other things has helped them and had a positive impact on their motivation.

- Still, majority of the professors prefer teaching physically over online and feel more motivated to teach physically.

# Chapter 8:
# SUGGESTIONS

## Suggestions

**A] For College**

- As motivation is low during the pandemic, college can introduce some awards or recognitions for certain things that would provide more enthusiasm and energy in professors.

- Some professors felt that there were unnecessary meetings as everyone is working from home and would be available. Such unnecessary things might be reduced.

- The college can take more webinars related to the subjects of the professors or about some field that would help them.

- In case some professors are facing technical problems while teaching, appropriate training should be provided.

- College should ensure that professors are able to freely express their concerns and should make time to resolve problems that the professors are facing while working from home.

**B] For Professors**

- Professors should set work time for themselves just as like when they would work from colleges.

- Similarly, they should have meals and take breaks as they did before.

- Keep a separate work space that would help to work with focus.

- Clearly communicate problems and concerns to superiors so that they can strategize accordingly.

# Chapter 9:
# LIMITATIONS

**Limitations**

- Couldn't get a lot of respondents easily.

- A lot of professors couldn't respond in given time.

- Due to this, data collection took a lot of time.

- There is a probability that respondents did give not answer that would put them in unfavourable positions.

- There is probability that respondents did not give accurate answers due to overall lack of motivation.

# Chapter 10:
# CONCLUSION

## Conclusion

The Covid-19 Pandemic has affected the educational sector on a large scale. The entire sector had to change the traditional methods of teaching. Teachers and students were forced to teach and learn from home. Teachers had to adapt to e-learning platforms and conduct online lectures and assessments.

A lot of teachers faced technical problems while working from home. Other than that; household chores, responsibilities towards children and family make it hard to work from home. The overall work time has also increased. All these factors make a huge impact on motivation while working from home.

Due to certain efforts from college and subordinates, teachers still feel enough motivated to work from home however it does not compare to the motivation they received while teaching physically.

# Chapter 11:
# BIBLIOGRAPHY

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# Chapter 12:
# ANNEXURE

(A) Personal Information

1) Name (Optional): _____

2) Gender:
   o Male
   o Female
   o Other

3) Age group
   o Below 30
   o 31-40
   o Above 40

4) Name of college: _____

5) Position:
   o Lecturer
   o Asst. Professor
   o Associate Professor
   o Professor

6) Nature
   o Full time
   o Part time

7) Working hours per day
   o Below 7 hours
   o 7-8 hours
   o 8-9 hours
   o More than 9 hours

8) Working days per week
   o Less than 5 days

- 5 days
- 6 days
- 7 days

(B) Motivation factors

1) Rank the following statements as per your preference

|  | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|---|---|---|---|---|
| I am always motivated while working from home |  |  |  |  |  |
| I am enjoy working from home |  |  |  |  |  |
| I face many problems due to this new style of work |  |  |  |  |  |
| The problems I face affect my motivation to work |  |  |  |  |  |
| College always takes some initiatives to keep professors motivated |  |  |  |  |  |
| I am satisfied with the existing motivation strategies of my college |  |  |  |  |  |

2) Do you end up working more time due to work from home?
- Yes
- No
- The same

3) If yes, why?

Extra lectures

Extra meetings

More seminars and sessions

58

Training sessions

Other: _____

4) Does this have a negative effect on your motivation?

- o Yes, I am exhausted due to over working
- o No

5) Are there other factors that affect your motivation during WFH?

- o Yes
- o No

6) If yes, what are the other factors?

I have family to look after

Household work load has increased

I have kids and my responsibilities towards them have increased since they

have classes from home as well.

I can't focus at home

Other: _____

7) What does the college do to motivate professors?

- o Nil
- o Webinars
- o Online activities
- o Training sessions for required things
- o Other: _____

8) What do you do to motivate yourself?

Setting plans

Setting up dedicated workspace

Trying new ideas

Talking to other professors

Other: _____

9) Do you try to motivate your subordinates or peers?

        o  Yes

        o  No

10) If yes, what do you do to motivate them?

        Having activities online

        Providing help if needed

        Recognition for their work

        Other: _____

11) What kind of effect did work from home and these different motivation factors have on your work?

        o  Positive

        o  Negative

        o  The same

12) What has changed with respect to motivation pre-pandemic and during pandemic?

        Work from home affects my focus and reduces motivation

        Due to the entire pandemic situation, I feel stressed and this affects my motivation

        Reduced student participation in online lectures has affected my motivation

        Work from home gives me more time to spend with family and motivates me to work better

        Other: _____

13) Do you prefer physical lectures or online lectures?

o  Physical lectures

o  Online lectures

14) If physical, why do you feel that way?

    I teach better physically

    I feel more connected to students

    I am bad with technology so dislike online lectures

    Too much screen exposure during online lectures

15) If online, why do you feel that way?

    Due to current scenario, fear to go to college and teach

    Convenient since don't have to travel and overall saves time

    More scope

    More time to spend with family

16) When do you feel you were more motivated; delivering lectures physically or online?

o   Physically

o   Online

17) If physical, why do you feel that way?

    Physically being in the place motivates me

    Face to face teaching motivates me

    Regular interaction with other professors and staff motivates me

    Other: _____

18) If online, why do you feel that way?

    I save a lot time and can use it to better which motivates me

    Being able to spend more time with family motivates me

    Other: _____

19) What things do you think college can implement to increase motivation?

    _____

# DECCAN EDUCATION SOCIETY
# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## A PROJECT REPORT
## ON

**Sailing in the Start-up Revolution: A study of phenomenal rise of the start-up boAt Lifestyle.**



SUBMITTED BY: PRIYA CHICHIRIYA

T.Y.B.B.A. (MARKETING)

B.M.C.C, PUNE – 411004


UNDER THE GUIDANCE

PROF. DR. SHILPI A. LOKRE


BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, PUNE

AFFILIATED TO: SAVITRIBAI PHULE PUNE UNIVERSITY


SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT

FOR BACHELOR OF BUSINESS ADMINISTRATION 2021-2022

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# Acknowledgment

I would like to express my heartfelt gratitude to my teacher and marketing professor Dr. Shilpi Lokre for guiding me throughout the making and research of this project. Her guidance has enlightened me not just in this research project but beyond that as well.

I would also like to thank Dr. Seema Purohit, Principal of Brihan Maharashtra College of Commerce, and Mrs. Bharati Upadhye, Head of Department for Bachelor of Business Administration, for allowing me to work on and learn from this project.

I have made the project on "**Sailing in the Start-up Revolution- A study of phenomenal rise of the start-up boAt Lifestyle**".

I am thankful to each person who has helped me to put these ideas, well above the level of simplicity and into something concrete. I would like to thank all the people for their valuable time in order to complete this research.

# Declaration

I, Priya Chichiriya of BBA(Marketing) at Brihan Maharashtra College of Commerce declare the project title "**Sailing in the Start-up Revolution- A study of phenomenal rise of the start-up boAt Lifestyle**". A study of understanding reasons for growth of start-ups in India with the example of tech start-up called boAt lifestyle.

I further declare that this project is made solely by me, completed under the supervision of Dr. Shilpi Lokre, marketing professor at Brihan Maharashtra College of Commerce, Pune. The information in this project is genuine and original, to the best of my knowledge.

The project was carried out by me for the partial fulfilment of BBA program under Brihan Maharashtra College of Commerce affiliated to Savitribai Phule Pune University**.**

# Index

# Chapter 1:

# Executive Summary

Start-up can be understood as recognizing change, pursuing opportunity, taking on risk and responsibility, innovating, making better use of resources, creating new value that is meaningful to customers. Being the world's sixth-biggest economy, India has the 3rd largest startup ecosystem in the world.

In this innovation-hungry era, the number of internet users and the adoption of digital payment methods are increasing. The numbers on startups speak volumes about the emergence of startups- Driven by factors such as availability of funding, consolidation activities by a number of firms, evolving technology space and an ever-increasing demand within the domestic market has led to the emergence of startups.

The journey of a small Indian startup turning into a massive company is extremely fascinating. The homegrown start-up boAt lifestyle capitalizes on every opportunity and strategy available out there not just to survive in the industry but to stand out.

Right from the peculiar brand logo to the naming of its products and the way they are marketing, the company has literally left no stone unturned. From targeting audience and choosing the celebrities accordingly, to influencer marketing, email marketing, hashtag marketing (#whatfloatsyourboat, #boatheads), storytelling, moment marketing, collaborations, experiential marketing, meme marketing, it left no stone unturned to stand out as a lifestyle brand. The company aims to satisfy the needs of users and developing products by closely observing their requirements. So, customer satisfaction is at its best.

# Chapter 2:

# Literature Review

**<u>Literature Review 1</u>**:

(The Success Story of BoAt: Fifth Latest Wearable Brand In The World) by Business Apac

It is quite rare that you see an Indian company on the list of top global wearable brands. Founded in 2015, the boAt company's sole aim is to be a lifestyle brand. At present, there are several brands that manufacture music devices. The main issue was the devices were not cost-effective. This is where the boAt company stepped in and revolutionized the industry. This India based startup has managed to attract customers with its trendy and pocket-friendly products.

'Plug into Nirvana' is the tagline of the boat company. Nirvana means attaining complete peace and freedom. The founders thought of this as the tagline because perfect music allows the users to connect themselves with their souls. The growth of the boat company is mainly driven by its distribution partnerships. Initially, the company was selling its products and devices on Amazon, Flipkart, Myntra. However, recently the company started its retailing at several Croma outlets and on the official website. The good performance of the products has helped boAt in achieving the desired growth.

Attaining success is not an overnight process. The constant dedication and perseverance lead the path to be a triumph. boAt company has modified its approach since the beginning and has till date kept on improvising.

## Literature Review 2:

(India the world's fastest growing startup ecosystem: A Study by Amity Research Journal of Tourism, Aviation and Hospitality) by Dr Suniti Chandiok Associate Professor, BCIPS, Dwarka

In recent years, the Indian startup ecosystem has really taken off and come into its own driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market. This has resulted into the emergence of a number of home-grown unicorns across the country. To create awareness and building an entrepreneurial environment, a lot of emphasis should now be given to creating infrastructure for mentoring startups. Enablers, accelerators, and incubators are firms providing startups with growth advice and decision-making tools.

Startup India has been promised an initial capital of 10K crore over a period of four years from the government. This seed capital is capable of attracting tenfold investment by 2022. Credit guarantee for startup lending is another booster. The success of Startup India campaign hinges on initiatives like faster and easier registration of Companies, self-certification for many legal requirements, zero inspection for three years, funding for patents, and speed of patent protection.

Making big bets on Indian innovation has become a global point of interest. t the Commerce Ministry is planning to build an online portal for information sharing among various stakeholders including incubators/accelerators, angel investors, VC funds and government departments. The indomitable spirit of the young Indian, full of verve and energy, is seeing an inspiring transformation unfold in their own country.

# Chapter 3:

# Research Methodology

The term 'research' refers to 'search for facts.' It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis, it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observations and comparison.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In this research project, the methodology section will allow the reader to critically evaluate a study's overall validity and reliability.

## Justification of the Title:

The title **"Sailing in the Start-up Revolution- A study of the phenomenal rise of the start-up BoAt lifestyle"**. A study of understanding reasons for growth of start-ups in India with the example of tech start-up called boAt lifestyle.

## Sources of Data:

- Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, etc. Primary data are usually collected from the source - where the data originally originates from. The aim of the research and targets were identified and the sources of primary data were chosen and tailored specifically to meet the requirements of this particular research.

- Secondary data refers to the data that has already been collected through primary data and made readily available for researcher to use for their own research. Secondary data was collected from reliable sources like internet, magazines and journals. Authenticity of the data was verified before employing it to the study.

## Methods and Instruments of Data gathering:

• <u>Questionnaire</u>: -

An online questionnaire was circulated and people between the ages of 18 and above were asked to fill it out. The questionnaire consisted of 15 questions which were both qualitative and quantitative in nature. The questions were unbiased in order to collect accurate data.

**<u>Sample Size</u>**: The sample size is 40 respondents.

## Interpretation of Data:

Statistical and Mathematical tools such as Pie charts and bar graphs were used to interpret collected data.

## Limitation to Research:

The limitation of this research is people who haven't used boAt lifestyle product are not able to do full justice to the questionnaire.

# Chapter 4:
# Objectives of the Study

- To understand the meaning of a start-up.
- To study the start-up revolution in India.
- To understand the evolution of a start-up called "BoAt Lifestyle"
- To study the brand building blocks that built the brand BoAt lifestyle with the help of primary data.
- To provide an understanding of the growth drivers and motivations of Indian start-up founders.
- To fulfil the academic requirement of the TYBBA(Marketing) program.

# CHAPTER 5:

# Introduction to Start-ups

## START-UP- Defined

A start-up is a young company initiated by one or more entrepreneurs who seek to develop and validate a scalable business model. It is born out with a desire to solve a problem, optimize a process, offer a unique product or service to market or fulfil a demand.

"Start-up" was a term which originated from US in late 70's and became popular in the late 1990's as part of the technology and internet hype and bubble that eventually busted around year 2000.

These companies are rooted in innovation, tech-oriented, fast growing and often funded by outside investors. Start-ups are businesses that want to disrupt industries and change the world—and do it all at scale.

Another key characteristic of a start-up is speed and growth. Usually, they do this through a process called iteration in which they continuously improve products through feedback and usage data. A start-up will begin with a basic skeleton of a product called a minimal viable product (MVP) or a prototype that it will test and revise until it's ready to go to market.

Not all newly formed businesses are considered start-ups. Companies which have limited growth potential in terms of their customer base, revenue and product aren't seen as start-ups. For instance, a new restaurant, dry cleaner or professional services firm aren't likely to be called start-ups.

Intense competition is something that every early-stage company faces on its entrepreneurial journey. Some of the key ways that start-ups can access funding as they get their feet off the ground –

- Start-up Funding:

The money required for various purposes that helps the start-up transform from an idea to actual business.

a. Self-funding/ Bootstrapping -

It is an effective way of start-up financing, especially when you are just starting your business. First-time entrepreneurs often have trouble getting funding without first showing some traction and a plan for potential success.

b. Angel Investors -

Often, they are high net worth individuals who look forward to investing small amounts of money into start-ups. Angel investors form a critical part in early-stage capital of equity fundraising ecosystem.

c. Venture Capitalists -

Venture capitalists are those who professionally managed funds and invest in companies which have huge potential. They usually invest in a business against equity and exit when there is an IPO or an acquisition. VC's provide expertise, mentorship and acts as a litmus test of where the organisation is going, evaluating the business from the sustainability and scalability point of view.

d. Incubators/ Accelerators -

A start-up accelerator generally provides a combination of funding, mentorship. Incubators help start-ups in initial stages and provide help in various aspects such as marketing assistance, networking opportunities, financial management, connections to strategic partners, business training programs, help with business etiquette, legal counselling etc.

- Six types of start-ups:

1. <u>Big Business Start-ups</u>: Created to innovate

    These are companies having large capital and global presence. However, in order to be more profitable and create new revenue that large companies have to innovate in new business models that help them meet those goals.

2. <u>Buyable Start-ups</u>: Created to be acquired

    The concept here is that small teams build a business from scratch and sell it to a bigger player in their industry. The company isn't necessarily required to be profitable but have growth potential. Their goal is not to build a billion-dollar company, but to be sold to a larger company for pretty cash.

3. <u>Social Entrepreneurship Start-ups</u>: Created to make a difference

    Start-ups are sometimes stereotyped as being growth-obsessed and money-hungry but the main goal of entrepreneurs here is to make world a better place. The founders build a company that will make a positive impact on the community. They are not created to make wealth; however, it is possible to make money if it is not a non-profit organization. The ultimate goal being to improve the environment.

4. <u>Scalable Start-ups</u>: Created to grow enormously

These start-ups take an idea or concept - typically in the tech niche and have a huge potential due to a nature that allows access to global markets. These companies start with an intent to dominate their industry through a rapidly growing business model. Scalable start-ups often have a massive impact on the market and disruptive plans.

5. <u>Small or Medium Sized Enterprise Start-ups</u>: Created to meet founder's needs

The priority here of these businesses if is longevity instead of scalability. These start-ups are not aiming to be big, but want to offer a comfortable living to their family. They are usually bootstrapped or self-funded. The benefit is that there is zero stress or pressure from needs of investors, making it an enjoyable form of entrepreneurship.

6. <u>Lifestyle Start-ups</u>: Created with passion for work

Lifestyle start-ups are those shaped by real passion and desire, with founders devoting their time and energy on making a business entirely on what they like. This passion fuels them to work better every day and achieve their dream's.

# CHAPTER 6:

# Growth Story- Indian Start-up Ecosystem

Start-ups have a fashionable rise in recent years. In past couple of years, start-ups and unicorns have become the buzzwords in India.

In 2014, there were approximately 29,000 startups in India. However, these numbers slowly and gradually started rising. This number reached around 55,000 in 2020.

Economic Survey 2022 states that the number of new recognized has crossed over 14000 in 2021-22 from around 733 in 2016-17. India has third-largest start-up ecosystem in world after the U.S and China.

A record of 44 start-ups achieved unicorn status (a company with a valuation of over $1 billion dollars) in 2021, taking the overall tally of start-up unicorns in India to 83 with most of them coming from services sector.

Broadly, the growth can largely to attributed to surge in technology adoption, employees seeing entrepreneurship in the post-pandemic scenario of layoffs and pay-cuts and changes in working environment.

- Start-ups in the country have been able to create an estimated 40,000 new jobs over the year, taking the total jobs in the start-up ecosystem to 1.6-1.7 lakh

The number of start-ups is growing significantly in the country with 10 per cent being added every year.

- Sector-wise distribution of Start-ups in India in 2020:
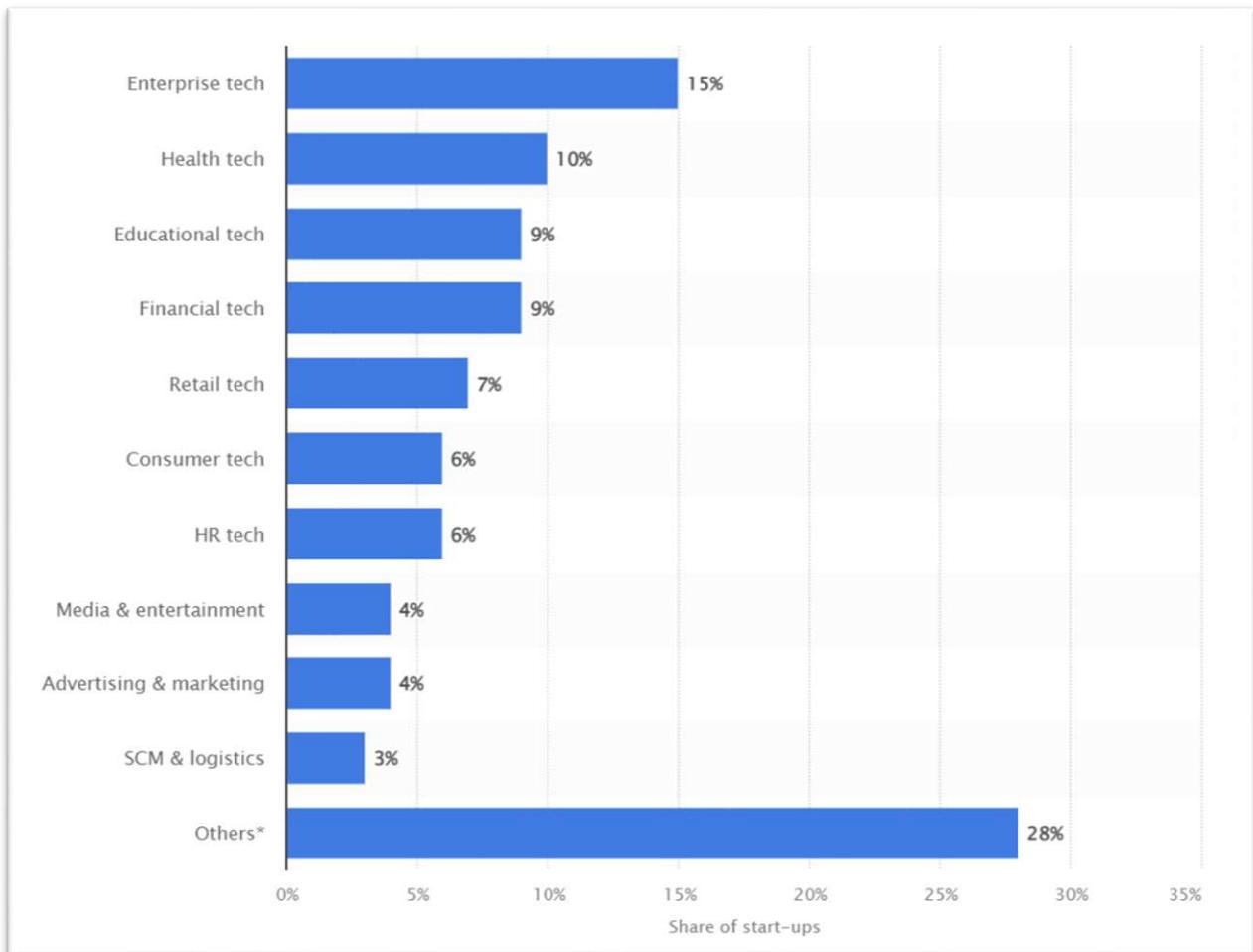


In 2020, the enterprise technology had the highest share of start-ups, with 15 percent. The top five sectors count for roughly 50 percent of India's new start-ups in 2020, which also included health technology, financial technology, educational technology, and retail technology.

# CHAPTER 7:

# Drivers for Growth of Start-ups

The start-up ecosystem has grown immensely in the past two decades. Start-ups have been receiving attention and nurture has come along from all areas and India has become a hotspot for start-ups.

Start-ups in India have grown remarkably over the last six years. This can be chalked up to the funding patterns getting healthier, digitalisation of businesses, rise in the Edtech sector, bullish market, high usage of Internet by all age groups, favourable monetary policies and youth driven by innovation.

In recent years, more than 80% of the time being spent on smartphones is just to use apps. This surge in mobile app usage has created unprecedented avenues for customer interaction for companies, which ultimately translates into revenue growth. The number of mobile apps downloaded globally has been increasing continuously since 2016 and surpassed 200 billion in 2019. As a result, the start-up trend saw a significant rise in the technology sector.

India is witnessing rapid growth in the number of start-ups because of unique ideas, digital transformation wave, rising demand of healthcare industry, also the ease of digital payments with mobile wallets and UPI, start-ups got a boost and a gateway which is more convenient in the process.

Other than that, during the lockdown, many people had really started focusing on their health and fitness, which has also led to the growth of some innovative start-ups relating to mindfulness and fitness, this has also led to a huge demand for various other services under different start-up sectors in India, like fitness and health tech. Looking at these positive impacts, we can say that the growth of the start-up ecosystem in India will not be deterred.

- Some of the major drivers of start-up growth are:

1. Scope and Characteristics of the Indian Market:
   India with a population of nearly 1.3 billion people is quite diverse and known for its vast commercial potential where even niche products can have significant market potential. India is one of the fastest-growing economies in the world with a steady rise in incomes and purchasing power of people. Therefore, the Indian market is perceived as being capable of offering an abundance of opportunities for start-ups.

2. Increased Government Support:
   The Modi government who came into power in 2014, focused on digital transformation encouraging the start-up business. The flagship initiative "Start-up India" by Prime Minister Narendra Modi was to build a strong ecosystem that is conducive for the growth of start-up businesses, to drive sustainable economic growth and generate large scale employment opportunities.

3. Availability of multiple funding opportunities:
   In the current times, there are numerous options available to get funding for start-ups. An entrepreneur can approach seed funding, angel investors and venture capitalists for raising funds in an easy manner.

4. Changing Perceptions Towards Entrepreneurship:
   A perception change towards entrepreneurship is seen in India. The youth of country is driven by passion and risk-taking ability, also there is a strong desire to make a difference in the society. The success stories of remarkable exits and India's first unicorns have received much media attention. Despite some hype, the social acceptability of entrepreneurial careers is indeed increasing. A lack of identification with a corporate culture often leads them to create something on their own. As a result, the youth is tilting towards starting up their own venture.

5.  <u>Technological Advancement:</u>

    The use of technology makes it possible to run a business efficiently. With digital innovation people are now comfortable making digital payments and shopping online. Given the scale of India and its resource constraints it needs low-cost, impactful solutions. Technology plays a crucial role in accomplishing this as its potential to be scalable and serve exponential growth. Increased financial inclusion, as well as the banknote demonetisation in 2016, led to a boom of fintech start-ups, which was the top funded sector in 2018. Therefore, India saw a rise digital connectivity in the last few years and this has helped in reducing market barriers for Indian start-ups.

6.  <u>Start-up and Corporate Collaborations:</u>

    Large companies face pressure to innovate in order to grow their business, while analyzing ongoing changes in the market and making way for more radical innovations. Then there are early-stage start-ups who lack cash for growth and networks to market access. As a result, companies in India are reaching out to start-ups to increase their innovativeness, they enter into strategic partnerships with start-ups, while supporting them with various corporate-specific resources.

7.  <u>Covid-19 – Fuelling to Digital Adoption:</u>

    During the pandemic, consumers moved dramatically toward digital channels. The crisis has accelerated the digitalization of customer interactions by several years. The global pandemic has brought about a true boom in start-ups, offline costs can be significantly cut by reducing the number of warehouses and offices or renting them in areas with cheaper rental prices and by offering employees remote work. A surge in entrepreneurship is being attributed to workers who were laid off and started their own businesses.

# CHAPTER 8:

# Success Story OF boat Lifestyle

boAt was founded by Sameer Mehta and Aman Gupta. Based in Delhi and started in 2016, BoAt is hailed as India's no. 1 earwear audio brand. Quality performance of the Boat products has helped the company a lot in achieving the growth it has witnessed over the years.

boAT is a lifestyle brand that deals in fashionable consumer electronics – mainly an extensive catalogue of headphones, earphones, speakers, travel chargers, and premium cables.

boAt products offer affordability without cutting down on style. The brand associates itself with three genres that millennials relate themselves most: entertainment, music and sports. The impact has been such that renowned brands like JBL had to cut down on its prices in order to stay relevant in the industry.

"The consumer wants audio to be part of their lifestyle, especially after COVID-19. They use headphones to study, watch videos and exercise, enjoy home cinema, and work with video calls", Aman Gupta.

The Indian based start-up venture boAt has started to attract and fascinate customers with its affordable range of prices and the most stylish looks of the products in the following ways: -

- *Posing itself as a lifestyle brand* – BoAt manifested itself as a lifestyle brand instead of simply calling it as consumer electronics brand. Doing so creates an image in the mind of the user that boAt products can be used at all places whether you are sweating in the gym, or commuting in a bus.

- *Massive catalog of products* – From cable chargers to audio products, BoAt is simply bringing new products powered by innovative technologies and awesome designs.

- *Targeting precise customer base* – The youth and millennials are the target customers of brand and the company is making sure to impress them at any cost.

- *Community of boAt users* – BoAt calls its customers "boAtheads", thereby making them a part of their clan instead of keeping them anonymous.

- *Innovative products -* The company carved out an indestructible cable for the Apple mobile users after discovering the endless complaints of the Apple charging cables

- <u>How did boAt lifestyle become a unicorn</u>?

boAt's primary competitors include OnePlus, realme, Noise, Bose, MiVi and JBL.

boAt sets itself apart in this crowded ocean of competition its focus sharply set on millennials who want to experience high-bass music and for whom music accessories are more than just a piece of audio equipment.

According to the company, the low-price devices, which come with value-added features have been important factors fueling the growth for them.

boAt is a real unicorn. A 6-year-old homegrown start-up holds immense growth potential and is highly profitable.

Apart from quality merits, boAt's pricing and positioning aim to reduce cognitive dissonance. For large parts of their existence, they have almost exclusively dealt with Amazon and thrived in the process. By march 2020, their sales hit Rs. 600 crores, with profits hovering at Rs. 50 crores.

Imagine Marketing, the parent company of BoAt has acquired Singapore based KaHa Pte, an end-to-end smart IoT product development company. This move will help create next-generation IoT-enabled wearable products. boAt will be able to scale up its innovations and come up with features with the Indian consumer in mind.

- boAt has become the 5<sup>th</sup> largest wearable brand in the world due to the following reasons:

- Marketing Strategy of boAt lifestyle:

1. Influencer Marketing:

boAt left no stone left unturned regarding influencing people with influencer marketing. It bets big on different influencer activity simultaneously which helps the brand garner mass reach and appeal different kinds of audiences.

2. Celebrity Endorsements:                                                Celebs like Jacqueline Fernandes, Kartik Aryan, Kiara Advani, as well as content creators like Prajakta Koli, and Bhuvan Bam are on board to promote the products of boAt. Musicians like Harry Sandhu, Neha Kakkar and Diljit Dosanjh also endorse their products. Apart from that, cricketers like Shikhar Dhawan, Hardik Pandya, KL Rahul and Shreyas Iyer have long been endorsing their products.

3. Digital Marketing:

BoAt has mainly run its campaigns on Google and social networking websites like Facebook and Instagram. Digital campaigns have helped connect the right type of content with the right people in real-time.

4. Social Media Marketing:

The company has a presence on Instagram, Facebook, Twitter, YouTube, and LinkedIn.

5. <u>Collaborations</u>:

boAt collaborated with Marvel and launched collections with characters like Iron man, Captain America and Black Panther which featured a special collection of earbuds, headphones, and speakers for Marvel fanbase.

boAt also collaborated with MASABA GUPTA for exclusive collection of spunky headphones at Lakme Fashion Week 2020. Together, they have launched a line of products to cater to the millennial audience, bringing back the disco style of the 70's. Lakmé Fashion Week is the Mecca of fashion in India and as a lifestyle brand it became an ideal platform for them to partner and showcase their authority when it comes to stylish consumer electronic products. boAt has also announced a joint venture with Bira91, an Indian craft beer brand.

6. <u>Moment Marketing</u>:
   *IPL* - This is a big shot for boAt. Their exclusive collections include earbuds. Made available in all different colours and for the teams of the IPL cricket team. The company seized the moment to grab the attention of cricket fans and persuade them to get the product fit for their favourite teams.

7. <u>Experiential Marketing</u>:

boAt gives an experience to the people that they can't forget through concerts. Concerts are with musicians like AP Dillon, with the takeover tour building a loyal fan base and it also generates buzz and gains a lot of media coverage. Engaging the audiences in two-way communication, the most common elements found in all these partnerships, concerts, and tours were photo booths, nirvana zones. The Sunburn festival in Goa- 2019 was also an attempt by the brand to make an emotional connect with the audience.

8. <u>Personalized Marketing</u>:

boAt sends out targeted emails, makes short videos that resonate with the consumers and interacts with their customers on their social media platforms consistently, which increases the consumer's satisfaction and loyalty towards the brand. They keep track of consumers behavior, purchasing habits, preferences, email open rates, and more tactics.

9. <u>Meme Marketing</u>:

BoAt surely keeps it relevant with memes and language which shows that it has a deep understanding of its audience and hence it has tagged products to the internet language of lifestyle choices like sports, travel, fashion and work from home.

10. <u>Storytelling</u>:

*boAt Comic Saga*—the company makes illustrations and shares it on Instagram stories under the name BoAt Adventures to charm and get the attention of comic lovers. The idiom 'do what floats your boat' caters to the gen-z the most and is getting a niche audience of its own to integrate the product with the culture and lives of skaters, street artists, and more.

# Chapter 9:

# Data Analysis - People's Perception about BoAt

How did you come to know about the brand BoAt Lifestyle ?
42 responses

- Social Media Marketing
- TV commercials
- Print Ads
- Word of mouth

54.8%
19%
21.4%
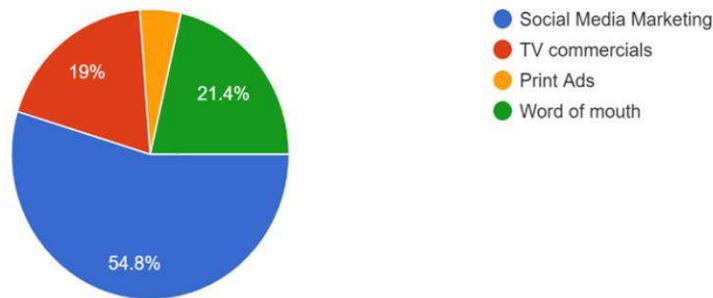
- More than 50% of people had come to know about boAt through Social Media Marketing.
- Furthermore, TV ads and word of mouth also contribute largely to the brand.



What appeals to you in the product by BoAt Lifestyle?
40 responses

| | |
|---|---|
| Style | 8 (20%) |
| Features | 8 (20%) |
| Design | 12 (30%) |
| All of the above | 22 (55%) |
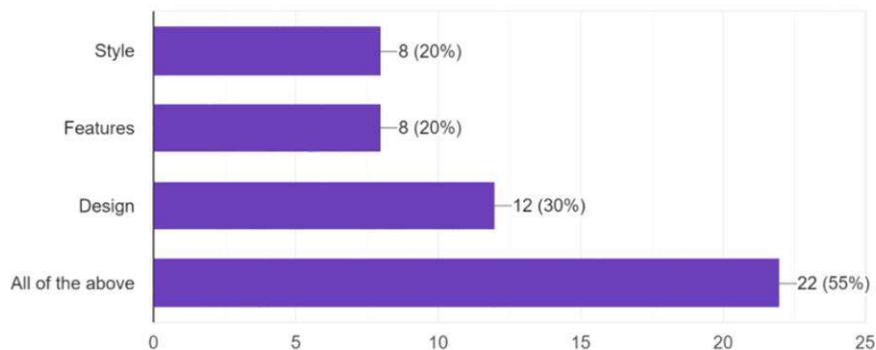
- Style, Features and Design all 3 were appealing to 55% out of 40 responses.
- 12 out 40 people like the design of boAt.
- Altogether, we can say all 3 elements are present in the products of boAt.

**Recall features which appeal to you**
36 responses
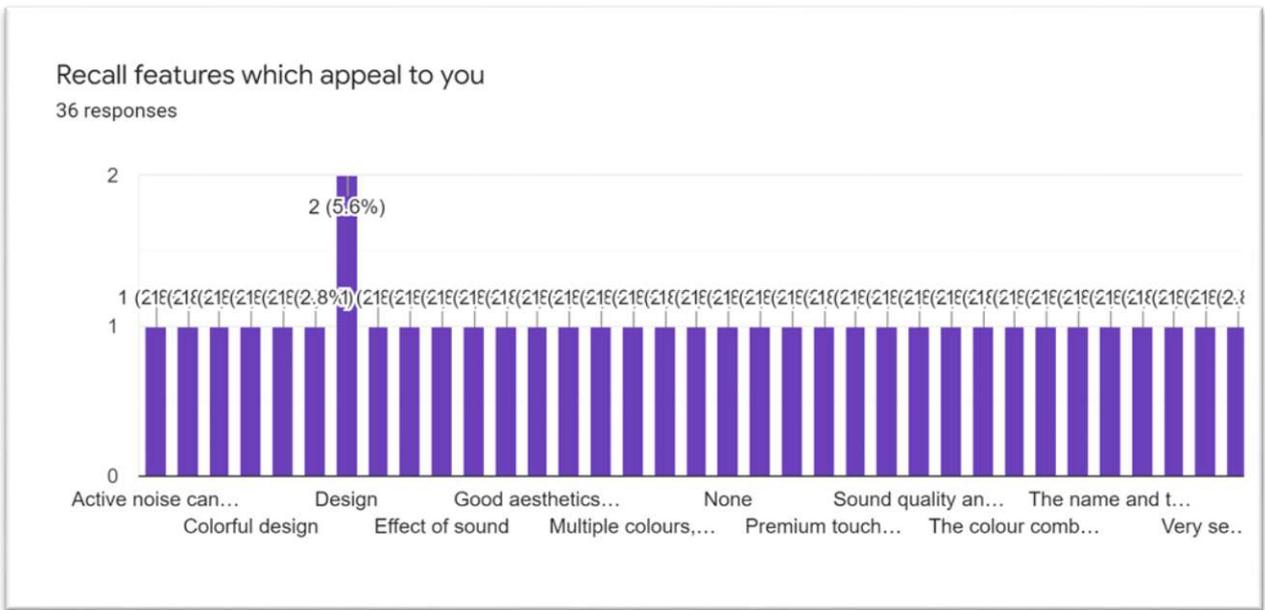
- The features which were most appealing to the people come out as: noise cancellation, funky colours, aesthetics, and design.
- Other than that, sound quality was also one the feature which appealed to few of them.



**Describe in one word the style element of BoAt ?**
33 responses
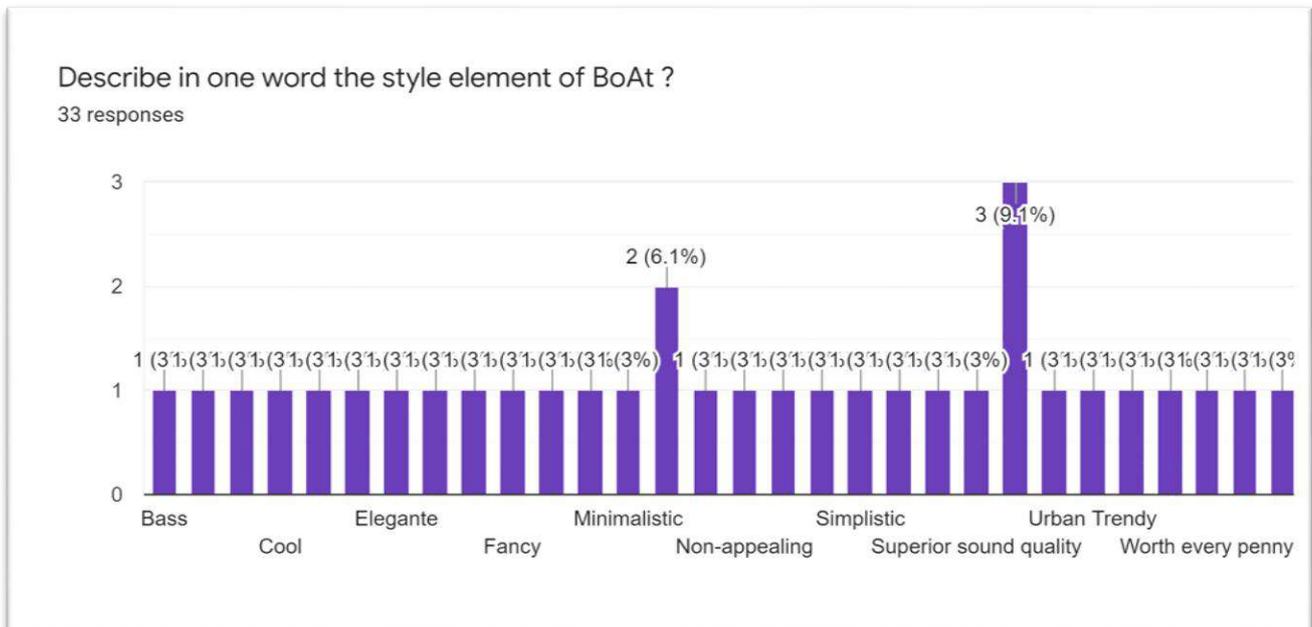
- If asked to describe the style element in one word – most answers which were received are: trendy, cool, affordable, elegant, minimalistic etc.

Do you own a BoAt Lifestyle product
41 responses
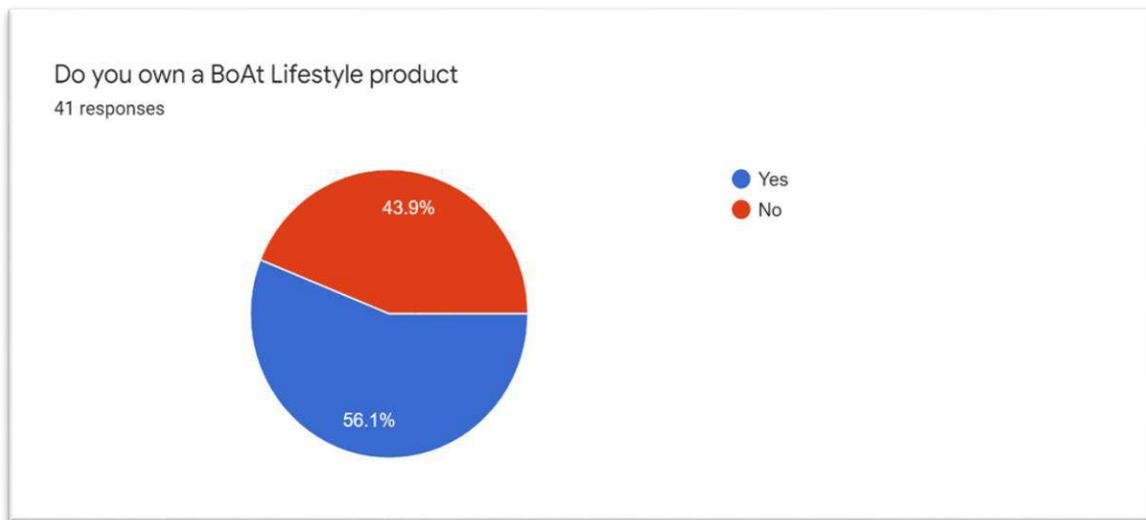
- Around 56% of the respondents owned a boAT lifestyle product. 43.9% of the crowd among 41 responses have never purchased any boAT product.



Are you satisfied with the packaging of the products ?
40 responses
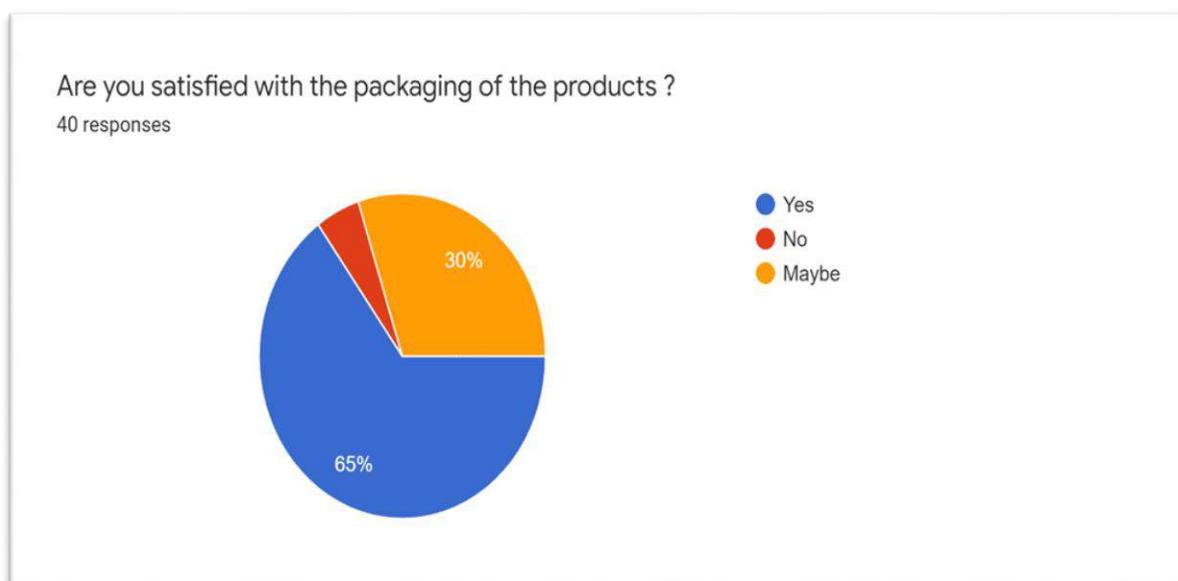
- Out of 40 respondents, 65% of the people are satisfied with the packaging of boAT lifestyle.
- The dissatisfied audience amounts to 30% and the small portion was unsure maybe because they never purchased a boAt product.

How do you find the pricing of the products?
42 responses
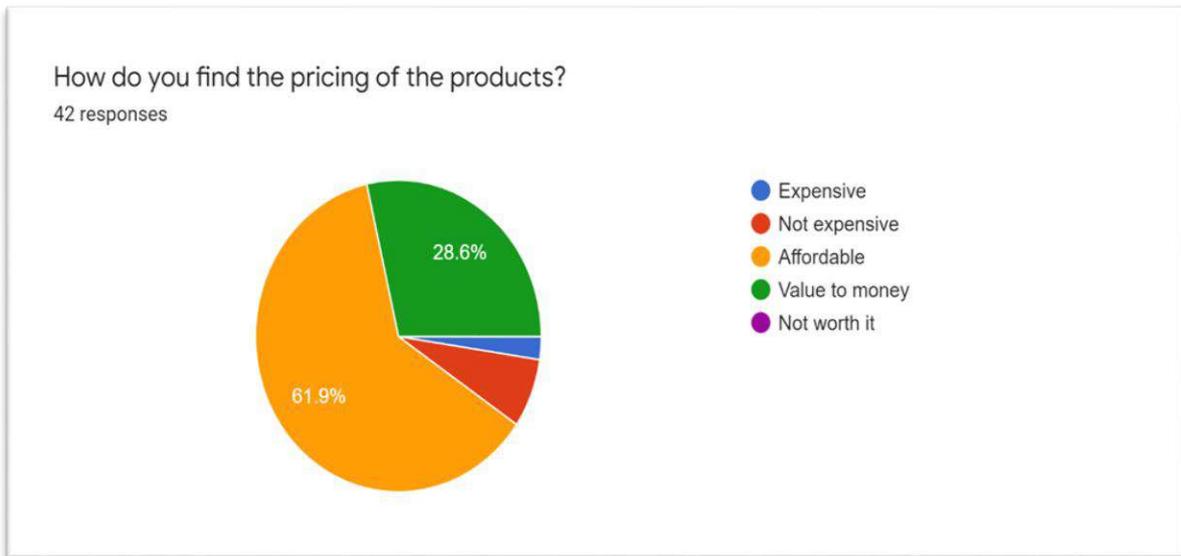
- The products of boAt definitely fall in the affordable segment for almost 62% of respondents.
- 28.6% of people find the price value to money. This suggests that the brand really provides quality products and the products are priced accordingly.



In a buying situation, how likely are you to choose a BoAt product ?
42 responses

- 18 out of 42 (42.9%) people chose 4 on a scale of 1-5 in which they are likely to choose a boAt product among other brands in a buying situation. The second most popular option of 3 on a scale of 1-5 which was 17 out of 42 respondents i.e. 40.5%.

**On a scale of 10, how would you evaluate the functionality and aesthetics of the product**

42 responses
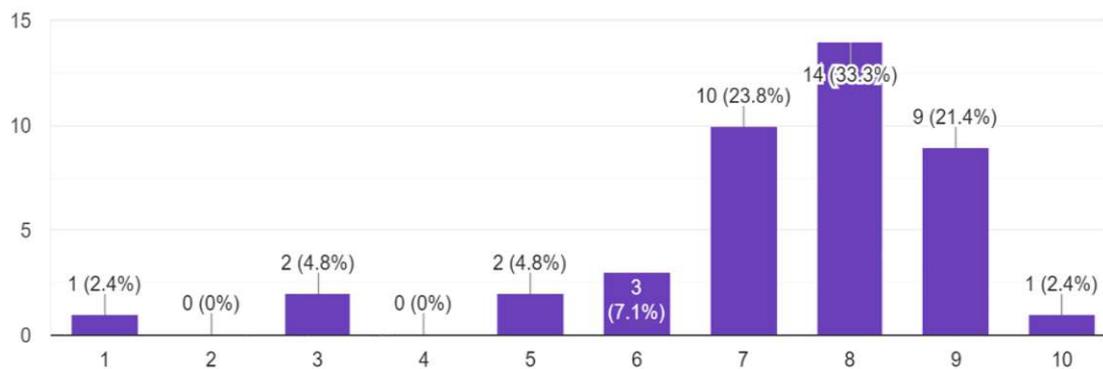
- Rating the functionality and aesthetics of the product, 14 out of 42 (33.3%) rated 8 out of 10, then 7 and finally 9. Majority of the responses fall in above the category of 5.



**How would you rate your loyalty to the brand ?**

42 responses
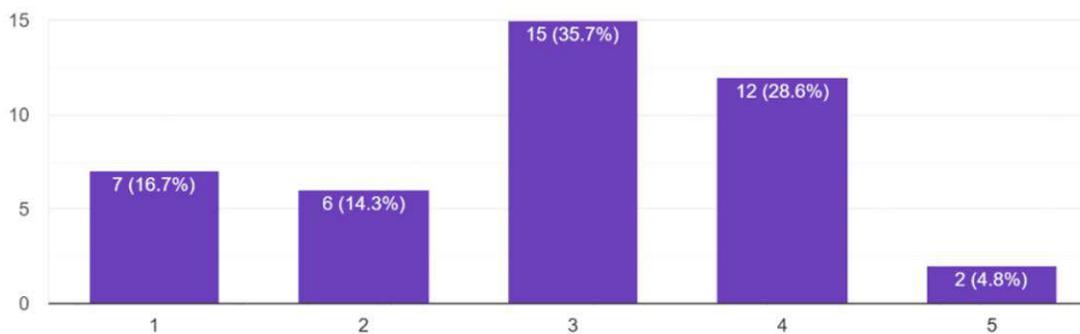
- 15 out of 42 (35.7%) rated their loyalty towards the brand as 3 out of 5.
- The option 5 out of 5 was lowest – opted by only 2 respondents.
- 12 people (28.6%) say 4 out of 5

- Qualitative Data:

**What do you feel about the product ?**

36 responses

They are so handy and stylish.

Outstanding

Suits the Gen z

Ok-ok

Value for money

It's worth the investment

It's youth appealing

It serves the purpose well

i feel great

**Throw light on the quality/performance of BoAt ?**

35 responses

Superior

For their price point, quality is satisfactory. But definitely there is scope for improvement

Built quality is good. Performance needs to be improved.

Good quality , best performing wearables

Durable, comfortable and reliable

It beats every other product in that range. Performance is 10/10

I don't own one personally but my friends do soo based on that it's pretty decent

Amazing

Above average

# Chapter 10:
# Brand Building Blocks Model

There are many factors that influence the strength of a particular brand or product. Keller's Brand Equity Model is a tool used to analyze these factors and strengthen your brand.

Keller's Brand Equity Model also known as Customer- Based Brand Equity Model was developed by Kevin Lane Keller.

The concept behind the Brand Equity Model is simple: in order to build a strong brand, you must shape how customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it.

When you have strong brand equity, your customers will buy more from you, they will recommend you to other people, they are more loyal, and you are less likely to lose them to competitors.
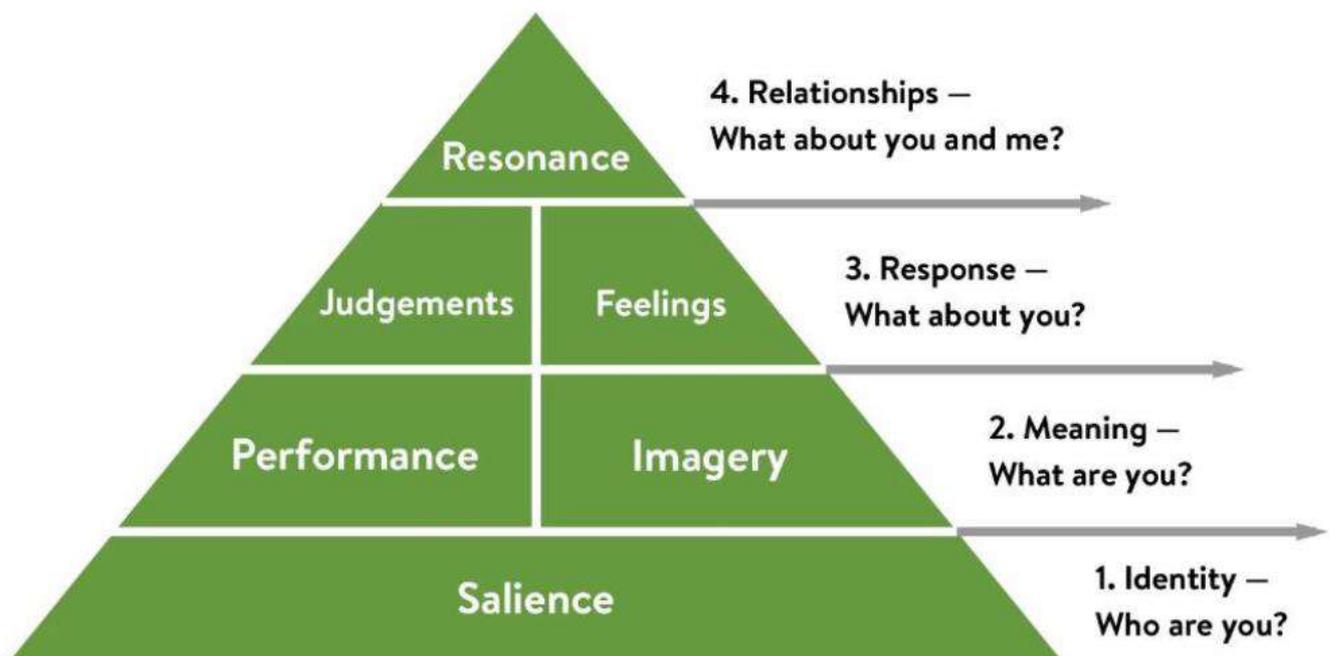
- The four levels of the pyramid, as well as the six building blocks they contain, are:

1) Brand Identity – salience (bottom of the pyramid).
2) Brand Meaning – performance and imagery (second level of the pyramid).
3) Brand Responses – customer feelings and judgments (third level of pyramid).
4) Brand Relationships – resonance (top of the pyramid).

- **Salience** of a brand or awareness, refers to how you are perceived by your customers. What do they think about your brand, and is that thinking even accurate?

- **Performance** indicates how well your product satisfies your customers' needs. According to Keller's model, performance consists of five categories: primary characteristics and features; product reliability, durability, and serviceability; service effectiveness, efficiency, and empathy; style and design; and price.

- **Imagery** refers to how well your brand meets your customers' needs on a social and psychological level. Your brand can meet these needs directly, from a customer's own experiences with a product; or indirectly, with targeted marketing, or by word of mouth.

- **Judgements** - Focuses on customer's opinion based on credibility, performance and imagery.

- **Feelings** - Relates to the customer's emotional responses (fun, warm, exciting, secure, etc.) to the brand.

- **Resonance** - Brand resonance is how a customer identifies themselves with the brand. This is the strong, lasting relationship your brand hopes to build with each and every customer you gain along your business journey.

# Chapter 11:

# Data Interpretation: 'Blocks that built the brand boAt lifestyle'

## Resonance

- marketing which keeps engagement
- boAtheads community
- loyal customer base

## Judgements

- affordable
- value to money
- suits the gen Z
- fancy products

## Feelings

- fun and youthful
- homegrown brand
- exciting design (due to collaboartions)

## Performance

-active noise cancellation
-durable
-comfortable
-good sound quality & bass
- serves the purpose well

## Imagery

- stylish and fashionable
- aesthetic products
- elegant
- colourful
- urban trendy

## **Salience**

- lifestyle brand
- young entrepreneur
- dapper logo & tagline
- audio wearable

-

# Chapter 12:

# Concluding Remarks

People want the brand, and they want it to be cheap, and the product should be good in build and design. These were the top 3 things boAt focuses on to boost the sales of their product. boAT has been cleverly targeting a specific audience by their core interests and building a product around it. They have made their products look very classy when designing and handy concepts. The brand has given attention to pricing, keeping in the mind price-sensitive, yet driven by value Indian consumers and smartly priced their products which are very reasonable and affordable.

Diving deep into the success playbook of boAt lifestyle, we learn that marketing is one area where we don't stop investing but we also don't waste money either. Everything marketing gimmick by boAt was ROI-driven. From the point of its inception, boAt has been using aggressive marketing strategies to capture many segments in the audio hardware industry.

D2C (direct-to-consumer) has associated a lifestyle feel with its products and created customer obsession. It has constantly been evolving its portfolio of products and growing its customer base continuously. After receiving positive early start, the company hit the accelerator. The launched smart-watch in 2020.
boAt has shown agility in terms of quickly planning, creating, marketing, and distributing new designs to the existing products suitable to different tastes and also occasions.

boAt lifestyle, despite late to the party, has managed to conquered 21% market share in TWS segment in India by the end of 2021.

# Chapter 13:

# Suggestions

boAt has captivated millennials with its attractive pricing, cool-looking products and grass root understanding of what young consumers want. Almost 99% of headphones market in India, which includes headphones above ₹500 are made outside, mainly in China. And that presents some interesting challenges. For one, our relationship with China is a bit frosty. It's never a good idea to be this deeply reliant on one country.

boAt realizing the importance of local manufacturing should start scaling up aggressively in India. They should build production units in different parts of India and set up their operations from within the country. boAt could aim for exports its products to countries like Vietnam, Malaysia, Singapore and increase its global presence. The brand can always diversify and sustain profitably in the market. The company can open up offline stores in shopping malls in metropolitan cities, collaborate with fitness brands like Adidas, Nike etc.

The company recently entered Nepal and is evaluating the Middle East and other Southeast Asian markets, where it plans to venture over the next six to 12 months. boAt can consider the rise in trend of audio sets bundled with smartphones could be its next channel of growth.

# Annexure

1. Name

2. Age

3. Gender

4. How did you come to know about the brand BoAt Lifestyle?

    - Social Media Marketing
    - TV commercials
    - Print Ads
    - Word of mouth

5. What appeals to you in the product?

    - Style
    - Features
    - Design
    - All of the above

6. Recall features that appeal to you

7. Describe in one word the style element of boAt?

8. Do you own a boAt lifestyle product?

    - Yes
    - No

9. What do you feel about the product?

10. Are you satisfied with the packaging of the products?

    - Yes

    - No

    - Maybe

11. Throw some light on quality/performance of BoAt.

12. How did you find the pricing of the products?

   - Expensive
   - Not expensive
   - Affordable
   - Value to money
   - Not worth it

13. In a buying situation, how likely are you to choose a BoAt product?

|  | 1 | 2 | 3 | 4 | 5 |  |
|---|---|---|---|---|---|---|
| Not at all likely | O | O | O | O | O | Extremely likely |

14. On a scale of 10, how would you evaluate the functionality and aesthetics of the product.

|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|
| not good | O | O | O | O | O | O | O | O | O | O | very good |

15. How would you rate your loyalty to the brand?

|  | 1 | 2 | 3 | 4 | 5 |  |
|---|---|---|---|---|---|---|
| Disloyal | O | O | O | O | O | Absolutely Loyal |

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## Deccan Education Society's

### Brihan Maharashtra College of Commerce

### (Autonomous)



### A PROJECT REPORT ON

## THE STUDY OF WORKING CONDITIONS AND FACILITIES IN

## SHIVSATYA FROZEN

### PREPARED BY:

### SAKSHI MUNOT

### TY BBA DIV-(A)

### ROLL NO: 18

### UNDER THE GUIDANCE OF

## MR. Shubhendu Pandit

**SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2020-2021**

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Sakshi  Gautamsingh Munot

# DECLARATION

I, Sakshi Munot of BBA at Brihan Maharashtra College of Commerce declare the project title "Working condition at Shivsatya Frozen" a study of working conditions and facility being provided to the employees of the company. The project was carried out by me for the partial fulfillment of BBA program under the University of Pune.

This is to certify that this project work is completely original and has not been copied or borrowed from any other source. The project is strictly made for academic purposes and not for any resale.

Date: 25/04/2020

Place: PUNE

Sakshi Gutamsingh Munot

# INDEX

# ABSTRACT

A Project Report on "Study of working condition" in Shivsatya frozen. The scope of the study is restricted to SHIVSATYA FROZEN. An attempt has been made to understand the working condition in Shivsatya Frozen.

Human resource is an integral part of any organized activity. Especially in context of industries,They are of two type capital intensive and labour intensive industries. In spite of the rising trend of globalization, both skilled as well as unskilled manpower utilized in such labour intensive organization is a crucial consideration.

As a student of HR, it is interesting for me to study in depth the concepts learnt in theory and the actual use of the same in industry. Especially the study of the working conditions of laborers in industry will give us the complete inside story of this HR related topic and the contribution made by such laborers in the success story of a living organization.The theoretical framework of human resource management may be divided into the following three areas

    A.  Basic functions
    B.  Routine or regular functions
    C.  Development functions

The basic functions are the starting minimum function of HR like man power planning, employment, induction and training programs. A routine or regular function of HR means those functions, which have to be carried out continuously. The developmental function includes labour welfare, employee  participation in management, developing employee morale and motivation.

The present study is on the working conditions of employees of a labour intensive organization. In case of labour intensive organization the role of both skilled and unskilled labour is quite important. Excellent working conditions are not only useful for the best profitability of the organization but also are essential for the labour. In this project, studies of the following areas of working conditions have been identified as the objective of the study. Physical labour conditions, Drinking water, restroom, Cleanliness, Disposal of waste, Safety measure, Material handling device, Health and hygiene of labour, Facility provided (canteen, first aid), Outdoor facilities (transportation, housing), Inter-personal relations (employer employee relation)


The present study is a field base study. Hence questionnaire method and observation method of research will be adopted. Based on the theoretical framework and the secondary data suitable questionnaire will be framed separately for the employees and for the management representative. Primary data can be collected on site with the help of personal visits and

discussions with the stake holders of the organization. Additionally observation method of research will be also being followed to understand the actual working condition of the laborers.

Primary data will be solely collected by the research with the help of the structured questionnaire specially designed for this project. This will include both close ended and open ended questions. Additionally, observation will be noted by me through my personal visits on the site. A mixture of both the primary and the secondary data will be useful for data analysis and for drawing the proper conclusions.The primary data so collected will be analysis with the help of statistical tools. It will be presented through graphs and charts.

The present study is restricted to only one labour intensive organization. Similar study can also be conducted for other labour intensive organizations belongings to some other area. Therefore similar model of research can be applied in future for different organization in different conditions.

# INTRODUCTION

# INTRODUCTION

Working conditions refer to the working environment and aspects of an employee's terms and working conditions of employment. This covers such matters as the organization of work and work activities; training, skills, and employability; health, safety and well-being; and working time and work-life balance.

The International Labour Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity. Today, the ILO helps advance the creation of decent working the economic and working condition that gives working people and business people a stake in lasting peace, prosperity and progress. Its tripartite structure provides structure provide a unique platform for promoting decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues.

The term "working condition" can be described in the context of the health, safety, working environment, hour of work and welfare of the workers in factories. Provision of sanitation, canteen, crèches, drinking water, rest shelter, and other similar facilities are included in it.

As a part of labour welfare activity, working conditions included welfare amenities provided within the premises of an establishment. These consist of facilities like

- Washing and bathing facilities,
- Latrines and urinals,
- Crèches
- Rest shelter and canteens
- Arrangement for drinking water
- Health services including occupational safety
- Protective clothing
- Administrative arrangements within the factory to look after welfare of workers

# COMPANY PROFILE

**ShivSatya Frozen**

ShivSatya Frozen is a trusted manufacturer, wholesaler, trader & supplier of a variety of Frozen products. They are one among the prominent processors and supplier of Fresh and Frozen Food Products. The products supplied by us are rich in nutritional value with all essential nutrients such as sugar, carbohydrates, vitamins, minerals, sodium, amino acids, soluble & insoluble fiber and many more. These are hygienically processed and are offered at industry leading prices.
We Pursue Excellence
We Believe in Perfection
We Thrive for Customer Satisfaction

**Values** :- "Right from raw material to product distribution, we believe in providing best quality. Commitment, hard work, dedication and honesty are the core values we work on "They are committed to value based customer services and operational excellence.

**Mission:-**To create an environment in which our products are pure, safe and hygienic.

**Vision:-**To be a leading cold storage service provider with customer satisfaction

**Why ShivSatya Frozen**

- We provide 100 % Natural.
- No Artificial Flavors.
- Vegetarian Goods only.
- Freezing and Storing 100 %.
- No Preservatives No Artificial Colors.

## Facilities provided in the company

- Washing and bathing facilities,
- Latrines and urinals,
- Rest shelter and canteens
- Arrangement for drinking water
- Health services including occupational safety
- Protective clothing

# PHOTO GALLERY

# PRODUCTS

## 1) GREEN PEAS



- Keep frozen at - 18°C
- Best before 1 year from the date of packaging.
- Do not refreeze the contents once thawed.
- Thaw the contents of the pack to aid faster cooking.
- Take out the required quantity from the pack & place balance back in the freezer after folding the pack.
- Available in 1 kg packing.
- It is widely demanded in the food industry for making varied dishes, salads, sauces, vegetables etc.

## 2)PANEER



- Do not Freeze.
- Store in a refrigerator below $8^0C$.
- Best Before 10 days from the date of packaging.
- Available in 0.5 and 1 kg packing
- Used in vegetables, sweet dishes, fast food restaurants etc.

## 2)SWEET CORNS



- Keep frozen at $-18^0C$
- Best Before 1 year from the date of packaging.
- Do not refreeze the contents once thawed.
- Thaw the contents of the pack to aid faster cooking.
- Take out the required quantity from the pack & place balance back in the freezer after folding the pack.
- Available in 1 kg packing.
- It is widely used in dishes, syrups, beverages, vegetables etc.

# OBJECTIVE AND SCOPE OF THE STUDY

## OBJECTIVE OF THE STUDY

The present study is on the working conditions of employees of a labour intensive organization. In case of labour intensive organization the role of both skilled and unskilled labour is quite important. Excellent working conditions are not only useful for the best profitability of the organization but also are essential for the labour. In this project, studies of the following areas of working conditions have been identified as the objective of the study.

1. To study about the working condition of Shivsatya frozen.

2. To study about the health and welfare provision in Shivsatya frozen.

## SCOPE OF THE STUDY

1. The scope of the study is restricted to SHIVSATYA FROZEN. An attempt has been made to understand the working condition in Shivsatya Frozen.

2. A suggestion guideline will be made be given to the company so that it helps the company to understand their where they are lacking in terms to provide facility to their employees.

# LITERATURE REVIEW

## ARTICLE 1.

## Frozen Food India growth.(ProQuest, newspaper  4 Aug 1998)

This article mainly talks about the present scenario of frozen food industry in India, its growth and the future outlook and various trends. The article provides with relevant facts and figures about consumption of frozen food (Frozen Processed Food in India, Euro monitor, December 2011) 'Unique Consumer Attitude Study Spotlights Present, Future Success of Frozen Food Category' is published in Pro Quest, news paper on 04 August 1998 that summarizes a research study findings in frozen food industry conducted by Frozen Food Age magazine and the American Frozen Food Institute (AFFI). The report is titled 'freeze frame: the frozen food consumer'. Findings are that consumers recognize frozen food products as effective home meal solutions and particularly appreciate the ease and quickness of their preparation. There are several other findings like who is most likely to buy etc. The report of Data Monitor (29th April 2011) talks about the frozen food industry in India, the growth in industry in the past few years, the future market value and volume of the industry, profile of the main leading companies and their market share and most importantly about the distribution channels. The report provides key figures which have been gathered from both primary and secondary resources. The article 'the 2009-2014 Outlook for Chilled Food in India' of EBSCOHOST (Country Outlook Reports, Jan 2010) lists out with the help of several charts the latent demand outlook for the period 2009-2014 for chilled food across the states, union territories and cities of India. It provides data city wise so as to identify the trends in different cities. The article "The Path of Frozen Food Success: New Research provides guidance" of Alan Robinson (Pro Quest, November, 2008) throws light on the consumer research conducted exclusively for Frozen Food Age by Leo I. Shapiro & Associates, Chicago, citing some findings regarding customer's perception of the frozen food section, frequency of buying, brand choice, price, importance of quality, etc. Some of the findings reveal that for most customers, the frozen food section has an image problem, and hence, more importance to be given to such sections, following the insight that frozen food purchasing is the ease of shopping. Frozen Food Industry in India: A Market Study 61 Global Journal of Business Management The article "the Economies and Conveniences of Modern-Day Living: Frozen Foods and Mass Marketing" of Shane Hamilton (The Business History Review (JSTOR) Spring Issue, 2003) is part of the Business History Review and it describes the evolution of frozen food from a luxury product in the 1940s to a mass product in the current age. In the journey, it narrates how segmentation of frozen foods was done based on key findings conducted by research of older times. Technical advancements, competition, and shifting conception of ideal customer led to the design of a variety of new products for different groups according to their race, age, and class. The report on "the Food and Beverages Industry" (Business World Marketing White book 2011-2012) gives an Indian Perspective on the Retailing Concerns and opportunities for the frozen food segment within the food and beverages industry. The article can be useful for our project in that it throws light on the scope of exploiting the upcoming (expected) Organized Retail Sector in distribution. Being Frozen Food, our product shall be

requiring cold-storage transfers between Production Centers, Wholesale Storages and Retailers. This shall require specific technology, which is expected to be efficiently provide-able by Organized Chains. Also, the article provides an overview of Indian eating habits urban consumers, pressed for time and seeking convenience, have driven the retail sales of frozen foods by 18% to 240 cores in 2010, as per market research firm Euro monitor International. The article "Ready-to-cook idles, vegetarian sausages lead India's frozen food revolution" of Sarah Jacob (Pro Quest, Sep 2011) highlights the trends in the Indian Frozen Food market. The Report on Frozen Food Market in India (Data monitor, April 2011) provides Market size, share and segmentation data. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods the report on Food Processing in India (CCI (Competition Commission of India)) highlights the competitive landscape and gives an industry overview of the Food Processing Industry in India. It also evaluates them in the light of the policies and regulation pertinent to the industry in the Indian scenario.

## ARTICLE 2

**Commentaries on Factories Act, 1948: (Act No. 63 of 1948)**

The editor of this book is Kirpa Dayal Srivastava and the publisher was Eastern Book Company1961. It was original from the Ohio state University. Under the act no 63 it has been stated that no child under the age 14 should work in any factory. Stated on Pg no358 to 365.

## ARTICLE 3

**Doing Business in India: India commercial laws**

This book was written by Sumesh Dewanand Kavita Singh. These talks about the industrial Employment, ICC internal complaints committee and LCC Local complain committee, contact labour from this article.

## ARTICLE 4

**Principle of Fire Safety Engineering**

A project report on health, safety and welfare as per the factories act 1948 by Sanjay Gupta issue. Industrial relations and labour laws, 6th edition. 2 exposure assessment heath effects of beryllium exposure a literature review the national academies press. The factory advice service division coordinates the administration of the factories act in the states and advises the central and state governments on existing manpower and infrastructure for catering to occupational health and safety for the year 20097 mo medical officer. Research guides eng survey of American lit since 1865 Wooten American literature timelines resources.

# RESEARCH METHODOLOGY

# RESEARCH METHADOLOGY

The term 'research' refers to 'search for facts'. It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observation and comparison.

A research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

**Types of Methods used**:

The **Primary Data** is information collected firsthand and the researcher is the one who collected the data needed for his/her study.

This is **Qualitative Research** is done to get an insight of people on their working conditions in the company. A set of predetermined questions were asked through a survey using Google Forms, containing part closed-ended, part open-ended questions and likert scale regarding the topic. The analysis of the answers is used to determine the working conditions that they are getting in the company.

**Sample Size**: The sample size taken into consideration was a small group of **31  people** between the age of 20-60.

**The Secondary Data** is the data already collected and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles, publications of the government and private agencies. The secondary data for this study was found through various websites, articles, documentary, interviews, and books. Data were interpreted using pie charts and diagrams.

# DATA INTEREPRETATIONS

1. <u>I am satisfied with the working hours of the company.</u>
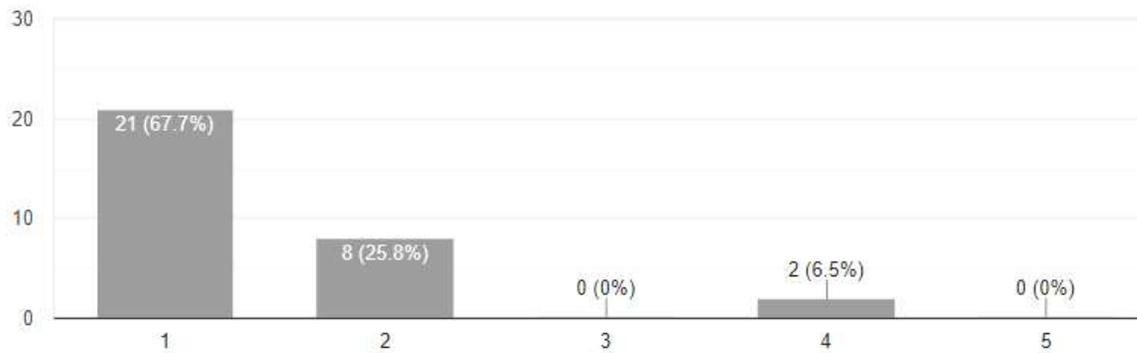


| Strongly agree | 21 |
|---|---|
| agree | 8 |
| Neutral | 0 |
| Disagree | 2 |
| Strongly disagree | 0 |

**Conclusion:** In shivsatya frozen factory everyone are satisfied with the working hours of the company.

## 2. I've been provided with proper canteen and restroom facility.
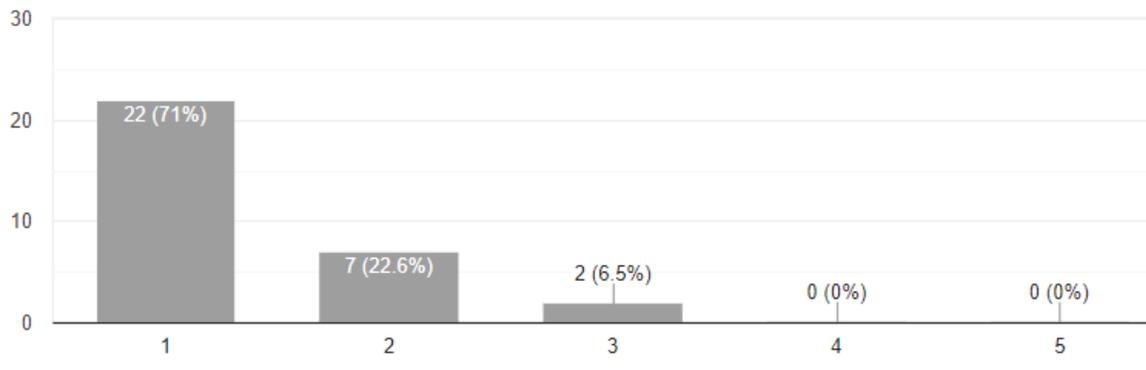


| Strongly agree | 22 |
|---|---|
| agree | 7 |
| Neutral | 2 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 71% worker strongly agree, 22% agree while 6.5% have a neutral situation for been provided with proper canteen and restroom facility.

**Conclusion:** In factory 71% workers are satisfied with the provision of canteen and restroom facility.

## 3. I feel risky while working.
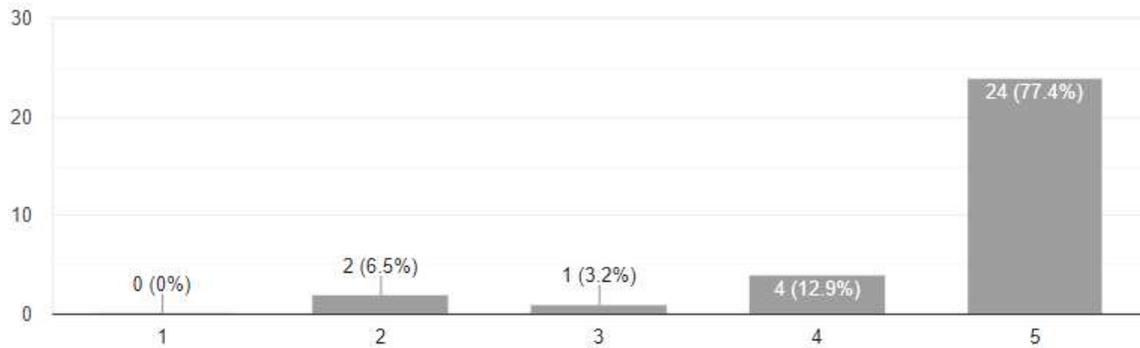


| Strongly agree | 0 |
|---|---|
| agree | 2 |
| Neutral | 1 |
| Disagree | 4 |
| Strongly disagree | 24 |

**Interpretation:** About 0% Agree 6.5% Neutral 3.2% Disagree and 77.4% strongly disagree with the fact that they feel risky while working.

**Conclusion:** **6.**5% worker agrees that they feel risky while working as they work near boiler and cutting machine. Other workers don't feel risk while working.

**4.** There is proper cleanliness and ventilation in the company.
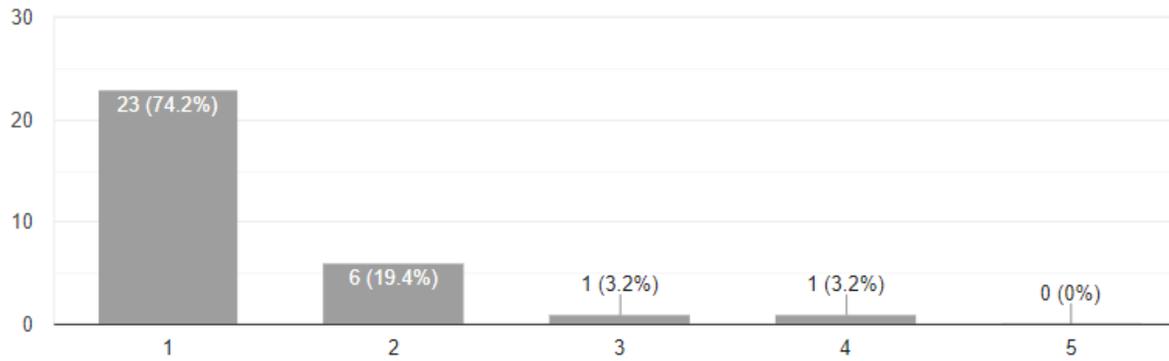


| | |
|---|---|
| Strongly agree | 23 |
| agree | 6 |
| Neutral | 1 |
| Disagree | 1 |
| Strongly disagree | 0 |

**Interpretation:** About 74% strongly agree 19% agree that there is proper cleanliness and ventilation. About 3.2% have neutral decision about 3.2% disagree on cleanliness and ventilation.

**Conclusion:** After every half hour there is cleanliness done near the machine and there is proper ventilation for dust and fumes. Humidity is also ventilate outside in an uniform manner.

## 5. There is proper washing and drying facility.
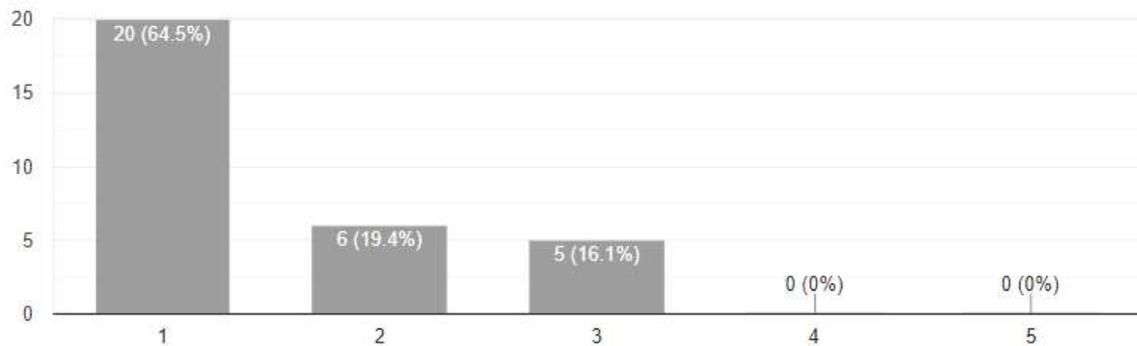


| Strongly agree | 20 |
|---|---|
| agree | 6 |
| Neutral | 5 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 64.9% strongly agree 19.4% agree that there is proper washing and drying facility. About 16.1% of the workers have a neutral decision for washing and drying facility.

**Conclusion:** There is proper facility for washing and drying cloths as some people don't need as their home are nearby.

6.Their are proper crèche facility.
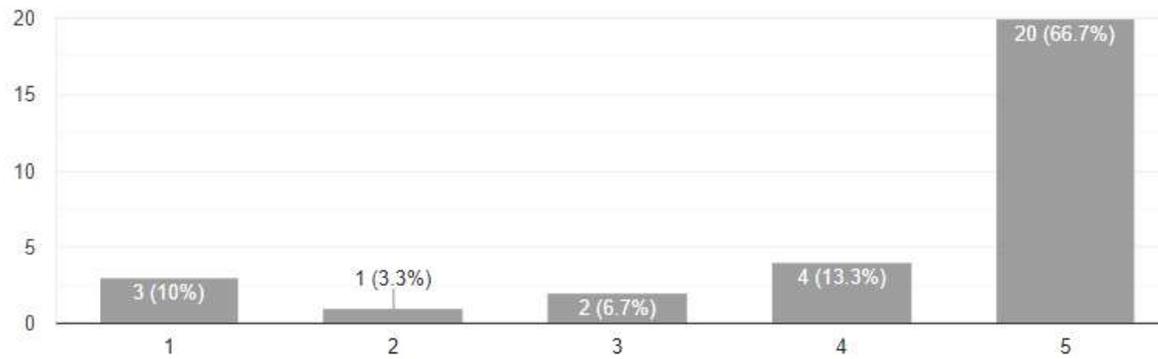


| Strongly agree | 3 |
|---|---|
| agree | 1 |
| Neutral | 2 |
| Disagree | 4 |
| Strongly disagree | 20 |

**Interpretation:** About 10% workers strongly agree while 3.3% workers agree,6.7% are neutral 13.3 disagree and 66.6 % strongly disagree that there is good crèche facility.

**Conclusion:** Many female workers stay nearby the factory. Some workers are provided with special room so many female can use that room. But they don't have a specific crèche room.

7. I <u>feel stressed while working.</u>
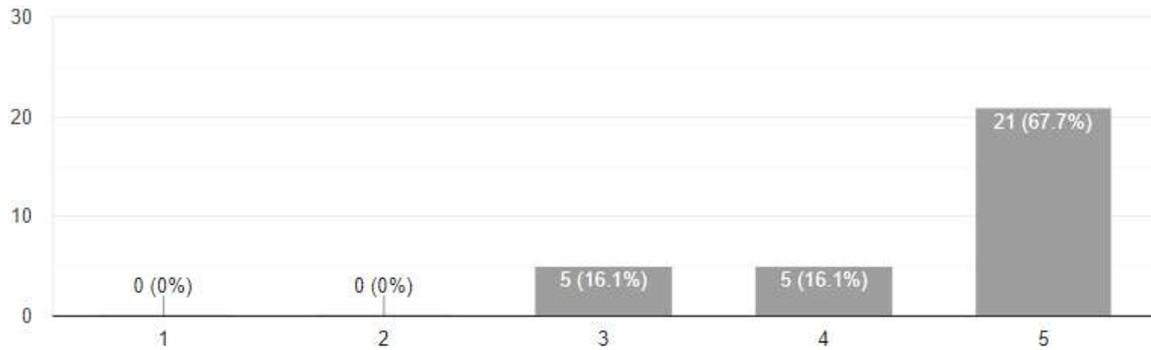


| Strongly agree | 0 |
|---|---|
| agree | 0 |
| Neutral | 5 |
| Disagree | 5 |
| Strongly disagree | 21 |

**Interpretation:** About 0% workers strongly agree and 67.7% workers strongly disagree that they feel stressed while working. 0% agrees and 16.1% workers are neutral that they feel stressed while working.

**Conclusion:** Many workers don't feel stressed while working. Only 5 or less workers feel neutral stress as sometimes they have to work in double shift or drive a lot and transport the products.

8. <u>Do you feel your work station is over crowded.</u>
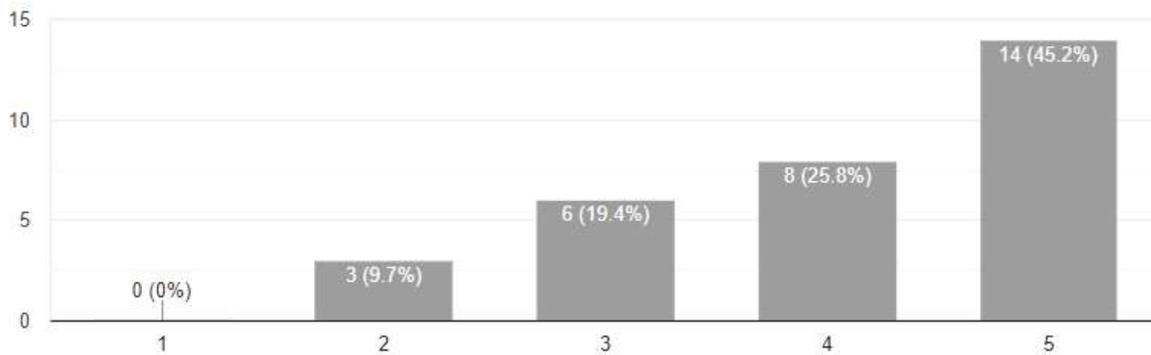


| Strongly agree | 0 |
|---|---|
| agree | 3 |
| Neutral | 6 |
| Disagree | 8 |
| Strongly disagree | 14 |

**Interpretation:** About 0% strongly agree and 9.7% agree that there is overcrowding while working. 19.7% are neutral while 25.8% disagree and 45.2% strongly disagree that there are no overcrowding at their workstation.

**Conclusion:** There is no overcrowding in the workstation. According to worker they feel comfortable while working.

9. Is their proper management of disposal waste?
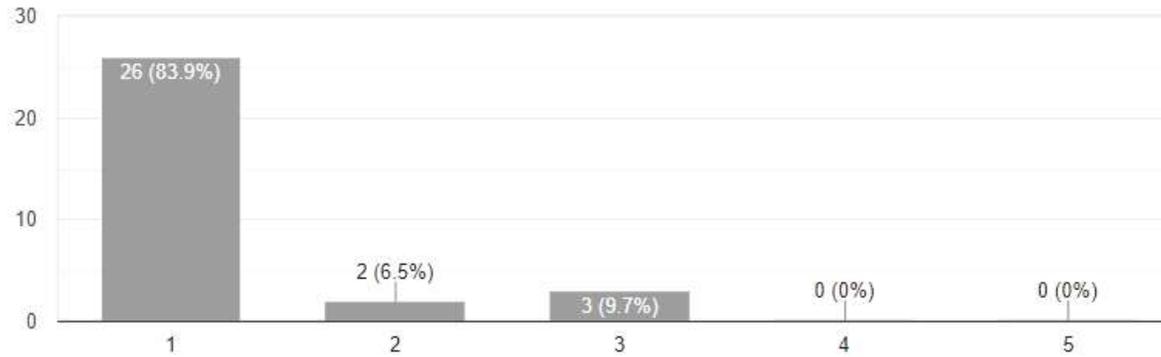


| Strongly agree | 26 |
|---|---|
| agree | 2 |
| Neutral | 3 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 83% of the worker strongly agrees that there is proper management for disposal of waste. 6.5% of the workers agree that there is proper management and disposal of waste. 9.7% workers are neutral for the proper management of waste.

**Conclusion:** There is proper management for waste disposal. Workers agree that there is proper management for disposal of waste.

## 10. Are you provided wit pure drinking water facility?
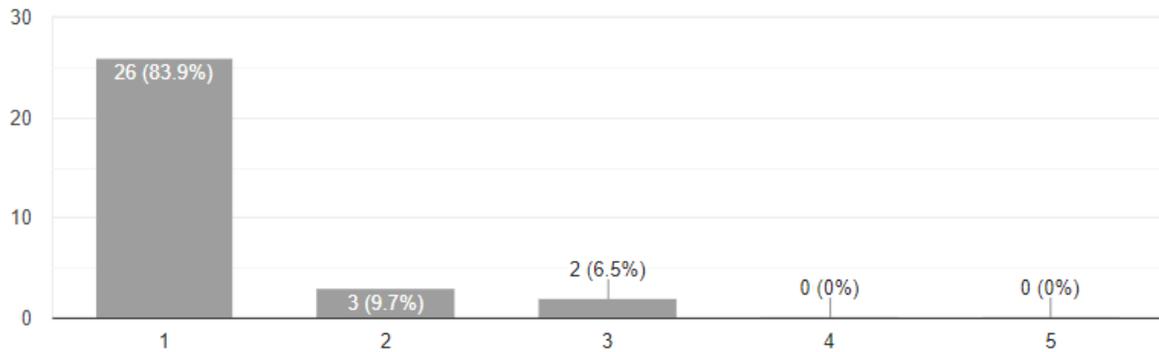


| | |
|---|---|
| Strongly agree | 26 |
| agree | 3 |
| Neutral | 2 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 83% of the workers strongly agree for pure drinking water facility. 9.7% agree for pure drinking water facility is available and 6.5 % are neutral.

**Conclusion:** There is proper pure drinking facility. All the workers agree that there is proper drinking facility.

## 10. Are you given free leisure time for eating and some interval?
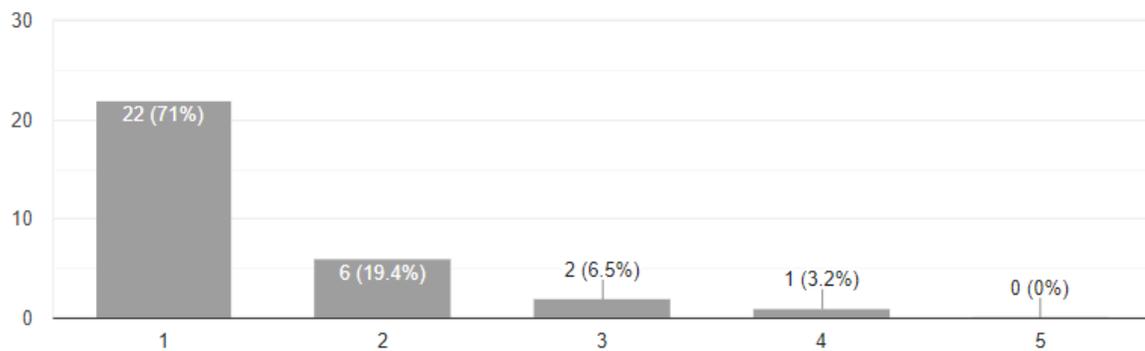


| Strongly agree | 22 |
| --- | --- |
| agree | 6 |
| Neutral | 2 |
| Disagree | 1 |
| Strongly disagree | 0 |

**Interpretation:** About 71% strongly agree while 19.4 % agree that there are proper intervals for eating and resting. 6.5% are neutral that they have proper time for eating and resting.

**Conclusion:** There are proper intervals for eating and resting.

## 11. Do you feel that the company takes all the measures to maintain hygiene?
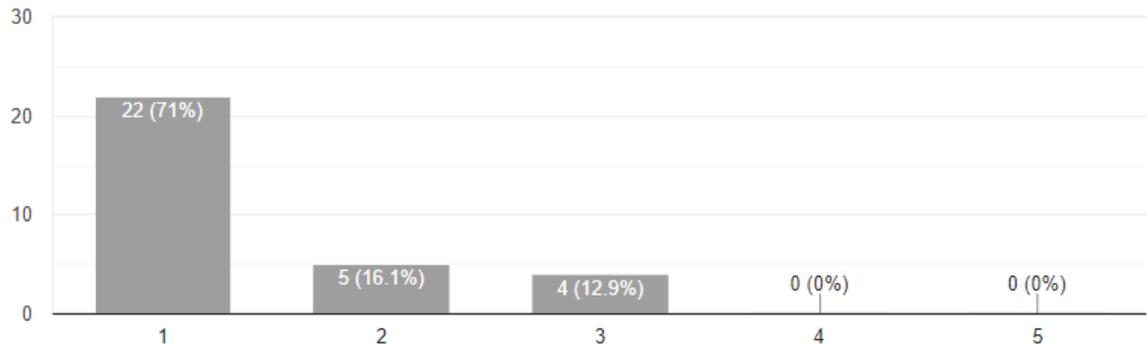


| Strongly agree | 22 |
|---|---|
| agree | 5 |
| Neutral | 4 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 71% strongly agree while 16.1 % agree that there is proper hygiene. 12.9% are neutral that they have proper maintained hygiene.

**Conclusion:** There is proper maintenance of hygiene.

## 12.Is company taking all Covid19 precautions?
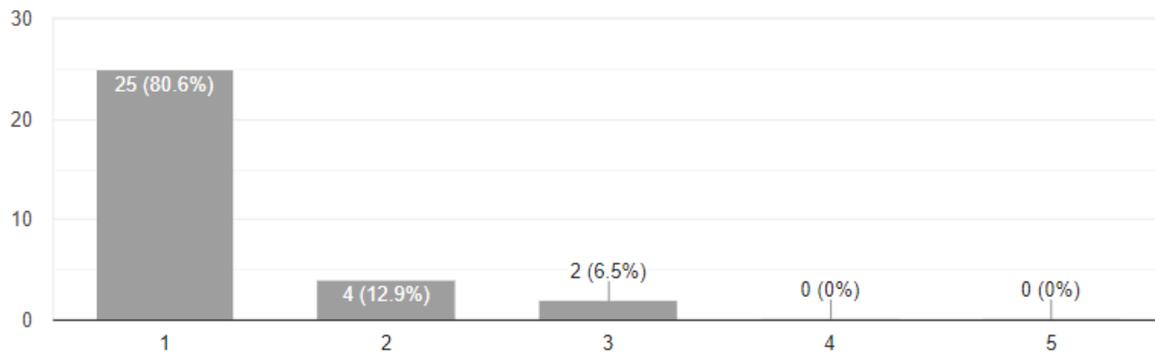


| Strongly agree | 25 |
|---|---|
| agree | 4 |
| Neutral | 2 |
| Disagree | 0 |
| Strongly disagree | 0 |

**Interpretation:** About 80% strongly agree while 12.9 % agree that the company is taking all the measure to prevent their employees from Covid19 virus. 6.5% are neutral.

**Conclusion:** The company is taking the measures to prevent the employees from the Covid19 virus. All the employees are made compulsory to wear mask, regular body temperature is being taken on a daily basis before entering the factory premises.

**ERGONOMICS BASED DATA ANYLISIS :-**

**1.Is company providing you with hygienic uniform?**



**Conclusion:** All the employees in the company are provided with the hygienic uniform.

**2. Ergonomic [work posture] is important while working, do you feel that the company is taking care of your working postures?**
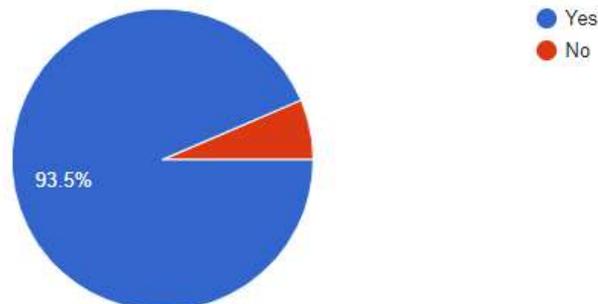


**Conclusion: -** 93% of the employees have selected YES that the company is taking their working posture as a important part of their working life.

**3.Is company providing you with the training program for how to use the equipment?**
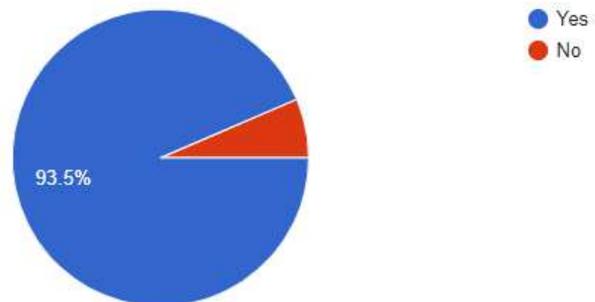


**Conclusion:-** The company is providing the training sessions to the employees who work on the machines.

**4. Do you have appropriate working station that makes you feel comfortable?**
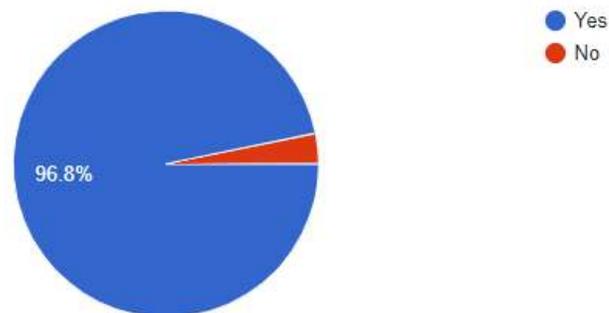


**Conclusion:-** All the working stations are provided with an appropriate space to make the workers feel comfortable with the work they are doing.

5.**Do you take regular postural breaks? For example standing, walking, etc.**



**Conclusion:-** The employees are provided with the regular postural breaks.96.8%of the employees agree with this.

**6.Are frequently used items within the easy reach?**
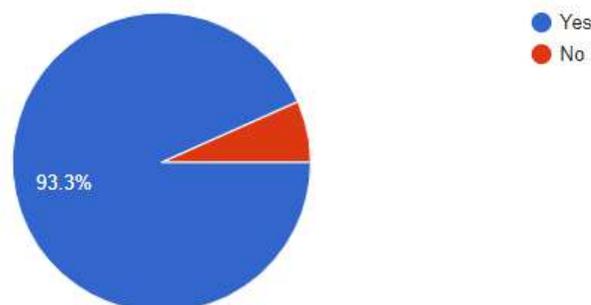


**Conclusion:-** The work stations that the workers are working on are always having the objects in easy reach which are being used frequently.

# FIRST AID MEASURES BASED QUESTIONS.

## 1.Is their proper first aid facility?
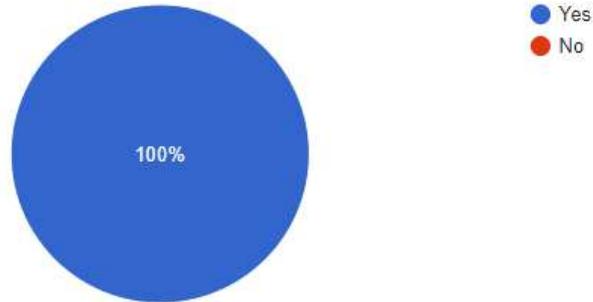


**Conclusion:-** The company is providing all the first aid facility to the employees.and is its being accepted by 100% of the employees.

## 2.Is the company maintaining first aid kit?
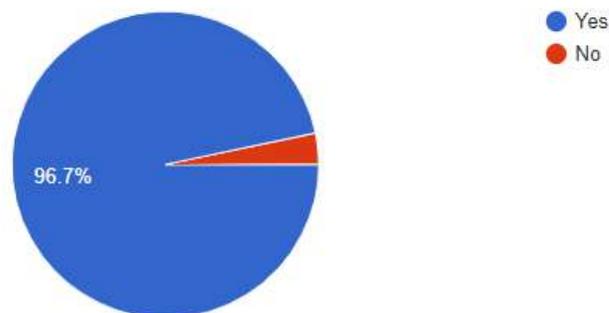


**Conclusion:-** 96.7% of the employees agreed that the company is maintaning first aid kit.

**<u>3. Is employees health a priority foe the company?</u>**



**Conclusion:-** Employees health and fitness is a priority for the company is proved with the 96.7% of acceptance.

**<u>4. Does the company conducts health inspection camp for the employees?</u>**
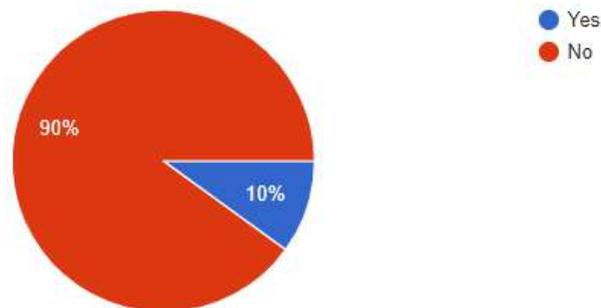


**Conclusion:-** The company does not conduct health inspection camp for the employees and it is accepted by 90%of the employees

**FEMALE EMPLOYEES DATA ANALYSIS:-**

**1. <u>Are female employees provided with sanitary napkin facility?</u>**
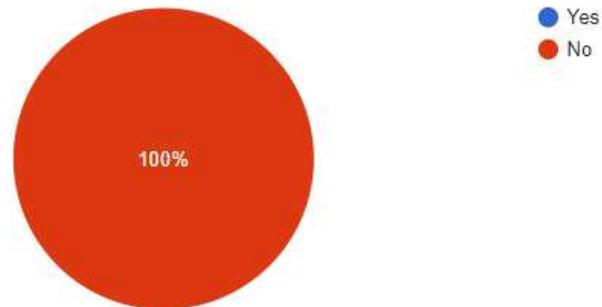


**CONCLUSION:-** The female employees are provided with the sanitary napkins facility.

**2.<u>Do you feel that your work station is safe for you?(If no mention the reason)</u>**



**Conclusion:-**The working station is safe for all the female employees.

**3. Do you feel that being a female employee foe getting dominated by others?**
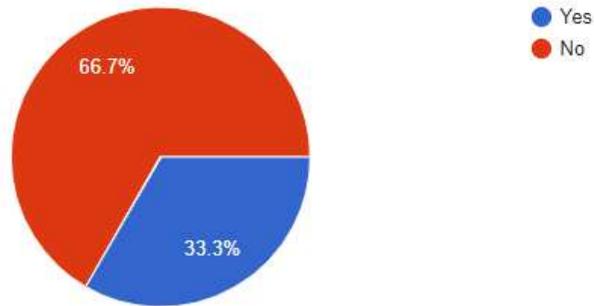


**Conclusion:-** 66.7% of the female employees don't feel that they are getting dominated by male employees where as 33.3% of the female employees feel that they are dominated by male employees.

**Assumption:-** The female employees were asked to mention the reson for being dominated but they might not be comfortabe to mention so they dint come up with specific resons.

# FINDINGS AND OBSERVATIONS

## OBSERVATIONS

- Shivsatya frozen has a good reputation in local market in Maharashtra.

- Their products are gaining popularity in markets.

- The production process is carefully handled and a very special attention is given for quality and hygiene.

- They encourage the staff to find and utilize their talents. This includes talking to the employees, especially those who are not performing to your expectations.

- They use 360 degree feedback survey as a way to illustrate to employees that support and encourage an atmosphere of continuous improvement and dedication to improve work conditions.

- They provide employee perks such as casual Friday, free lunches, and cash bonuses or gift certificates.

- They provide good working conditions with minimum natural distractions like noise, ventilation, lighting, temperature etc.

## **FINDINGS**

- Majority of the employees in shivsatya frozen said that are satisfied with the safety and health measure taken by the managers.

- Remuneration provided is acceptable by the employees.

- The working hours are also acceptable in the factory premises.

- The manager regularly interacts with the employees about their working condition in the premises.

- Effective training is provided to the different stages of employees by the organization.

- It has noticed that the working environment is friendly and acceptable.

- There is a healthy working relationship with the co-workers.

- Facilities like welfare activities and culture activities are also provided by the organization.

# LIMITATIONS TO THE STUDY

# LIMITATIONS OF THE STUDY:-

## ➢ **The Pandemic limitation:-**

We are all aware that because this pandemic the physical visit is not safe for the researcher and the employees. So pandemic is one the major limitation for my study as I couldn't visit the factory place and their office physically.

## ➢ **Language barrier:-**

The employees working in the company are not so highly qualified so makint them understand the scientific terms was difficult.

## ➢ **Communication barrier:-**

There was a communication barrier between the employees and me as I could not meet the employees in person.

## ➢ **Restricted sample size:-**

As there are many employees in the company who could be part of this survey but due to the sample size restriction only a limited number of employees could be a part of this survey.

# SUGGESTIONS TO THE COMPANY

## SUGGESTIONS:-

According to the research that is made by me there are few suggestions that I have made to the company which are stated below:-

1. The company must conduct the health inspection camp for the employees once in a year.

2. The company can create a crèche room for the female employees who don't stay in nearby areas.

3. The company must provide sanitary napkin facility to the female employees.

4. The company can talk to the female employees who feel that they are being dominated by other employees so they feel comfortable in their working station.

5. The company can frame some new policies and hire professional employees and also train the current employees in for the growth of the company.

# CONCLUSION

# **CONCLUSION**

Working environment has a positive impact on the Job satisfaction of employees.

Bad working conditions restrict employees to portray their capabilities and attain full potential, so it is imperative that the businesses realize the importance of good working environment.

This research paper contributes good working environment for employee job satisfaction.

The study impacts upon the future performance of businesses by taking working environment more seriously within their organizations to increase the motivation and commitment level of their employees.

This way their work force can achieve better results.

It also ensures that the employees of the organization will have the ease of working in a relaxed and free environment without burden or pressure that would cause their performance to decline.

Through the help of my research on ShivSatya Frozen I have gained deep information on how to carry out research.

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# ANNEXTURE

# *SHIVSATYA FROZEN QUESTIONARE*

Personal details:-

1. Name:-

2. Age:-

3. Gender:-

4. Member of company since:-

## **Data Analysis of the company:-**

- ❖ Rate the sentences on the basis of Strongly agree, Agree, Neutral, Disagree, Strongly Disagree

1. I am satisfied with the working hours of the company.

   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

2. I have been provided with proper canteen and restroom facilities.

   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

3. I feel risky while working.

     a) Strongly agree
     b) Agree
     c) Neutral
     d) Disagree
     e) Strongly disagree

4. There is proper cleanliness and ventilation in the company.

     a) Strongly agree
     b) Agree
     c) Neutral
     d) Disagree
     e) Strongly disagree

5. There is proper washing and drying facilities

     a) Strongly agree
     b) Agree
     c) Neutral
     d) Disagree
     e) Strongly disagree

6. There are proper crèche facilities.

     a) Strongly agree
     b) Agree
     c) Neutral
     d) Disagree
     e) Strongly disagree

7. I feel stressed while working.

     a) Strongly agree
     b) Agree
     c) Neutral
     d) Disagree
     e) Strongly disagree

8. Do you think that your workstation is overcrowded?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

9. Is their proper management of disposal waste?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

10. Are you provided with pure drinking water facility?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

11. Are you given free leisure time for eating and some interval?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

12. Do you feel that the company takes all the measures to maintain hygiene?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

13. Is company taking all the Covid19 precautions for the safety of their employees?

    a) Strongly agree
    b) Agree
    c) Neutral
    d) Disagree
    e) Strongly disagree

❖ **Ergonomic related questions:-**
    Answer the following questions in Yes or No

1. Is company providing you with the hygienic uniform?

    a) Yes
    b) No

2. Ergonomic [work posture] is important while working, do you feel that the company is taking care of your working postures?

    a) Yes
    b) No

3. Is company providing you with the training program for hoe to use the equipments?

    a) Yes
    b) No

4. Do you have appropriate working station that makes you feel comfortable?

    a) Yes
    b) No

5. Do you take regular postural break? E.g. Standing, Walking, etc.

    a) Yes
    b) No

6. Are frequently used items within the easy reach?

    a) Yes
    b) No

❖ **First aid measures and Health measures of the employees ;-**

1. Is their proper first aid facility?

   a) Yes
   b) No

2.  Is the company maintaining first aid kits?

   a) Yes
   b) No

3. Does the company make sure health and fitness of their employees?

   a) Yes
   b) No

4. Does company conduct health inspection camp for the employees?

   a) Yes
   b) No

❖ **Questions for female employees:-**

1. Are female employees provided with the sanitary napkins facility?

   a) Yes
   b) No

2. Do you feel your work place is safe for you?(if no mention your reason)

   a) Yes
   b) No _____

3. Do you feel that being a female employee you are getting dominated by others?

   a) Yes
   b) No

❖ **Questions based on Covid 19 :-**
(Answer the question between the options which will be Best, Good Average, Worst)

1. Is company taking all the Covid19 precautions for the safety of their employees?

   a) Best
   b) Good
   c) Average
   d) Worst

❖ Now here we come to the end of survey questionnaire, I would like to thank you for giving your valuable time in answering the question.

- **A social cause note:-**
  **As you are aware about the devastating situation of this pandemic so being a member of this human society it our responsibility that we help people who are need, so it will be great of you if you think of donating your blood for the patients in need. Your blood can give life to not just a person but to the whole family. #DONATE BLOOD TAKE BLESSINGS.**

# PROJECT REPORT

## SECTORIAL ANALYSIS OF PHARMACEUTICAL

## INDUSTRY IN INDIA

**- Ethical, PCD and Generic**



**SUBMITTED BY**

**ANISH LADDA**
**ROLL NO: 04**
**TY-BBA**
**(MARKETING)**

**BMCC, PUNE-411004**

**UNDER THE GUIDANCE OF**

**PROF. DR. SHILPI A. LOKRE**

**SUBMITTED TO**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
**(Autonomous)**

**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY**

**IN PARTIAL FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION 2021-2022**

**certificate**

2

# DECLARATION

I, ANISH GOVIND LADDA, student of BRIHAN MAHARASHTRA COLLEGE OF

COMMERCE, PUNE hereby declare that the project report titled "SECTORIAL ANALYSIS

OF PHARMACEUTICAL INDUSTRY IN INDIA" prepared under the guidance of DR.SHILPI

A. LOKRE is based on actual and original work carried out by me.

I further certify that this project report is not reproduced or copied from any other sources and

has not been submitted to any other college/ University in whole or in part. It has neither been

submitted for publication nor published elsewhere in any print/electronic form.

DATE: _____                                            _____

PLACE:_____                                      ANISH LADDA

                                                                              TY BBA (Marketing)

# **<u>ACKNOWLEDGEMENT</u>**

This piece of work would not have been possible without the guidance and help of several individuals who, in one way or another, have contributed and extended their valuable assistance for the success and completion of this project. Acknowledging the people who have directed me with their support aspiring guidance and valuable advice, is not just a mere act of mentioning names but is to express my heartfelt gratitude towards them.

I would like to express my sincere gratitude to Prof. Shilpi Lokre for her constant support in my study and related research for her patience, motivation and immense knowledge. Her constant guidance and support played a major role in completion of my project.

I express my warm thanks to the Incharge of BBA department MRS. BHARTI UPADHYAYE for their valuable insight and support.

I would also want to extend my appreciation to my family and my classmates who have helped me with their valuable suggestions and guidance.

# INDEX

# SECTORIAL ANALYSIS OF PHARMACEUTICAL INDUSTRY IN INDIA

## - Ethical, PCD and Generic

# CHAPTER 1
# EXECUTIVE  SUMMARY

Drugs and pharmaceutical industry plays a vital role in the economic development of India. It is one of the most advanced sectors in India, acting as a source for various drugs, medicines and their intermediates as well as other pharmaceutical formulations. Indian pharmaceutical industry employs about 350,000 people and an estimated 400,000 doctors and 300,000 chemists. It ranks among the top five countries by volume (production) and accounts for about 10% of global production.

The products manufactured by the Indian pharmaceutical industry can be broadly classified into: Bulk drugs (Active Pharmaceutical Ingredients - API) and Formulations. Bulk Drug Industry is the backbone of the self-reliant Pharmaceutical industry in India, playing a significant role in improving the health standards of the people. Given the current and expected future contribution of bulk drugs segment, improvements in the same is expected to have far reaching and large impact on overall competitiveness of the Indian pharmaceuticals industry.

Bulk Drugs have four core manufacturing processes viz. Drug Discovery, Drug Development and Drug Manufacturing. Absence of strong Raw material production & Component manufacturing for Drug Manufacturing and absence of strong drug discovery infrastructure are having widespread impact on the overall competitiveness of bulk drugs. An improvement in these processes, which are the weakest links as well as essential for growth of other processes, would give momentum to overall competitiveness of the industry.

**GENERIC MARKETING**

In this, your primary customers are retail counters or stockiest. Here, you get bulk business. The margin is minimal, but you get the benefit of volumes. Emphasis is not given to market the products to patients or doctors. The channel partners are the people who convince about the products to the end customers.

**ETHICAL MARKETING**

Here, you need to tap the doctors who endorse your products by prescribing to the patients. In this marketing strategy, patients and channel partners are not focused much. The chemists play a pivotal role because they have the power of substituting your product with the similar product by your competitor. When the doctors prescribe medicine and chemist doesn't substitute it, the sale is guaranteed. However, certain regulations have been imposed by the government to control the disproportionately unaffordable prices of branded products.

**FRANCHISE MARKETING OR PCD PHARMA**

In the Franchise or PCD pharma marketing, distributors and franchise are the targeted audience. The whole marketing strategy is built around these entities. Since the price of the products largely depends on the product cost and channel margin, a highly marketed product is sold at soaring rates.

**OTC MARKETING**

Companies promote these products through advertising and market promotion. The products should have the mass appeal, and they should get clicked immediately. OTC products are normally low-priced products. Hence, the economy of scale plays a key role here as well. OTC marketing relies on the distribution channel and the chemists who convince the customer about it

# CHAPTER 2

# OBJECTIVES OF THE STUDY

- To study in depth about the Pharmaceutical sector of India .

- To probe into the reasons for success of leading brands in India.

- To study the pharmaceutical industry in the pandemic.

- To understand the different sectors in the Pharmaceutical industry.

- To study the marketing practices of different sectors of pharmaceutical industry.

- To study the working of the Pharmaceutical Industry at the last two distribution levels.

- To study the relationship between Medical practitioners and Pharmaceutical brands.

- To fulfill the academic requirement of the TYBBA (Marketing) program.

# CHAPTER 3

# LITERATURE  REVIEW

**According to article by Akansh Khurana,**

Almost every major pharma company has seen a robust increase in share price over the last 1 year, ranging from 40% to as much as 100% increase. Many of them have seen their revenues skyrocket, either due to the sudden approvals of select molecules for Covid-19 treatment or because of customers' panic buying giving short term boost.

Even though pharma sales representatives have been visiting doctor clinics and chambers, the productivity is suboptimal – typically 20-60% lower than ideal – given the doctors either avoid meeting the sales representatives, or ask the sales teams to show marketing materials from 6-10 feet away.

Pharma marketers have more work than ever – they now have to educate themselves on the newer channels and tools to implement their marketing strategies, and more importantly, draw intelligence from the data generated to continue to sharpen the marketing strategies and implementation.

**According to Government data**

The Indian Pharmaceuticals industry plays a prominent role in the global pharmaceuticals industry. India ranks 3rd worldwide for production by volume and 14th by value. The nation is the largest provider of generic medicines globally, occupying a 20% share in global supply by volume, and is the leading vaccine manufacturer globally. India also has the highest number of US-FDA compliant Pharma plants outside of USA and is home to more than 3,000 pharma companies with a strong network of over 10,500 manufacturing facilities as well as a highly skilled resource pool.

The pharmaceutical industry in India offers 60,000 generic brands across 60 therapeutic categories. Major segments include generic drugs, OTC Medicines, API/Bulk Drugs, Vaccines, Contract Research & Manufacturing, Bio-similars and Biologics.

The pharmaceutical industry in India is currently valued at $41.7 bn. India is a major exporter of Pharmaceuticals, with over 200 countries served by Indian pharma exports. India supplies over 50% of Africa's requirement for generics, approximately 40% of generic demand in the US and approximately25% of all medicine in the UK .

India also accounts for approximately 60% of global vaccine demand, and is a leading supplier of DPT, BCG and Measles vaccines. 70% of WHO's vaccines (as per the essential Immunization schedule) are sourced from India.

**According to an article by Ciron Pharma-**

The marketing strategies that are prevalent in Pharmaceutical Industry are-

-Identify your target customers
-Gather information
-Up-to-date and good social media presence
-Appropriate and well-designed leave-behinds for good remembrance
-Focus on problem more for easy acceptance of solutions
-Less information to arouse the curiosity of customers

Keeping themselves updated by attending conferences, having a high-quality website, and updating search engines, connecting with their customers emotionally, and connecting with physicians' trying to solve every query. These newly evolved pharma digital marketing tactics will help achieve sales targets

**According to an article by Shubham Sachhdeva,** (marketing expert)
The strategies that a company should use in Indian market are  Brand Marketing, Unique Promotions, Generic Marketing, Franchise Marketing, Transparency, Technlogy updations,

The basic strategies for any Pharma company are-
1. Reward the salesperson

2. Set goals

3. Address customer needs and demands

4. Use samples

5. Be prepared

6. Up-sell your product

7. Keep learning

# CHAPTER 4

# INTRODUCTION TO INDIAN PHARMACEUTICAL INDUSTRY

India is one of the world's leading suppliers of generic drugs. The Indian pharmaceutical industry supplies more than half of the world's demand for vaccines, 40% of the demand for generics in the United States, and 25% of all medicines in the United Kingdom. India is the world's third largest producer of medicines and the 14th largest producer of medicines. The domestic pharmaceutical sector consists of a network of 3,000 pharmaceutical companies and 10,500 manufacturing units. India occupies an important position in the global pharmaceutical industry. In addition, the country boasts a large pool of scientists and engineers who can take the industry to new heights.

Indian pharmaceutical companies now supply more than 80% of the antiretroviral drugs needed to fight AIDS (Acquired Immuno Deficiency Syndrome) worldwide. India's pharmaceutical sector, which was almost non-existent before the 1970s, has come a long way since becoming a major supplier of healthcare products and supplying nearly 95% of the country's pharmaceutical demand. The industry is currently at the forefront of the science-based industry in India, with a wide range of  capabilities in the complex areas of pharmaceutical manufacturing and technology. It ranks very high in the Third World in terms of technology, quality and selection of manufactured medicines. From simple headache medicines to sophisticated antibiotics and complex heart preparations, almost all kinds of medicines are made locally today. It plays an important role in facilitating and maintaining the development of medicines in key areas. The Indian pharmaceutical industry boasts high quality manufacturers and many entities approved by US and UK regulatory agencies. International companies associated with this sector have stimulated, supported and led this dynamic development over the past 53 years, helping to put India on the world map of the pharmaceutical industry. India's pharmaceutical sector is subdivided into over 20,000 registered units due to fierce price competition and government price controls. It has expanded dramatically over the last 20 years. About 250 large companies dominate 70% of the market, market leaders occupy almost 7% of the market share, and about 8,000 small companies together form the core of the Indian pharmaceutical industry. (Including

5 major public sector units). These units produce the complete spectrum of the formulation. Ready-to-use medicines for patients, and about 350 bulk medicines, A therapeutically valuable chemical used in the manufacture of a drug product. After the release of the license in the pharmaceutical industry, most pharmaceutical and pharmaceutical industry licenses were abolished. Manufacturers are free to manufacture drugs that are officially approved by the drug control authority. The technologically strong and completely independent Indian pharmaceutical industry has low production costs, low R & D costs, an innovative scientific workforce, a strong national laboratory and a strong trade balance.

From an 8-percentage of value reasons and volumetric conditions, the total production of India is about 13% of the global market. In all its activities, the pharmaceutical industry believes that high levels are defined and respectively, and self-disclosure is convinced that it is the process that best offers public interests. India is recognized as a strong and fast growing economy. So the industry attracts many global participants. The increase in the population of the middle class, the high-health sense of health awareness, quality, and price drive concepts changed the market structure of the pharmaceutical company. The actions and bargaining power of various stakeholders such as patients, healthcare providers and regulatory agencies are expected to drive the growth and reach of this sector.

India's pharmaceutical industry was valued at an estimated US $ 42 billion in 2021. India is the third largest supplier of generics in the world, accounting for 20% of the world's total pharmaceutical exports. It is also the world's largest vaccine supplier, producing over 50% of all vaccines produced worldwide. With industry-standard mega-manufacturing capacity and a large pool of skilled local workers, India's exports meet the standards and requirements of highly regulated markets in the United States, United Kingdom, European Union and Canada. .. Pharmaceutical and fertilizer pharmaceutical and pharmacy department, domestic pharmaceutical market sales RS 129.015 crawl ($ 18.12 billion), 9.4% growth, 9, 4 percent, 4% sales, and $ 172.8 billion growth rate, Spring and focusing on 1.8 billion Dollar

Most of India's pharmaceutical drugs are inexpensive general drugs, which includes most of Indian drug exports. Import patent documents. Active pharmaceutical ingredients (APIs) are imported from China, Germany, and we, Italy and Singapore. In order to promote ATMANIRHAR BHARAT due to an increase in research and development, the Pharmaceutical

Bureau must have 75% and 10% local APIs in Indian initiatives for local use and export, and need to create a course for review.

Indian Important Pharmaceutical Hubs are Vadodara, Ahmedabad, Ankleshwar, Vapi, Baddi, Sikkim, Kolkata, Visakhapatnam, Hyderabad, Bangalore, Chennai, Navi Mumbai, Mumbai, Pune, Aurangabad .

India's pharmaceutical industry supplies more than 50 percent of the global demand for a variety of vaccines. India is the 3rd largest producer of medicines in terms of volume and vaccine production accounts for up to 60 percent of global production. India contributes significantly to the WHO requirement for BCG, Pertussis, Diphtheria and Tetanus, accounting for 40 to 70 percent. India also supports the global demand for measles vaccine and reaches 90 percent.

Generic medicines manufactured in India and manufactured worldwide provide safety and quality. India contributes the world's second largest pharmaceutical and biotech labor force. The median growth rate of India's biotechnology sector which includes biopharmaceuticals, bio-services, bio-agriculture, bio-industry, and bioinformatics is expected to be 30 percent and reach US $ 100 billion by 2025.

Indian pharmaceutical products are exported to more than 200 countries around the world, and the US is an important market. Sales of Indian drugs, including pharmaceutical, intermediate, bulk drugs, biological, surgical and Ayush and herbal products have reached US $ 16.28 billion at FY 20. It is estimated that 80 percent of antiretroviral drugs used worldwide to fight AIDS ( Immune Deficiency Syndrome) is provided by Indian pharmaceutical companies. The Indian medical equipment industry is expected to grow by $ 25 billion by 2025.

Major Export Destinations in India's Pharma Export in FY20 (%)
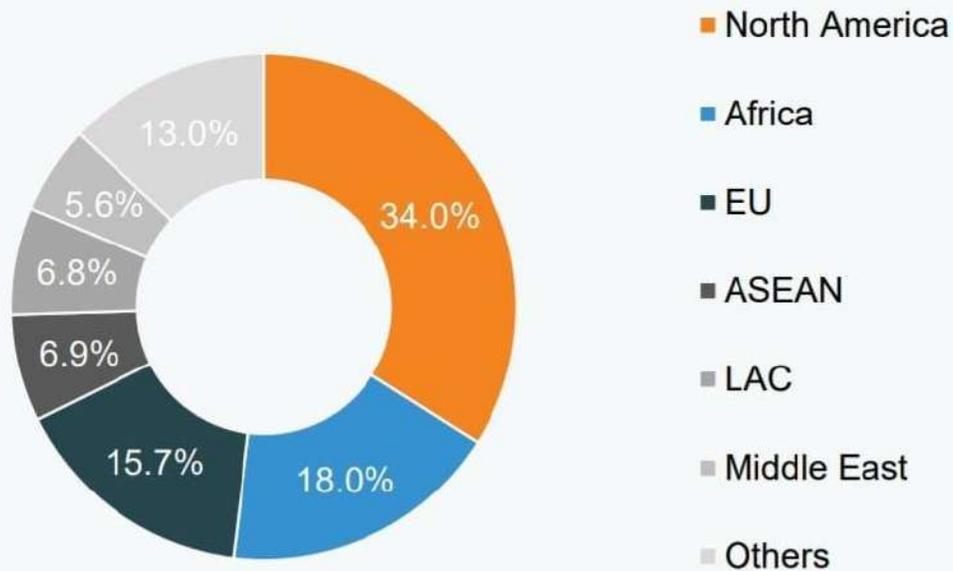
# Indian Pharmaceutical Market (US$ billion)



| | 2021 | 2024 | 2030 |
|---|---|---|---|
| | 42.0 | 65.0 | 130.0 |
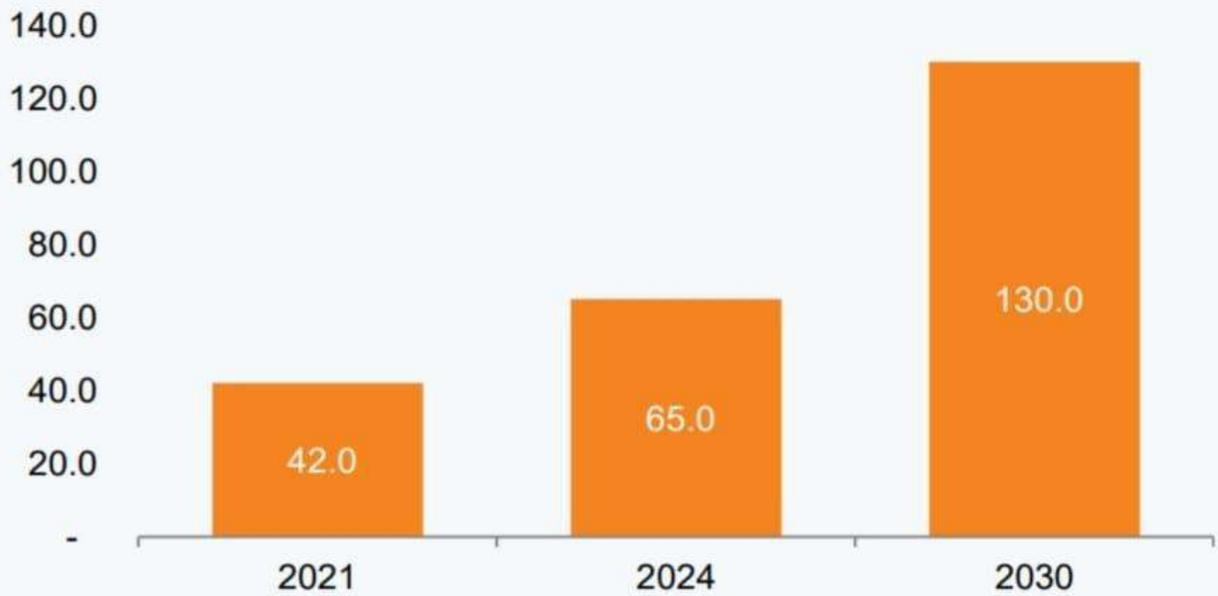
# Drugs & Pharmaceuticals Exports from India (US$ billion)



| FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22 (until May 2021) |
|---|---|---|---|---|---|---|
| 16.89 | 16.78 | 17.28 | 19.14 | 20.70 | 24.44 | 3.8 |

# CHAPTER 5

# TOP COMPANIES IN THE INDUSTRY

## SUN PHARMACEUTICALS



Sun Pharmaceuticals is the largest pharmaceutical company from India and the fifth largest specialty generic company in the world. It has capabilities across dosage forms like injectables, sprays, ointments, creams, liquids, tablets, and capsules. Its businesses include producing generics, branded generics, speciality, over the counter (OTC) products, anti-retrovirals (ARVs), active pharmaceutical ingredients (APIs) and intermediates in the full range of dosage forms. It also produces specialty APIs. In FY19, US formulations contributed the most to company's sales with 37%, followed by India branded formulations at 26%.

# **AUROBINDO PHARMA LIMITED**



It is an Indian multinational pharmaceutical manufacturing company headquartered in HITEC City, Hyderabad, India. The company manufactures generic pharmaceuticals and active pharmaceutical ingredients. The company's area of activity includes six major therapeutic/product areas: antibiotics, anti-retrovirals, cardiovascular products, central nervous system products, gastroenterologicals, and anti-allergics. The company markets these products in over 125 countries.[5] Its marketing partners include AstraZeneca and Pfizer.

A fully integrated pharma company, Aurobindo Pharma features among the top 2 companies in India in terms of consolidated revenues. Aurobindo exports to over 155 countries across the globe with more than 90% of its revenues derived from international operations.

## CIPLA



Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial & Pharmaceutical Laboratories Ltd and changed to its current name in 1984. The company has a vast portfolio with more than 1,500 products in the market. The company's business is divided into three strategic units - APIs, respiratory and Cipla Global Access. Its largest market is India, followed by Africa and North America. The company's total revenue reached Rs. 19,160 crore (US$ 2.60 billion) in FY21.

## LUPIN PHARMACEUTICALS

Lupin Ltd. is a leading pharmaceutical company from India and is amongst the top 10 generic companies in the world. It started its business in 1968 and over the years has become one of the largest pharmaceutical companies in India and the world. Its businesses include formulations, Active Pharmaceutical Ingredients (API), drug delivery systems and biotechnology. In FY21, Lupin's total sales stood at Rs. 149,270 million (US$ 2.02 billion).

## DR. REDDY'S LABORATORIES



It is an Indian multinational pharmaceutical company located in Hyderabad, Telangana, India. The company was founded by Kallam Anji Reddy, who previously worked in the mentor institute Indian Drugs and Pharmaceuticals Limited. Dr. Reddy's manufactures and markets a wide range of pharmaceuticals in India and overseas. The company has over 190 medications, 60 active pharmaceutical ingredients (APIs) for drug manufacture, diagnostic kits, critical care, and biotechnology products.

# CHAPTER 6
# GOVERNMENT POLICIES

- Pharma Vision 2020

Pharma Vision 2020 by the Government's Department of prescription drugs aims to form Republic of India a significant hub for end-to-end drug discovery.

- National Pharmaceuticals policy.

In 2017, the Department of Pharmaceuticals discharged a draft National Pharmaceutical Policy with the subsequent objectives:

-Make all essential medicine accessible to lots through cheap costs.

-Provide the Indian pharmaceutical sector with a long-run stable policy surroundings.

-Build Republic of India independent in end-to-end domestic drug producing.

-Maintain world category quality for domestic consumption and exports.

-Produce a positive surroundings for analysis and development within the company sector.

As per the new policy, the Department of prescription drugs can have management over the National List of Essential Medicines (NLEM), that decides the medicine that the govt of Republic of India will management the costs.

In April 2021, National Pharmaceutical evaluation Authority (NPPA) fastened the value of eighty one medicines, as well as off-patent anti-diabetic medicine, permitting due edges of patent ending to patients

- Support for technology upgrades and FDIs

Government of India to relax FDI norms within the pharmaceutical sector.

In March 2017, the government set to make a digital platform to manage and track the sale of quality medicine, and it will be utilized by folks living within the country additionally as abroad

- Pharmaceutical Parks

In June 2021, the central government proclaimed to line up 3 bulk drug parks at a price of Rs. 14,300 crores to manufacture chemical compounds or active pharmaceutical ingredients (APIs) for medicines and cut back imports from China.

In Feb 2021, the geographic region government proclaimed to determine 3 company parks within the state. Of these, a company park has been planned at Bathinda, unfold across 1300 acres space and project price Rs. 1,800 crores . Another medical park price Rs.180 crores has been planned at Rajpura and therefore the third project, a greenfield project, has been planned at Wazirabad, Fatehgarh European.

- Production joined Incentive

In September 2020, the government proclaimed production-linked incentive (PLI) theme for the pharmaceutical trade price Rs. 15,000 crores.  The production-linked incentive (PLI) theme was introduced to encourage Indian makers to provide crucial key beginning materials (KSMs), Drug Intermediates (DIs) and Active Pharmaceutical Ingredients (APIs).

- Biotechnology Industry Research Assistance  Council

BIRAC has been established to push analysis & innovation capabilities in India's biotech trade. The council can offer funding to biotech corporations for technology & development. BIRAC beneath Small Business Innovation Reseach Initiative (SBIRI) theme supports innovations in biotechnology.

- Biotechnology based Programme for Women

Programme on application of biotechnology for women was done to supply employment, talent development, awareness generation, health improvement & socio-economic upliftment of the women population.

- National Biopharma Mission

The trade - domain mission was launched in June 2017 to spice up development of biopharmaceutic.

**Global Generics Supplier**
Accounting for 20% of the worldwide supply by volume

**Biosimilars and biologics**
Highest number of biosimilars approved globally and CAGR of 22%

**Global vaccine supplier**
Largest supplier of vaccines globally supplying to over 150+ countries

**Contract research and manufacturing services industry**
Strong talent pool and cost savings make this one of the fastest-growing industry segments

**Rapidly growing healthcare industry**
Rising incomes, affordability of drugs and increasing health insurance penetration

# CHAPTER 7

# PHARMACEUTICAL INDUSTRY DURING COVID



India has a fast-growing pharmaceutical market, as it is the third largest pharmaceutical industry in the world, holding the leading health position in the world. Over the past decade, the Indian pharmaceutical market has seen growth in domestic and foreign currencies. Although the total number of deals has fluctuated slightly between 2011 and 2019, there is a significant increase in the guaranteed increase in deals received in 2020. Between 2019 and 2020, the number of deals increased by 22%.

This 2020 increase in contract work, which may be due to the Covid-19 epidemic, reveals exciting details about India's capabilities in the pharmaceutical industry. Contract service agreements (CSAs), saw a sharp increase in value — from 130 contracts in 2018 to 183 in 2019 and maintained their high level the following year. Spiking Covid-19 cases in 2020 further pushing large pharmaceutical companies to find deals to produce health research and the production of antimicrobials and antimicrobials.

As the world's largest vaccine manufacturer, India has been a viable market for these agreements. Strategic unions, including licensing agreements and partnerships, have increased by 40 percent from 2019 to 2020. Most of these agreements (30%) focus on Covid-19 in particular.

Other types of feasts were less popular. Consolidation with gains (Mergers & Acquisitions), or common in the pharmaceutical industry, remains relatively low in India, with an average of only 54 deals per year from 2011 and 2015 and declining steadily between 2016 and 2020 to about 30 per year. Similarly, inflation agreements have remained relatively low and have not changed over the past five years.

Over the past decade, there has been an increase in pharma agreements in India driven by continued growth in exports, an increase in domestic markets, and the recent demand for novel vaccines during the Covid-19 violence. India's leading role as the world's leading vaccine producer has attracted many strategic alliances by 2020. However, agreements such as Mergers and acquisitions and inflation did not reflect the same growth related to the Covid-19 epidemic. The status of the deals highlights the current state of the Indian pharmaceutical market and will likely change significantly if the country shifts its focus to innovation from its mainstream manufacturing industry.

The profitability of the home pharmacy in India has reached Rs. 1.4 lakh crores (equivalent to $ 20.03 billion) by 2019 according to government data. This is actually an increase from Rs. 1.29 lakh crores in 2018.

In India, the health care industry includes both the private sector and the public sector. India plays a vital role in the global pharmaceutical industry, and it has a large number of scientists engineers who have good potential to take the industry forward.

## Covid Impact, Challenges And Opportunities

The coronavirus epidemic and the result of its closure have had a devastating effect on all major economic sectors, but have been a blessing to the Indian pharmaceutical industry. While a particular segment of the pharmaceutical industry has been affected such as drug sales and the importation of pharmaceutical ingredients from China, Covid-19 has provided some opportunities in the medical field, particularly in India.

In the mainstream market, India is facing stiff competition from China over the provision of low-cost APIs. India imports 70% of API requirements from China. This has created many difficulties for some home medicine industries that produce some important APIs. Health security in India has been compromised due to excessive reliance on China coupled with a lack of provision of essential APIs.

Other key APIs have been instrumental in reducing the burden of accelerating diseases such as tuberculosis, diabetes and cardiovascular diseases in India. The current dependence of Indian pharmaceutical companies on Chinese APIs has caused great concern for national health security, prompting Government of India to establish a working group to review the internal API sector.

In view of the Covid-19 epidemic situation, Government of India must take important steps to remove the technical and financial barriers, which will encourage the pharmaceutical industry to strengthen API production - thereby reducing the reliance on the pharmaceutical industry and China.

Government of India has taken important steps by raising an incentive package of Rs. 13.76 billion to improve the domestic production of basic start-ups, drug coordinators, APIs and medical equipment.

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Several key representatives from the pharmaceutical industry and NITI Aayog suggested that promoting authorization for the development of pharmaceutical infrastructure, approval from the environment minister and providing tax exemptions and support for the development and promotion of pharmaceutical industry facilities would benefit the market.

In this epidemic situation, urgent measures are needed to improve the medical provision of sanitizer, face mask, disinfectants, surgical gloves, health gear gears, scanners, infrared thermometers, test kits, inhalers, -ventilator etc. Most items require a low level of technology and can be easily done.

The MSME sector needs a higher focus on the above effort to integrate social and economic development. Covid status can be used as an opportunity for MSME to produce state-of-the-art technology in medical and clean equipment such as masks, gloves, cotton etc. and this can revitalize standing positions.

Over the past few years, since 2014 the number of people visiting India for treatment has increased by about 55 percent. The government has relaxed India's promotional rules as a better destination for medical tourists by issuing emergency medical visas, a quick airport permit for those visiting as medical tourists. The key participants in the medical tourism industry are in the private sector. Government institutions can do better by opening up new avenues in the coming years.

**Investment and recent developments**

During the Covid epidemic, several attempts were made by the Union Cabinet to develop the pharmaceutical industry, including amendments to the existing Foreign Direct Investment policy to allow FDI to invest up to 100 percent under the automated production line of medical equipment. .

According to DPIIT (Department for Promotion of Industry and Internal Trade) data, the drug sector has attracted the entry of FDI collected worth USD 16.54 billion from April 2000 to 2020 June. Other investments made in the pharma sector during the Covid disaster include sterilization tools and disinfection cabinet, portable and rechargeable car sanitizer, alcohol-free and bleach-free sanitizers and wheelchair-based contraceptives, especially in hospitals by researchers from the organization.

Six general drug manufacturers have signed MoUs with Hidalgo (Mexico) to establish a large pharmacy to be produced and supplies in Mexico. Jubilant Generics Ltd has entered into an

exclusive licensing agreement with Gilead Sciences Inc for the manufacture and sale of Covid Remdesivir drug in 127 countries, including India.

The Telangana government has made a proposal to the Union Government to establish the city of Hyderabad Pharma with financial assistance of Rs. 3418 million. Sales record of Rs. 52 million were reported by the PMBJP at affordable prices to the public.

India has introduced partnerships with the Netherlands for the purpose of providing digital health facilities. The government has started a PLI program for the chemical sector that costs Rs. 15,000 million.The government has approved the extension / renewal of the existing drug procurement policy to add one alcoholic beverage to the existing list of 103 drugs.

The National Health Protection Scheme, a state-funded health care program, which benefits 100 million poor families in the country, provides up to Rs. 5 lakh each family per year for admission to secondary care and tertiary institutions.

Fund allocated to Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) health insurance scheme for Rs. 6400 million. Pharma Vision 2020 is a Government of India initiative to make India a global leader in drug development and the duration of authorization of new manufacturing facilities has been reduced to increase investment. The government has given Rs. The production of 6,940 million linked incentives between 5-20 percent of increased sales and plans to establish three drug parks to continue sustainable cost competition.

Drug use in India is expected to grow between 9-12 percent over the next five years, leading India to become one of the top 10 countries in terms of medical costs. Better growth in home sales will also depend on the ability of companies to adapt their product portfolio to the chronic treatment of diseases such as cardiovascular, anti-diabetes, anti-depressants and anti-cancer, which are growing.

The government has taken many steps to reduce costs and reduce the cost of health care. The rapid introduction of generic medicines on the market is still entrenched and is expected to benefit Indian pharmaceutical companies. Focusing on rural health systems, life-saving medicines and vaccines will provide a platform for the development of pharmaceutical companies

# CHAPTER 8

# MARKETING IN PHARMACEUTICAL SECTORS

## ETHICAL PHARMACEUTICALS

Ethical pharmaceuticals refer to medical products which can be sold by a pharmacist only when a prescription from a medical professional is shown to them. To prevent any misuse, these categories of pharmaceuticals are regulated by various legislations and compliances, which ensure that there is no excessive consumption of these products.

Ethical pharmaceutical products are different from over-the-counter drugs, which do not require a medical prescription for them to be purchased from medical stores. Some of the ethical pharmaceutical products that have witnessed high demand include penicillin, diuretics, respiratory agents, narcotics analgesics, and lipid regulators.

In this sector, product marketing is done by the network of medical representatives. They promote the products and convince retailers, physicians, and other medical professionals. To achieve a success in this business model; the network has to be very strong. The medical representatives are the brand ambassadors. They must have excellent communication skills and convincing power.

It is the oldest business model that has been found quite useful. The business model fundamentally believes in ethical means where the products are marketed purely on their merits. No unethical practices are allowed or encouraged.Ethical Pharma is the conventional and most popular part of the Pharma industry. Here, all kinds of medicinal drugs spread through medical representatives.

Ethical PCD business directly deals with doctors and aims to explain the effectiveness and pros of the newly launched medicine or product. After all, the sales professionals are the ones who market and sell the products to end consumers. Their selling potential decides the success of any pharma industry.

Ethical medicines are the ones that get typed for a specific clinical situation backed by evidence, reasoning, and legit principles. Medical ethics get stringently followed to provide ethical medicines to the consumers.

It's a prescription drug that patients can get only after the legit doctor's prescription. Unless they show such prescription to the pharmacist, the medicines cannot be purchased



R&D spending by top pharma companies in FY20 (US$ million)
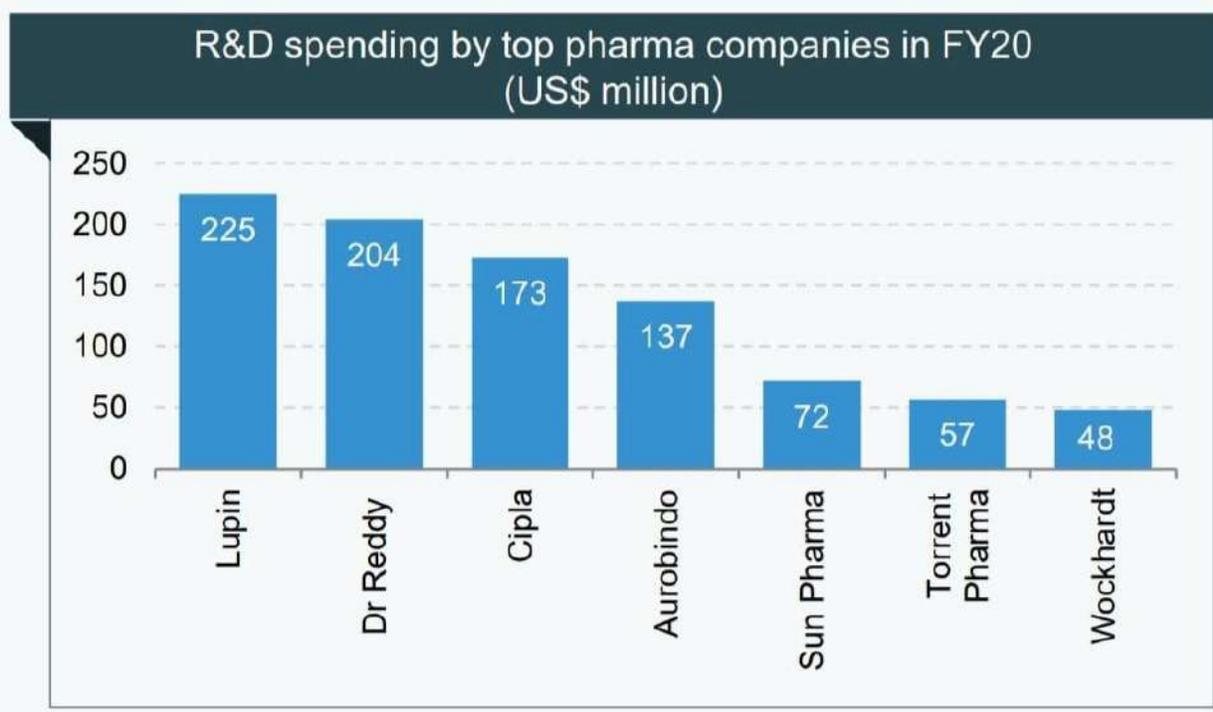
# MARKETING MIX

## PRODUCT

In case of Ethical Companies, the quality of product is always kept as priority. The product also holds the reputation of the company. There is also a scope that, the company generally holds the patent to manufacture that medicine for a stipulated period of time thus enjoys the monopoly if they want to. The product mainly consists of the Active Pharmaceutical Ingredients that are patented.  They are the introducers of a new drug the market, and thus they are in Introduction phase of the product life cycle. The product creates Goodwill of the Company in the market.

## PRICE

The Price in case of Ethical medicines is generally higher. It is mainly because  the operational costs in case of ethical companies is higher, apart from that the cost of hiring a Market Representative is also high, which adds to the total costs.  The Margin for the retailer is less therefore Retailers sell the Ethical Products inevitably.

## PLACE

The Supply chain of Ethical Companies is already well established. The sales happenes when  at the retail store at the will of Doctor. The patients need to have Doctor's prescription to get those medicines. A Marketing Representative is given a particular territory from which he is expected to generate sales.

## PROMOTION

The Promotion in case of these products is carried through Marketing Representatives as they are the Brand Ambassadors. They have to be really good at communication, marketing and convincing skills. They establish friendly relations with the Doctors and give them information about the new product, its benefits, new formulation. They try to convince Doctors to prescribe their medicines. This is generally Organic marketing and thus sales are generated.We should also know the flip side of the coin. The process is same in generating sales , but after establishing sales Doctors are offered Financial incentives and other Perquisites such as Domestic and Foreign Tours, Electronics, Gifts and much more. These incentives motivate doctors to Prescribe Ethical medicines to his patients.

# SWOT ANALYSIS

| **Strengths** | **Weaknesses** |
|---|---|
| Promotions at personal level | Higher prices |
| Goodwill of Company and its Established position | Doctor's Prescription is Compulsory |
| Superior Quality | Skilled Man power is required |
| Easy returns and reverse logistics | Higher Research and development Costs |
| Price Givers | Increased marketing costs |
| | Less preferred by retailers because of low margin |
| **Opportunities** | **Threats** |
| Growing digital Platforms to Create Brand awareness | Increasing share of Generic medicines |
| Can create its own medicine for ailment and file its patent | People moving Towards Ayurveda and Homeopathy |
| Difficult to enter | Government Restrictions in Advertisements |
| First Mover advantage | |

## STRENGTHS

- <u>Promotion at personal level</u>
  Promotion of the companies are carried out by Medical Representatives at a personal level. The MR tries to form personal as well as professional bonds and relations with the Doctors. The trust forms basis of all the future transactions. The MR goes for Doctors call visit him and tell him about the new launches and get feedback.

- <u>Goodwill of Company and its Established position</u>
  There are leading Brands like Cipla, Mankind, Sun pharma already have their established good will in the market. Patients and Doctors both trust these brands and have no doubts about its quality. The reputation these brands have created is an advantage for MRs to promote their products. They don't have to struggle much to convince the Doctors to prescribe the medicines.

- <u>Superior Quality</u>
  There is still an on Government of Indian debate on this, But many experts agree that Ethical medicines are of better quality when compared to the Generic counter parts. The reason for this may be the fact that they have higher investments and don't believe in compromising quality to save money.

- <u>Easy returns and reverse logistics</u>
  Ethical companies have wellbuilt supply chain in both the ways forward as well as backwards. This system ensures that the companies get the proper feedback by doctors via Medical Representatives. The returning of Damaged and expired goods is also easy as the MRs collects them and sends them back to the manufacturer for proper disposal.

- Price Givers

  They are the inventors of new medicines and by filing patents they ensure they skim the cream from the market. They decide the price at which the medicine would be sold (with some government Regulations involved). . In some cases there is a complete monopoly of a particular treatment. They are the Price Givers and the consumers become the price takers

## **WEAKNESS**

- Higher prices

  The price of medicines is higher as the company also needs to cover the R&D costs and other promotional expenses. These medicines stand top in the market when in comes to quality, thus to maintain that quality some extra expenses are also incurred, ending up as a burden in the shoulders of customers.

- Doctor's Prescription is Compulsory

  Doctors' prescription is a must when it comes to the sale of Ethical medicines. Therefore convincing the doctor to Prescribe the medicines is a mammoth task. Doctors necessarily do not change the brand they prescribe. They stick to their trusted brands for a very long time. We can say that Doctors are Loyal Promoters.

- Skilled Man power is required

  Medical Representatives are given the job to getting sales. It becomes the duty of MR to make Doctor calls, visit them and convince them which is not an easy task. They need to have strong communication skills, convincing skills as well as indepth knowledge about the drugs as they have to face the doctors who are at the higher level of the healthcare chain / Pyramid.

- Higher Research and development Costs

  These are the companies who are indulged in Research and Development of new medicines it is an extra cost for the company.

- Increased marketing costs

  The ethical companies claim that they only promote through organic marketing. That may not be the case, many ethical companies promote their sales by giving incentives to doctors in terms of cash, gifts, equipments for hospitals etc. This adds to their marketing costs. These brands also have to give incentives to MR to generate more sales. Hiring cost of MR is also high as they need to have some special skills to get successful in that segment.

- Less preferred by retailers because of low margin

  Retail Pharmacists don't prefer to sell Ethical medicines as they have really low margin (around 15%). They are interested in selling generic and PCD medicines which offer a higher margin to them. Even they get Recognition by the Medical Representatives in case of PCD and Generic medicines.

## **OPPORTUNITIES**

- Growing digital Platforms to Create Brand awareness

  The ethical companies have a huge opportunity in creating the brand awareness in the eyes of target audience by the use of Digital media. Ethical companies already have an established reputation in the market but they can even enhance the brand image by the use of Digital marketing. Promotional emails, vouchers, brochures, catalogue have always been a part of Ethical industry. Digital marketing can expand its reach to a higher number of audience.

- Can create its own medicine for ailment and file its patent

  Ethical companies are indulged in developing new medicines for many ailments and diseases. If they succeed in their invention they can file a patent and thus take the advantage of IPR (Intellectual Property Rights). The patent ensures that no other company can use their formula for the next 20 years without their permission.

- Difficult to enter

  Entering in the Ethical segment is a huge task. It requires a large amount of investments. Apart from that, there are huge players like Cipla, Sunpharma, Emcure etc. they have been ruling the segment since many years and made sure that very few companies get through the barriers and even if they succeed they don't disrupt the market drastically.

- First Mover advantage

  The Ethical companies are the innovators in the Field of Pharmacy. Their inventions and innovations are rewarded in the form of patents. But they have an advantage when it comes to their innovations. They always have an untapped market, they get first mover advantage until either the patent is expired or any alternative drug has been formed. They have price skimming schemes, where they get good amount of profit.

## THREATS

- Increasing share of Generic medicines

  The patients these days have become aware about the Generic medicines. Even the pharmacists promotes generic medicine as it yields him maximum profit. Accouding to many experts, Generic medicines are the Perfect substitutes of ethical medicies. All this has impacted the Ethical companies, they have lost a considerable amount of share in the last few years because of Generic medicines.

- People moving Towards Ayurveda and Homeopathy

  People from all over the world are moving towards a healthier lifestyle, they are quitting the use of allopathy as much as possible. People have lost their belief in modern medicine while others wait till until its inevitable to have allopathic medicine, Ayurveda and Homepathy are the practices that people are opting for.

- Government Restrictions in Advertisements

  Despite stringent price control, big pharma companies manage to spend exorbitantly on marketing and branding of their drugs. Since advertisement of prescription medicines are

not allowed in India, companies or medical representatives push their products through doctors, chemists and distributors in lieu of freebies, junkets and incentives.

# PCD (Propaganda-Cum-Distribution)

PCD in its Full-form means Propaganda-Cum-Distribution. PCD term in pharma is used for marketing and distribution rights in the Pharmaceutical industry. PCD pharma Companies are those companies, which provides products to its franchise partners and also monopoly of marketing and distributorship rights for the given geographic area or location. The PCD pharma Company which give products, brand name and support to its franchise partner is also called the "pharma franchiser" or "PCD pharma franchise company".

The individual or group who receives marketing and distribution rights from the PCD Pharma Company is called Franchise or "Franchise partner" of the company, for the particular geographic area. **PCD** – The full form of PCD is **Propaganda cum Distribution**. In the Pharma industry, PCD is used for marketing and distribution rights. Basically, PCD (Propaganda cum Distribution) is a franchise business. When a company gives permission to a person or other company to sell their products by their name. It is called franchising a business.

This business is growing rapidly. The reason behind its growth is that Pharma industries are one of those companies that have no end i.e. future focused. This business is being simulated by thousands of people around the globe.

Pharma companies mostly grant permission to individuals, professionals, distributors or groups that allow them to control over their trademarks and products. The entity that is granted this permission is commonly referred to as a Pharma franchise or a PCD (Propaganda cum Distribution) franchise.

To start PCD Pharma Franchise Companies, you'll be relying on your own work, your networks and relationships with doctors and professionals in the medical industry, to set up your business.

Recently there has been a debate that argued whether PCD and pharma Franchise are same? The conclusion for which is not yet found, and nor the Pharmacy Council of India give its guidelines and views on it. But the arguments were as follows

**CONCEPT OF PHARMA FRANCHISE**

**Pharma Franchise** can be understood as an authorization or permission granted by a government or a Pharma company or an organization possessing the rights, to an individual or a group qualifying them to carry out specified commercial activities as an agent to market, sale or promote that company's products. Pharmaceutical companies have large varieties of products and they keep on constant developing new products. This type of agreements gives Pharma companies a rise in their income apart from their regular income from the product.

**CONCEPT OF PCD FRANCHISE**

PCD is an acronym used for Propaganda Cum Distribution. This is a jargon used in Pharmaceutical industry. This concept is comparatively new to the market. PCD Franchise is a win-win situation for both Pharma Companies as well as for the PCD Franchise Holder. It is an authorization granted by pharmaceutical company to carry out the company's proprietary knowledge, products, trademarks, patents for monopoly rights or other mutually agreed terms and conditions between the parties.

**DIFFERENCE BETWEEN THE TWO CONCEPTS**

The terms are often interchanged for each other among the laymen. Now as we have understood the concept of both, Pharma Franchise and PCD Franchise, we would be moving on to the difference between them. The main difference among the two is of the size of the business.

PCD works in smaller units with less area, less investment and no specific target, while on the contrary Pharma Franchise works on larger units with higher investment, larger area of operations and specified targets.

Apart from the above stated difference, there is as such no other difference between the two agreements i.e. Pharma Franchise and PCD Franchise. Only the level of both business concepts and the scale on which they work or perform more or less differentiate them from each other. However, before investing one must have the clear understanding of both the concepts.

# MARKETING MIX

## PRODUCT

The product in case of PCD are manufactured by medium scale enterprises. The product quality is said to lie between Ethical and Generic medicines. The product packaging is kept sober but yet attractive.

## PRICE

The price of PCD Drugs depends on the company as well as the distributor. The price is decided keeping the promotion expenses in mind. In some cases where there are many companies competing against each other, they start the Price War and Promotion War where they offer Doctors a higher amount of commission compared to its competitors.

## PLACE

PCD medicines are prevalent in the clinics and hospital having 1-3 doctors. They are most suitable in towns and villages where healthcare sector is not so developed. We cannot argue that these have got one of the best supply chains in the sector. Everything is locally operated and decentralized, thus efficiency increases.

## PROMOTION

Promotion of PCD drugs is a questionable practice in the market. The practice has not been publically revealed and is known by the people who are connected to the pharmaceutical industry. The products are promoted by Sales and Medical Representatives to doctors explaining its benefits and also the incentives that the doctor will get if he prescribes this medicine to his patients. If the doctor agrees, Distributor pays doctor some commission whose rate is fixed. Thus the sale continues until the doctor prescribes the medicine .

# **SWOT ANALYSIS**

| **Strengths** | **Weaknesses** |
|---|---|
| Highly Prevelent in tier 3 Cities and towns | Small Scale |
| Monopoly over a Particular territory | Large Hospitals don't accept MR calls |
| Negotiable Prices | Higher  costs of Promotion |
| Highly Profitable and high margins | |
| Minimal Investments | |
| Best supply chain | |
| **Opportunities** | **Threats** |
| Take over Generic and Ethical sales | Increasing sales of Branded Generics |
| PCD companies have a huge opportunity to takeover | Doctors trusting Ethical brands that are well established |
| Tapping local and less penetrable markets | the illegal practice of commission to Doctors is punishable |

# **STRENGTHS**

- Highly Prevalent in tier 3 Cities and towns

  This system of Pharmacies are highly operational in the areas where OPD(Out Patient Department is more revenue generating. The doctors prescribe a medicine for which they are given many kind of incentives (mainly financial). The Doctors who operate their own clinic are the targets.

- Monopoly over a Particular territory

  As we know, this is also known as Franchise Pharmacy. The person who takes the Franchise has Monopoly of that company in the territory that is given to him by the Company. The Company ensures that no other firm can sell its products except the franchise pharmacy.

- Negotiable Prices

  The price at which the goods will be purchased is mainly dependent on the negotiating skills of the buyer. The buyer negotiates to get goods at low prices and the company tries to sell a large volume of goods. The price helps to form the further marketing budget that includes Doctor's commission, Salesman's incentives etc.

- Highly Profitable and high margins

  This business is highly profitable, the pharmacist has monopoly rights over the sale. The gross margin for both Retailer and Stockist is high but both the parties have to pay a certain amount of money as commission to Doctors. Stockist pays the cut for prescribing his brand and the retailer pays the share because the prescribed medicines are bought from his store only.

- Minimal Investments

  The investment for starting the pharma franchise is minimal when compared to franchises in other industries. the cost of acquiring a franchise of new company is very less. The stockiest just needs to have a space that is as per the regulation of the Pharmacy Council

of India. There are many new companies who are ready to give franchise without any fees, all they are focused on is Sales revenue.

- Best supply chain

These companies generally operate with the local transporters, and their supply chain is limited to the locality. Hence it acts as a Decentralized unit of the company. Focusing on a supply chain management of a particular area is lot more easier than managing a whole state or district.

## **WEAKNESS**

- Small Scale

The scale of operations is very small. The company that gives out the franchise itself is a medium scale enterprise. They cannot go on for large scale production because they do not have huge funds. And every middle men in the supply chain is also an ordinary businessman who cannot scale up his operations at once.

- Large Hospitals don't accept MR calls

the multi-speciality hospitals do not give opportunity for new MRs to meet doctors. And the doctors generally prescribe ethical medicines because they are branded are claimed to be of superior quality. They already have a Pharmacy store which is owned by them so the whole organization works perfectly.

- Higher costs of Promotion

the costs of promoting PCD medicines goes up because a very high portion of money is given to doctors as commission ( around 30-40% of sales value).  Also the salesman's salary and commission and other sales incentives add to the cost.

**OPPORTUNITIES**

- Take over Generic and Ethical sales

  PCD drugs have a huge opportunity to take over the market captured by ethical as well as generic. Self-practicing doctors, RMP (Registered Medical Practitioner ) are the main sales generators and these kind of practitioners are the highest in  number throughout India. So we can imagine the sales generated through them.

- Tapping local and less penetrable markets

  The rural population in India accounts for 65% of India's total population. It implies that there are twice the number of people in Rural India than Urban India. In  many areas Rural healthcare is not developed, hence the PCD companies have a huge opportunity to penetrate the market as they are of decentralized units, they can take and change their decisions on the basis of customer which is key advantage while penetrating local market.

**THREATS**

- Increasing sales of Branded Generics

  In the recent years, the sale of branded generics has gone upwards because Doctors have started prescribing generic medicines and the chemists also sell them as a priority as they have higher margins.

- Doctors trusting Ethical brands that are well established

  People in general go  for brands that they have heard of Ethical brands like Cipla, Ranbaxy, Sunpharma and Even many doctors prefer to prescribe the ethical medicines over PCD ones.

- The illegal practice of commission to Doctors is punishable

  The mechanism through which PCD firms work can be considered unethical. The stockiest pays commission to the doctor to prescribe the brand that he sells. Many people consider this unethical as it is doctors duty to serve people selflessly without cheating

them. It is also illegal to carry such a practice and is punishable offence if caught with proof

# GENERIC PHARMACEUTICALS

A generic drug is a pharmaceutical drug that contains the same chemical substance as a drug that was originally protected by chemical patents. Generic drugs are allowed for sale after the patents on the original drugs expire. Because the active chemical substance is the same, the medical profile of generics is believed to be equivalent in performance. A generic drug has the same active pharmaceutical ingredient (API) as the original, but it may differ in some characteristics such as the manufacturing process, formulation, excipients, color, taste, and packaging.

A generic drug is a drug that is not branded but is similar to a branded or reference listed drug in terms of dosage, administration and performance.

According to guidelines from the United States Food and Drug Administration (FDA), the generic drug must have the same active ingredient as the brand name drug as well as the same dosage, strength, safety, conditions of use and route of administration.

The generic drug is bioequivalent to the branded product, meaning there is either no significant difference between the two drugs in terms of the rate and extent of absorption or if there is a difference, it is either intended or not medically significant.

## True Generics

The Off-patented Unbranded Formulations are called true generic medicines. These are generally marketed by Government and are very cheap.  Paracetamol is the Generic name for Crocin . The true generics are sold at Pradhan mantri jan aushadhi Kendra. Generics are sold as Chemical names and Salts. MRP is least as they are generally manufactured for sale in Government Hospitals.  Iodine. There is an allegation on true Generics that says sometimes rejected batches are also sold as they operate on very low margins and can't bear losses. The reputation is never on stake as they do not have any brand.

## TOP 5 GENERIC COMPANIES

Efficient and inexpensive drugs are always needed, making this a growing market for drug makers Here are the top five generic drugs makers by revenue.

- Teva Pharmaceutical Industries Ltd – $18.9 billion.

- Mylan NV – $4 billion.

- Sandoz – $9.9 billion.

- Sun Pharmaceuticals – $4 billion.

- Lupin Pharmaceuticals – $2.3 billio

# MARKETING MIX

## PRODUCT

Generic medications are identical versions of brand-name drugs in terms of dose, planned use, effects, side effects, route of administration, dangers, protection, and power. To put it another way, they have the same pharmacological effects as their brand-name counterparts. Generic drugs have the same chemical formula as generic medicines and are marketed under the chemical label rather than any such name.It is said that the Generic medicines are perfect substitutes to their Ethical counterparts.

## PRICE

The price of Generic Medicines is generally lower as they do not have R&D costs. It becomes easy for them to penetrate economically weaker segments of the society. Moreover, there is aggressive pricing in this segment. The Retailer generally deals with those brands in which he will get maximum profit. In the other segment of true generics, it is the least priced medicines in the industry. They are generally manufactured for the Government supply and hence price is kept at the least possible limit.

## PLACE

These are sold mainly at the retail stores in the locality. There is comparatively very less sales of generic medicine in the online the reason for this is because it does not make much sense to deliver a medicine online that is easily  available at local store. Even the customer demand for generics is low in the online market.

## PROMOTION

The wholesaler promotes the Generic brand to the retailer via salesmen or Medical Representatives. They offer cash discounts, gifts and many offers to the retailer to buy the product. And then its Retailers duty to sell them to the ultimate consumers. Many patients don't come with prescriptions from doctors, they explain their ailments to the Pharmacists and then he gives them the medicine. Here the Retail Pharmacist has the opportunity to sell any branded generic to the customer. This also serves as the promotion of the brand.

# SWOT ANALYSIS

| Strengths | Weaknesses |
|---|---|
| Markets thorough Pharmacy stores<br><br>Retailer is willing to buy because of higher margins Lower Prices<br><br>Attractive Packaging (in Branded Generics)<br><br>Purchased in Bulk By Government | No Chance to Patent<br><br>Reverse Logistics is very difficult<br><br>No Feedback |
| **Opportunities** | **Threats** |
|   Can enter into Government contracts<br><br>  Can enter lower segment of market where<br>  health care is deprived | Increased quality check regulation<br><br>Ethical Companies are also entering into generic Market<br><br>Patients moving towards alternative healthcare options<br><br>Higher competition in the market |

## STRENGTHS

- Markets thorough Pharmacy stores

  Generic Medicines are generally by the wholesale and retail stores. They are sold under the chemical name which is understood by the pharmacy stores. Thus selling them is the duty of the retail store. They do not require prescriptions thus can be sold to anyone.

- Retailer is willing to buy because of higher margins

  Retailer is willing to buy the medicines as they have higher profit margins (more than 60%). The profit serves as motivation for the retailer to sell them to the patients.

- Lower Prices

  There are different views among experts with this topic. Some argue that the generic medicines are sold at cheaper prices because of the only costs involved are production and

distribution. Whereas the another argument states that the generic medicines (branded) are sold at the higher prices as the middle men ensures he gets maximum profit that adds to the price to the customer.

- Attractive Packaging (in Branded Generics)

  Many companies that are manufacturers of generic medicines have entered into the zone are competing against each other to establish a brand. They want to be recognized as brands and not as generic company. They do this by attracting the consumer through various means. Attractive packaging is one of those, where a company spends a considerable amount of money on designing a package that creates a differentiating factor.

- Purchased in Bulk By Government

  There is a sector of Generic medicine known as TRUE GENERICS which are mainly purchased by the government for their hospitals and other Public medicine depots eg. Pradhan Mantri Bharatiya Janaushadhi Kendra.

## WEAKNESS

- No Chance to Patent

  These manufacturers work by the virtue of expired patents of Ethical companies. They do not have any infrastructure and budget to do any Research and Development. Thus inventing a new medicine and filing a Patent is not under their capability.

- Reverse Logistics is very difficult

  The process of reverse logistics is very difficult as the companies have well established forward supply chain which works efficiently. But when it comes to Reverse Logistics which includes sending back expired products and damaged goods it is not really possible because neither the companies nor the middle men take any responsibility for returns.

- No Feedback

  These medicines are not prescribed by doctors and the MR never visits Doctors so getting feedback about the product is not possible. In rare cases the retail store may give feedback to the MR about the product because there are so many generic brands that it is impossible for the owner to remember and give feedback on each of the products.

## **OPPORTUNITIES**

- Can enter into Government contracts

  Generic Companies have a higher chances of entering into a government contract as they fit into the critrias of the government i.e. Affordable, Available in huge quantity, and the Government buys directly from the manufacturer eliminating the middle men and can acquire goods at even lower prices.

- Can enter lower segment of market where health care is deprived

  The lower class of India is still deprieved of healthcare facilities. Nearly 25% of people in India are below the Poverty line, and in states like Bihar and Meghalaya the rate goes as high as 50%. These are the untapped markets where the generic medicines can be of great opportunity.

## **THREATS**

- Increased quality check regulation

  As we know there has been an argument over the quality of generic medicines. Many reports prove that the quality of generic medicines are not upto the mark. Thus increasing government regulation on the quality of medicine may result in the shutdown of many companies.

- Ethical Companies are also entering into generic Market

  Many ethical companies like Cipla, Sunpharma etc have entered into the generic segment. This results in very high competition. But the huge companies have a big advantage with its established brand name in the market.

- Patients moving towards alternative healthcare options

  Patients in the recent years are moving towards Ayurveda and Homeopathic treatments for their ailments. They are Government of Indiang back to their roots. Many people have lost their trust on Allopathic medicines, because they have understood about the mal practices that are Government of Indiang on in the market.

- Higher competition in the market

  The completion in the generic market is very high as there are no barriers for entry. There are many new brands that have penetrated the market. There is a fierce competition among the brands. Thus in many places price war has started

# CHAPTER 9
# CONCLUDING REMARKS

The challenge facing pharmaceutical marketers in the next decade will be to demonstrate value of product through promotional innovation, combined with the required emphasis on efficiency and safety of their product. To do so, they should turn to pharmacoeconomics--an evolving field that examines the issues in the context of the market's health care system. Health care system, of what is understood of the term, differs from country to country, place to place and city to city.

Lay persons in India tend to examine only single patient cost. But from a social perspective one may want to know what sort of treatment option minimizes overall costs. In the future the degree of fragmentation is likely to decline significantly wide product portfolio and distribution strength could become a key competitive advantage among the larger players. Smaller players focused on research and development will probably be approached for alliance by larger companies.

Domestic companies with International research and development or marketing ties are likely to succeed. In long term as companies established major presence in other parts of wider health care pharmaceuticals chain, there is likely to e an emergence of a new set of competitors -- the integrated health care firms -- that will have significantly greater power than pure pharmaceutical companies. Quality of product will increase as a result of consolidation.

However, declining global price realization from the product going off patent will likely put pressure on prices of generics in India. With a wider product availability, and opening of insurance sector, the penetration of drugs and per capita expenditure of health care is likely to increase. As health care market develops the standard of health care in India are also likely to evolve and approach the level set by more advanced western countries

The marketing practices that are carried out in the industry are not customer friendly. Companies generally exploit the customer as they know the products they sell are a necessity but the products are generally completely substitutable which means they have strong competition in market.

The argument is still in question whether there is difference in the products of all three sectors or there is no difference. The quality of medicines is still in question. There is a need of marking or indication on the product to identify it among the categories.

# CHAPTER 10

# SUGGESTIONS

1. It is suggested that improving the commercial ethics of pharmaceutical products provided by prescription (physicians) is achieved through the identification of three key areas such as marketing power (including medical representatives, area managers), physicians (consultants, surgeons, emergency workers) and shareholders (including distributors or retailers and pharmacists) to promote its product range.

2. It is suggested that the distribution of provinces is preferred as it is very important to reduce the communication gap between senior officials and local authorities. After a thorough analysis of the corporate governance, it has been suggested that they have the capacity to handle all marketing activities. effective product promotion.
The marketing department supported by the Product Management Team and the Marketing Manager with innovative and motivated field staff with excellent qualifications regarding product knowledge, self-discipline, supervision, and work experience.

3. Research also suggests that increased resource utilization and effective management of field workers can be achieved by maintaining a high per capita per person despite the hiring of young, enthusiastic people who can shape their ideas per industry.

4. In addition it is suggested that to attract highly talented people, the pharmaceutical company should provide attractive salaries and a profitable system to achieve a marketing goal in its area.

5. It can be recommended that retirement policy and retirement benefits, risk insurance, holiday bonus, paid leave, risk insurance are of great value to the seller to formulate an effective labor policy that helps reduce anxiety in the workplace mental health insecurity.

6. At the chemist level, It is suggested that high retail margin with high quality are priority followed by good medical representative relationships with stock buyers and care for their major retailers by providing quality service with regular emails related to price reviews, bonus offers, schemes etc and occasional gifts to them.

7. At the stockist level, It is suggested that regular inventory level tracking, prompt delivery, prompt payment of credit notes and avoiding stock losses help maintain good relations with shareholders.

8. The researcher recommends that pharmaceutical companies improve their reputation in the community by providing the community with a variety of philanthropic activities such as opening a hospital for the poor, providing cancer care, anti-HIV patients, financial assistance in disaster-prone areas etc.

9. At the physician level, It is suggested that aggressive and revised promotional policies by developing comprehensive input strategies and functions can address challenges in drug marketing. Such as a heavy sample (bulk sample), letters, direct emails, gifts, individual support, group meetings, and programs focused on courses such as OPD camps and patient education camps.

10. Researcher suggests that in order to survive in the Indian pharmaceutical market which is highly priced and a company with high prices compared to its products it should request quality products and prompt service at the medical level resulting in increased product reliability and directing competitive lower prices. critical market.

11. It is suggested that the indicator of seasonal variability is a decision-maker tool to reduce the risk of shortages, failures of new products and blocked inventory that also reduce stock recovery and expiration of products and thereby improve efficiency and return on investment i.e. achieved through regular inventory level testing and prompt service to eliminate stock continuity.

12. It is also suggested that the push strategy is a product of a product instead of a pull-out strategy that works by exchanging pharmacies and has long-term consequences for activities such as post scheme review, window advertising, targeted advertising, etc. in the categories of selected products.

13. The researcher proposes a strategic approach to innovation that includes four main parameters such as profitability, efficiency, payment, and solvency. In the company the inventory rate to achieve more than four goals is 42 days, because Pharmacists keep a list of

about 21 to 30 days with vendors for about 21 days. The innovative regulatory approach therefore increases profitability, efficiency, liquidity and solvency.

14. It has been recommended that the Customer Relationship Management Tool tool include full respect for the prescription, availability status and customer satisfaction in product management.

15. It is suggested that the value of the Economy order at the seller level lies in the small inventory with a large sales profit. In addition, a small amount of inventory to avoid the risk of a shortage of company sales, keeping in mind the unnecessary stock losses and expiration on the seller's shelf.

16 It is suggested that a pharmaceutical company with a strong R & D network is a feature that demonstrates commitment to healthcare providers and could address future challenges after the introduction of the Copyright Act in India.

17. It is suggested that programs based on vendor promotional performance in the form of trade discounts can be a strategic tool for promoting and improving the effectiveness of better co-operation from the merchant side.

18. On the cutting edge of pharmaceutical marketing competition it is  proposed that creating a unique image requires adherence to ethical standards in the form of reducing excessive sales pressure on employees in order to reduce sales profitability for better marketing stability which also enhances performance and provides a good working environment.

19. In addition It is suggested that the trade union has a role to play in maintaining good relations between employers and employees through a grievance redressal committee. The company must therefore establish a common forum for understanding the rights of the medical representative to improve working conditions in order to achieve the business objective through collaboration.

20. Pharmaceutical companies should insist on their medical representative to focus on maintaining personal relationships with physicians in order to obtain medical prescription support and to address the emerging market challenge. Pharmaceutical Companies, have started e-Marketing and have proven its effectiveness. Companies should therefore insist on e-advertising.

21. Research has found that most writers are fans (32%) compared to trendsetters (12%) recorded by other players like Sun Pharma, Ranbaxy, etc. Therefore, research suggests that pharmaceutical companies should focus on fans as well as trendsetters in order to achieve the highest level of success in launching new products through competing product strategies such as Group Meetings and Medical Conferences.

22. Research confirms that over the past few years the use of the internet has increased dramatically and in the future this will be a major source of medical information due to timely, understanding and up-to-date knowledge of drugs and treatment. The researcher therefore suggests that the new sampling strategy should be based on the important fact that sample physicians can achieve market share of new products by successfully reaching more physicians who provide better opportunities in the future.

23. Indian medicine market few companies with the ability to provide health insurance. The researcher therefore suggests that this could be seen as an opportunity for pharmaceutical companies to develop better health insurance programs and specialized clinical centers that provide quality and economical resources.

24. A pharmaceutical company must spend at least 20 percent or more of its sales revenue on a market based on New Focused drug labels. This puts drugs among the most highly recommended products. The researcher has therefore suggested a number of policy options such as focusing on the major categories namely. Cardiovascular, Anti-Diabetic, Anti-HIV etc. aimed at minimizing some of the undesirable effects of various commercial activities.

25. It is suggested that in order to survive under the patent law (GATT), pharmaceutical companies should choose to re-brand the product, reduce costs, merge with larger firms and enter global markets. In addition it suggested that large firms should increase their R&D costs as a sales percentage and move forward with the acquisition of a new molecule.

26. Hiring, selecting and training a medical representative, It is suggested that the company should adopt a new way to attract employees such as campus interviews, job web sites and journal advertising with a focus on a rigorous work culture and attractive pay package. Sector strength training should be emphasized in the management aspects such as call planning, status details, opposition management etc. leading to improved sales performance.

27. It is proposed that the pharmaceutical industry be regarded as the most important industry for the purpose of rapid development and to facilitate free flow of foreign investment. It was also proposed to provide for international equity up to 51 per cent on par with an Indian company as a whole.

It is also important to quote here that currently up to 40 percent of foreign companies already enjoy the facility. Similarly it has been felt that the automatic authorization of foreign technology agreements could be allowed on all aspects of the Drug and Pharmacy Sector to encourage the introduction of new and effective technologies.

28. In the Indian pharmaceutical market few companies have the ability to provide health insurance. Researchers therefore suggest that this could be seen as an opportunity for pharmaceutical companies to make better use of health insurance programs and specialized clinical centers.

29. Obviously there are certain risk factors such as the introduction of a new VAT (Value Added Tax) system and the constant adjustment of sales tax can significantly affect sales and profit rate. It therefore suggested that the company should work on making the necessary changes to pricing policies to avoid future consequences.

30. The coming years will be difficult for the pharmaceutical industry so it has been carefully researched and suggested that in order to continue in the competitive industry small firms may participate in large enterprises and invest their share in the development of new products to deal with  Product Copyright and Patent Act.

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**Deccan Education Society's**

**Brihan Maharashtra College of Commerce**

**(Autonomous)**



**A PROJECT REPORT ON**

**A STUDY ON FACILITIES PROVIDED BY COMPANIES TO THE EMPLOYEES DURING PANDEMIC (PUNE CITY)**

**PREPARED BY:**

**SHIVALI SANJAY THORVE TY BBA**

**(HUMAN RESOURCE MANAGEMENT) DIV-(A)**

**ROLL NO: 75**

**BMCC, PUNE-411004**

**UNDER THE GUIDANCE OF MR. SHUBHENDU PANDIT**

**SUBMITTED TO**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS) AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY**

**FOR PARTIAL FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2020-2021**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

## Pune - 411004

## Bachelor of Business Administration

# Completion Certificate

This is to certify that Mr. / Miss. Shivali Sanjay Thorve ......................................................

.................................................................................................................................................

of B.B.A. Exam Seat No. 75 ............ has satisfactorily completed the

project work.

Specialisation   Human Resource Management .............................................................

Title   A Study on Facilities provided by companies to the employees during

...pandemic (pune city) .........................................................................................

Date : June 2021                                                            Place - Pune

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External Examiner      Internal Examiner      Principal      B.B.A. Incharge

2

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Thank you,

Shivali Thorve

## DECLARATION

I, Shivali Sanjay Thorve of BBA at Brihan Maharashtra College of Commerce declare the project title **" A Study on Facilities provided by companies to the employees during pandemic"(Pune city)**.The project was carried out by me for the partial fulfillment of BBA program under the University of Pune.


This is to certify that this project work is completely original and has not been copied or borrowed from any other sources. The project is strictly made for academic purpose and not for any resale.


Date:  June 2021

Place:  Pune                                                                        ( Shivali Thorve )

# INDEX

# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

The aim at examining the topic "Facilities provided by the company to the employees in the pandemic " of the companies is to examine and study the facilities provided by the company to the employees in the pandemic situation and whether the employees are satisfied with the services provided by the company to them .

Facilities provided by the company help in knowing the efficiency of the company to keep their employees safe and fit.

It's been comforting to see companies meet the COVID-19 challenges with such creativity, heart and kindness. It's easy to be a leader when things are going well, but much tougher to lead when things are going badly. Compassionate brands across the country are stepping up.

In these uncertain times, how you treat your employees will be remembered for years to come. How businesses respond will have a lasting impact on employee behavior including, engagement, productivity and loyalty. Health and well-being, financial stability, and job security are top concerns for employees right now and employers can help address those fears in meaningful ways.

# OBJECTIVES

# OBJECTIVES AND SCOPE

## OBJECTIVES OF THE STUDY:

- To study the facilities provided to the employees by the company in covid – 19.
- To understand the employees expectation from the company.
- To know whether the facilities are useful to the employees in the times of covid situations.
- To understand whether the employees are satisfied with the facilities provided or they need more of them.

## SCOPE OF THE STUDY:

- This research will help the business organizations to keep the employees protected and safe in the Covid – 19 situation.
- It will also create a positive impact on the mindset of the employees and make them work more effectively.
- If proper facilities will be provided by the company to the employees it will help the employees to work more efficiently which will lead to goal accomplishment of the company.

# **LITERATURE REVIEW**

# LITERATURE REVIEW

**"IT companies expand Covid care facilities for employees"**

**Article by Times of India**

BENGALURU: IT services companies are lending a helping hand to their employees to cope with the health challenge thrown by the second wave of the pandemic. Infosys said that employees who have contracted or are recovering from Covid will get 21 days of additional paid leave.

The company has set up employee Covid care centers in Pune and Bengaluru. The Pune centers will be managed by Ruby Hall hospital, and the Bengaluru one by Manipal Hospitals. Covid-related medical treatments are covered under group employee insurance.

"Infosys has also tied-up with testing labs. It has collaborated with emergency ambulance providers in major cities, and partnered with 1,490 hospitals, in 242 cities in India, to enable treatment for its employees and their family members," the company said. Its teams are working with its medical partners to accelerate the vaccination program.

Wipro had organized a vaccination camp at its Electronics City campus for Bengaluru-based employees. "We are facilitating complimentary pre- and post-vaccination support as well as vaccination reimbursement for our employees and their spouses. We have also launched the nurturing wellness platform, which offers doctors, nutritionists, health coaches, virtual consultations, and 24x7 emergency care experts," the company said.

TCS has undertaken a vaccination drive for its eligible employees and their dependents, through its hospital tie-ups across locations. "Taking into cognizance, the recent directives of the government, we are working out modalities of vaccination drive in direct partnership with suppliers,"

**How companies are helping employees in response to COVID-19**

**Article by people matter.com**

COVID-19 has put all the companies on the edge and has impacted the world of work significantly. Millions of jobs are at risk and many businesses are on the verge of shutting shop. Amid all this chaos, many organizations are giving financial aids, organizing learning programs and also keeping a track of the mental wellbeing of their employees.

Amazon, Facebook , Walmart , Reliance, PepsiCo, and Paytm - what is the one common thing between all these companies? The answer is, at the time COVID-19, all these companies are standing with their employees, and they have got their back. These corporate giants are hiring, supporting their employees with financial aids, and working towards the safety of the employees.

A company is only as good as its people. And the people represent the actual image of the company. In this time of crisis, companies around the world across multiple sectors are providing financial aid, giving bonuses, paid leaves, and leaders are stretching themselves by not drawing salaries for the coming months.

**Employee engagement practices during COVID-19 lockdown**

**Nisha Chanana corresponding author and Sangeeta author**

In the present business situation during the COVID-19 pandemic, employee engagement has become one of the utmost prominent primacies for human resource managers and practitioners in organizations due to lockdown. The paper is to determine the engagement of employees by various companies during coronavirus pandemic.

Organizations nowadays are constantly developing innovative and effective means to engage the employees during this tough time. This paper is a conceptual paper that is based on various research papers, articles, blogs, online newspapers, and reports of World Health Organization.

During this pandemic situation, organizations are evolving many engagement activities like online family engagement practices, virtual learning and development, online team building activities, webinars with industry experts, online conduct weekly alignment sessions, team meet-ups over video conference for lunch, short online game sessions, virtual challenges and competitions, online courses, appreciation sessions, communication exercises, live sessions for new-skill training, online counseling sessions, recognition and acknowledgment session, webinars dealing with anxiety and stress, providing online guidance for exercise and meditation, social interactions in a virtual office, classrooms training modules digitally, e-learning modules, and many more creative learning sessions.

Work-from-home regime engagement activities are very fruitful for employees as well as for organizations. Those organizations doing these kinds of engagement activities for their employees are learning new skills and developing themselves. Employees are feeling committed to the organization and stay motivated during this tough time of COVID-19 pandemic.

**Companies offer employee bonuses during COVID-19 pandemic**

**Extra pay, enhanced benefits provided to workers during unprecedented demand surge**

**March 26, 2020 Sharon Spielman**

As people are rushing to the grocery store to fill their pantries and refrigerators during the coronavirus pandemic, food and beverage companies are working around the clock to keep up with demand.

Because of this, many processors and retail outlets are offering special cash bonuses to their employees, who continue to work to produce food during this unprecedented time. Here's how some companies are providing support to their employees.

Hormel Foods has announced a special cash bonus, totaling more than $4 million, to its plant production team members who continue to work to produce food during the COVID-19 outbreak.

"As a global branded food company, we play a critical role in providing safe, high-quality food during this unprecedented time," says Jim Snee, chairman of the board, president and CEO at Hormel Foods. "Our incredible team of more than 13,000 plant professionals is the backbone of our company and this special bonus is one way we can continue to thank them for how they have risen to the challenge and continue to produce food with a sense of purpose and pride.

**Amazon joins U.S. Chamber of Commerce's Global Task Force to bring ventilators to India**

**Written by Amazon staff**

The newly formed Global Task Force will work to concentrate efforts where corporate support will be most beneficial. Andy Jassy, AWS CEO and incoming Amazon CEO, is on the steering committee along with senior executives of other U.S. businesses.

**Immediate actions helping address the COVID-19 surge in India:**

- 1,000 Medtronic ventilators to be delivered to India starting May 5.
- Amazon is fully funding the first lot of 100 ventilators set to arrive in India starting May 5 and will be sent to the hospitals with the most urgent needs.
- Amazon in collaboration with the U.S.-India Business Council, is working with the National Institution for Transforming India and the Ministry of Health and Family Welfare to define the distribution plan for these ventilators.

**Bajaj Auto's Covid-19 support measures for employees: Upto 2 years salary, 250-bed facilities & more**

**During the first wave, Bajaj had started a 32-bed facility at its Akurdi plant and this was in addition to its other Covid centres in Waluj (200 beds), Chakan (16-bed) and Pantnagar (15-bed).**

**By:Pradeep Shah**

Bajaj Auto has announced multiple support measures for its employees amid the ongoing second wave of the Covid-19 pandemic. The Pune-based manufacturer says that under the new policy, in the unfortunate event of an employee's death due to Covid-19, the brand will be offering monetary support up to a period of two years after their demise. Moreover, Bajaj will also assist in dependant children's education till graduation in any field of their choice. In addition, there will be a 5-year hospitalisation insurance for all the family members of the deceased employee. Bajaj Group pledged a total of Rs 300 crore towards various government, local administration and NGO initiatives, including procurement of 12 oxygen plants and several other respiratory support equipment.

The company has also extended the support of its engineers who have worked closely with the government authorities to audit the oxygen systems at over 70 hospitals across Maharashtra to prevent the wastage of this resource. During the first wave, Bajaj had started a 32-bed facility at its Akurdi plant and this was in addition to its other Covid centers in Waluj (200 beds), Chakan (16-bed), and Pantnagar (15-bed).

The company says that while a certain proportion of beds are reserved for the company's employees and its staff, the remaining can serve the requirements of the respective communities. Bajaj says that starting June 2020, over 4,400 tests were conducted in-house to help employees, family members, contract workmen in the early detection of infection.

# **<u>RESEARCH METHODOLOGY</u>**

# **RESEARCH METHODOLOGY**

Research is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization, and analysis of information to increase understanding of a topic or issue. It is an extension and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge

Research Methodology simply refers to the practical "how" of any given piece of research. More specifically, its about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

TYPES OF METHODS USED:

The Primary Data is information collected firsthand and the researcher is the one who collects the data for his or her study.

This is Qualitative Research done to understand and study the facilities given to employees by the companies during the pandemic. A set of predetermined questions were asked through a survey using Google forms, containing part of closed-ended and also part of open-ended, likert scale questions regarding the topic.

The information on facilities provided by the companies to their employees during pandemic was collected by the Employees through questionnaire.

The Sample Size taken into consideration was a group of **30 employees**.

The Secondary Data is the data already collected, and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles etc.

The secondary data for this study was found through various websites and research papers.

Data were interpreted using pie charts and diagrams.

Companies and No of responses

| Zensar Technologies Ltd in Kharadi, Pune | 10 Responses |
| Synechron | 10 Responses |
| Accenture | 5 Responses |
| Herbal hill | 5 Responses |

# INTRODUCTION

# INTRODUCTION

Providing facilities to the employees by the company is very important in this covid situation because the facilities not only help the employees to have a positive and productive environment but also creates a concentration to achieve the company goals and maintain the management level smoothly by working from home. Essentials provided to employees help them to have a healthy life. Facilities provided to the employees by company protects them from financial assessment and to overcome lack of resource to do the work. Here are some facilities which can help employees to be positive in achieving their personal and work life:-

Focus on Mental Health

Social distancing is creating a lot of anxiety and stress. So be sure to highlight employee assistance programs or other mental health apps. Consider offering mindfulness training sessions. Use a free site like Mindfulness Exercises to walk participants through a guided meditation.

Offer Financial Assistance

If possible, find creative ways to support employees who may be struggling financially. Companies had to announce that they will be reimbursing employees for purchasing lunch and coffee from local small businesses to encourage small business support during the pandemic.

Encourage Virtual Workouts

Now more than ever, it's important to encourage employees to move, especially if they are sitting inside all day. There are plenty of free resources that you can point employees to, like YouTube, to find yoga or other workouts that can be done in home, or encouraging people to take walks outside at safe distances.

Host a Gratitude Challenge

When it feels like everything is going awry, that's the time to look at the flip side. What's actually going right? People who experience gratitude cope better with stress, recover more quickly from illness, and enjoy more robust physical health, including lower blood pressure and better immune function. Consider launching a gratitude challenge.

Stay Connected

We all need to feel a human connection. Schedule "coffee breaks" with random team members. Brew a cup of coffee or tea and have a casual meeting via your favorite online meeting tool. Spend this time catching up and talking about other things than work.

Consumers and employees want to know they are working with companies doing good. Discerning companies that have heart will take this time to do genuine good, whether for their employees or communities, and will reap the benefits when this storm has passed.

**Set your team up for success:**

- Managers should meet with employees to determine how work and job requirements can be done remotely from home either full time or certain days of the week.
- Consider the effect of working at home on customers, co-workers and management.
- Determine technological needs and agree on securing the tools and appropriate training to ensure productivity at home.
- Establish measurable performance goals and expectations.
- Discuss concerns and potential challenges of working virtually and ways to address these issues.
- Determine a process for regular check-in meetings to discuss how the virtual work arrangement is working – for you and the business.
- Check in frequently to discuss how things are going and determine how to overcome challenges that may be identified.

**Set employees up for success – at home**

- Help employees set up an appropriate workspace that is separate and distinct from their "home space" and conducive to working effectively without interruptions. Make sure:
- Employees design their workspace for efficiency, with all the documents and materials they need.
- Urge them to create a healthy workspace – good light, comfortable temperature, standing desk, ergonomic adjustable chair, computer keyboard and mouse suited to their needs, telephone headset, etc.
- Make sure they set boundaries with family members.
- Ensure family members understand that although they are home, they are working.
- Establish ground rules for work hours, interruptions, noise, etc.

**Focus on performance and results**

Be clear on employee priorities, focusing on the expectations, tasks and responsibilities agreed upon as measures of success.

Managers and employers should be proactive in regular communications between managers, coworkers and customers to stay connected and resolve issues as they arise.

Ensure that your accomplishments, project status, outcomes and deliverables are visible as appropriate. It's important to avoid being out of sight, out of mind.

Invite and encourage feedback from co-workers, management and customers about how a virtual work arrangement is affecting them.

**Remote workers should be accessible, responsive and reliable**

Utilize appropriate communication methods so employees can stay connected with managers, co-workers and customers.

Update their email, voicemail greeting, staff calendar etc. on a regular basis with a schedule, availability (or not) and contact information.

Checking all communications platforms and voicemail frequently is imperative.

Both employers and employees can demonstrate trustworthiness by being predictable, reliable, taking promises seriously and following through on commitments.

**Managing work and preserving time for life is crucial**

Remote workers should find ways to "disengage" from work and have quality personal time when traditional boundaries between work and home life are no longer clear.

Set reasonable limits to work hours and determine how to meet work requirements and still preserve personal time.

Build in short breaks and work during periods of peak energy.

The COVID-19 crisis has accelerated the transition from work in office spaces to working remotely. India Inc. has embraced virtual workspaces, with numerous HR leaders stating that work from home (WFH) is here to stay even after the resolution of the crisis. While everyone is happy with this arrangement in the short run, conflicts between the employer and employee will arise in the long haul as there are no laws in India governing WFH.

Some countries have specific laws that support work from home (WFH) but India is far from legally endorsing this 'New Normal'. For example in the Philippines, employers are required to develop a telecommuting program that incorporates work hours, alternative workplaces, cost of equipment, occupational safety and health, applicable benefits and observance of data privacy. The employer is also required to ensure that telecommuting employees are given the same treatment as their peers working at the employer's premises.

# HERBAL HILL



Established in the year 2002, we, the leading Ayurvedic medicine manufacturers & Ayurveda company in India offer natural and highly effective Herbal & Ayurvedic Formulations that have made us a noticeable not just in domestic, but international market also ayurvedic company in India. We are the only Ayurvedic products manufacturers, who have their own dairy farm in the Valley of Sahyadri Mountains. Herbal Hills is one of the ayurvedic company in India in India. We have also received ISO, GMP, USFDA certification, as we have made sure to offer optimum quality standards.

Herbal Hills is one of the best Ayurvedic companies in India and believes that the ancient herbs is the right choice to offer holistic health care solutions. But being one of the trusted Ayurveda company in India, we also believe that amalgamating the use of Ayurvedic knowledge, scientific expertise and experience of our R&D team in developing unique formulation matters the most. This unique thinking and novel products made us renowned Ayurvedic company in India. We are also listed in leading Ayurvedic herbal supplement manufacturer, supplier and business promoting company in India. Being one of the trusted ayurvedic brands in India, we offer 9 unique product categories, such as Green Food Supplements, Herbal Shots, Personal Care, Ayurvedic Formulations, Juice, etc. All these products work for thoughtfully chosen 24 health problems.

## Objectives of the company
Being a leading Ayurvedic & herbal products manufacturers & supplier, the sole objective of the ayurveda company in India is customer satisfaction by delivering excellent products at best price and reliable services through our commitment, hard work and dedication.

## Vision of the company
Being top Ayurvedic company in India, our aim is to offer people with the knowledge of ancient Ayurveda with a touch of technology through never ending research. Our R&D team always strive to offer best possible amalgamation of Ayurveda & Science.

## Quality control of the company

Being trusted Ayurvedic products manufacturers, optimum quality is the best policy. We do not compromise on quality of raw herb to offer the best quality Herbal Ayurvedic supplements, by focusing on constant commitment and hard work.

# Zensar Technologies Ltd in Kharadi, Pune

This is a global information technology services and business process outsourcer headquartered in Pune at Kharadi. Zensar Technologies Ltd is a software wing of RPG Group, and offers a range of integrated information technology (IT) and BPO products and services to Fortune 500 clients.

The company has five delivery centres: three locations in India and two in the UK and US. Zensar is present worldwide with a number of on-site offices in the US, UK, Sweden, Finland, Germany, South Africa, Singapore, Hong Kong, Japan and Australia. . The company also has operations and a customer base spanning across 18 countries including software development centers at Pune and Hyderabad in India and Gdansk in Poland.

Zensar is the world's first enterprise-wide SEI CMM Level 5 Company and now a CMMI Level 5 Company with services that spans across Utilities, Retail and Distribution, Banking, Financial Services and Insurance, Manufacturing and Telecommunications.

**Services of Zensar Technologies Ltd, Pune**
Management Consulting Services: Collaboration Consulting, Cloud Consulting, Social Media Consulting, Process Consulting and Program Management and Assurance.

Business Application Services: Total Outsourcing, Application Development & Integration, Application Support & Maintenance, Application Migration & Modernization, Centers of Excellence and Managed Services.

Enterprise Solutions: Oracle, SAP, Microsoft Dynamics and Google.

Testing and Assurance Services: Testing Services, Test Consulting, Industrialized Testing, Specialized Testing and Managed Testing.

Infrastructure Management Services: Data Center, End User Computing, Security and Compliance and Remote Infrastructure Management.

Product Engineering Services,

Mobility: Advisory Services, Mobile Application Development, SAP Mobility, Smart Mobility Solutions and Managed Mobility.

Business Intelligence, Data Warehousing and EPM,

Business Process Outsourcing: Retail BPO, Platform BPO, Finance and Accounting, Customer Interaction Services and Knowledge Process Outsourcing.

Enterprise Collaboration Services: Enterprise Content Management Services, Portal Services, Learning Solutions, SharePoint Services and User Experience Services.

## Vision

Leaders in business transformation

## Mission
We will be the best in delivering innovative industry-focused solutions with measurable business outcomes. We will partner with customers for their success

## Values
- Customer Centricity
- Commitment to People and Community
- Continuous Innovation and Excellence

## Synechron

Synechron is a leading digital transformation consulting firm focused on the financial services industry and is working to Accelerate Digital initiatives for banks, asset managers, and insurance companies around the world.

Synechron, founded in 2001, is one of the fastest growing IT companies in the world, offering next generation technology and consulting solutions and services. Headquartered in New York, Synechron specializes in Banking, Insurance and Financial Technology services and its value proposition lies in its global delivery model, harnessing industry expertise from established markets such as New York, London and Tokyo with complementing technical edge through its development centers in India.

Synechron is one of the fastest growing Technology Consulting & Outsourcing Firms, focused on key selected industries giving us an advantage over our competitors.

Front End Advisors Combined With Domain Rich Execution Teams

Our deep domain expertise and wider industry perspective compliments our unparalleled customer-centric approach to large and mid-sized organizations including investment banks, hedge funds, insurance companies & AMCs as well as platform and technology providers to the Banking and Financial Services Industry (BFSI).

Leading global brands via Top 15 Digital Agencies across the world benefit from our cutting edge digital media, ecommerce, social media and mobile capabilities.

Our consultative and collaborative client facing teams are backed by experienced subject matter experts, whose unrelenting focus on execution is commended by clients.

We bring value to clients as a strategic solutions partner offering high-end technology capabilities and deep domain understanding rather than being merely a provider of manpower services.

## <u>Accenture</u>

Accenture plc is an Irish-domiciled multinational company that provides consulting and processing services. A Fortune Global 500 company, it reported revenues of $44.33 billion in 2020 and had 537,000 employees. In 2015, the company had about 150,000 employees in India,48,000 in the US,and 50,000 in the Philippines. Accenture's current clients include 91 of the Fortune Global 100 and more than three-quarters of the Fortune Global 500.

Accenture announced on 26 May 2009 that its board of directors unanimously approved changing the company's place of incorporation from Bermuda to Ireland and would become Accenture plc.

In 2012 it was revealed Accenture was paying only 3.5% in tax in the Republic of Ireland as opposed to the average rate of 24% for a UK corporation.

Accenture was chosen to replace CGI Group as the lead contractor for HealthCare.gov in January 2014. In December 2014, Accenture won a $563 million contract to provide ongoing maintenance, software development and technology support for HealthCare.gov through 2019.

In July 2015, the United States Department of Defense awarded a major Electronic Health Records contract to Cerner, Leidos and Accenture. The contract valued $4.33 billion will serve 55 hospitals and 600 clinics. Accenture Federal Services and Leidos will play the role of configuration specialist, while Cerner is the prime contractor.

# DATA ANALYSIS AND INTERPRETATION

# DATA ANALYSIS AND INTERPRETATION
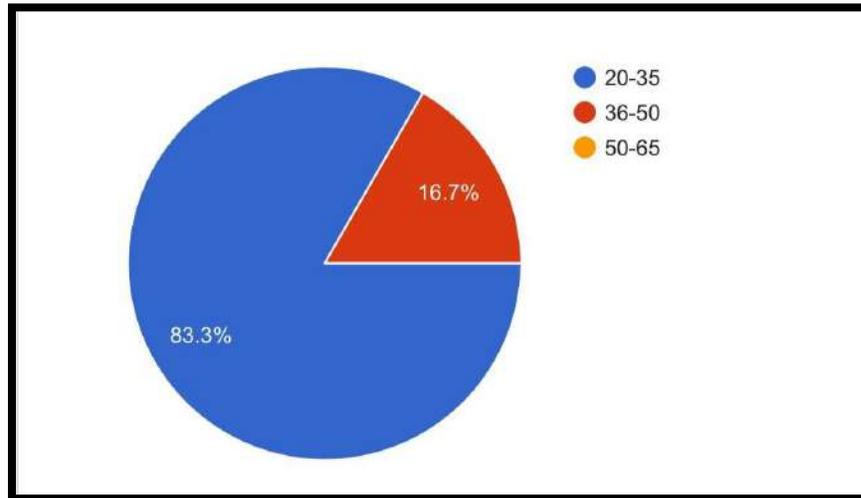
**1. Age group**



**INTERPRETATION :**

- The above diagram shows that 83.3% of the employees belong to the age group of 20-35 years.
- 16.7 % of the people belong to the age group of 36.50 which is very few.
- There are no employees who belong to the age group of 50-80.

**2. Gender**
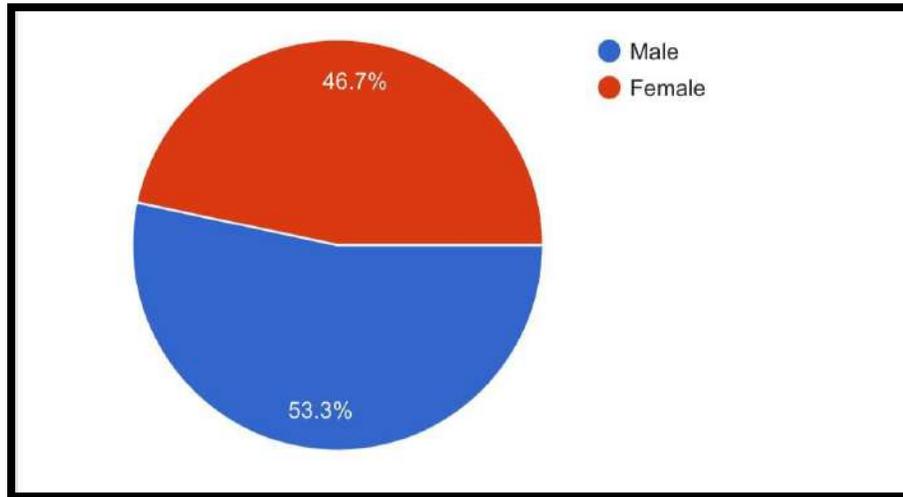


**INTERPRETATION :**

- 53.3% are male employees
- Female employees are 46.7%

**3. What is your job title?**
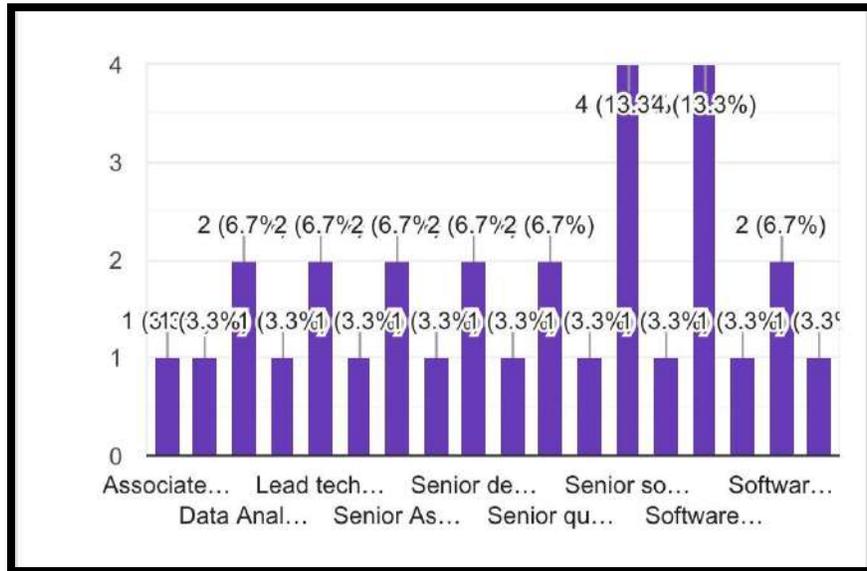


**INTERPRETATION :**

I had many employees with different job title

- Senior software developer
- Software engineer
- Lead technology
- Senior developer
- Senior Associate Quality Control
- Data Analytics
- Senior quality executive
- Lead developer
- Senior manager of production department

**4.   What the nature of your employment?**
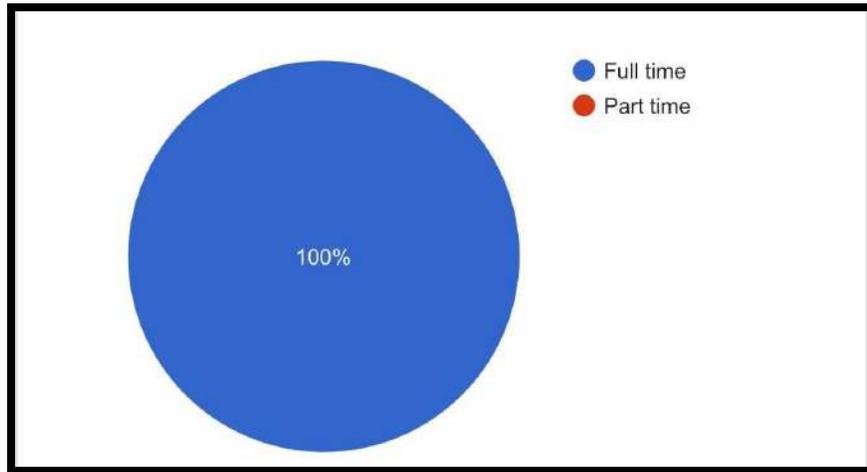


**INTERPRETATION :**

- All the employees work for full time.
- No employees work for part time.

**5. From how many years have you been working in this company?**
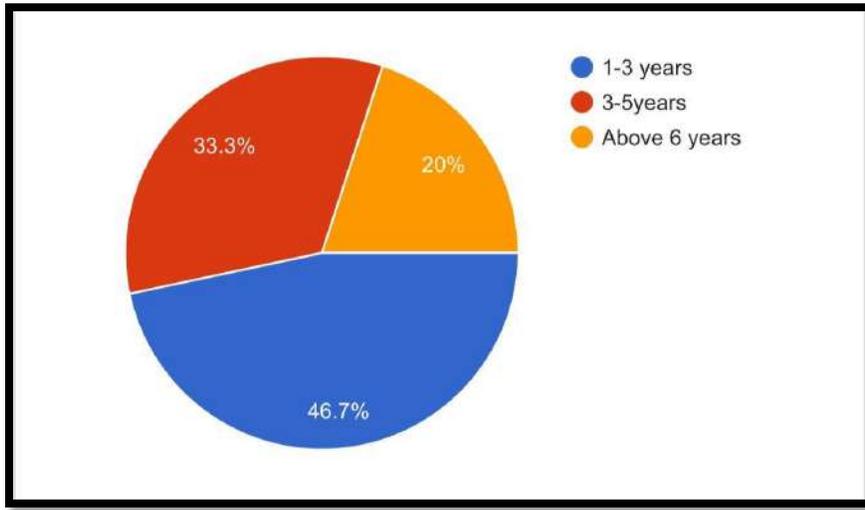


**INTERPRETATION:**

- Most of the employees with 46.7% are working in the organization for 1-3 years.
- 33.3% of the employees are working for about 3-5 years.
- Only 20% of employees are working for above 6 years.

**6. Has company provided you every things which you need to do your job while working from home?**
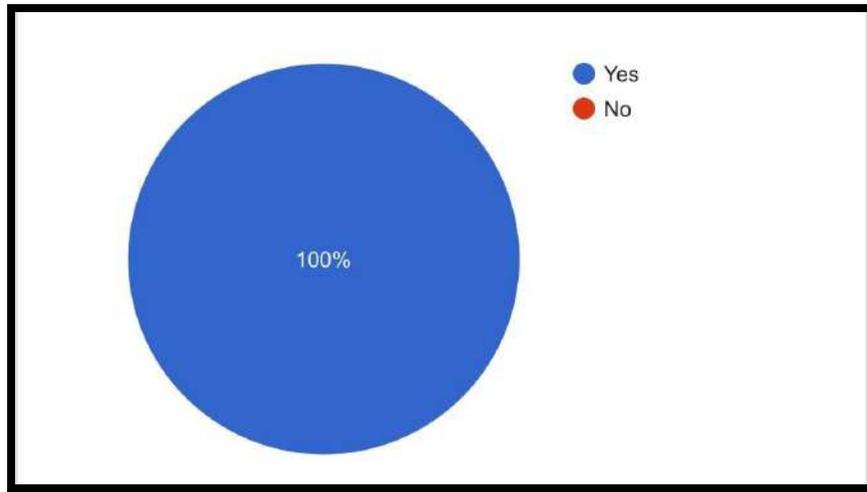


**INTERPRETATION:**

- 100% of the employees say that the company has provided them with the things that they need to perform the job from home.

**7. Do you feel productive while working from home?**
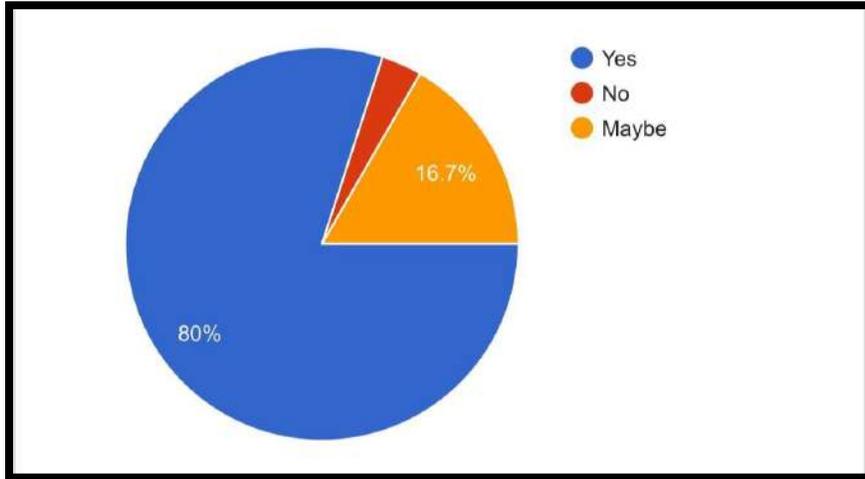


**INTERPRETATION:**

- 80% of the employees feel productive even while working from home.
- Very few employees with 3.3% feel that they are not as productive while working from home.
- 16.7% of the employees are not sure whether they feel productive or not while working from home.

**8. Has company helped you to work remotely more effectively?**
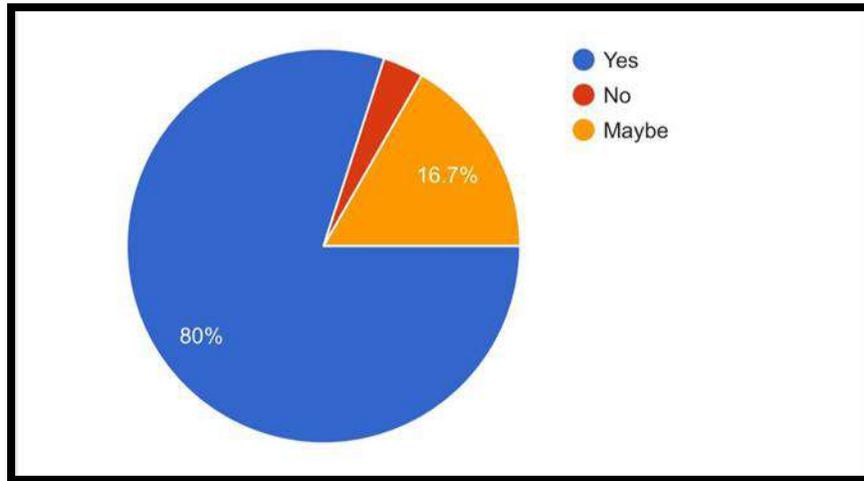


**INTERPRETATION:**

- Employees with 80% are of the opinion that company helped you to work remotely more effectively.
- 16.7% of the employees are not sure that company helped you to work remotely more effectively.
- Only 3.3% of the employees say no to the question that company helped you to work remotely more effectively.

**9. Do your team is highly connected to you remotely?**
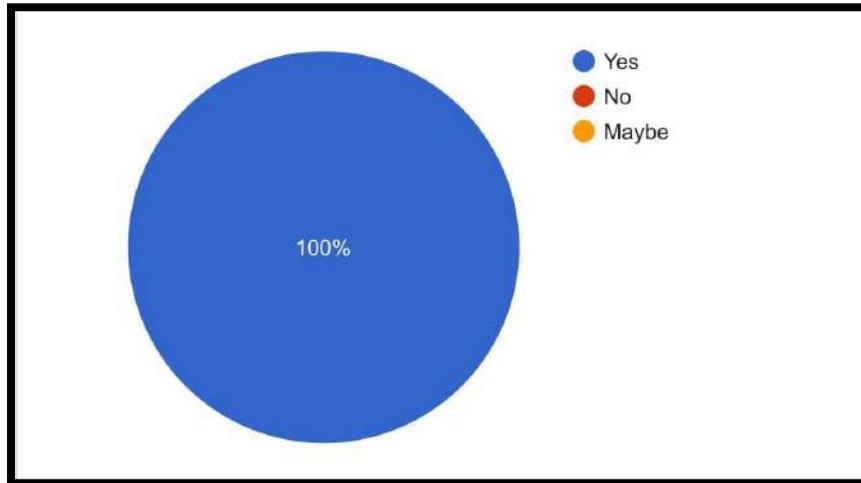


**INTERPRETATION:**

- All the employees with 100% think that there team is highly connected to them remotely.

**10. Did the company provide you with all the setup you need to perform the work at home ?**
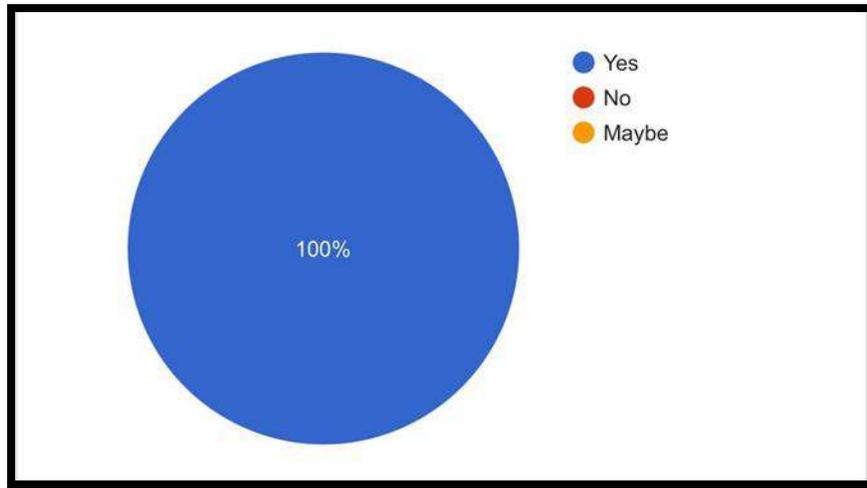


### INTERPRETATION:

- 100% of the employees say that the company provided them with all the setup they need to perform the work at home.

**11. Does the company have any special tie up with any hospitals in case of any emergency ?**
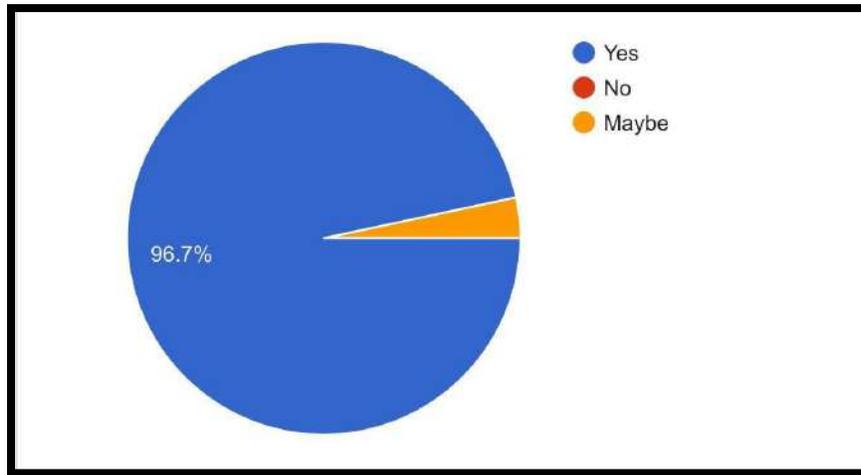


**INTERPRETATION:**

- 96.7% of employees said that there company have an special tie up with hospitals in case of any emergency.
- Only 3.3% of the employees said that they are not sure and there must be some special tie up with hospitals in case of any emergency.

**12 . Did the company organize any special vaccination campus only for the employees of the company?**
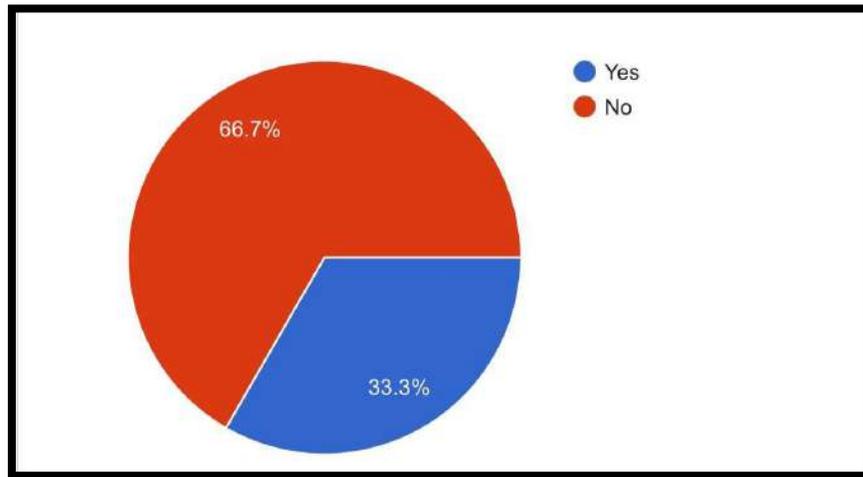


**INTERPRETATION:**

- 66.7% of the employees say that the company did not organize any special vaccination camp for the employees.
- 33.3% of the employees say that the company has organized special vaccination campus only for the employees of the company.

**13.Was there any special fund provided to the employees in case of emergency in the family?**
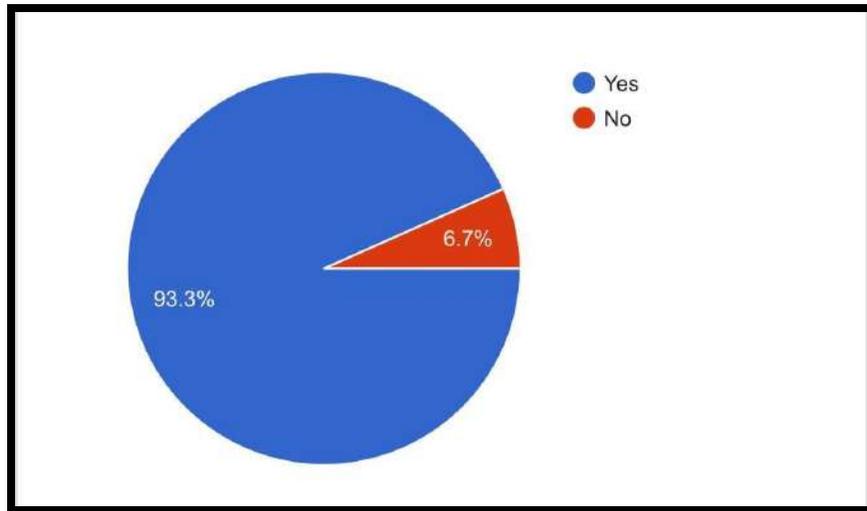


**INTERPRETATION:**

- Employees with 93.3% say that special funds were provided to them in case of emergency in the family.
- Only 6.7% of the employees say that no special funds were provided to them in case of emergency in the family.

**14. Were there any awareness programmes conducted by the company for the employees?**
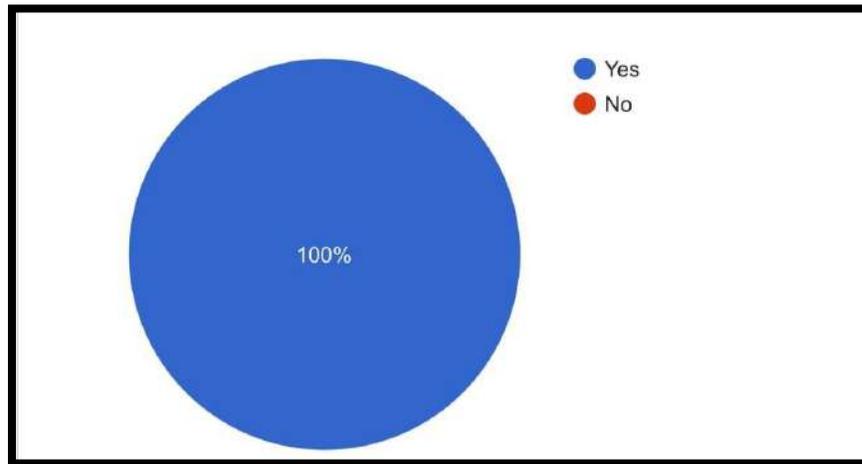


**INTERPRETATION:**

- All the employees were given provided with various awareness programs by the company.

**15. In case of positive reports how many days leave is provided to the employees ?**
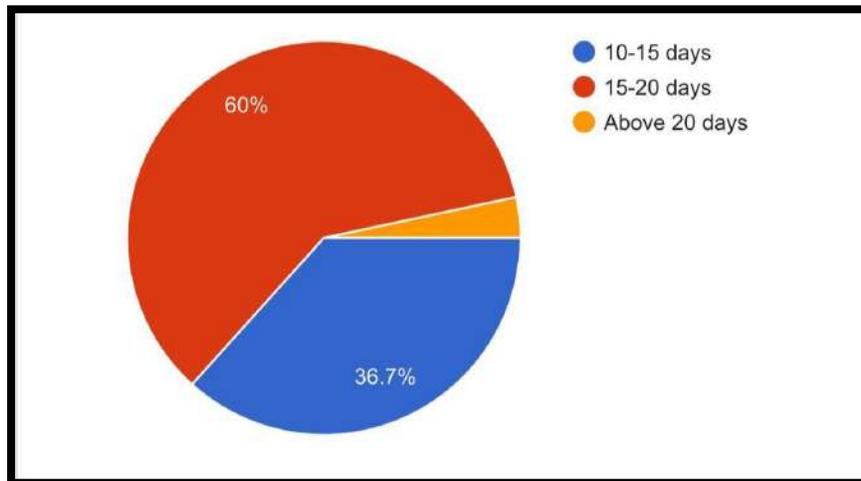


**INTERPRETATION:**

- 60% of the employees say that 15-20 days leave is provided in case of positive reports.
- Employees with 36.7% say that 10-15 days leave is provided in case of positive reports.
- Only 3.3% of the employees say that above 20 days leave is provided in case of critical conditions.

**16. Are the leaves in case of affected employees paid or unpaid ?**
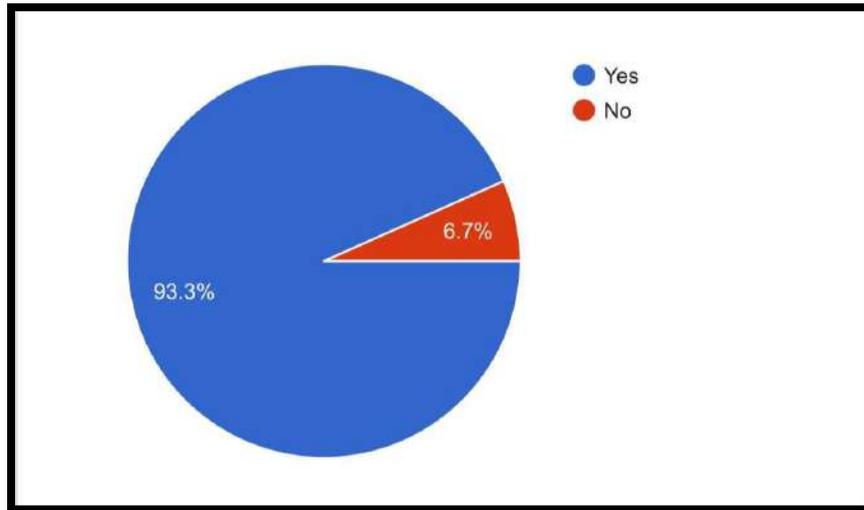


**INTERPRETATION:**

- Yes 93.3% of the employees say that the leaves were paid in case of affected employees.
- Only 6.7% of the employees say that the leaves were unpaid in case of affected employees.

**17. Did the salary margin decrease in the situation of covid - 19 ?**
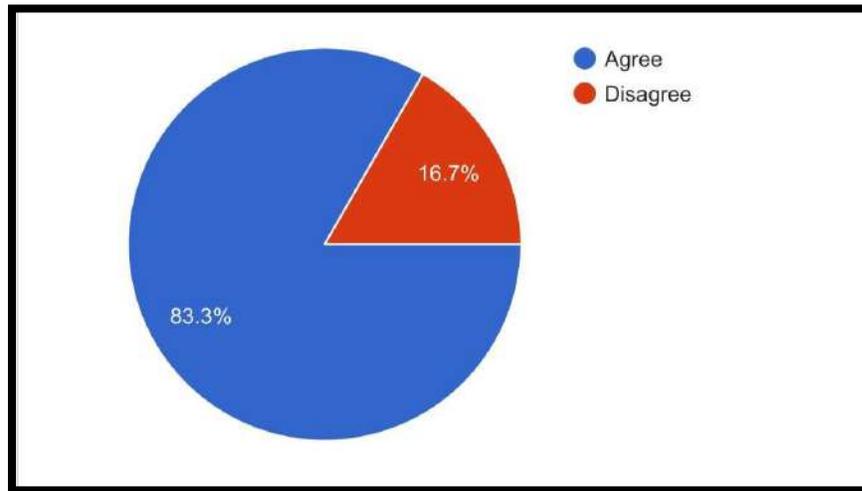


**INTERPRETATION:**

- 83.3% of the employees agreed that the salary margin decrease in the situation of covid – 19.

- And 16.7% employees disagree that the salary margin decrease in the situation of covid – 19.

**18. Were there any schemes from the company for the family members in case of positive reports ?**
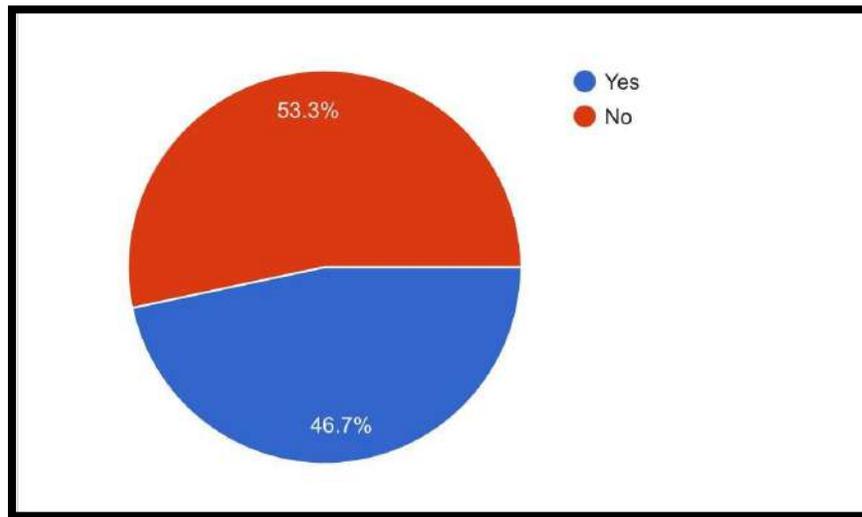


**INTERPRETATION:**

- 53.3% of the employees said that no schemes were provided by the company for the family members in case of positive reports.
- 46.7% of the employees said that yes the schemes were provided by the company for the family members in case of positive reports.

**19. Were there any changes in the work timings as work from home is introduced?**
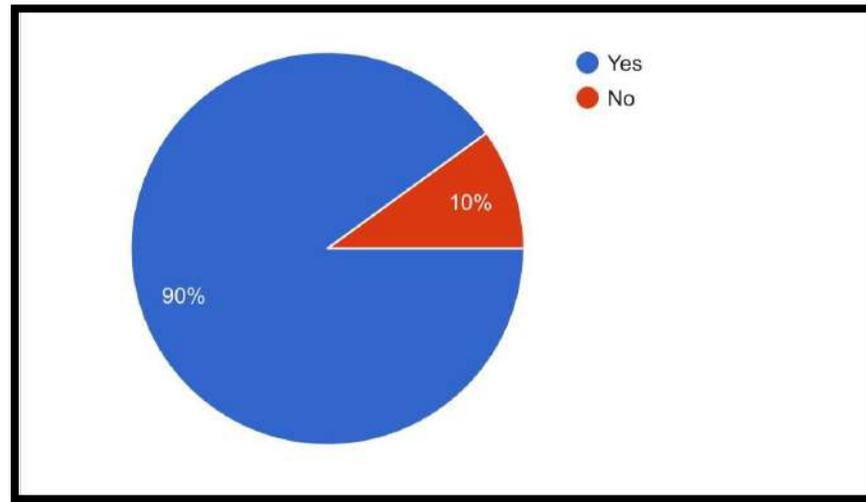


**INTERPRETATION:**

- Almost 90% of the employees say that there is change in the work timings as work from home is introduced.
- Only 10% of the employees say that there is no is change in the work timings as work from home is introduced.

**20. How was your experience while working in this situation ?**
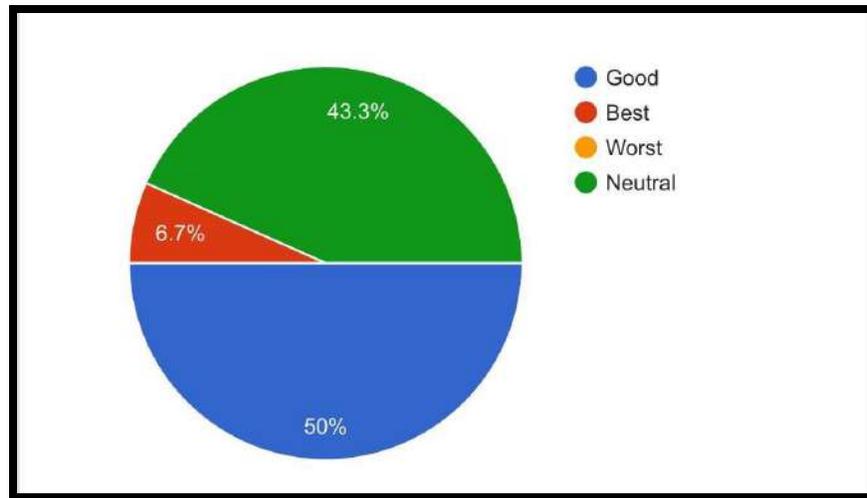


**INTERPRETATION:**

- 50% of the employees are of the opinion that there experience is good as they are working from home .
- 43.3% of the employees say that they have neutral experience as even they are working from home .
- 6.7% of the employees are enjoying work from home as they have best experience doing it .

**21. Did the company do its best and provide you all the services you needed in this difficult situation ?**
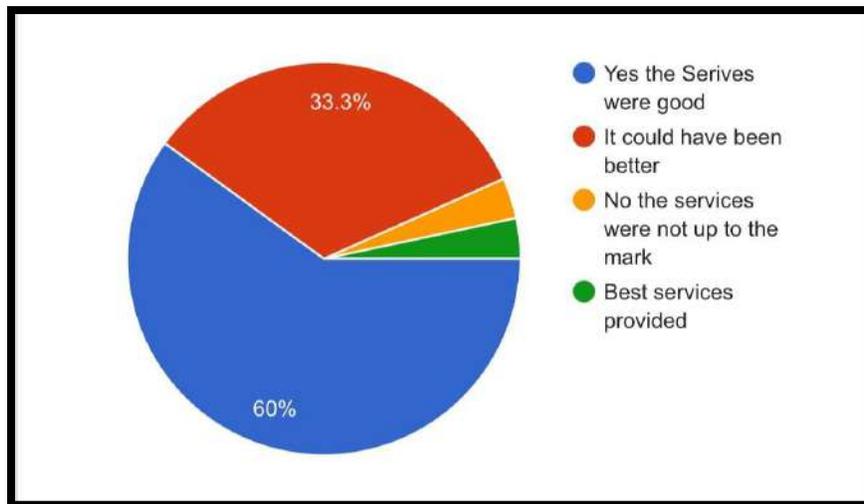


**INTERPRETATION:**

- 60% of the employees said that the services given to them was good.
- And 33.3% of the employees excepted to have their services more better.
- 3.35% of employees were not happy with the services which was provided to them.
- 3.35% of the employees was very satisfied with the best services which was provided to them by the company.

**22. In case of any technical issues accrued did the company understand the situation?**
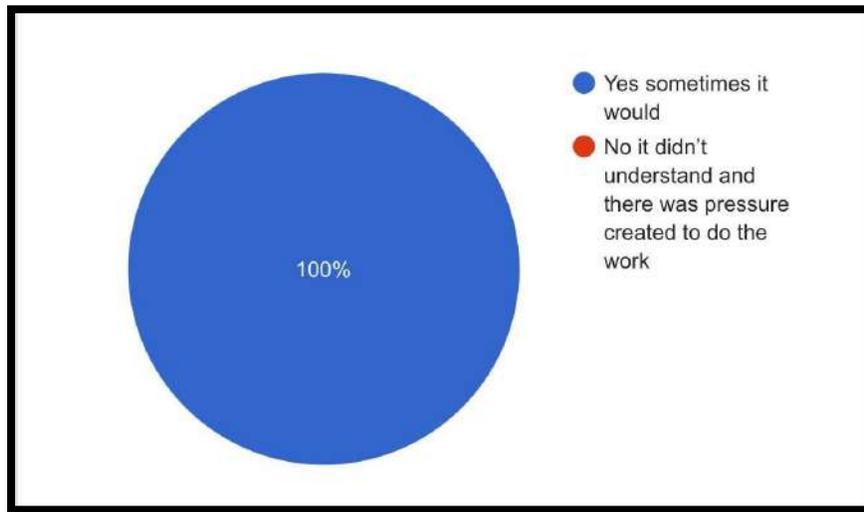


**INTERPRETATION:**

- Almost 100% of the employees said that there company helped them in understanding the technical issues faced by them sometimes while working.

**23. In case some employees were asked to visit the office were they provided with proper facilities to travel?**
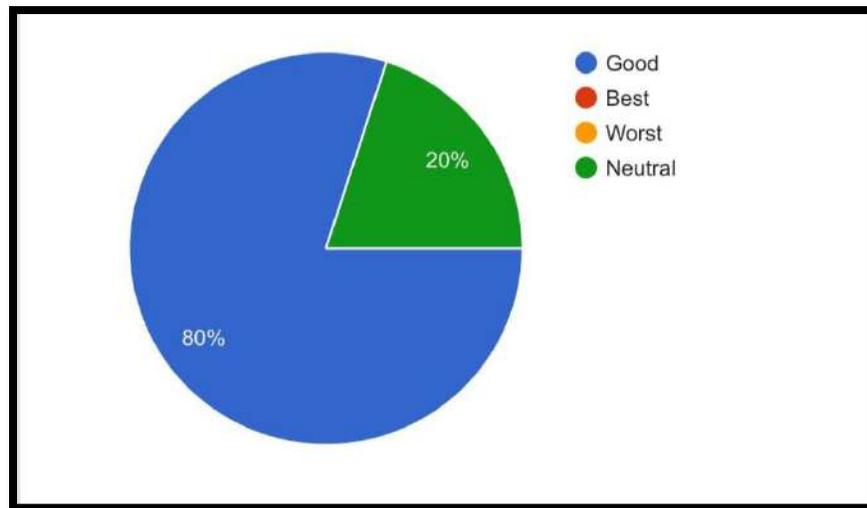


    **INTERPRETATION:**

- 80% of employees were happy with the travelling facilities given to them by the company.
- And 20% of the employees were dissatisfied with the facilities given to them by the company.

**24. In the course of first lockdown many of the employees were stuck away from the family .Did the company made a way to reach them home safely?**
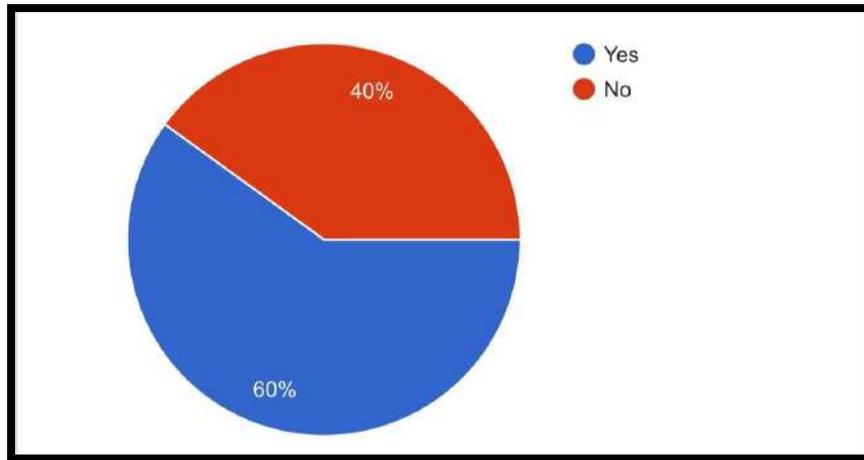


**INTERPRETATION:**

- 60% of employees said that they were facility for them to reach their home safely.
- And 40% of employees said there was no arrangement or facility given to them torch their home safely.

**25. What do you think is work from home increasing or decreasing the efficiency of the employees to work ?**
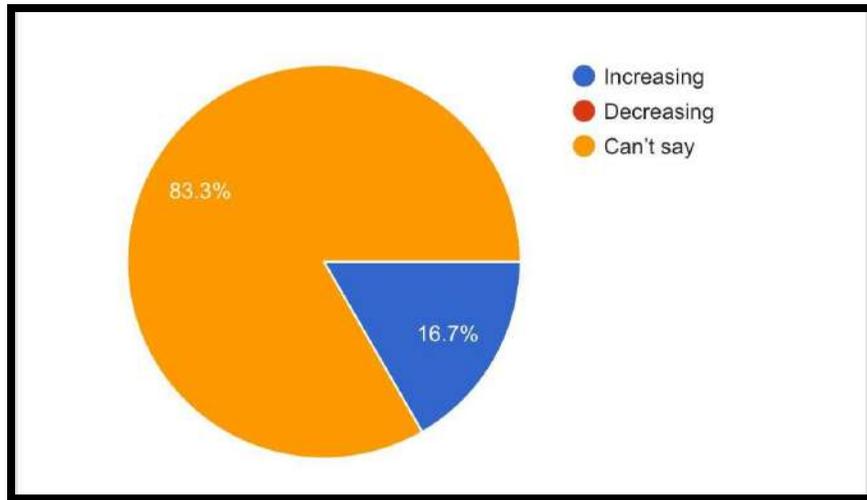


**INTERPRETATION:**

- Surprisingly 83.3% of employees were not sure whether it is efficient for them to work from home.
- But 16.7% of employees said that the efficiency of working from home is increasing.

**26. Did your company offered employees with mental health programs?**
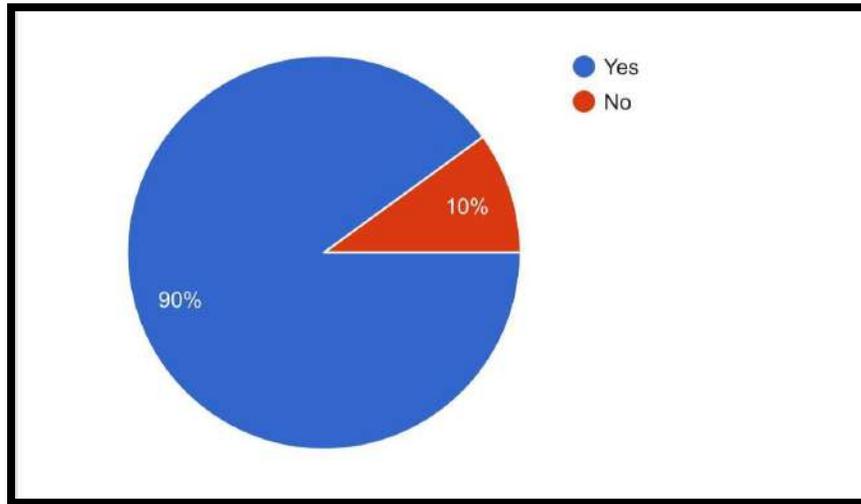


**INTERPRETATION:**

- Yes the 90% of the employees said that there company offered them mental health programs.
- 10% of employees said that no mental health program was arranged for them.

**27. Have your company provided employees with financial assistance?**



**INTERPRETATION:**

- 100% of employees said that they were provided financial assistance by the company.

**28. Have company provided encouraging virtual workouts to the employees from the following?**
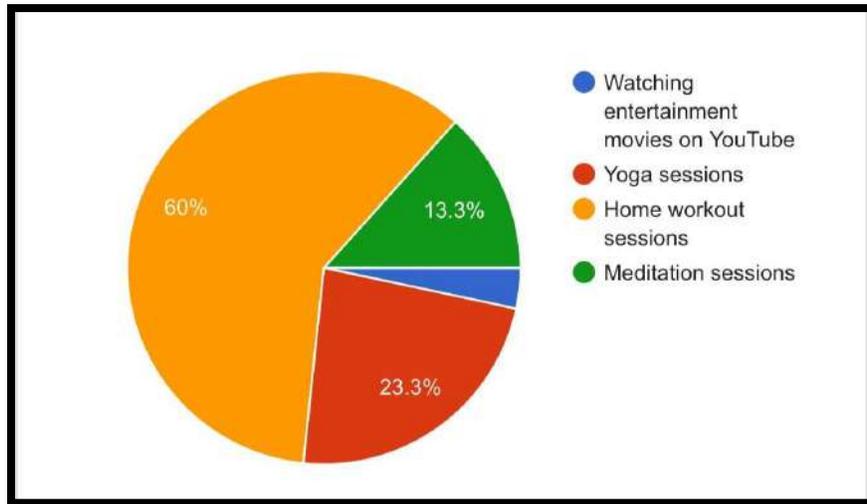


**INTERPRETATION:**

- 60% of the employees were given home workout sessions to encourage virtual workouts to boost their minds.
- Meditation sessions are provided to 13.3% of employees.
- The mind refresher yoga sessions was provided to 23.3% of employees.
- Only 3.4% of the employees were given watching entertainment movies or to enjoy You tube.

**29. Is your company paying for extra working hours to the employees?**
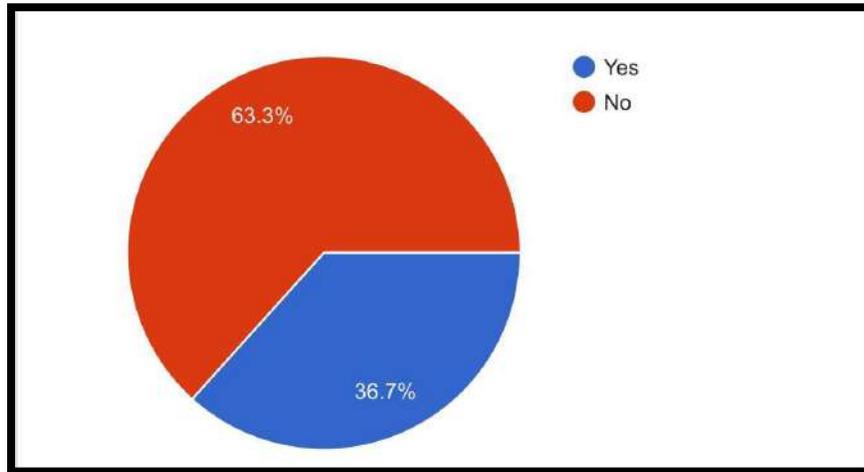


**INTERPRETATION:**

- Employees with 63.3% said that the employees were not paid for extra working hours.
- And 36.7% of employees said that the company paid them for extra working hours.

**30. Were there any training programs offered to adapt new technology?**



**INTERPRETATION:**

- Almost 100% of employees were given various training programs offered to adapt new technology.

**31. Is the company regularly taking update from the employees related to their health?**
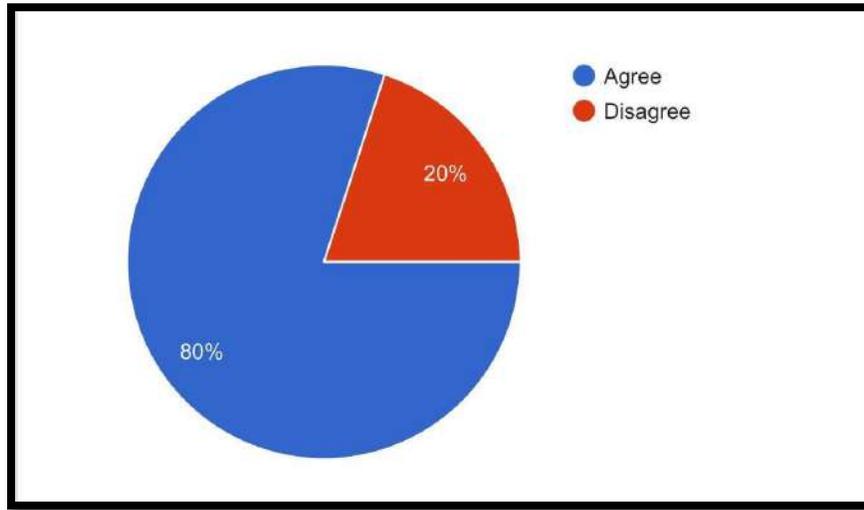


**INTERPRETATION:**

- Employees with 80% said that the company regularly is taking update from them related to their health.
- 20% of employees disagree that there company is not taking update related to their health regularly.

**32. Did the company assist you any motivational program or schemes through which you could focus and work efficiently from home as well?**
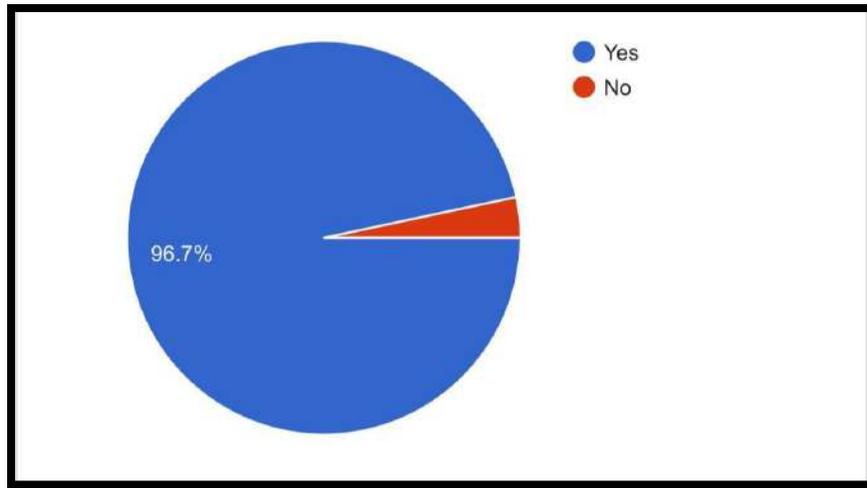


**INTERPRETATION:**

- 96.7% of employees said that the company assist them with various motivational program and schemes through which they could focus and work efficiently from home.
- Only 3.3% of employees were not given any motivational program or schemes through which they could focus and work efficiently from home.

**33. Was there any incentive plan for the employees even if there was cut in the salary margin during emergency in this situation?**
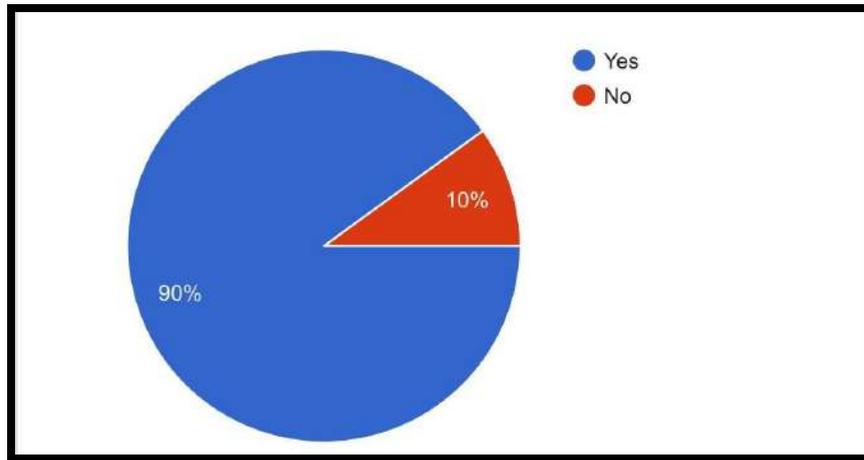


**INTERPRETATION:**

- Yes 90% of employees were given incentive plan for the employees even if there was an cut in the salary margin during emergency in difficult situation.
- 10% of employees said no incentive plan was given to them by their company.

# FINDINGS

# **Findings**

- In the companies most of the employees belong to the age group of 20-35 years and work for full time.
- All the employees are of the opinion that the company has provided them with the needed things and technical setup required to work from home.80% of the employees feel that they are as productive as they were in the office.
- All the companies have tie ups with various hospitals so that if the employees needs in an urgent case can be full filled easily.
- In most of the companies special funds are made available for the employees and their family members which can be used in critical situations.
- The employees strongly agree to the fact that the salary margin has decreased during this difficult phase of covid-19.
- The employees are overall satisfied with the fact that the company has provided them with all the possible services at their best.
- To help the employees to stay strong , fit and motivated during this difficult phase the companies had arranged some virtual mental health programs, workout sessions , yoga sessions and entertainment programs that can act as stress buster  to the employees.
- Various training programs were conducted by the company for the employees to train them and make them more knowledgeable so that they won't face any issues while working from home.
- The company is regularly collecting the employees health information to check whether they are fit enough to tackle or fight the pandemic and if not they suggest the employees with remedies to overcome the problem.
- The work timings are changed as the employees are working from home . In this Pandemic the situation can change any time so the work timings of the employees have changed and also they can complete the work according to their convenience some times.

# Observation

## <u>Observation</u>

- All the employees are comfortable working from home because the company has provided them with all the facilities needed.
- The employees responded in a very positive way which helped in making the survey easier.

# Limitations

# **Limitations**

• Employees may not feel encouraged to provide accurate, honest answers.

• Data errors due to question non-responses may exist. The number of respondents who choose to respond to a survey question may be different from those who chose not to respond, thus creating bias.

• Survey respondents are sometimes difficult to talk to and other times try too hard to be helpful. Survey research has low reliability.

# Suggestions

# **Suggestions**

- Company may arrange vaccination camps for the employees in the companies campus itself.
- Various schemes should be introduced for the family members of the employees to support them financially.
- For the employees who are working for extra hours some incentives should be provided to them to make them work efficiently.
- Measures should be taken to increase the productivity of the employees working from home.
- Gratitude programs should be conducted by the company for the employees to boost their motivation.

# **<u>Conclusion</u>**

# **Conclusion**

The coronavirus disease continues to spread across the world following a trajectory that is difficult to predict. The health, humanitarian and socio-economic policies adopted by countries will determine the speed and strength of the recovery.

The standards dealing with safety and health at work, social security, employment, non-discrimination, working arrangements and the protection of specific categories of workers provide guidance on the design of rapid responses that can facilitate a stronger recovery from the crisis.

Companies must incorporate pandemic planning considerations into existing resilience management activities to provide a comprehensive response and to provide continuity for their most critical products and services.

Additionally, companies should consider establishing pandemic-specific policies and procedures, capabilities for employee communications, telecommuting and personal/family leave to minimize disruptions.

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# ANNEXURE

**<u>Survey on facilities provided by the company to their employees in pandemic</u>**

1) Name *:_____

2) Age group *
o 20-35
o 36-50
o 50-65

3) Gender *
o Male
o Female

4) What is your job title? *

5) What is the nature of your employment? *
o Full time
o Part time
o Other:

6) From how many years have you been working in this company? *
o 1-3 years
o 3-5years
o Above 6 years

7) Has the company provided you with things which you need to do your job while working from home? *

o   Yes

o   No

8) Do you feel productive while working from home? *

o   Yes

o   No

o   Maybe

9) Has company helped you to work remotely more effectively ? *

o   Yes

o   No

o   Maybe

10) Do your team is highly connected to you remotely? *

o   Yes

o   No

o   Maybe

11) Did the company provide you with all the setup you need to perform work at home? *

o   Yes

o   No

o   Maybe

12) Does the company have any special tie up with any hospitals in case of emergency? *

o Yes

o No

o Maybe

13) Did the company organise any special vaccination campus only for the employees of the company? *

o Yes

o No

14) Was there any special fund provided to the employees in the case of emergency in the family? *

o Yes

o No

15) Were there any awareness programs conducted by the company for their employees? *

o Yes

o No

16) In case of positive reports how many days leave is provided to the employees? *

o 10-15 days

o 15-20 days

o Above 20 days

17) Are the leaves in case of affected employees paid or unpaid? *

o Yes

o No

18) Did the salary margin decrease in the situation of covid -19? *

o Agree

o Disagree

19) Were their any schemes from the company for the family members in the case of positive reports? *

o Yes

o No

20) Were their any changes in the work timings as work from home is introduced? *

o Yes

o No

21) How is your experience while working in this situation *

o Good

o Best

o Worst

o Neutral

22) Did the company do it's best and provide you all the services you were in need of in this difficult situation? *

o   Yes the Serives were good

o   It could have been better

o   No the services were not up to the mark

o   Best services provided

23) In case of any technical issues occurred did the company understand the situation? *

o   Yes sometimes it would

o   No it didn't understand and there was pressure created to do the work

24) In case some employees were asked to visit the office were they provided with proper facilities to travel? *

o   Good

o   Best

o   Worst

o   Neutral

25) In the course of first lockdown many of the employees were stuck away from the family, did the company make a way to reach them home safely? *

o   Yes

o   No

26) What do you think is work from home increasing or decreasing the efficiency of the employees to work? *

o   Increasing

o   Decreasing

o   Can't say

27) Did your company offered employees with mental health programs? *

o   Yes

o   No

28) Have your company provided employees with financial assistance? *

o   Yes

o   No

29) Have company provided encouraging virtual workouts to the employees from the following? *

o   Watching entertainment movies on YouTube

o   Yoga sessions

o   Home workout sessions

o   Meditation sessions

30) Did your company host any gratitude challenges for employees? *
   Answer-

31) Is your company paying for extra working hours to the employees? *

o   Yes

o   No

32) Were there any training programs offered to adapt the new technology? *

o   Yes

o   No

33) Is the company regularly taking update from employees related to their health ? *

o   Agree

o   Disagree

34) Did the company assist you any motivational programs or schemes through which you could focus and work efficiently from home as well? *

o   Yes

o   No

35) Was there any incentive plan for the employees even if there was cut in the salary margin during emergency in this situation? *

o   Yes

o   No

36) Which more facilities do you think the company should offer in the current rising situation ? *

Answer-

**A PROJECT REPORT**

**ON**

**IMPORTANCE OF MARKETING AND ITS IMPACT ON SUSTAINABLE**

**BUSINESSES WITH REFERENCE TO MARKS AND SPENCER**

**SUBMITTED BY**


**SHRUSHTI PRASHANT SAWANT**

**PGDIB**

**ROLL NO: 14**

**UNDER THE GUIDANCE OF**

**PROF. ADITI SAMIR**

**SUBMITTED TO**

**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**


**FOR THE PARTIAL FULFILMENT OF**

**REQUIREMENT OF THE**

**POST GRADUATE DIPLOMA IN**

**INTERNATIONAL BUSINESS**

ACKNOWLEDGEMENT

I would like to acknowledge the following people for giving idealistic channels and fresh dimensions and ideas in the completion of this project.

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Lastly, I would like to thank each and every person who directly or indirectly has helped me in my project to be successful. I would like to thank everyone who answered my questionnaire/survey and helped me to complete this project.

DECLARATION

I solemnly declare that the project report on **Importance of marketing and its impact on sustainable businesses with reference to Marks and Spencers** is based on my own work carried out during the course of our study under the supervision of PROF. ADITI SAMIR.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
3. We have followed the guidelines provided by the university in writing the report.
4. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and given their details in the references.

   Name: SHRUSHTI SAWANT
   Roll No: 40
   DATE: 15TH MAY 2022

## TOPIC OF CONTENTS

# Introduction

Meaning Of **Sustainability** has a multidisciplinary use and meaning. In dictionaries, sustainability is typically described by many sources as a capability of a system to endure and maintain itself. Various disciplines may apply this term differently.

In the history of humankind, the concept of sustainability was connected to human dominated ecological systems from the earliest civilizations to the present. A particular society might experience local growth and developmental success, which may be followed by crises that were either resolved, resulting in sustainability, or not resolved, leading to decline.

In ecology, the word sustainability characterises the ability of biological systems to remain healthy, diverse, and productive over time. Long-lived and healthy wetlands and forests are examples of sustainable biological systems.

Since the 1980s, *sustainability* as a term has been used more in the sense of human sustainability on planet Earth and this leads us to the concept of **sustainable development** which is defined by the Brundtland Commission of the United Nations (March 20, 1987) as follows: "*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs*."

With human decision-making involved, sustainability attains a significant ethical aspect and transforms social paradigm on success, growth, profit, standards of living. This reevaluation requires a broader and more synergistic overview of many components of anthropological ecosystems, including technology.

The topic of sustainable development gained enough importance in the last few decades of the 20th century to become a central discussion point at the 1987 General Assembly of United Nations (UN). Concerned by the quick deterioration of the human environment, uneven development, poverty, population growth, extreme pressure on planet's land, water, forest, and other natural resources, UN issued an urgent call to the World Commission on Environment and Development to formulate a "global agenda for change" [UN, 1987]. The result of this action was the report "*Our Common Future*", which further served as the global guideline for world's nations in formulating their political and economic agenda. This document is almost 40 years old now and was followed up by a long array of actions and movements in subsequent years. But let us go back for a little bit and see how it all started.

Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people

•       Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

•       Investors can be wary of companies that commit to sustainability. Although the optics can be beneficial to share price, investors worry about companies being transparent with their earnings results.

•       Big brands often make pledges to sustainability, but it often takes a long time to achieve sustainability goals.

## Three Pillars of Sustainability

Sustainable development involves environmental, economic, and social aspects. For a particular process to be sustainable, it should not cause irreversible change to the environment, should be economically viable, and should benefit society. One of the example illustrations of the interplay among these three spheres is provided below in Figure 1.1.

Sustainability is represented as the synergy between society, economics, and environment. The environmental aspects include use of natural resources, pollution prevention, biodiversity, and ecological health.

The social aspects include standards of living, availability of education and jobs, and equal opportunities for all members of society. The economic factors are drivers for growth, profit, reducing costs, and investments into research and development, etc.

There are more factors that will affect sustainability of a social system - these few are listed as examples. Interaction of social and economic spheres result in formulation of combined social-economic aspects. Those are, for instance, business ethics, fair trade, and worker's benefits. At the same time, a combination of economic and environmental interests facilitate increasing energy efficiency, development of renewable fuels, green technologies, and also creation of special incentives and subsidies for environmentally sound businesses.

Intersection of social and environmental spheres lead to creation of conservation and environmental protection policies, establishment of environmental justice, and global stewardship for sustainable use of natural resources. This framework is in some way a simplification, but it proved to be helpful in identifying key areas of impact and set the basis for objective analysis. Further in this course particular processes and technologies will be often evaluated in terms of social, economic, and environmental impacts, although we should understand that those three pillars are never fully isolated from one another.

Social Economic Aspects
- business ethics
- fair trade
- worker's benefits

SOCIETY
-Standard of living
-Education
-Jobs
-Equal opportunity

ECONOMICS
-Growth
-Profit
-Cost saving
-R&D

SUSTAINABILITY

Social Environmental:
- Conservation policies
- Environmental justice
- Global stewardship

ENVIRONMENT
-Natural resource use
-Pollution prevention
-Bio-diversity

Environmental Economic
- energy efficiency
- renewable fuels
- subsidies, incentives
- green technology

Effects of Sustainability on Businesses.

Sustainability encourages businesses to frame decisions in terms of environmental, social, and human impact for the long-term, rather than on short term gains such as next quarter's earnings report. It influences them to consider more factors than simply the immediate profit or loss involved. Increasingly, companies have issued sustainability goals such as commitment to zero-waste packaging by a certain year, or to reduce overall emissions by a certain percentage. These companies can achieve their sustainable needs by cutting emissions, lowering their energy usage, sourcing products from fair trade organisations, and ensuring their physical waste is disposed of properly and with as small of a carbon footprint as possible

## Marketing and its Importance

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

## Importance Of Marketing In Businesses

Modern marketing began in the 1950s when people started to use more than just print media to endorse a product. As TV -- and soon, the internet -- entered households, marketers could conduct entire campaigns across multiple platforms. And as you might expect, over the last 70 years, marketers have become increasingly important to fine-tuning how a business sells a product to consumers to optimise success.

In fact, the fundamental purpose of marketing is to attract consumers to your brand through messaging. Ideally, that messaging will be helpful and educational to your target audience so you can convert consumers into leads.

Hence ,Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

## The 4 Ps of Marketing

Essentially, these 4 Ps explain how marketing interacts with each stage of the business.

## Product

Product refers to a good or service that a company offers to customers. Ideally, a product should fulfil an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand. To be successful, marketers need to understand the life cycle of a product, and business executives need to have a plan for dealing with products at every stage of their life cycle. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it in the marketplace.

## Price

Price is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value, but they also must consider supply costs, seasonal discounts, and competitors' prices. In some cases, business executives may raise the price to give the product the appearance of being a luxury. Alternatively, they may lower the price so more consumers can try the product.

## Place

When a company makes decisions regarding place, they are trying to determine where they should sell a product and how to deliver the product to the market. The goal of business executives is always to get their products in front of the consumers that are the most likely to buy them.

## Promotion

Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it.

## Importance of Marketing in Sustainability

Sustainable practices are good business practices. Not only does it help the greater good by improving a company's ecological footprint, but it can reduce waste, increase consumer engagement and loyalty, and provide a competitive edge, all contributing to the bottom line. Unlike more traditional companies that focus almost solely on the bottom line alone, sustainable companies focus on the triple bottom line, which includes (1) people, (2) planet, and (3) profits.

Sustainable marketing involves developing and promoting products and services that meet consumer and business user needs utilising society's natural, human, and cultural resources responsibly to ensure a better quality of life now and for future generations to come. The focus of this chapter is to help students better understand what is meant by sustainable marketing and how it differs from traditional marketing.

Sustainable marketing is not just about taking steps to appear more environmentally friendly or more socially conscious and advertising that fact to consumers. It is more substantive and meaningful. Sustainable marketing draws on traditional marketing methods and in addition requires the following:

- Understanding of consumer's values, emotions, and buying behaviour related to sustainability
- Knowledge of the evolving sustainability marketplace
- Organisational commitment to sustainability and to positive relationships with their customers, communities, and the planet.

Marketing Trends Affecting Sustainable Businesses.

Sustainably-sourced. Eco-friendly. Biodegradable. In 2021, it's hard to avoid these terms as consumers are urging businesses to take responsibility for their actions. Unilever reports that a third of consumers are now buying from brands based on their social and environmental impact, and more than one in five will actively choose brands that are transparent about sustainability efforts in their packaging and marketing. With these statistics, it's not surprising that brands are shaping their marketing campaigns around environmentalism, sustainability and corporate social responsibility.Here are three key 'Green Marketing' trends that we have seen develop over the past six months:

## Environmentally conscious packaging

The demand for environmentally friendly packaging is growing. The damaging effects of single-use plastic is a topic that you can't get away from these days,whether it be on social media or on the news. To meet consumer demands, brands are gravitating towards reusable and biodegradable packaging to make a positive impact on the planet. Companies such as Starbucks are leading the pack, committing their environmental strategy on sustainable packaging, planning to eliminate all plastic straws by 2020. The coffeehouse chain is also using green materials to produce, package, and deliver its product to customers. Starbucks have made a big statement in getting the message out, helping to create the largest drinking straw sculpture (supported) made from reclaimed plastics. The company installed used straw collection bins at a number of their stores in Vietnam to create the sculpture which encouraged individuals to say no to single-use plastics, especially straws.

## Sustainability partnerships

Sometimes organisations simply don't have the knowledge or resources to successfully demonstrate sustainable practices. In this case, sustainability partnerships are the perfect way to enhance your message. These partnerships involve businesses and nonprofits or charities coming together to achieve their sustainability and corporate fundraising goals.French sportswear brand Lacoste demonstrated eco-chicness, releasing a line of polo shirts last year to highlight the plunging population of endangered animals. The brand replaced their signature crocodile logo with animals

facing extinction. All profits from the 1775 polo shirts sold were donated to IUCN in a bid to help them protect these endangered species.

## Fixation of The Damage

Many organisations shape their marketing campaigns on how they're preventing further damage to the environment, but what about taking matters into your own hands and undoing the damage already caused? Consumers can see through whether brands are being genuine about their environmental efforts, and actively helping to reverse pollution and waste is the ultimate act of sincerity. Recently, local dive centres, the Professional Association of Diving Instructors (PADI) and Project Aware sponsored the most participants in an underwater clean-up (24 hours) at Deerfield Beach, Florida with 633 people participating in the clean-up. Large amounts of debris were removed from waters surrounding the local pier including 9,000 items of marine debris and 3,200 pounds of fishing gear. Their efforts have not gone unnoticed, with leading news stations such as CNN and Forbes covering the event.It's clear that a sustainable and environmental focus is not just nice to have for organisations, but a must-have in order to promote their brand and meet consumer expectations.

## Fashion Industry & Sustainability

Most actors today agree that our modern society has to develop in more sustainable ways. This includes how we produce and consume clothing, shoes, accessories and other textiles. Virtually all major clothing companies in Sweden today have a work in progress in the area of sustainability, particularly in the production phase, but also increasingly at the user level to encourage increased reuse and recycling. At major clothing companies, CSR managers and sustainability heads today openly discuss how they work to realign their business models, production processes and store concepts towards improved sustainability.

But despite the growing interest in sustainability issues within the fashion industry, currently there is no common definition of what sustainable fashion actually means. As a starting point, Green Strategy has developed the following definition of "more sustainable fashion":

More sustainable fashion can be defined as clothing, shoes and accessories that are manufactured, marketed and used in the most sustainable manner possible, taking into account both environmental and socio-economic aspects.

In practice, this implies continuous work to improve all stages of the product's life cycle, from design, raw material production, manufacturing, transport, storage, marketing and final sale, to use, reuse, repair, remake and recycling of the product and its components. From an *environmental* perspective, the aim should be to minimise any undesirable environmental effect of the product's life cycle by: (a) ensuring efficient and careful use of natural resources (water, energy, land, soil, animals, plants, biodiversity, ecosystems, etc); (b) selecting renewable energy sources (wind, solar, etc) at every stage, and (c) maximising repair, remake, reuse, and recycling of the product and its components.

From a *socio-economic* perspective, all stakeholders should work to improve present working conditions for workers on the field, in the factories, transportation chain, and stores, by aligning with good ethics, best practice and international codes of conduct. In addition, fashion companies should contribute to encouraging more sustainable consumption patterns, caring and washing practices, and overall attitudes to fashion.

Sustainable fashion is thus partly about producing clothes, shoes and accessories in environmentally and socio-economically sustainable manners, but also about more sustainable patterns of consumption and use, which necessitate shifts in individual attitudes and behaviour. However, there are many ways for fashion companies to offer a more sustainable fashion, and for consumers to consume more sustainably. Green Strategy has identified <u>seven</u> forms of more sustainable fashion from both a producer and consumer perspective.

The main responsibility of fashion companies is obviously to change their production, distribution and marketing practices and strategies towards greater sustainability. But companies also have the possibility to contribute to more sustainable consumption patterns. Some Swedish fashion companies provide fashion as second hand or have initiated rental systems for leasing clothes and accessories. Other companies focus mainly on creating fashion that is of high quality and timeless design, i.e. of long-lasting style and durability. Other companies (e.g. M&S) have set up collection and recycling systems that support increased textile recycling. Some companies choose to partner with <u>I:CO</u>, for example M&S, Adidas, Jack & Jones, Puma and the North Face. To manufacture clothes with certified textiles (according to environmental labels and Fair trade) is another strategy to promote more conscious consumption patterns.

Green Strategy supports all the above strategies and activities that increase a company's sustainability performance and encourage more sustainable production and consumption patterns.

# Review Of Literature

M&S is one of the UK's leading retailers, selling clothing, food and homeware. In 2006 the company became determined to put sustainability at the heart of its business. It set out to transform every aspect of the company, from sourcing products to relationships with suppliers, shoppers and the wider world.

To succeed, it would have to change the attitudes and behaviour of every one of its 25 million shoppers. Since its inception it has passed through three distinct steps. The first step, 'Look Behind the Label' raised awareness and approval of a whole range of initiatives — and the brand itself.

The second step, 'Plan A', involved a more thorough reappraisal of M&S, and set out a five-year plan involving 100 commitments. After only a year, it had reached many of its goals and achieved significant recognition from opinion leaders. But it still didn't change the average shopper's behaviour.

It was the third step, 'Doing the Right Thing', that accomplished this by 'normalising' the aims of Plan A and expressing them in a way that seemed right and proper to mainstream people. In a relatively short time the measured attitudes of a million shoppers had changed, moving from a passive, defeatist approach towards a more actively sustainable, optimistic one.

For well over a century, and long before words like 'sustainability' entered the vernacular, M&S had been quietly practising a whole range of ethical business practices. For example:

- A hundred years of long-term, mutually-beneficial relationships with suppliers.
- Fifty years of smoke-free shopping.
- Forty-five years of energy-efficient thermostatic fridges.
- 'A returns' policy unmatched for generations.
- Free-range eggs long before most people knew or cared what the phrase 'free-range eggs' actually meant.

But times had moved on. By the early years of the 21st century things had reached the point where, without drastic action, it would be hard to imagine any kind of decent future for forthcoming generations. For M&S it was time to do something more about sustainability.

In 2006, it took a long, hard look at its ethical and sustainable activities as a whole, and set out to 'move them up a gear' and to gather support behind them. Its aims were to change the business from root to branch, and through this to help change lives and, in as far as it was

able, to do what it could to help change the world for the better. This was never going to be a quick fix.

Nor, realistically, was it ever going to be something that could be fully achieved completely, or to everyone's complete satisfaction. A journey is the best way of looking at it. By the end of 2009 it had been a journey that had passed through three distinct steps. Each step moved M&S and its partners towards a better place — although there was still a long way to go, and there probably always will be.

A number of studies had been conducted into what consumers thought about sustainability and the environment, and, broadly speaking, they coincided. Generally, 20% didn't care and weren't interested. The rest (80%), said they did care — to some degree — and to some degree thought that being 'green' was the 'good' or 'right' thing to do.

However, only a minority (10%) actively went out of their way to do something about it. The main bulk said they might do something if it was easy and didn't involve making sacrifices (35%) or that they didn't see what difference it would make anyway (35%) .Making millions of shoppers less defeatist, and more willing, was never going to be an easy task.

## Company Profile - Marks & Spencers

M&S is a British value-for-money retailer focused on own label businesses, including Food, Clothing & Home and Bank & Services in the UK and internationally. Today, they operate a family of businesses, selling high-quality, great-value own-brand products in the UK and internationally, from 1,509 stores and over 100 websites globally. Together their 70,000 colleagues across their stores, support centres, warehouses and supply chain serve nearly 30 million customers each year.

The M&S Company Archive is a vital business asset of over 70,000 historical items and acts to collect, preserve and utilise material relating to all aspects of their history and development as a company. One of the richest retail history collections in the country, the Archive collection charts their journey over more than 130 years, from Penny Bazaar to international multichannel retailer.

Their diverse collection of items dates from the start of the company in 1884 and includes written records, staff publications, photographs and films, garments and household products, design and advertising material and much much more. Find out more about the collection using their online catalogue.

## Sustainability at Marks And Spencer

As a business that's been around for 137 years, they know how important it is to look to the future. M&S has been built on a belief that caring about their impact on tomorrow's world as well as today's is not just good citizenship, it's good business.

Creating a sustainable future is embedded into their mission to transform their business and create long-term, profitable growth. Their Environmental, Social and Governance (ESG) framework outlines their commitments in driving action on the biggest sustainability challenges facing businesses, their society and their planet today and in the future.

ENVIRONMENT

Plan A represents their Planet-based goals – with their main mission to become a net zero business across Scope 1, 2 and 3 by 2040.

SOCIAL

Sourcing ethically and reporting transparently on supply chain practices is core to how they do business and the promise they make to their customers. From the way they treat the people who make their products to how they farm with care to deliver the highest welfare standards is what makes M&S products better – and that won't change. We know it's their people who make M&S successful and they want to make sure that their employees in the UK and overseas have a safe and healthy environment to work in, which prioritises Inclusion & Diversity, personal development and respect. And finally, they have always served their local communities, and during the peak of Covid-19 their colleagues stepped up once again to help those suffering the most. As they emerge from the pandemic, they're reflecting on the changing needs of society, and will be resetting their community programme for 2022.

GOVERNANCE

Underpinning their Environmental and Social commitments is their group commitment to 'do the right thing'. Whilst delivering on actions, they continue to make sure that they always comply with their policies and standards.

Throughout their history, they have been a leader of Environmental, Social and Governance (ESG) standards across the industry and are proud to be known as a retailer that customers

can trust and to sell products that are sourced and made with care. Sustainability is a part of their heritage and values, and they have kept it at the heart of who they are over the decades - from publishing their  first Code of Conduct in 1991 to first launching Plan A in 2007. Over the years, we've set ambitious targets to ensure ESG and Plan A have been embedded into their business processes. We've worked across the industry and with government, councils, NGOs and their communities to tackle problems and implement solutions. They have made real progress in their determination to be a leader in sustainable business and have met key milestones along the way.  Now they are going again, using the achievements they have made so far as a platform for future success.

Sustainability is core to the M&S brand and our ESG framework brings together the individual business strategies into a shared programme to engage our customers and enable us to report on performance at Group level. The CEO, Steve Rowe, has ultimate accountability for sustainability in M&S. The Executive Committee, as M&S's senior leadership team with responsibility for the day-to-day operation of the business, are accountable for the whole programme in addition to compliance with M&S policies and regulations to help drive change and a more sustainable future for M&S.

In December 2020, a new Board sub-committee on Environmental, Social & Governance (ESG) was established, chaired by Non-Executive Director Tamara Ingram, to provide a focus and oversight of our ESG strategies across the business, and to make sure we keep it at the very heart of our customer proposition.

# Research Design

1.Title of the study:

Importance of marketing and its impact on sustainable businesses with reference to Marks and Spencer.

2.Statement of the problem:

Is incorporation of sustainable marketing helping marks and Spencer grow as a brand?

3.Review of Literature:

Sustainability is considered to be an integral part in the current market scenario. Every business thinks 10 years ahead for its growth and development. Sustainability is an aspect that is going to help businesses stay alive and run for a long period of time. Hence initiatives that Marks and Spencer are taking up with respect to sustainability is definitely helping them thrive for a long time.

4.Source of Information:

Primary Information: Collected through Questionnaire, Journals, internet. Secondary Information: Through the Marks & Spencer's website.

5.Nature of Design: Descriptive/Diagnostic

6.Objective of the Study:

1. To understand marketing and its importance
2. To understand sustainability and its effects on business
3. To understand Marks & Spencers as a brand and how it incorporates sustainability.
4. To understand how sustainable marketing is used in Marks & Spencer.

7.Socio – Cultural Relevance of the Study:

There is substantial evidence that organisations ought to invest in CSR to become more competitive. Sustainability is also an aspect that helps the business grow and be there for the long run. Marks and Spencer being a brand aware of all these aspects continues to grow and make its impact on the society.

8.Geographical Area to be Covered:

Pune, Maharashtra, India.

Thane, Maharashtra, India.

Mumbai, Maharashtra, India

Timeframe:

March 2022- May 2022

Data collection:

Primary - Questionnaire from 30 samples in Pune

Secondary - Journal - ResearchGate, website of Facebook.

Sampling:

Sample Size: 30 (Minimum Sample Size to get differential results)

Sampling Method: Convenience sampling

Statistical Tool used:

Percentage Analysis Limitations:

1. The primary data collection is done mostly by the Questionnaire.

2. Sample Size is limited.

3. Only 1 company was considered.

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# Questionnaire

Respected Sir/Madam,

I am conducting this survey to understand the importance of marketing and its impact on sustainable businesses with reference to Marks and Spencers.

1. Name: -

—-------------------------------------------------------------------------------------------------------

2. Age:

—-------------------------------------------------------------------------------------------------------

3.Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

4.Do You understand Sustainability?

- ☐ Yes
- ☐ No

5.Do you believe that Sustainability is making a positive impact on the environment and economy?

- ☐ Yes
- ☐ No

6.Do you feel brands should encourage sustainability?

- ☐ Yes
- ☐ No

7.Do you feel incorporation of sustainability is helping brands grow?

☐ Yes
☐ No

8.Do you know Marks & Spencer incorporates sustainability?

☐ Yes
☐ No

9.Are you aware of the sustainable parameters that Marks and Spencer are using as a brand?

☐ Yes
☐ No

10.Do you feel encouraging and incorporating sustainability is going to help M & S stay in the business for a long time ?

☐ Yes
☐ No

11.Have you donated to the cause?

☐ Yes
☐ No

12.What ways do you feel brands can promote sustainability?

☐ Development of products that are sustainable in nature.
☐ Running campaigns that would help build awareness amongst people.
☐ Launching CSR wings in the company to encourage employees.
☐ Encouraging green marketing.
☐ Using sustainable means of supply chain.

13.In the near future if you decide to come up with a brand , would you incorporate sustainability in it?

☐ Yes

☐ No

# Research Analysis and Interpretation

Q. Do You Understand Sustainability?

Do You understand Sustainability?
30 responses



- Yes
- No

16.7%

83.3%
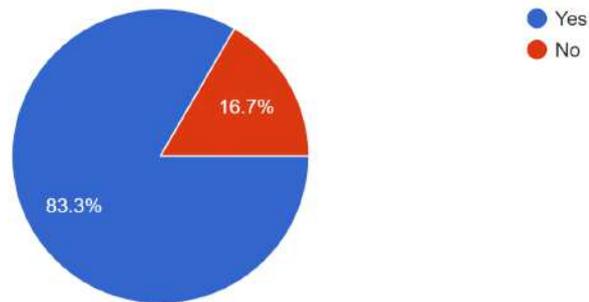
*Interpretation:

- Out of 30 , 83.3% of people actually know what sustainability is and the rest 16.7% are unaware of the aspect.
- This shows that the majority of the people are aware of the aspects catering to sustainability.

Q.Do you believe that Sustainability is making a positive impact on the environment and economy?

Do you believe that Sustainability is making a positive impact on the environment and economy?
30 responses
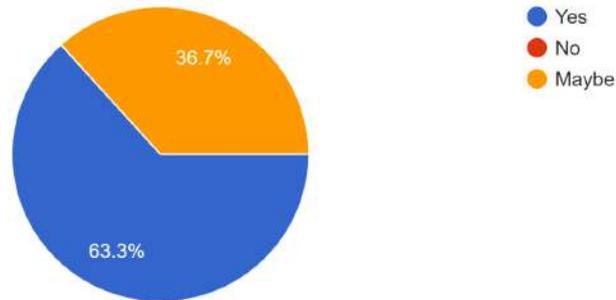


Interpretation

- 60% out of 30% of people do believe that sustainability is making a positive impact on the environment and the economy.
- Through this we understand that people have started becoming aware and responsible about their surroundings and have started taking necessary steps towards a good cause.

Q.Do you feel brands should encourage sustainability?

Do you feel brands should encourage sustainability?
30 responses



- Yes
- No
- Maybe

36.7%

63.3%
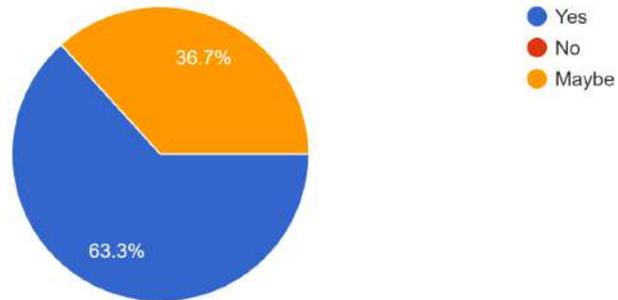
Interpretation

- Majority of people are aware about sustainability and hence they encourage it.
- 60% out of 30% people believe that brands should encourage sustainability and cater to a good cause.

Q.Do you feel incorporation of sustainability is helping brands grow?

Do you feel incorporation of sustainability is helping brands grow?
30 responses
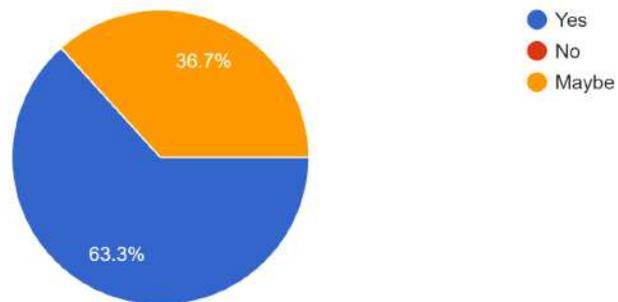


Interpretation

- 60% out of 30% people believe that brands should encourage sustainability and cater to a good cause.
- And hence they believe that it will help brands grow if they incorporate sustainability in their business.

Q.Do you know Marks & Spencer incorporates sustainability?

Do you know Marks & Spencer incorporates sustainability?
30 responses
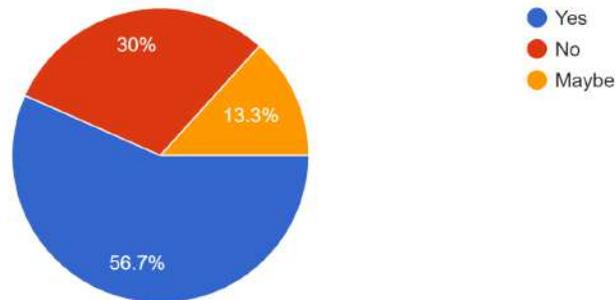


Interpretation

- 60% out of 30% people believe that brands should encourage sustainability and cater to a good cause.
- And hence they believe that it will help brands grow if they incorporate sustainability in their business.

Q.Are you aware of the sustainable parameters that Marks and Spencer are using as a brand?

Are you aware of the sustainable parameters that Marks and Spencer are using as a brand?
30 responses
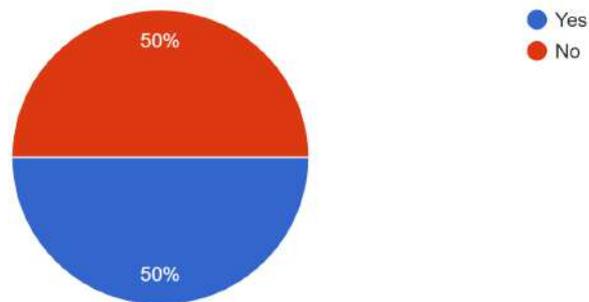


Interpretation

- Marks & Spencer is a UK based brand that owns various businesses.
- But only the ones who shop from there or follow sustainability are aware of the campaigns they run.
- Hence only 50 % of the people know about it.

Q.Do you feel encouraging and incorporating sustainability is going to help M & S stay in the business for a long time ?

Do you feel encouraging and incorporating sustainability is going to help M & S stay in the business for a long time ?

30 responses
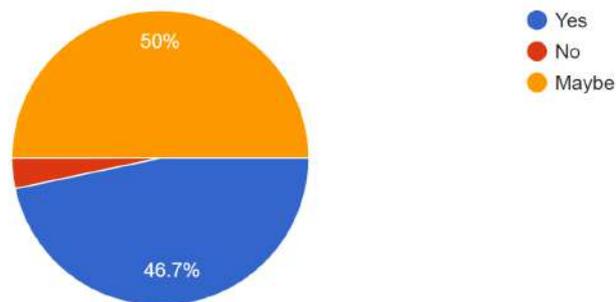


Interpretation

- Marks & Spencer is a UK based brand that owns various businesses.
- But only the ones who shop from there or follow sustainability are aware of the campaigns they run.
- Hence only 50 % of the people know about it.

Q.Have you donated for the cause?



Have you donated for the cause?
30 responses

56.7%

43.3%

● Yes
● No
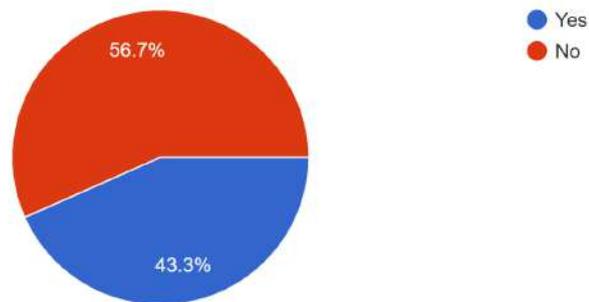
Interpretation

- People do understand sustainability but following it is not completely followed by people
- People are sceptical about various factors before contributing towards it.
- And hence this is what is analysed from the responses of this question.

Q.What ways do you feel  brands can promote sustainability?

What ways do you feel  brands can promote sustainability?
30 responses



Interpretation

- Encouraging sustainable businesses and promoting them is the need of the hour.
- Taking people into consideration about what they feel about business and strategies is also an important aspect for the businesses to grow.
- Hence these questions gave me an understanding of what people think of sustainable methods to be implemented  in the businesses.

Q.In the near future if you decide to come up with a brand , would you incorporate sustainability in it?

In the near future if you decide to come up with a brand , would you incorporate means sustainability in it?

30 responses
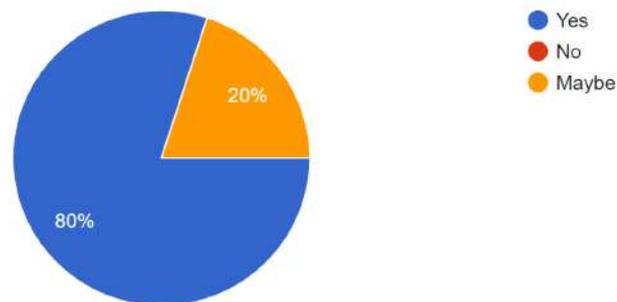


Interpretation

- The research was conducted to analyse to see if people in the near future were willing to take up sustainable business .
- 80% of people agree that if people in the near future were willing to take up sustainable business along with the existing one.

# Limitations

The sample size taken is 30 which is not enough to conclude the results as there are so many Facebook users.

Specific geographical areas are covered for study.

Convenient sampling method is used which might give biassed results of some respondents.

Researchers lack research experience. Only a questionnaire method was used to get the answers.

## <u>Conclusion</u>

Sustainability is the need of the hour and taking up it as a cause is of utmost importance. There are a lot of ways to incorporate sustainability into businesses .

In my research I have tried to study the importance of marketing getting Incorporated into sustainable businesses. Sustainable marketing is also an aspect where businesses incorporate campaigns that are environmental, social and economical in nature. Sustainability has a wide aspect and prevails in almost all the industries.

In the study I have tried to analyse how Marks & Spencer as a brand is trying to incorporate sustainability in the business. From my understanding of the study I believe that Marks and Spencer have taken up really great initiatives catering to sustainability and this will help them thrive in the business for a long time.

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**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

**(AUTONOMOUS)**



**A PROJECT REPORT ON**

**A STUDY OF JOB STRESS WHILE WORKING FROM HOME DURING**

**COVID PANDEMIC FOR EMPLOYEES IN RADIANCE TOOLINGS,**

**BHOSARI.**

**PREPARED BY:**

**SOURABH JAYANT RAJPUT**

**TYBBA DIV. B**

**ROLL NO. 180**

**UNDER GUIDANCE OF:**

**PROF. SHUBHENDU PANDIT**

**SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF**

**COMMERCE (AUTONOMOUS) FOR FULFILLMENT OF**

**REQUIREMENTS OF THE BACHELOR OF BUSINESS**

**ADMINISTRATION DEGREE 2020 - 2021**

# COMPLETION CERTIFICATE

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration

# Completion Certificate

This is to certify that Mr. / Miss. SOURABH JAYANT RAJPUT

of B.B.A. Exam Seat No. 180 has satisfactorily completed the

project work.

Specialisation  HUMAN RESOURCE

Title  A STUDY OF JOB STRESS WHILE WORKING FROM HOME DURING

COVID PANDEMIC FOR EMPLOYEES IN RADIANCE TOOLINGS

Date :  June, 2021                                    Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004.

**External Examiner     Internal Examiner     Principal     B.B.A. Incharge**

# COMPANY CERTIFICATE

**96 Radiance Toolings**

Giving more life    Manufacture of all types of Solid Carbide Drills, End mills from tools and Reconditioning

TÜV AUSTRIA CERTIFIED

## SUMMER INTERNSHIP CERTIFICATE

Date: April 25, 2021.

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Sourabh Jayant Rajput** is a bonafide student of BBA – Human Resource Specialization at the Brihan Maharashtra College of Commerce, Pune. He has successfully completed the research survey & the project entitled '**A study of job stress of an employee while working from home in Radiance Tooling's, Bhosari**' from February 1, 2021 to March 31, 2021 summer internship programme at our organization 'Radiance Toolings'.

During the period of his internship with us, he was found to be punctual, hardworking & inquisitive. We wish him success in his future endeavors.

Radiance Toolings,

Authorized Signature

Plot No. T-165/3/9, Priyadarshani Mahila Swayamrojgar Industrial Co-Op Society, MIDC, Bhosari, Pune 411026. ☎ : 020 65200305 www.radiancetoolings.com / radiance_toolgs@rediffmail.com

**3** | P a g e

## DECLARATION

I, Sourabh Jayant Rajput, student of The Brihan Maharashtra College of Commerce (BBA-HR) hereby declare that the project titled ʿjob stress while working from home during covid pandemic for employees in Radiance Toolings, Bhosari' has been carried out solely by me at Radiance Toolings, Bhosari.

I hereby further declare that this project report is authentic to the best of my knowledge. This project is for academic purpose only.

PLACE: PUNE

DATE: June, 2021

Sourabh Jayant Rajput.

## ACKNOWLEDGEMENT

I would like to express my profound gratitude to Dr. Seema Purohit, the Principal of the BMCC for providing me an invaluable opportunity to work on this project report.

I would like to deeply appreciate & thank my research guide, Prof. Shubhendu Pandit for his expert guidance and continuous encouragement since the commencement to the completion of the project report.

I owe & respectfully offer my sincere thanks to Laxman Adak Sir for granting me the permission to carry out my research work in Radiance Toolings. Also, special thanks to the employees for filling up the questionnaire carefully and patiently, which made the data collection process easier. Finally, yet importantly, I wish to avail myself of this opportunity to express a sense of gratefulness towards the staff members of the BMCC for their administration aid and adoration to my beloved parents for their unremitting motivation and also special thanks to all my friends who gave their support and guided me for it.

PLACE: PUNE

DATE: June, 2021

Sourabh Jayant Rajput.

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# EXECUTIVE SUMMARY

# Executive summary

The continuing crisis of Coronavirus-19 disease (COVID-19) and the lockdown imposed by the government, the new laws for the lockdown accepted and implemented by all the citizens and the organizations has changed our lives considerably; imposing the need for various modifications for organizations and individuals to cope up in this testing time.

Along with many new other problems and the harsh conditions of external/ global environment, like any other disease cases the most common and effective among the working professionals is Job stress. Job stress is a type of stress and is caused by conditions in the workplace that negatively affect an individual's performance and/or overall well-being of his body and mind. Work-related stress is the result of a conflict between the role and needs of an individual employee and the demands of the workplace.

This study is undertaken to have an insight on how job stress can be caused and cured by individuals who are working from home during these tough times and challenges rising during their working period. To dive deep into the job stress while working from home during pandemic, in-depth questionnaires were circulated throughout the working staff of the organization in which total 24 responses were noted (Male 18; female 6) who were working from home for the organization named Radiance & Toolings, Pune, India. This paper explores the employee's perception of different types of stressors and examine a variety of coping mechanisms including the type of organizational support provided during this crisis. The findings of the interview suggest that the stress levels were moderate to high among all the younger respondents, the respondents were feeling more stressed out while working from home than working within the office premises.

The study presents an integrated Stress Model with key triggers, coping strategies (resources), organization support and outcome. The triggers inducing stress includes higher work load, ineffective communication at work, lack of clarity and direction, interruptions during Work from Home (WFH) resulting in loss of resources like time and energy.

All this might disturb employee's mental health leading to prolonged stress or even psychosomatic illness.

Therefore, it is an important issue which need to be given priority in all organizations. The findings support the notion that there is a dire need for psycho-social support, community support and an effective system of organizational support to sustain employee's emotional and mental wellbeing.

The findings of the study are valuable and have urgent policy implications for devising a special Employee Assistant Program (EAP) for crisis like COVID-19 and any future cases. The need of the hour is to be more agile and flexible to foster creativity and innovation.

# **OBJECTIVE AND SCOPE**

## Objectives and scope

### Objectives:

I. To study the job stress among employees while working from home for employees in Radiance Tooling.

II. To find out the factors which are creating job stress.

III. To understand about the current job stress policies in Radiance Tooling.

### Scope:

I. This research will help the organization to bring healthy working environment.

II. From this research project one can find which factors affect or create problems while working from home.

III. Due to change in working style, it is important to understand employee, can find job stress while working from home.

# LITERATURE REVIEW

# Literature Review

1. (2020) Dr. Jolly Sahni, in his research paper named Impact of COVID-19 on Employee Behavior: Stress and Coping Mechanism During WFH (Work from Home) Among Service Industry Employees, the other had discussed:

   The continuing crisis of Coronavirus-19 disease (COVID-19) has changed our lives considerably; imposing the need for various modifications for organizations and individuals to cope up in this testing time. This study is undertaken to have an insight on how organizations and individuals adapt to these changes and challenges. The impact of coronavirus on human body is well known and more research is underway but what it does to the human behavior and the psychosocial effects are yet to be unraveled.

   The study presents an integrated Stress Model with key triggers, coping strategies (resources), organization support and outcome. The triggers inducing stress includes fear of unknown, ineffective communication at work, lack of clarity and direction, interruptions during WFH resulting in loss of resources like time and energy.

   All this might disturb employee's mental health leading to prolonged stress or even psychosomatic diseases. Therefore, it is an important issue which need to be given priority in all organizations. The findings support the notion that there is a dire need for psycho-social support, community support and an effective system of organizational support to sustain employee's emotional and mental wellbeing. The findings of the study are valuable and have urgent policy implications for devising a special EAP for crisis like COVID-19 and any future cases. Although the lockdown would be gradually eased, organizations need to rethink about different alternatives to work. The need of the hour is to be more agile and flexible to foster creativity and innovation.

2. (2018) Mathangi Vijayan, in his research paper Impact of job stress on employees' the author had discussed:

   Job stress has become a common term in today's parlance. In every organization, the main cause of low productivity appears to be stress at workplace. Employees need certain kind of motivation and job stress mitigating strategies to overcome the stress. This paper is

focused to explore the major factors causing job stress and explains how it affects job performance of the employees working in Aavin, Coimbatore.

There are different kinds of job stress prevailing in an employee's everyday life like workload, job security, autonomy, role conflicts, low salaries etc. In the present paper, the major factors considered are workload, job security, and shift work related to Aavin Company.

The paper investigates the impact of job stress related factors, viz. workload, job security, and shift work on employees' job performance. An attempt was made to bring out the job stress mitigating strategies that can be followed by employees and the employers to overcome their job stress and to improve their performance.

3. (2020) Ferdinando Toscano and Salvatore Zappalà, in their research paper - Social Isolation and Stress as Predictors of Productivity Perception and Remote Work Satisfaction during the COVID-19 Pandemic: The Role of Concern about the Virus in a Moderated Double Mediation, the author had discussed:

From mid-March to the end of May 2020, millions of Italians were forced to work from home because of the lockdown provisions imposed by the Italian government to contain the COVID-19 epidemic.

As a result, many employees had to suddenly switch to remote work, experiencing both troubles and opportunities. Social isolation from colleagues and the workplace represents a typical aspect of remote work which increased significantly during the social confinement imposed by the government.

This study investigates the correlates of social isolation in terms of stress, perceived remote work productivity and remote work satisfaction, proposing the sequential mediation of stress and perceived remote work productivity, and the moderating role of concern about the new coronavirus.

An online survey was conducted, and the responses of 265 employees showed the deleterious role of social isolation in stress, which leads to decreased perceived remote work productivity that, in turn, is related to remote work satisfaction. Furthermore, the results suggest that concern about the virus moderates the relationships between social isolation and remote work satisfaction, from one side, and remote work perceived productivity and remote work satisfaction from the other.

4. (2020) Hemani Sheth, in her news report 7 in 10 Indians experience stress at work on weekly basis

This is higher than the Asia-Pacific average of 60% A majority of Indian professional's experience stress at work on at least a weekly basis, according to new data from ADP. According to the report, seven in 10 Indian workers (70 per cent) said that they were experiencing stress at least once during the working week on a regular basis. The report further added that stress levels among the Indian workforce were significantly higher than the Asia-Pacific average of 60 per cent. The survey further found that work-life balance was more often a strong indicator of mental health in the workplace. As per the report, 46 per cent of Indian workers reported doing around 6-10 hours of work unpaid every week.

"Unpaid overtime can be extremely demoralizing, particularly over sustained periods of time. Some of the most effective ways to improve work-life balance in your organization include offering and insisting on the use of flex-time options, flexible vacation scheduling and time off for medical or other appointments. Establishing parameters for ignoring emails or texts after hours will also help your employees disconnect and could help minimize the prevalence of stress," Rahul Goyal, Managing Director at ADP India, said.

As for the positives, the report found that Indians were amongst the most likely within APAC to discuss mental health problems at work. 89 per cent of participants said that they were comfortable discussing mental health with someone at work.

"For business owners, leaders and managers, there is a duty of care to foster a work environment that prioritizes its employees' mental health and well-being. While being under pressure is a normal part of life, the number of Indian workers reporting that they are experiencing stress on a weekly basis suggests we are falling short," said Goyal.

"It is widely accepted that stress can cause or exacerbate existing mental health conditions, such as anxiety or depression. Mental health has a huge impact on people, communities, businesses and the economy. Alongside the ethical considerations to creating a supportive and productive work environment, we know there is a strong business case to be made too," he said. "An open and honest dialogue is the first step in addressing mental health issues – raising concerns means plans and procedures can be introduced to help alleviate the causes of stress. The data shows India has made excellent progress here.

# RESEARCH METHODOLOGY

# RESEARCH METHODOLOGY

Research is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization, and analysis of information to increase understanding of a topic or issue. It is an extension and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge

Research Methodology simply refers to the practical "how" of any given piece of research; to be more specific, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

**TYPES OF METHODS USED:**

The **Primary Data** is information collected firsthand and the researcher is the one who collected the data needed for his study.

This is **Qualitative Research** done to understand the job stress of the employees while working from home during pandemic. A set of predetermined questionnaires were circulated in the organization to those who were working from home, through a survey using Google forms, containing a set of open-ended as well as close end questions. The responses were analyzed and were conclude.

The information on job stress policies of organization for employees were collected by the HR through e-mail interview.

The **Sample Size** taken into consideration was a group of 24 employees.

The **Secondary Data** is the data already collected, and analyzed by someone else beforehand for other purposes, this data is generally found in newspapers, articles etc.

The secondary data for this study was found through various websites and research papers.

Data were interpreted using pie charts and diagrams.

# **<u>Introduction</u>**

## Introduction

**What is job**: A job, employment, work or occupation, is a person's role in society. More specifically, a job is an activity, often regular and often performed in exchange for payment ("for a living"). Many people have multiple jobs (e.g., parent, homemaker, and employee).

**What is stress**: Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline. This research project defines and explains the concept of stress with regards to its definition, terminology, its types, the sources of stress and it further expounds on how stress can be managed to a bearable level.

For the purpose of details, this chapter is divided into four subsections with the first developing a conceptual understanding or definition of stress. The second deals with the various types of stress followed by the root causes of stress and ends with ways stress can be managed. In today's fast paced world, it is impossible to live without stress. The nature of work has undergone drastic changes with stress appearing almost automatically. It is a worldwide phenomenon that occurs in various forms in every workplace. In today's work life, employees are often required to work strenuously for over long period of time as their responsibilities keep rising. Stress is common in every type of job and people must face it in every facet of life. Stress have been defined in various ways over the years. According to (Ivancevich, Konapske & Matteson, 2017) stress is scientifically described as that response of an individual to the outcomes of the external environmental conditions that place excessive psychological, behavioral, and physiological pressures on that individual. It involves how an individual respond to external pressures. Robbins & Sanghi (2018) defined as a dynamic condition in which an individual is confronted with an opportunity, constraints, or demand related to what he or she desires and for which the outcome is perceived to be both uncertain and important. The World Health organization (WHO) defines occupational stress as the response people may have when presented with work demands and pressures that are not matched to their knowledge and abilities and which challenge their ability to cope. According to Steve (2018), stress is simply a reaction of an employee when certain demands, pressures and professional aspects which are to be faced at the work place do not match them knowledge levels which create or poses a challenge and threat to the capabilities of the employee which in turn

would create a struggle for existence in terms of being employed in a place. This therefore implies that; stress exists when an environmental situation presents a demand threatening to surpass an employee's capabilities and resources. From the descriptions, it can therefore be contending that stress is an excessive demand that affect a person physically and psychologically? It has become a common experience among employees as they perform their day-to-day jobs.

**What is job stress**: Job stress, within the context of workplace health, refers to a physiological condition in which work-related duties and responsibilities become burdensome and overwhelming to the point that it imposes unhealthy effects on the mental and physical wellness of employees. The workplace is often a breeding ground for stressful situations because of the relative high expectations and priorities assigned by employers. The clash of multiple personality types between employees and the fear of losing a source of income can also factor into creating job stress.

Job stress is the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker.

Job stress matters to our health and our work. When we feel stressed, our bodies respond by raising the concentration of stress hormones in our blood. When our bodies continually respond to constant demands or threats, coping mechanisms stay in overdrive, which can be damaging to health over time. Research shows that excessive job stress can lead to many long-term health problems, including cardiovascular disease, diabetes, weakened immune function, high blood pressure, musculoskeletal disorders, substance abuse, depression and anxiety.

Stressful working conditions can also impact health indirectly by limiting our ability or motivation to participate in other health promoting behaviors such as eating well and exercising.

**About concept of job stress**: Job stress relates to a serious physiological condition that causes adverse mental and physical reactions to the body as a result of excessive workplace obligations. Inevitably, stress is a normal and common experience to people's lives because it operates as an internal defense mechanism against external factors that demand attention, prioritization, and fulfillment. The workplace can be a major stressor for many people with commitments to assigned projects and tasks that require satisfactory execution in a timely and productive manner under threat of potential job loss. Consequently, job stress lowers the ability to perform under pressure and sustain a livelihood. Absenteeism and illness resulting from job stress raise employer costs and necessitate features like wellness and health promotion programs. Employees who work from

home may experience more of a blur when it comes to work and personal life boundaries, especially with the use of smart devices. Work-from-home employees may struggle more with the concept of unplugging and ending their work day compared to those who work in an office setting. Many researchers aver that stress at work place has an impact to performance in one way or the other According to (Elovainio, Kivimaki, & Vahtera, 2020), job stress makes the organizational performance go down. It is likened to a chronic disease that is caused by conditions in the workplace that negatively affect an employee's performance. It is normal experience that occurs in reaction to situations that make an employee uncomfortable and on the other hand it may help one to rise above challenges. If that is the case, it will have a positive impact as it can enable an employee to improve on their performance which will result in increased employee motivation at work, innovation and problem-solving. According to (Deshpande & Chopra 2020). good stress which is scientifically referred to as eustress is a positive result of stressful occurrences which creates motivation in people who in turn rise beyond their challenges that they may face to succeed in life. However, stress can be managed up to certain extent after which it becomes negative and negatively affect the employee's performance. Similarly, (Rolfe 2019), explained the importance of job stress as emphasized by employers on how to manage and reduce it through practical guidelines. Among this includes balancing of work life, fair work load, open communication and providing a conducive working environment. Its however necessary for management to monitor employees' stress level because an overly stressed employee will certainly not perform well at work.

# About Company

## About Company



**COMPANY PROFILE**

**Bird's eye view**:

Geeta Group, established in 2003, compromises of firms named 'Geeta Tools' & 'Radiance Tooling's'. Radiance Tooling's introduce themselves as one of the leading suppliers of industrial cutting tools since their establishment in June 2003 by trading in Industrial Cutting Tools & Engineering Goods.

Radiance Tooling's is recognized as a financially stable, growth-oriented professionally managed organization. It has grown & become a strong contender in the tool manufacturing segment, one of the reasons being its patronizing customers and them immerse satisfaction due to the firm's attentive service. It has achieved a lot in a very short span of time because of their commitment to continuous improvement in their varied fields of work.

By trading in industrial cutting tools & trading tools, the firm gradually climbed the success of ladder & today, is successfully marketing & supplying the products all over Maharashtra. The Firm is being looked upon as a solution provider for any technical challenge. They have a customer base of above 100 & an annual turnover of above a million rupees.

**Vision** - To be the leading supplier of goods across the country by providing effective tooling solutions and vital technical know-how in the metal-cutting industry.

**Vision, Core Values, Tagline & Moto:**
- Core values - Efficient, Excellent & Economical.
- Tagline - Giving more life.
- Motto - Where there is unity, there is always victory.

**Location:**

The Registered office & branch office is located in Chinchwad Area, close to Bhosari MIDC, Pimpri MIDC & Chinchwad MIDC at present with sufficient & sound staff along with marketing representatives.

**Facility services:**

1. ANCA 5-Axis CNC Tool & Cutter Grinder

2. Italian SPERONI MAGIS 400 Inspection Machine

3. Pederson Tool & Cutter Grinding Machine

4. Abene Cylindrical Grinding Machine

**Products:**

 a. Quality Assurance- It follows the highest quality standard & checking & rechecking is done at every level of manufacturing to ensure increased efficiency, productivity & unmatched reliability for their customers.

b. Special Tools- It has an expertise in making tools that are tailor-made as per it's customer needs. Special design, high-performance & precise tools achieve faster cutting speeds. These tools are durable, reliable & tough.

**Services:**

1. All types of new Solid Carbide Tools

2. Regrinding on 5-axis CNC Tool Cutter & Grinder

3. Shorter Delivery to reduce inventory of new tools

4. Assurance of 80% of tool life

**Customer Oriented:**

1. They are best on both products & services.

2. They create customized frequently used products, making it a 'one stop tool shop'.

3. They have an excellent team of designers, engineers & technicians.

4. They follow highest quality standard & use the 'Speroni Magi's 400'inspection machine which is certified by ISO 9001:2008.

5. They provide ample proficiency support & offer customization.

**Human as an asset:**

Radiance Tooling's believe that the employees are to be given paramount importance in the organization & hence care is taken that an overall satisfaction survey is carried out. Employees are asked to give a feedback on different parameters to identify areas of improvement. Important parameters include-

- a) Work environment

- b) Culture

- c) Compensation

- d) Benefits
- e) Career growth

Employees feel that they are valued for their contribution in the organization & their superiors communicate effectively with them. There is a mutual understanding across the different levels which reduce on-job barriers & helps boost the work life balance.

Employees experience motivation when they work in the organization, because of the friendly company culture shared by everyone. Work is evenly spread & everyday something new can be learnt. Since there is a good teamwork, the values, ideas, beliefs & perceptions are collectively taken into consideration.

Employees are satisfied with the compensation package they receive & they believe they are paid fairly for the work they do. The Performance reviews too are useful for assessing & evaluating certain factors.

The Organization provides the employees with benefits including the social security benefits of provident fund, gratuity, bonus & proper leave management.

The work allotted to the employees isn't monotonous, but challenging in nature which in turn, expects & demands something new from them. Moreover, the knowledge, skills & abilities which they possess is too, extremely crucial because employees link the career growth with the number of years, they have worked in this manufacturing firm.

All the above factors are evaluated at regular intervals & accordingly changes are made.

**Structure & Hierarchy:**
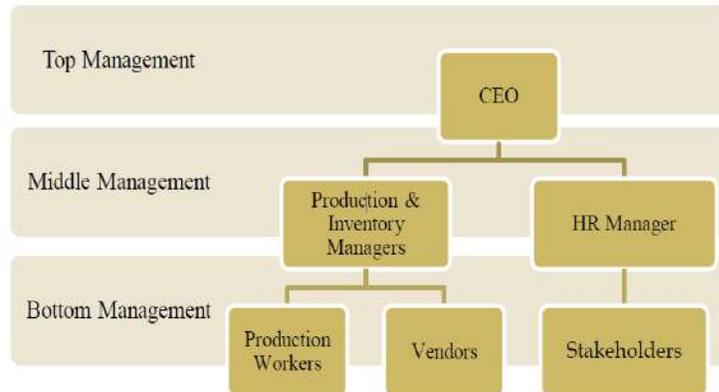


**SWOT Analysis:**



**Explanation:**

**1] Strengths:**

a) Strategic Location - The firm is located in Bhosari which falls under MIDC area providing infrastructural facilities like water supply, drainage, open plots, roads, street lights etc. which is one of the strategic places for a manufacturing firm to set up their plant.

b) Skillful Working - TUV Austrian Indian Certification enabling EN ISO 9001 standard certificate due to dedicated & skillful workforce making it a trustworthy & capable firm.

**2] Weaknesses:**

a) Poor Marketing - A need for marketing about the products & services offered by the firm is realized, which if implemented might prove to be profitable.

b) Size & Capacity of the firm - Since, the firm is situated only in Maharashtra & restricted to only one plant, the revenue generation is comparatively less.

**3] Opportunities:**

a) Diversification - The firm can opt for diversifying its business to newer products & services to grab the attention of more & more customers through outsourcing.

b) Expansion - If the branches of the firm expand to more than one city or state & if it works efficiently & effectively, inflow of profits can be expected.

**4] Threats:**

a) Cut throat competition - A lot of similar manufacturing firms like Blitz Cutting tools, Universal cutting tools etc. have their presence in Bhosari, hampering the growth opportunity of the firm.

**Employee Recognition:**

If the employees at workplace show exemplary performances, they deserve to be appreciated. Employees must feel that they are appreciated. It would affect their mental satisfaction, which might have a direct relationship with the productivity levels.

In a similar fashion, to encourage & motivate employees to do their best & unleash their potential, at Radiance Tooling's 'Employee of the Quarter' award ceremonies are conducted. The top-level management felicitates the meticulous employees by offering gifts & certificate of acknowledgement. This reward system of employee of the quarter is held out four times a year.

# DATA INTERPRETATION

# DATA INTERPRETATION

QUESTIONNAIRE – There were total 24 responses noted through questionnaire which were circulated for the data collection process. Hence the further data analysis is carried by questionnaire checking.

1. Age Group (24 responses)
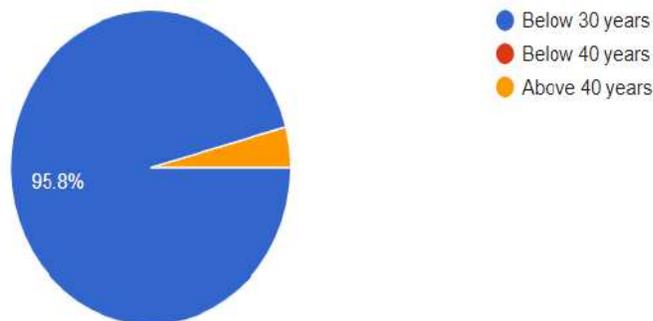


- ➢ There were total 24 respondents who responded to this question, out of which 95.8% respondents were below 30 years, and further 4.2% respondents were above 40 years

2. Marital status (24 responses)
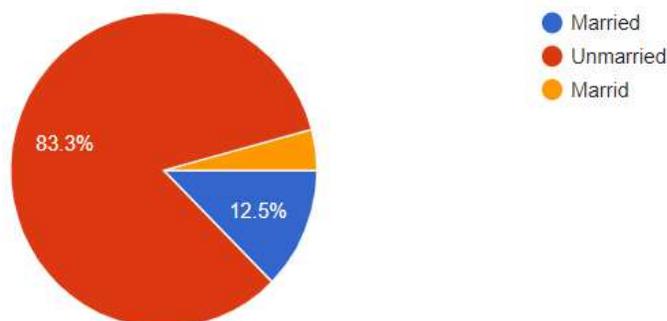


- ➢ There were total 24 respondents who responded to this question out of which 83.3% of the respondents were unmarried, and remaining 16.7% were married.

3. If married, is your spouse employed? (10 responses)
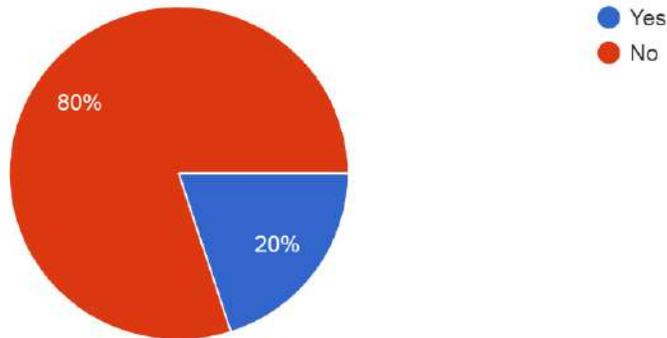


> ➢ There were total 10 respondents who answered this question. In which 80% of the married employee spouse were not employed. And the remaining married employee's spouse were employed.

4. Number of children (15 responses)
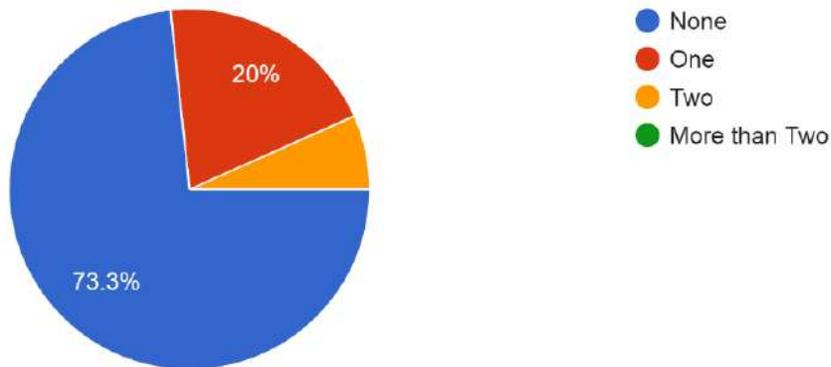


> ➢ There were total 15 responses recorded in which many of the married employees were not having any child, only few of them were having only one child.

5. Number of children (15 responses)
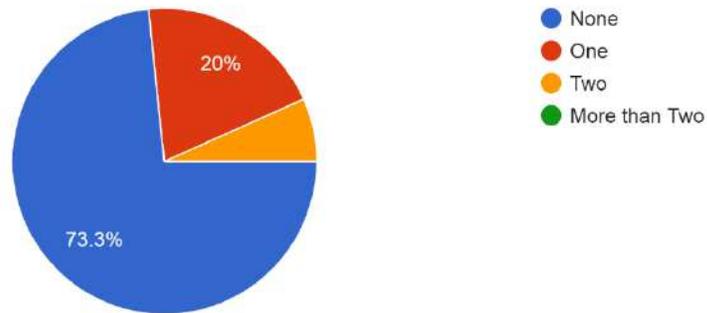


- ➢ There were total 15 respondents who responded to this question out of which many of the married employees were not having any child, only few of them were having only one child.

6. Age of your children (4 responses)

- ➢ There were 4 just respondents who responded to this question as this question was not compulsory many respondents skipped this question, out of which 3 of the children were below 2 years and; only one child was above 15 years.

B] Work related Information

1. What is the nature of your employment?  (24 responses)
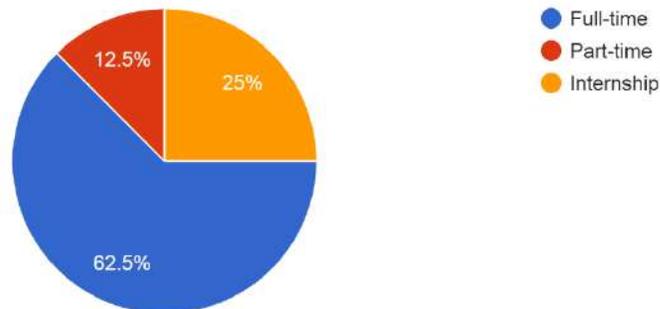


> ➤ There were total 24 respondents who responded to this question and out of which there were 62.5% of people who were employed as full-time employee, 25% of the respondents were as an interned. Just 12.5% were working as a part time in the organization.

2. What sector do you work in?  (24 responses)
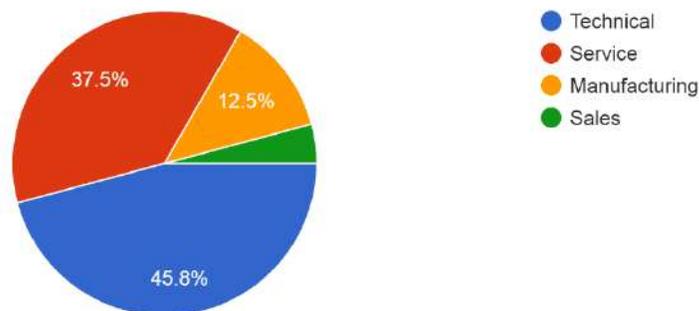


> ➤ There were total 24 respondents who responded to this question and out of which there were 45.8% of the employee who were working in the technical sector and 37.5% of them were working in the service sector, just 3 employees who were working in the manufacturing sector and just 1 employee who was working in sales.

3. What is your job title? (24 responses)



- Executive
- Manager/ Supervisor
- Senior Manager
- Director
- Management Level
- Senior software engineer
- Developer
- Intern

▲ 1/2 ▼

➢ There were total 24 respondents who responded to this question and out of which there were 8 executives, 5 managers/ supervisor, and 5 respondents were from management level and 1 respondent was a senior software engineer, 1 respondent was a software developer and 1 was a software tester and 3 respondents were as an intern.

4. How many hours do you work in a day?  (24 responses)
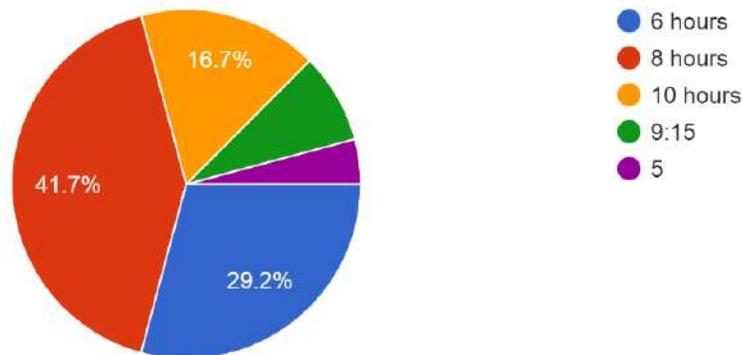


> There were total 24 respondents who responded to this question and out of which there were 10 respondents who were working 8 hours a day, there are 7 respondents who work 6 hours in a day, there also 4 respondents who work 10 hours in a day, there are 2 respondents who work for 9 hours in a day and only 1 respondent who work for just 5 hours.

5. How many days a week you work?  (24 responses)
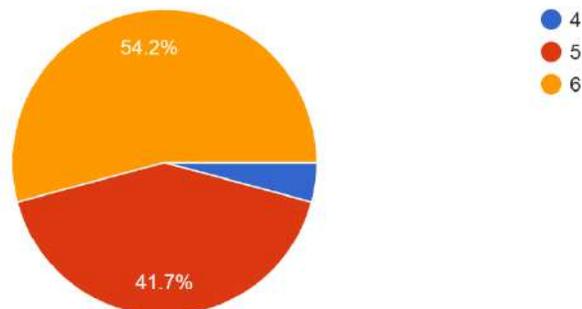


> There were total 24 respondents who responded to this question and out of which there were 54.2% of respondents were working 6 days a week and 41.7% of the respondents were working 5 days a week and 4.2% of the respondents work 4 days a week.

6. Is the work increased as compared before pandemic & after pandemic? (24 responses)
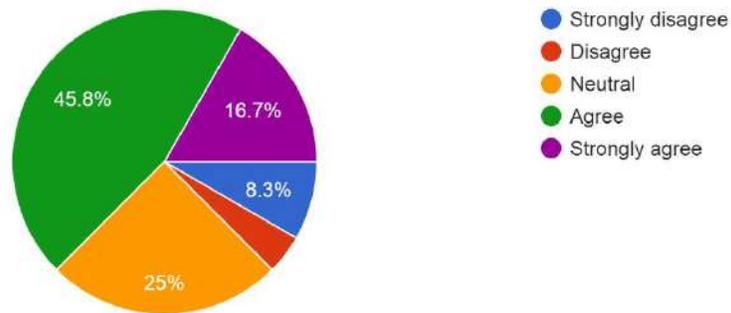


➢ There were total 24 respondents who responded to this question and out of which there were 45.8% of respondents agreed and 16.7% of the respondents strongly agreed, there were just 4.2% of respondents who disagreed, 8.3% of respondents who strongly disagreed. 25% of the respondents were neutral about the work.

**C] Information on Job stress**

1. Do you feel stressed while working from home?  (24 responses)
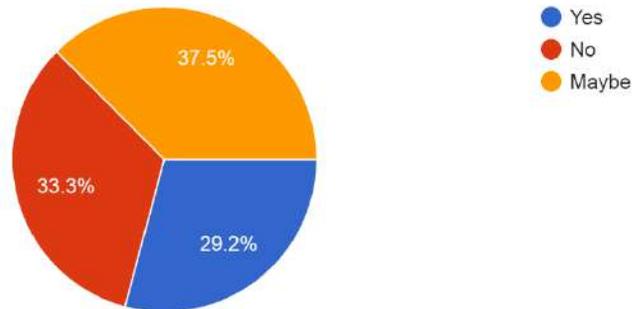


- ➤ There were total 24 respondents who responded to this question and out of which there were 29.2% of the respondents were feeling stressed while working from home. 33.3% of the respondents were not feeling stressed while working from home; 37.5% of the respondents were not sure if they were stressed or not while working from home.

2. If Yes, could you please select the symptoms you experience due to stress (16 responses)

> There were total 16 respondents who responded to multiple options for this question, as
> this question was not compulsory thus many of the employees didn't responded and out of
> which there were 10 respondents who was suffering from frequents headaches, and
> there were 2 respondents who were suffering with anxiety attacks, there were 5
> respondents who were suffering with insomnia. There were 10 respondents who were
> suffering with loss of appetite; and 3 respondents were suffering with prolonged
> fatigue. There were 7 respondents who were suffering with irritability. There were 2
> respondents who were suffering with over sensitivity.

3. How often do you have a hard time feeling relaxed? (24 responses)
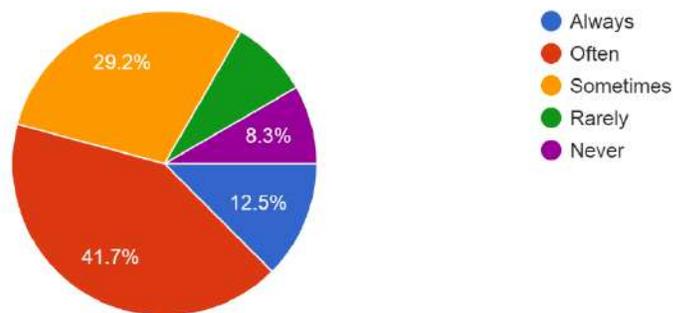


> There were total 24 respondents who responded to this question and out of which there
> were 41.7% of respondents who often have hard time feeling relaxed, 29.2% of
> respondents sometimes have hard time feeling relaxed; 12.5% of the respondents, always
> have hard time feeling relaxed; 8.3% of the respondents, never have hard time feeling
> relaxed.

4. How would you rate the level of your job stress?  (24 responses)
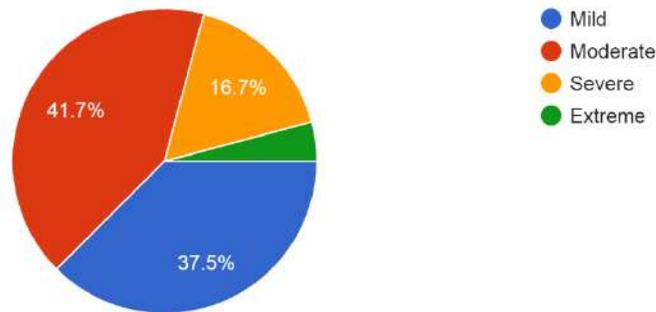


> There were total 24 respondents who responded to this question and out of which there were 41.7% of respondents who rated their job stress level as moderate. And 37.5% of respondents who rated their job stress level as mild, 16.7% of respondents rated their job stress level as severe; just 4.2% of the respondents rated their job stress level as extreme.

5. How long have you had the job stress?  (24 responses)
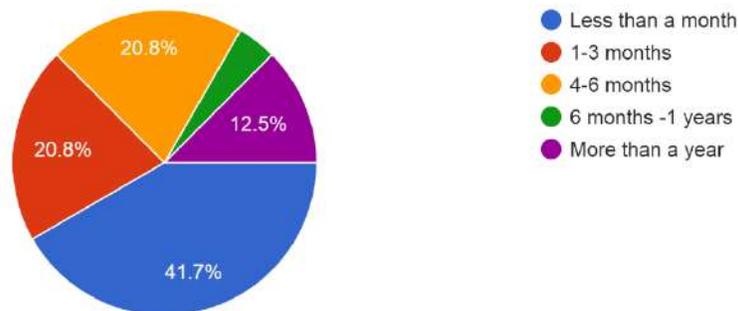


> There were total 24 respondents who responded to this question and out of which there were 41.7% of respondents who had job stress for less than a month, and there were 20.8% of the respondents who had job stress for between 1-3 months; also there were 20.8% of the respondents who had job stress for between 4-6 months.There were 4.2% of respondents who had job stress between 6 months – 1 year, 12.5%of the respondents were having job stress for more than a year.

6. What are the positive aspects of your job? (13 responses)

   ➢ This question was an open-end question and was not compulsory many of the respondents didn't responded; there were total 13 respondents who responded to this open-ended question and out of which, the most common answers among respondents were as follows- incentives were high, engaging, and finishing work in time.

7. What is the most stressful aspect of your job? (14 responses)

   ➢ This question was an open-end question and was not compulsory many of the respondents didn't responded; there were total 14 respondents who responded to this question and out of which most common stressful aspects of the job was travelling (as the employees have to visit the office just for collecting and submitting the documents), upper management workload, too much paper work, and difficult setting boundaries.

8. Please select what you feel about the following statement:

i. I have too little work allotted to me (21 responses)
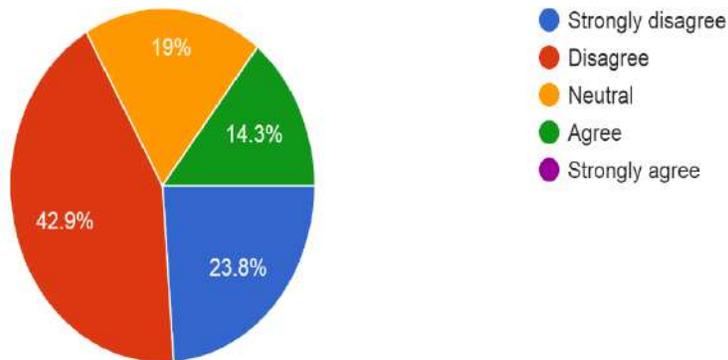


> This question was not compulsory few of the respondents didn't responded; there were total 21 respondents who responded to this question and out of which 42.9% of the respondents disagreed and 23.8% of the respondents strongly disagreed, 19% of the respondents were neutral and only 14.3% of the respondents agreed.

ii. My work is repetitive & monotonous (24 responses)
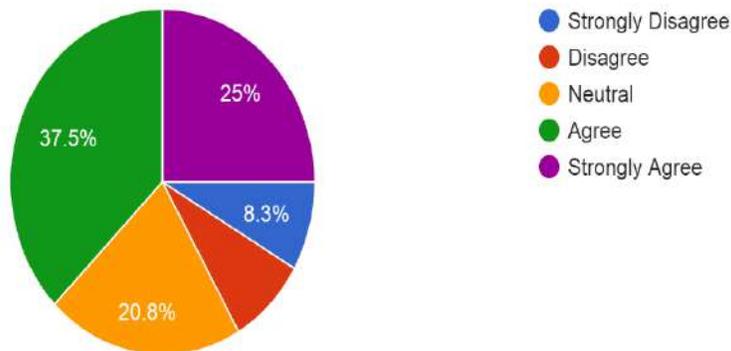


> There were total 24 respondents who responded to this question and out of which 37.5% respondents agreed and 25% of the respondents strongly agreed, 20.8% of the respondents were neutral, 8.3% respondents strongly disagreed.

iii.    I don't have sufficient time to complete my work (24 responses)



Strongly disagree
Disagree
Neutral
Agree
Strongly agree
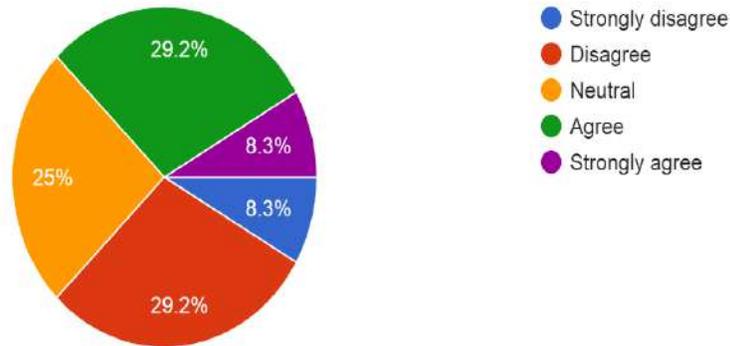
➤ There were total 24 respondents who responded to this question and out of which the respondents who agreed and disagreed were even which were 29.2% each, just 25% of the respondents were neutral and even the respondent who strongly agreed and disagreed were the equal which were 8.3.

iv.    I don't have enough rest breaks to relax in between work (24 responses)



Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree
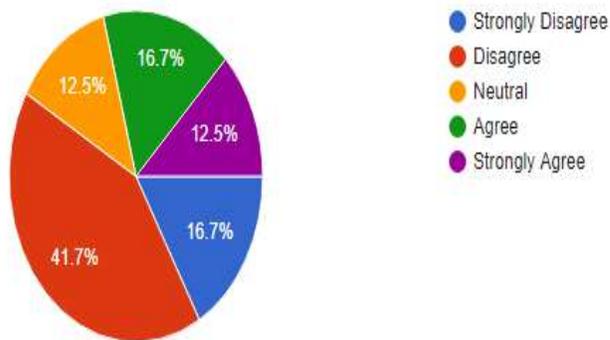
➤ There were total 24 respondents who responded to this question and out of which the 41.7% of the respondents disagreed and 16.7% of the respondents strongly agreed, there were16.7% of the respondents who agreed and 12.5% of the respondents strongly agreed; Just 12.5% of the respondents were neutral.

9. Please select what you feel about your control over the work that is assigned to you

(17 responses)

> This question was an open-end question and was not compulsory, many of the respondents didn't responded, thus there was total number of 17 respondents who responded to this question as the respondents gave multiple answers for this question. The most common answers are as follows- the respondents were having lack of control over their work, they were expected to perform constantly well at work, the pace of work was dictated by their managers.

10. Do you feel you have a healthy work life balance?  (24 responses)
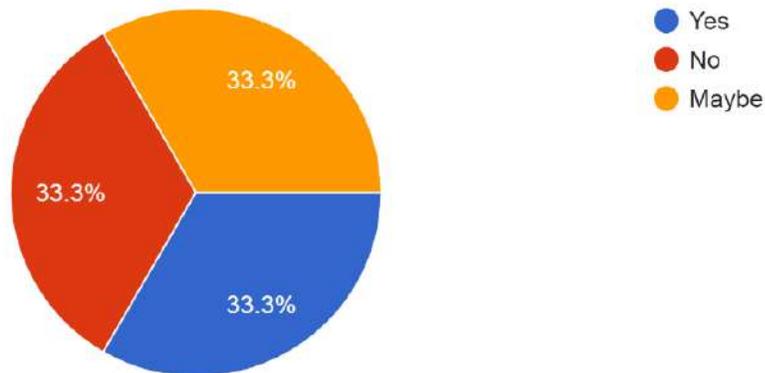


> ➤ There were total 24 respondents who responded to this question and out of which there were 33.3% of the respondents feel that they have a healthy work life balance, and 33.3% of the respondents feel that they don't have health work life balance and 33.3% of the respondents were not sure if they have a healthy work life balance.

11. If "No", then which of the following statements best describes your work life balance.
(11 responses)

> ➤ There were total 11 respondents who responded to this question, as this question was only for those who responded no or maybe for previous question. The most common responses among respondents are as follows- their inflexible work hours cause issues like childcare, domestic issues etc, they are expected to work long hours to achieve targets, they are too tired after work such that they never go out with my family or friends.

12. How many attempts have you made to relieve your job stress or solve the problem causing it? (18 responses)
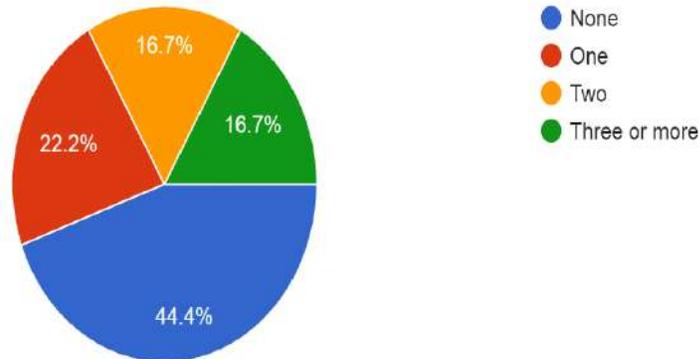


> ➢ This question was an open-end question and was not compulsory, many of the respondents didn't responded, thus there was total 24 respondents who responded to this question and out of which there were 44.4% of the respondents didn't made any attempts to relieve their job stress. 22.2% of the respondents made only one attempt to relieve your job stress, 16.7% of the respondents made two attempts to relieve their job stress, 16.7% of the respondents made three or more attempts to relieve their job stress.

13. Is your job stress caused by your relationship with your employer? (24 responses)
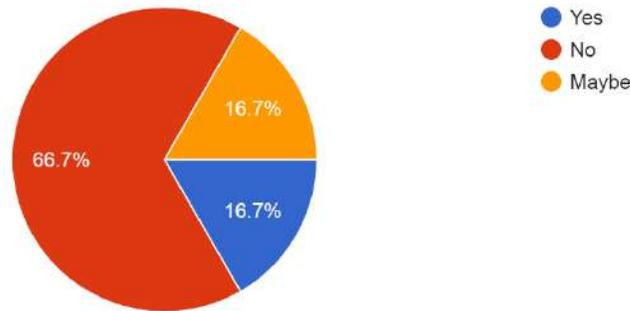


> There were total 24 respondents who responded to this question and out of which there were 66.7% of the respondents who didn't have their job stress due to their relationship with their employer, 16.7% of the respondents who have their job stress due to their relationship with their employer, 16.7% of the respondents who are not sure if their job stress is cause due to their relationship with their employer.

14. If your job stress doesn't involve another person, what is caused by? (18 responses)

> This question was not compulsory, many of the respondents didn't responded, thus there was total 18 respondents who responded to this question with multiple answers, out of which there are 10 respondents who opted for nature of work and its responsibilities, there are 9 respondents who selected volume of work, there are 7 respondents who responded for physical work environment as a cause of their job stress.

15. Where do you see yourself in next five years down the line? (19 responses)

> This question was an open-end question and was not compulsory, few of the respondents skipped this question, there was total number of 19 respondents who responded to this question and out of which 11 respondents responded that in five years they will be in a decision-making position, there are 7 respondents who responded that they are uncertain about their future, there are 4 respondents who responded as they lack of job security.

16. What are the three things you would like the organization to do differently to help you cope with job stress? (10 responses)

> This question was an open-end question and was not compulsory, many of the respondents skipped this question, there was total 10 respondents who responded to this question and out of which the most common answers were Needed sufficient breaks during work time, distribute work load equally, Employee engagement activities, Leisure activities, Health care activities, Digitalization of paper work involved.

17. Considering your overall experience how likely are you to recommend this organization to your family and friends? (24 responses)

> ➢ There were total 24 numbers of respondents who responded to this question, out of which 10 respondents rated 5, 8 respondents rated 3, 5 respondents rated 4 and only 1 respondent rated 2.

# **<u>Findings</u>**

# Findings

The number of male working population is greater than female working population. Maximum numbers of employees fall under the age group of below 30 years and above 40 years. Since a large number of people fall under the age group of below 30 years, a lot of youth employees work at Radiance Toolings. Many employees don't a have a handful of work experience at Radiance Toolings.

- The younger employees are more stressed than the experienced one.
- There are many unmarried employees working in the organization.
- There are more numbers of employees who are working full time in the organization
- There are many employees who work 8 hrs. a day
- There are many employees who work 5 & 6 days a week
- Many of them agreed who feels like work load has increased post pandemic
- Majority of them said they feel stressed working from home
- Many of them had a hard time to get relaxed
- Majority of them stated that their job stress level is moderate
- Many stated that their job stress started more than a month ago
- Travelling just for submitting documents as the working capacity of the organization is reduced

# **<u>Limitations</u>**

## Limitations

- There was a communication barrier between employees, hard to reach all the employees,

- The elder employees don't open up to others as they find tough to adapt new technologies

- All the employees didn't respond to the questionnaire

- Not all the employees were working from home, few of them were working simultaneously from home as well as from office the capacity of the organization was reduced to 30% only

- As this firm is a manufacturing unit, huge number of workers were not a part of this survey, this survey was limited to employees only.

# **Suggestions**

## Suggestions

- The organization should update their company's working policy with the change in new working style, new policies should be introduced.
- Stress reliving programs may be introduced in which employee's moral should be boosted
- Healthy competitions should be held on weekly basis
- Realistic goal setting activity shall be introduced to lower the burden of the employees
- The work load should be divided unbiasedly among all the employees
- Paper work should be reduced, paper can be replaced by digital method
- For collecting and submitting documents, employees shall utilize their $2^{nd}$ and $4^{th}$ Saturday's leave such that they can enjoy their leave as well as they can complete their documentation job without wasting the day
- A councilor can be appointed by the organization, so that those employees who are dealing with job stress can be guided in a proper manner
- Regular follow-up calls can be made to all the employees regarding their work progress and health status
- A common hotline number in a form of EAP (employee assistant program) can be introduced in the organization, on which the employees can tell their problems and someone can listen to them and guide them if need.

# CONCLUSION

# CONCLUSION

The study concludes that the COVID-19 Pandemic has certainly created a panic among people which leads to the high level of stress and challenges while working from home (WFH). This has disturbed the mental wellbeing and calls for attention of practitioners and managers. The findings of the study support the notion that there is a need for psycho-social support, community support, managerial support and an effective system of organizational support. Since, very few studies have contributed on job stress of employees while working from home during Covid pandemic, the findings of this study are valuable and have urgent policy implications. Year of 2020-2021 are the year that had redefined the way we work. How organizations learn and evolve from this experience will define the future for many organizations. The need of the hour is to be more agile and flexible to foster creativity and innovation among the team members.

The policy and managerial implications include devising a special EAP (employee assistance program) for crisis like COVID-19 and other future cases, which can be applied not only to Indian organizations but all organizations around the world. Essentially, employee's safety and support should be the priority in all organizations even after the lockdown is eased. Planning for the volatile future and embracing the changes in the work systems will go a long way in meeting the challenges of current and future situations. A hotline number during the crisis can help, employees can call the counsellor on the hotline and discuss their issues anonymously. In addition, introducing a wellness program to maintain employees mental and physical wellbeing is a recommended strategy. The main attributes of managers and leaders required at this time are; to be more compassionate, keeping connected with the team and caring not only about the physical but also mental wellbeing. The new reality must be embraced and with this new reality, we can dispose many conventional ways of management and rethink on many work ethics. The change needs to be properly planned and communicated.

The study contributes to the literature on job stress and work from home (WFH) by advancing the understanding in the time of crisis like COVID-19.

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# <u>ANNEXURE</u>

# ANNEXURE

Questionnaire format:

A] Personal Information

1. Name (Optional): _____

2. Age Group

   ☐ Below 30 years ☐ Below 40 years ☐ Above 40 Years

3. Marital Status:

   ☐ Married ☐ Unmarried

   Other, please specify: _____

4. If married, is your spouse employed?

   ☐ Yes ☐ No

5. No. of children

   ☐ Nil ☐ One

   ☐ Two ☐ More than two

6. Age of your children (you can choose more than one & skip the question if not applicable)

   ☐ Below 2 years ☐ Between 2-5 years ☐ Between 5-15

   ☐ Above 15

B] Work related information

1. What is the nature of your employment?

   ☐ Full-time ☐ Part-time ☐ Internship

2. What sector do you work in?

   ☐ Technical ☐ Service

   ☐ Manufacturing ☐ Other

3. What is your job title?

   ☐ Executive ☐ Manager/Supervisor ☐ Senior Manager

   ☐ Director ☐ Management Level

4. How many hours do you work in a day?

☐ 6 hours ☐ 8 hours ☐ 10 hours Other ———

5. How many days a week you work?

☐ 4 ☐ 5 ☐ 6 Other ———

6. Is the work increased as compared before pandemic & after pandemic?

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

C] Information on Job stress

1. Do you feel stressed while working from home?

☐ Yes ☐ No

2. If yes, could you please select the symptoms you experience due to stress

☐ Frequent headaches ☐ Depression ☐ Anxiety attacks

☐ Insomnia ☐ Loss of appetite ☐ Prolonged fatigue

☐ Irritability ☐ Over sensitivity ☐ Other

3. How often do you have a hard time feeling relaxed?

☐ Never ☐ Once in a while ☐ About half the time

☐ Most of the time ☐ Always

4. How would you rate the level of your job tress?

☐ Mild ☐ Moderate

☐ Severe ☐ Extreme

5. How long have you had the job stress?

☐ Less than a month ☐ 1 - 3 months ☐ 4 - 6 months

☐ 6 months – 1 year ☐ more than 1 year

6. What are the positive aspects of your job?

≫ ————————————————

7. What is the most stressful aspect of your job?

≫ ————————————————

8. Please select what you feel about the following statement:

I. I have too much work allotted to me

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

    II. I have too little work allotted to me

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

    III. My work is repetitive & monotonous

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

    IV. I don't have sufficient time to complete my work

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

    V. I don't have enough rest breaks to relax in between work

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

    VI. I don't get enough time for my hobbies

☐ Strongly Disagree ☐ Disagree ☐ Neutral

☐ Agree ☐ Strongly Agree

9. Please select what you feel about your control over the work that is assigned to you:

≫ _____

    a) I have lack of control over my work

    b) I am given unrealistic targets to achieve

    c) The pace of my work is dictated by my manager

    d) I am constantly expected to perform well at work

10. Do you feel you have a healthy work life balance?

☐ Yes ☐ No

11. If "No", then which of the following statements best describes your work life balance.

≫ _____

    a) My inflexible work hours cause issues like childcare, domestic issues etc.

    b) I am expected to work long hours to achieve targets.

    c) I usually miss my children's games & other activities

    d) I am too tired after work I never go out with my family or friends

e) Others (please specify)

12. How many attempts have you made to relieve your job stress or solve the problem causing it?

   ☐ None    ☐ One    ☐ Two    ☐ Three or more

13. Is your job stress caused by your relationship with your employer?

   ☐ Yes         ☐ No

14. If your job stress doesn't involve another person, what is caused by?

   ☐ Volume of work              ☐ Nature of work & its responsibilities

   ☐ Physical work environment   ☐ Personal Health issues

   ☐ Other

15. Where do you see yourself in next five years down the line?

   ≫ _____

      I am uncertain about my future

      I sense a lack of job security

      I am not sure of the management techniques

      In five years, I see myself at a decision-making position

      Other (please specify): _____

16. What are the three things you would like the organization to do differently to help you cope with job stress?

   ≫ _____

17. Considering your overall experience how likely are you to recommend this organization to your family and friends?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|

Very Unlikely                                                    Very Likely

# PROJECT REPORT

# SURVIVAL ATTEMPT OF RESTAURANT OWNERS IN BARSHI

# (DURING COVID)



## SUBMITTED BY

## ATHRAVA BUDUKH

## TYBBA (A) Marketing

**BMCC, PUNE-411004**

**UNDER THE GUIDANCE OF**

**PROF. DR. SHILPI A. LOKRE**

**SUBMITTED TO**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

**(Autonomous)**

**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY PARTIAL FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION 2021-2022**

# ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to my guide and Marketing Professor, Dr. Shilpi A. Lokre for her guidance which has helped me to complete this project in all respects, right from selection of topic for the Research to giving the project the final touches.

I would also like to thank everyone who supported me throughout the course of this BBA project with their aspiring suggestions and friendly advice. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to this project.

I am highly indebted to all those external guidance and inputs from people who provided me with the facilities being required and conductive conditions for my project.

Lastly, I would like to also thank, the almighty, my parents, my sibling and my friends for their unparalleled support and guidance without whom the project could not have been complete.

Thank you,
Athrava Budukh

# DECLARATION

I, Athrava Budukh of TY BBA (Marketing) at Brihan Maharashtra College of Commerce declare the Project title **Survival attempts of Restaurants in Barshi (During Covid).** The Project was carried out by me for the partial fulfillment of BBA program under Brihan Maharashtra College of Commerce affiliated to Savitribai Phule Pune University.

Name: Athrava Budukh

Place: Pune

Date:

# **INDEX**

# CHAPTER 1: EXECUTIVE SUMMARY

The COVID-19 pandemic is responsible for a health crisis and, at the same time, for a sharp drop in activities of economic sustainability, particularly in tourism management, and has consequences in most countries that are still difficult to measure. The hospitality industry, specifically the restaurant sector, is one of the leading global sources of employment, and it generates considerable revenue. However, the restaurant industry is susceptible to disasters that destroy infrastructure and affect human movement, notably the outbreak of pandemics and epidemics. Similarly, this study also investigated the impacts of COVID-19 on the restaurant sector of Barshi town. The study was focused on the challenges and the sales of the restaurants in the town. The study was made through collecting primary data from a questionnaire. The questionnaire was given to selected number of restaurants owners. Ten restaurants were selected for this research. These 10 restaurants were located in the most populated area in the town. Out of ten, six were Family dining restaurants and remaining four were Café's. All the questions asked in the questionnaire were closed ended and open ended. It emerged from the study that restaurants in the town faced many challenges. This adversely affected fine dining and family restaurants. The Café outlets were equally affected with businesses mostly operating at less than 20% capacity. This led to substantial financial losses and direct and indirectly. At the peak of the pandemic, the restaurants were operating for less than 10%. This study also includes a brief of multi-cuisine restaurant industry in India.

This whole study is an attempt to understand the restaurant multi-cuisine industry in India and to mainly understand the restaurant industry in Barshi town.

# CHAPTER 2: OBJECTIVES OF STUDY

- To study about multi-cuisines restaurant industry in India.

- To study in detail regarding Restaurant industry in Barshi town.

- To study the challenges faced by the restaurants in Barshi during covid

- To study sales of the restaurants selected

- To understand and interpret the strategies/steps used by restaurants to bounce back after lockdown.

- To fulfill the academic requirement of the TYBBA (Marketing) Research.

# CHAPTER 3: LITERATURE REVIEW

*Indian restaurant industry shrank 53% in pandemic year: NRAI report*
The restaurant business worldwide was one of the hardest hit by the Covid-19 pandemic. The Indian food services market was no exception, as it witnessed 53 per cent de-growth in FY2021 compared to the previous fiscal, a report by the National Restaurant Association of India (NRAI).

The contraction in the food services industry led to the permanent closure of over 25 per cent of food business operators, which resulted in job losses of nearly 2.4 million in India.

Revenue and profitability also took a significant hit due to Covid-19, with average revenue post-lockdown seeing de-growth of 46 per cent compared to pre-Covid levels, and average profitability falling 88 per cent, said the report that was released at a flagship roundtable of the industry body.

# CHAPTER 4: RESEARCH METHODOLOGY

**Objectives:**

- The research for this project was done by considering few major objectives. This research will throw light on the study of various restaurants and cafes in Barshi.
- The prime objective of this project is study restaurant industry in Barshi town.

**Sources of Data:**

- Secondary data was collected from different journal articles, websites.
- Primary data was collected through scientifically designed questionnaire to elicit information.
- The questionnaire consisted of 8 questions. I created a questionnaire which was further sent to different restaurants in Barshi. Primary data was collected to mainly understand the side of restaurants during pandemic.

**Hypothesis:**

- **"**It was assumed that the restaurants selected for this research are located in the most populated areas of the town which simply means that they have good customer base from their establishment."

**Interpretation of Data:**

- Mathematical tools such as Pie charts, histograms and bar graphs were used to interpret collected data.

**Methodology used:**

- Questionnaire was created to get primary data from restaurants. The questions asked in the questionnaire were short answer, as well as multiple choice questions etc.
- Total numbers of restaurants selected were ten. Out of Ten, Six were family dining restaurants and remaining four were café's.

# CHAPTER 5: OVERVIEW OF MULTI-CUISINE RESTAURANT INDUSTRY IN INDIA

The COVID-19 pandemic is responsible for a health crisis and, at the same time, for a sharp drop in activities of economic sustainability, particularly in hotel and restaurant management, and has consequences in most countries that are still difficult to measure. The objective of this Research is to find challenges faced and sales of restaurant and also about the strategies used by restaurants to make comeback after the lockdown. The results reveal the existence of common concerns to all restaurants in Barshi for the post-pandemic period, about the measures that the governments should implement, and about the strategies and lessons learned for the future. Resilience in face of the future, fear of a lack of appropriate government measures, strategies designed for markets with greater immediate availability, and the creation of working capital are visible concerns in the restaurant business.

A Restaurant is business that prepares food and serves it to the customer. A Restaurant gives dine-in facility to its customers, take-out and food-delivery services.

The word derives from early 19th century from French word restaurer 'provide food for' (literally 'restore to a former state'). ('To restore', 'to revive') and, being the present participle of the verb, the term restaurant may have been used in 1507 as a "restorative beverage", and in correspondence in 1521 to mean 'that which restores the strength, a fortifying food or remedy'.

# RESTAURANT INDUSTRY IN INDIA

## Concept of Restaurant Industry

The restaurant industry is the industry of professional restaurants, bars, and other food service providers that allow customers to enter, order food, and eat on the premises. This term can be used in a number of different settings and can refer to just about any type of eatery, from the most expensive restaurants to fast-food locations. These can be standalone restaurants located as part of a plaza or as a remote location, or restaurants that can be attached to hotels or casinos. The restaurant industry is typically considered part of the hospitality industry and employs a number of different types of employees, from chefs and waiters to managers and bartenders.

Often associated with or used synonymously with the food service industry, the industry is a professional industry composed of countless locations and employees throughout the world. Just about any location that serves food could conceivably be considered part of the restaurant industry, though it is typically associated with locations in which a person can sit at a table and eat. For this reason, there is some distinction between the restaurant and food service industries; "food service industry" is often used to indicate any facility that prepares and serves food, without consideration for eating at the location.

This distinction is not always important, but the restaurant business is not necessarily considered to include locations such as kitchens that prepare and deliver food but do not serve it at the location. Beyond this stipulation, however, there is not any real standard by which different members of this industry are judged, and just about any type of restaurant, bar, or other eatery is typically a part of the industry. Even fast-food locations that are often associated with drive-through windows and "to go" orders typically provide seating and tables for eating, making them part of the industry.

The restaurant business is typically associated with or considered a part of the hospitality industry in general, and so those interested in working in this industry often learn about hospitality in general. Hospitality workplaces are locations such

as hotels, restaurants, resorts, casinos and other locations where people tend to go for enjoyment and vacations. Hotels, casinos, and resorts have increasingly set themselves apart by the types of food or restaurants located on their premises, and so the importance of restaurants at these locations has increased over the years. This is why someone interested in management in the restaurant industry will typically learn about the hospitality industry in general to better understand how different forms of hospitality can be connected.

Restaurants fall under the umbrella of the hospitality industry, which is comprised of four main sectors—food and beverage, travel and tourism, lodging and recreation. Food and beverage represents the largest segment of hospitality and is a sizable industry in and of it, as it includes just about any business related to preparing, transporting and serving food or beverage, from suppliers to distributors to restaurants and cafeterias.

## About Indian restaurant Industry

Indian restaurant industry is highly divided with more than 1.5 million outlet stores. Out of which 3000 are of organized. Indian restaurant industry was worth Rs 75000 crores and was growing at an annual rate of 7% before the pandemic.

Indian Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast-food restaurants and cafeterias to mid-priced family restaurants, to high-priced luxury establishments.

Restaurants industry in India are divided into different categories like ethnic, fast food, fast casual, casual dining, premium casual, Family style, fine dining etc. This Research has mainly focused on family style and casual dining restaurant.

Restaurant entrepreneurship is a challenging business as this industry must continuously evolve to meet the consumers' ever-changing tastes and preferences. The restaurant industry has grown in India in the past decade due to rapid urbanization and modernization. Traditionally Indians have taken pride in cooking meals for their families. India is known for its various food varieties, and food holds a special place in Indian societies' culture and heritage. Socializing with

family and friends over food is a way to stay connected with the culture. However, the increasing urbanization restaurant industry found its place in the metropolitan cities and has been growing ever since. India has one of the largest millennial populations across the world. These millennial are career-driven individuals with global exposure with more disposable incomes, who have different food habits than the previous generations. This segment of the Indian population likes to eat out and wants to have different food experiences. Young consumers are now ready to pay for convenience, experience, and ambience.

As per the Indian Food Services Report (IFSR) 2019 of India's National Restaurant Association (NRAI, **2019**), this sector has experienced tremendous growth in the last 3 years. It has grown at 11% CAGR during the period 2015–2016 to 2018–2019. The sector was estimated to reach a size of Rupees 599,784 by the year 2022–2023. It is also a significant generator of employment opportunities and employed 7.3 million people in 2018–2019. It is one of the largest service-based industries and contributes around 3% to India's gross domestic product (GDP). According to the Federation of Hotels and Restaurant Associations of India (FHRAI), the Indian hospitality sector's apex body, there are about 53,000 hotels and 7 million restaurants in India in the organized and 23 million restaurants in the unorganized sector.

The restaurant and food sector is included in the hospitality sector and is an essential part of the tourism sector. A visit to a restaurant is, and always has been, much more than fulfilling a basic function of the human condition—to eat. This experiential perspective follows the tourism trend, where increasingly demanding travelers study the destination and its products and services before deciding to visit it. Considering the growing importance of the local cuisine as an attribute of a destination, it is crucial to understand what factors contribute to the gastronomic experience and how these factors influence travelers' satisfaction.

Restaurants can play a fundamental role as a distinctive element in the competitiveness of destinations because they link food to tourism. In this way, gastronomy can be used as a tourist orientation factor, and restaurants are valuable cultural elements sharing this role with other segments of the cultural industry. Thus, restaurants are used to power tourist destinations, especially those with a greater gastronomic presence.

# MULTI-CUISINE INDUSTRY IN INDIA

The purpose of this study was to investigate the effect of corona pandemic on multi-cuisine restaurants. This study will investigate effect of corona pandemic on sales of multi-cuisine restaurants. It will also study the challenges faced by the different types of restaurants in Barshi.

A multi-cuisine is a style of cooking characterized by distinctive ingredients, techniques and dishes and usually associated with specific culture or geographical region. Indian cuisine consists of a variety of regional and traditional cuisines native to the Indian subcontinent. Given the diversity in soil, climate, culture, ethnic groups, and occupations, these cuisines vary substantially and use locally available spices, herbs, vegetables, and fruits. Indian food is also heavily influenced by religion, in particular Hinduism and Islam, cultural choices and traditions.

A multi-cuisine restaurant is one of the types of restaurants which don't focus on any one type of cuisine. Rather it deals with more than one cuisine.

A multi cuisine restaurant is the one where different continental foods are served. For example, a restaurant serving Indian, Chinese, Italian, American and French food is called a multi cuisine restaurant.

In India there are many multi cuisine restaurants. The high end multi cuisine restaurants serve Continental, Chettinad, Udipi, Goan, North Indian, Jain, Gujarati, Punjabi, Chinese, and Arabic and Italian dishes. The lower end multi cuisine fast foods offer South Indian, North Indian, Chinese, Arabic dishes together with bread, omlette as English breakfast.

Any national cuisine is a sum total of its variety of regional cuisines, which are the cultural and historical identifiers of their respective regions. India is home to a number of regional cuisines that showcase its culinary diversity.

# CHAPTER 6: RESTAURANT INDUSTRY IN BARSHI

## Introduction

Barshi is a small city located in the Solapur district of Maharashtra state of India. It is the third largest city in Solapur district after Solapur and Pandharpur. Barshi is a hub for business, different industries.

Barshi is famous for its Bhagvant temple of Lord Vishnu. It is the only temple in the world. Barshi is hub for different industries like clothing, metal, restaurants, medicines etc. Barshi is also famous for its famous Nargis Dutt Memorial Hospital which treats cancer patients.

## Restaurant Industry in Barshi

Barshi's restaurant industry is divided into different categories like cafés and family style restaurants. The Cafes and Restaurants in Barshi server multi-cuisine like Maharashtrian, Punjabi, Italian, Gujarati etc. Barshi's restaurant industry has mainly developed in last 5 years.

The customers to these restaurants are residents and some of the people from different small towns near Barshi city. Restaurants in Barshi are both with vegetarian and non-vegetarian cuisine.

The restaurant industry in Barshi has grown in last 5 years. The restaurants in Barshi have more customers in evening and night as compared to morning.

The Cafes are at peak in evening while family dining restaurants are at peak at night. The customers in Barshi were normally visiting in restaurants during occasions before but now, the customers visit more often which has made restaurants more profitable.

The restaurants in Barshi are owned by Marwari's, Gujarati's and Brahmins'.

Barshi being a small city, it doesn't don't have much competition as compared to big city like Pune. But you probably have much of a customer base. Restaurants in Barshi have a specialty that makes restaurant in Barshi famous and bring customers from small towns near Barshi. Restaurants also offers to cater special

events and consider hosting food competitions in Barshi and it also puts a little hamlet and restaurants on the map.

Restaurants in Barshi have a good menu item list that makes people nearby beg for more. Restaurants in Barshi serve more of Punjabi, Chinese, Italian and Maharashtrian menu which attracts its customers. Restaurants in Barshi feature its famous products on the menu's first page.

Restaurants in Barshi capture the attention of passers-by with advertising on Banners posted at major highways and roads intersecting Barshi town. Restaurants in Barshi place ads in regional newspapers with coupons to give visitors an incentive to drive out of their way for your restaurant.

The restaurants in Barshi cater to parties, festivals, sporting events that take in the town. Catering is a great way for a restaurant to make an extra profit and will help the restaurants integrate into the community and become an essential part of the fabric of your small town.

Restaurants in Barshi have designed their menu around specific market segment. There is one restaurant named "Sarangi Pure Veg" which has lawn dining facility for its customers. The restaurants also provide some park facilities for children like Slides and See-saw. The restaurant also has large elderly populations which feel comfortable there.

All the great food, ambiance and daily specials won't keep customers and attract new ones if they don't enjoy their dining experience. Restaurants in Barshi offers excellent service with a smile and value for the money and your customers will keep coming back and help you grow your business through word of mouth.

# CHAPTER 7: FEEDBACK OF RESTAURANT OWNERS DURING THE PANDEMIC

The goal of this chapter is to gain better understanding of the restaurant during Covid-19 pandemic.

Total numbers of restaurants selected were 10. These questionnaire was been asked to the restaurant owners.

Following is the list of restaurants, café's included in this research:

1. Sarangi pure veg

2. Twisted cafe

3. Cafe one two ka four

4. Sheetal food mall

5. Nikita hotel

6. Hotel Arnaraj

7. Cafe downtown

8. Cafe Hash tag

9. Hotel Anmol

10. Hotel Prabhat

A questionnaire was created to get feedback of the restaurant owners.

## *Interpretation of Data:*

The questionnaire was given to different restaurants in Barshi town. Following is list of restaurants and cafes to which questionnaire was given:

i.    Sarangi pure veg
ii.   Twisted cafe
iii.  Cafe one two ka four
iv.   Sheetal food mall
v.    Nikita hotel
vi.   Hotel Arnaraj
vii.  Cafe downtown
viii. Cafe Hash tag
ix.   Hotel Anmol
x.    Hotel Prabhat

1. **Name of the Restaurant/ Café:**

Name of the Restaurant

10 responses

Hotel Nikita

Cafe downtown

Cafe Hashtag

Sheetal Food Mall

Hotel Anmol

Hotel Prabhat

Cafe one two ka four

Sarangi pure veg

Cafe Twisted

Hotel Arnraj

- Total numbers of respondent restaurants/cafes selected were 10 as mentioned in the image.
- All the restaurants are located in the more populated areas of the town. And following is list of names of restaurants/Café's included in this questionnaire.

## 2. When was your restaurant established?

- This question was asked to know, how many years is the restaurant in the industry of Barshi.
- This question was asked to understand the experience of the restaurant in the industry.
- All the restaurants were established in the year range of 2013 to 2018. Two restaurants were established in 2013 and 2014 respectively.
- Four restaurants were commenced in 2017. Two were in 2015 and again two were established in 2016 and 2018 respectively.



When was your restaurant established?    Copy

10 responses
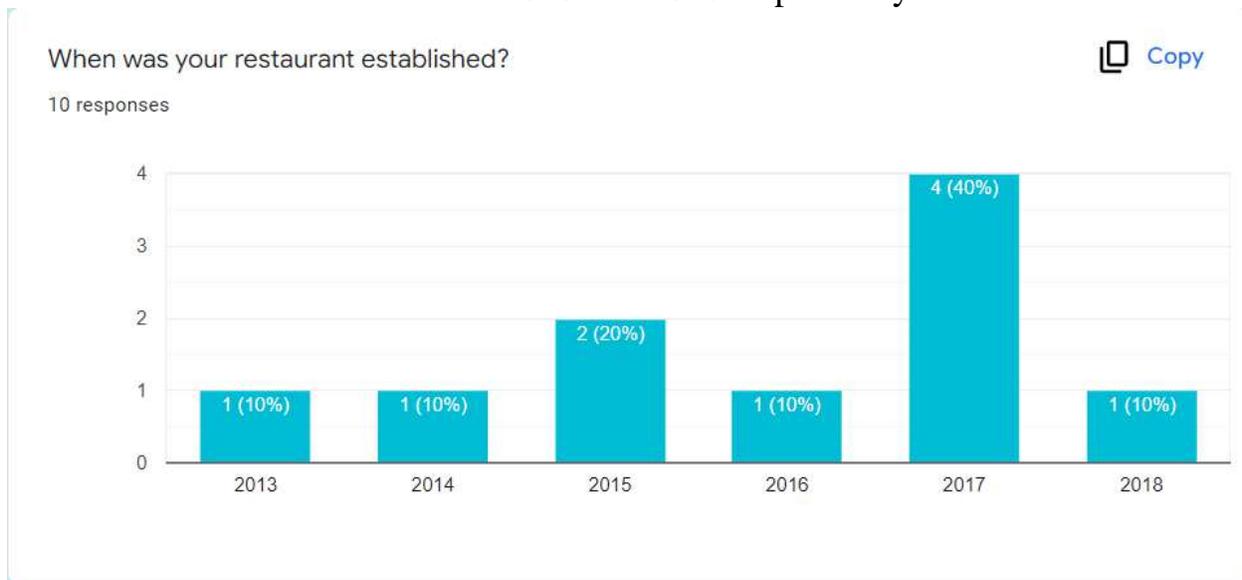
## 3. Type of Restaurant

- This Research includes 3 types of restaurants: Family dining restaurant, Café's and fast food restaurants. But, this questionnaire was responded only by Family dining restaurants and Café's.
- These 2 types of restaurants were available in large amount as compared to fast food restaurants.
- This question was just asked to know the type of restaurant. Out of 10 respondents 6 were family dining and remaining 4 were Café's.

**Type of restaurant**

10 responses



- Cafe's
- Family Dining
- Fast food

60%

40%
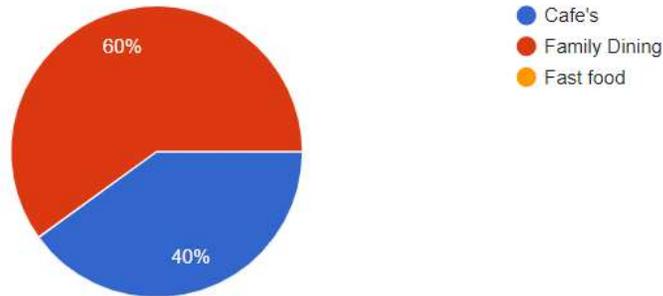
**4. Is your listed on online delivery platform?**
  - o This question was asked to understand the delivery business of the restaurants/café's in the town.
  - o All of the restaurants and café's had their own personal home delivery. Some of the restaurants had delivery service on all the 3 platforms and some had only personal delivery.
  - o Some had only on Swiggy or Zomato respectively.

**Is your restaurant listed on online delivery platform?**

10 responses



Swiggy — 4 (40%)

Zomato — 5 (50%)

Personal Home delivery — 10 (100%)
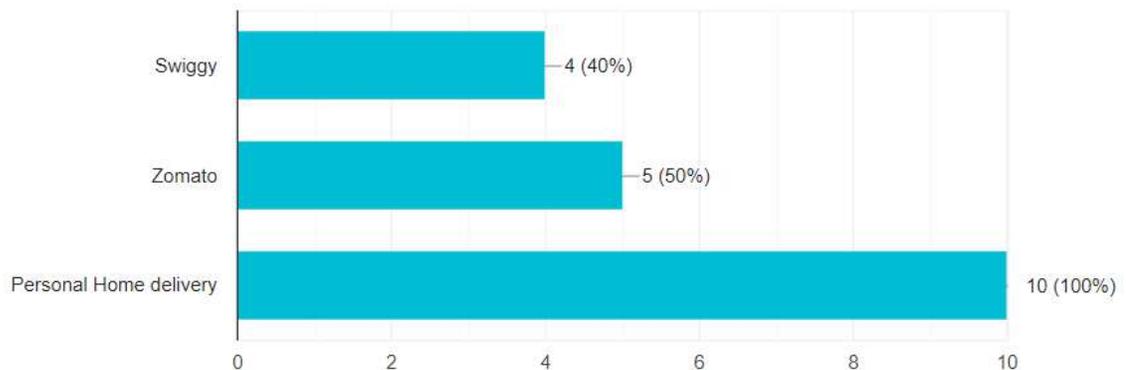
## 5. Cuisines offered:

- o This question was asked to know the particular type of cuisine offered by the restaurant/café.
- o Only 3 restaurants serve Maharashtrian, Punjabi and South Indian respectively.
- o Other all 8 café's/restaurants serve multi-cuisines.

Cuisines offered

10 responses
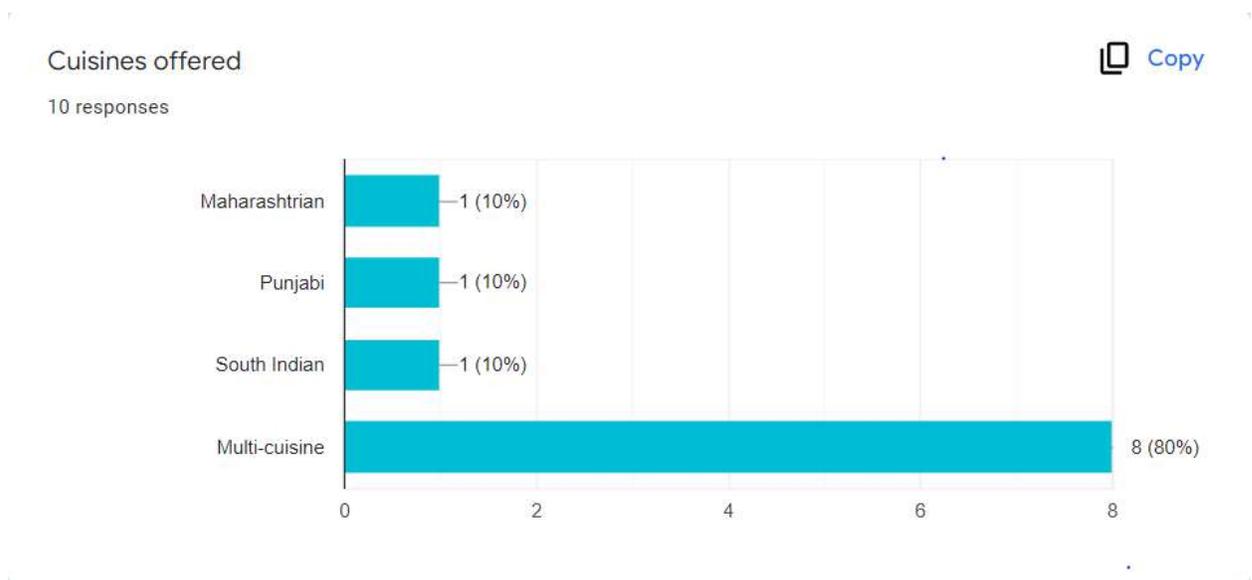


## 6. What was the restaurant sales figure's during the pandemic? (monthly sales)

- o Sales are another important aspect of this research project.
- o This question was asked to know the sales figure of the restaurant/cafes in the industry.
- o The sales amount asked was the average amount of the sales in the pandemic.

- Only one restaurant had an average sales in the range of 4-6 lakhs while other all 9 restaurants and café's had an average sale in the range of 2-4 lakhs.

What were the restaurant's sales figures during the pandemic? (Monthly sales)  ⧉ Copy

10 responses

- 2-4 lakhs
- 4-6 lakhs
- 6-8 lakh
- more than 8 lakh

90%    10%
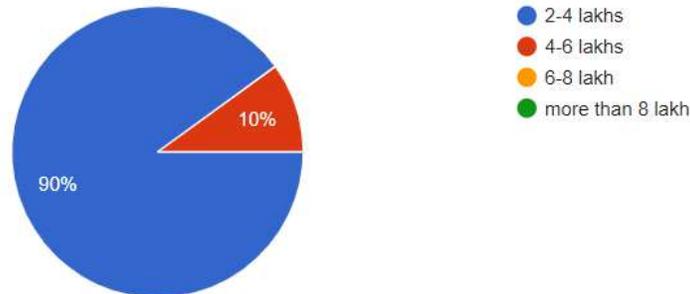
## 7. What were the challenges faced by your restaurant during the pandemic?

- Challenges are another important aspect of this project. This question was a multiple choice question which had multiple options to choose and also can choose more than 1 option at a time.
- Many restaurants faced challenges like keeping up health sanitation, adjusting to government-imposed restrictions in the town, Managing rotating inventory etc.
- Another common challenge between the restaurants/café was balancing cost of providing delivery with profitability.
- Some of café's in the town faced the challenge of finding staff during covid-19.
- And lastly only one café faced the challenge of adjusting to increasing food cost.

What were the challenges faced by your restaurant during the pandemic?                    ⧉ Copy

10 responses

| Category | Value |
|---|---|
| Keeping up health and sanitati... | 10 (100%) |
| Adjusting to government-impos... | 10 (100%) |
| Responding to shifting guest pr... | 0 (0%) |
| Finding and training staff | 3 (30%) |
| Managing rotating inventory | 10 (100%) |
| Maintaining accurate, profitable... | 0 (0%) |
| Balancing costs of providing de... | 8 (80%) |
| Adjusting to increasing food costs | 1 (10%) |

(Horizontal axis: 0, 2, 4, 6, 8, 10)
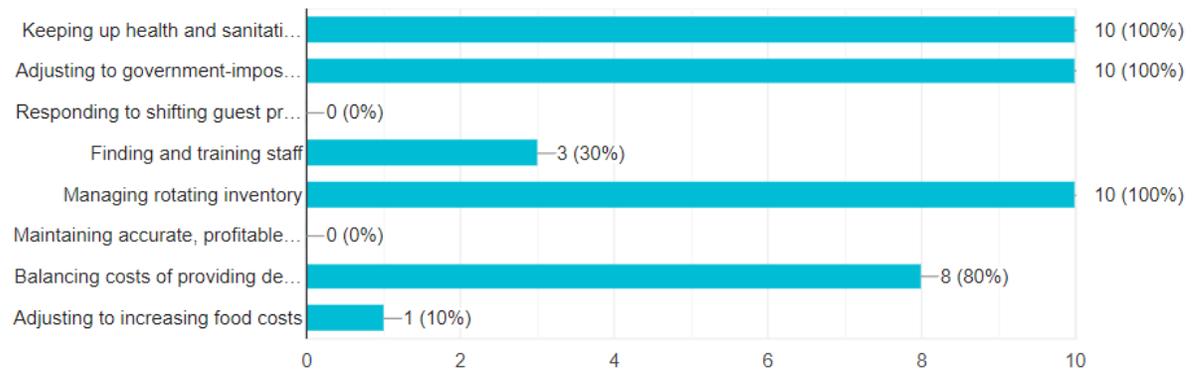
## 8. What steps were taken by your restaurant to bounce back after lockdown?

What steps were taken by your restaurant to bounce back after lockdown?

10 responses

Cleaning and Sanitizing the restaurant

Marrketing through different social media platforms

Lowering the food cost

Optimize delivery business

reducing the menu item list

Focusing only on our speciality

Marketing of products through different social media

Updating the operating procedure

By using a segmented approach: sending messages to its customers regarding it's timings and menu

Managing food pickup and delivery

- o This question was asked to understand the strategies/steps of restaurants during covid-19.
- o These strategies were used by restaurants to bounce back after lockdown.
- o All the restaurants used their unique strategies.
- o Like for example two cafes's used social media marketing as their strategy to bounce back.
- o Few restaurants focused on lowering per plate cost and other on reducing the menu items on the list respectively.
- o Some decided to mainly rely upon delivery business and also focus on their speciality dish.
- o One family dining restaurant decided to use segmented approach. It meant to send its customers messages of its special menu and timings of the restaurant as a part of marketing.
- o Some other restaurants focused on sanitizing/ cleaning and updating the operating procedure respectively.

# CHAPTER 8: CONCLUDING REMARKS

- o The restaurant industry has faced severe challenges during the pandemic, including sharp declines in revenue and tremendous labor losses as well as some permanent closures.
- o However, at some point, dining in restaurants will once again be a pleasure that people across the country can enjoy dining once again with their family members and friends.
- o The actions that the restaurant operators will take now will go a long way toward preserving their business through the crisis and equipping their restaurants to serve customers because recovery from this economic disaster is going to take time and till then they will achieve slow growth and recovery and hence sometimes in future things will again achieve to an optimum level.

# CHAPTER 9: SUGGESTIONS

o Restaurants can start their own delivery app instead of using partnering apps. They can also give offers to its loyal customers.
o They can also start their own website and keep their updated menu on it and also upload social media profiles. They can also keep posting offers on the website which attracts more customers.
o Restaurants can provide table booking service on their application.
o Restaurants can be decorated on different occasions which also attract customers.
o Restaurants can organize small events on some special occasions like for example: restaurant can organize a small event for its 5$^{th}$ anniversary. It can keep special offers in that event.

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# PROJECT REPORT

## A STUDY ON RECRUITMENT AND SELECTION PROCESS AT INFOSYS, PUNE



**SUBMITTED BY**

**TEJASVI PADAKI**

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**(HUMAN RESOURCE MANAGEMENT)**

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**UNDER THE GUIDANCE OF**

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**SUBMITTED TO**

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**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY**

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Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration

# Completion Certificate

This is to certify that Mr. / Miss. ....Tejasvi Padaki....................

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of B.B.A. Exam Seat No. ....59...... has satisfactorily completed the

project work.

Specialisation ....Human Resource Management..................

Title ...A Study on Recruitment and Selection Process at.......

.......Infosys, Pune.......................................................

Date : June, 2021
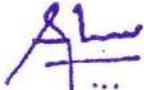
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I also express my gratitude to the HR Manager and the entire staff of Infosys located in Pune, for providing me full support and guidance that I needed to complete the project on time, in spite of their busy schedule.

At the outset I would like to thank all those who have contributed towards the accomplishment of the project report.

# DECLARATION

I, Tejasvi Padaki of BBA at Brihan Maharashtra College of Commerce hereby declare the Project Report titled "**A STUDY ON RECRUITMENT AND SELECTION PROCESS AT INFOSYS PUNE**" written and submitted by me, in partial fulfilment for Third Year of Bachelor of Business Administration (BBA) under the supervision of Prof. Shubhendu Pandit is my original work and the conclusions drawn therein are based on the material collected and observation made by me.

*Epadaki*

DATE:  JUNE, 2021                                            (TEJASVI PADAKI)

PLACE: PUNE

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# EXECUTIVE SUMMARY

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We know that people form an integral part of the organization. Today, in every organisation personnel planning as an activity is necessary. It is an important part of an organisation. Human Resource Planning is a vital ingredient for the success of the organisation in the long run. There are certain ways that are to be followed by every organisation, which ensures that it has right number and kind of people, at the right place and right time, so that organisation can achieve its planned objective.

The objectives of Human Resource Department are Human Resource Planning, Recruitment and Selection, Training and Development, Career planning, Transfer and Promotion, Risk Management, Performance Appraisal and so on. Each objective needs special attention and proper planning and implementation.

For every organisation it is important to have a right person on a right job. Recruitment and Selection plays a vital role in this situation. Shortage of skills and the use of new technology are putting considerable pressure on how employers go about Recruiting and Selecting staff. It is recommended to carry out a strategic analysis of Recruitment and Selection procedure.

With reference to this context, this project is been prepared to put a light on Recruitment and Selection process. This project includes Meaning and Definition of Recruitment and Selection, Need and Purpose of Recruitment, Evaluation of Recruitment Process, Recruitment Tips. Sources of Recruitment through which an Organisation gets suitable application. Scientific Recruitment and Selection, which an Organisation should follow for, right manpower. Job Analysis, which gives an idea about the requirement of the job. Next is Selection process, which includes steps of Selection, Types of Test, Types of Interview, Common Interview Problems and their Solutions. Approaches to Selection, Scientific Selection Policy, Selection in India and problems.

Recruitment and Selection are simultaneous process and are incomplete without each other. They are important components of the organisation and are different from each other. Since all the aspect needs practical example and explanation this project includes Recruitment and selection Process of Infosys. And a practical case study. It also contains addresses of various and top placement consultants and the pricelist of advertisements in the magazine.

# OBJECTIVES OF THE STUDY

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- To study and understand the employee perception towards the recruitment and selection process in Infosys.

- To evaluate the recruitment and selection procedure undertaken at Infosys.

- To determine the average time required for the overall selection process.

- To study and analyse different recruitment and selection methods undertaken by the organization.

# SCOPE OF THE STUDY

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- The study focuses on understanding the recruitment and selection policies at Infosys.

- One can analyse the satisfactory level of the employees about the recruitment and selection procedure of the organization.

- The research reveals the recruitment and selection process followed in the organization.

# REVIEW OF LITERATURE

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## WORK BY KORSTEN (2003) AND JONES ET AL. (2006)

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003). Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

## WORK BY ALAN PRICE (2007)

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate culture and ethics specific to the company (Price 2007).

## WORK BY SILZER ET AL (2010)

However, the process of recruitment does not cease with application of candidature and selection of the appropriate candidates, but involves sustaining and retaining the employees that are selected, as stated by Silzer et al. (2010). Work of Silzer et al. (2010) was largely concerned with Talent management, and through their work they were successful in resolving issues like whether or not talent is something one can be born with or is it something that can

be acquired through development. According to Silzer et al (2010), that was a core challenge in designing talent systems, facing the organization and among the senior management. The only solution to resolve the concern of attaining efficient talent management was by adopting fully-executable recruitment techniques. Regardless of a well-drawn practical plan on recruitment and selection as well as involvement of highly qualified management team, companies following recruitment processes may face significant obstacles in implementation.

## BECKER, W. J., CONNOLLY, T., & SLAUGHTER, J. E. (2010).

The researchers examined the relationship between a job offer being accepted and the time lag between a job applicant's final interview and an offer being extended. For samples of new college graduates and more experienced employees, the shorter the time lag, the more likely a job offer was to be accepted. Becker et al. also found that for each sample, having to relocate for a new job made it less likely that a job offer was accepted.

## CONNERLEY, M. L. (2013).

Connerley reviewed research on recruiter characteristics (e.g., demographic variables, training, and behaviour) and their association with applicant job pursuit intentions, perceptions of job-organization attraction and job choice decisions with a focus on how and why recruiter attributes could influence a job applicant's experience with the recruitment process.

## BURKS, S. V., COWGILL, B., HOFFMAN, M., & HOUSMAN, M. (2015).

The value of hiring through employee referrals. These researchers examined the benefits to employers of hiring based on employee referrals. Compared to other types of job candidates, applicants referred by current employees were more likely to be hired, performed at a higher level and were less likely to quit. The lower cost of recruiting by means of employee referrals was an additional benefit of this approach.

# INTRODUCTION

# INTRODUCTION

Recruitment and selection are two of the most important functions of personnel management. Recruitment precedes selection and helps in selecting a right candidate.

Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of efficient personnel.

Staffing is one basic function of management. All managers have responsibility of staffing function by selecting the chief executive and even the foremen and supervisors have a staffing responsibility when they select the rank-and-file workers. However, the personnel manager and his personnel department are mainly concerned with the staffing function.

Every organisation needs to look after recruitment and selection in the initial period and thereafter as and when additional manpower is required due to expansion and development of business activities.

"Right person for the right job" is the basic principle in recruitment and selection. Ever organisation should give attention to the selection of its manpower, especially its managers. The operative manpower is equally important and essential for the orderly working of an enterprise. Every business organisation/unit needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates are essential. Human resource management in an organisation will not be possible if unsuitable persons are selected and employment in a business unit.

# RECRUITMENT

- **MEANING:**

Recruitment means to estimate the available vacancies and to make suitable arrangements for their selection and appointment. Recruitment is understood as the process of searching for and obtaining applicants for the jobs, from among whom the right people can be selected.

A formal definition states, "It is the process of finding and attracting capable applicants for the employment. The process begins when new recruits are sought and ends when their applicants are submitted. The result is a pool of applicants from which new employees are selected". In this, the available vacancies are given wide publicity and suitable candidates are encouraged to submit applications so as to have a pool of eligible candidates for scientific selection.

- **DEFINITION:**

According to EDWIN FLIPPO, "Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization."

- **NEED FOR RECRUITMENT**

The need for recruitment may be due to the following reasons / situation: Vacancies due to promotions, transfer, retirement, termination, permanent disability, death and labour turnover. Creation of new vacancies due to the growth, expansion and diversification of business activities of an enterprise. In addition, new vacancies are possible due to job specification.

- **PURPOSE AND IMPORTANCE OF RECRUITMENT:**

➢ Determine the present and future requirements of the organization on conjunction with its personnel-planning and job analysis activities.

➢ Increase the pool of job candidates at minimum cost.

➢ Help increase the success rate of the selection process by reducing the number of visibly under qualified or overqualified job applicants.

> Help reduce the probability that job applicants, once recruited and selected, will leave the organization only after a short period of time.

> Meet the organization's legal and social obligations regarding the composition of its work force.

> Begin identifying and preparing potential job applicants who will be appropriate candidates.

> Increase organizational and individual effectiveness in the short term and long term.

> Evaluate the effectiveness of various recruiting techniques and sources for all types of job applicants.

> Recruitment is a positive function in which publicity is given to the jobs available in the organization and interested candidates are encouraged to submit applications for the purpose of selection.

- **RECRUITMENT PROCESS**

Recruitment refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants. The process comprises five interrelated stages, viz,

> Planning.

> Strategy development.

> Searching.

> Screening.

> Evaluation and control.

The ideal recruitment programme is the one that attracts a relatively larger number of qualified applicants who will survive the screening process and accept positions with the organisation, when offered.

Recruitment programmes can miss the ideal in many ways i.e., by failing to attract an adequate applicant pool, by under/over selling the organisation or by inadequate screening applicants before they enter the selection process. Thus, to approach the ideal, individuals responsible for the recruitment process must know how many and what types of employees

are needed, where and how to look for the individuals with the appropriate qualifications and interests, what inducement to use for various types of applicant's groups, how to distinguish applicants who are qualified from those who have a reasonable chance of success and how to evaluate their work.

> ## SOURCES OF RECRUITMENT

### SOURCES OF MANAGERIAL RECRUITMENT

| INTERNAL SOURCES | EXTERNAL SOURCES |
|---|---|
| 1) Promotion | 1) Campus recruitment |
| 2) Transfers | 2) Press advertisement |
| 3) Internal notification | 3) Management consultancy service (Advertisement) & private employment exchanges |
| 4) Retirement | 4) Deputation of personnel or transfer from one enterprise to another |
| 5) Recall | 5) Management training schemes |
| 6) Former employees | 6) Walk-ins, write-ins, talk-ins |
| 7) Miscellaneous external sources | |

The sources of recruitment can be broadly categorized into internal and external sources

> ## INTERNAL RECRUITMENT –

Internal recruitment seeks applicants for positions from within the company. The various internal sources include

> ## PROMOTIONS AND TRANSFERS –

Promotion is an effective means using job posting and personnel records. Job posting requires notifying vacant positions by posting notices, circulating publications or announcing at staff meetings and inviting employees to apply. Personnel records help discover employees who are doing jobs below their educational qualifications or skill levels.

Promotions has many advantages like it is good public relations, builds morale, encourages competent individuals who are ambitious, improves the probability of good selection since

information on the individual's performance is readily available, is cheaper than going outside to recruit, those chosen internally are familiar with the organization thus reducing the orientation time and energy and also acts as a training device for developing middle-level and top-level managers.

## ➤ **EMPLOYEE REFERRALS-**

Employees can develop good prospects for their families and friends by acquainting them with the advantages of a job with the company, furnishing them with introduction and encouraging them to apply. This is a very effective means as many qualified people can be reached at a very low cost to the company.

The other advantages are that the employees would bring only those referrals that they feel would be able to fit in the organization based on their own experience. The organization can be assured of the reliability and the character of the referrals. In this way, the organization can also fulfil social obligations and create goodwill.

## ➤ **FORMER EMPLOYEES-**

These include retired employees who are willing to work on a part-time basis, individuals who left work and are willing to come back for higher compensations. Even retrenched employees are taken up once again. The advantage here is that the people are already known to the organization and there is no need to find out their past performance and character. Also, there is no need of an orientation programme for them, since they are familiar with the organization.

## ➤ **DEPENDENTS OF DECEASED EMPLOYEES-**

Usually, banks follow this policy. If an employee dies, his / her spouse or son or daughter is recruited in their place. This is usually an effective way to fulfil social obligation and create goodwill.

## ➤ **RECALLS: -**

When management faces a problem, which can be solved only by a manager who has proceeded on long leave, it may de decided to recall that persons after the problem is solved, his leave may be extended.

## ➤ RETIREMENTS: -

At times, management may not find suitable candidates in place of the one who had retired, after meritorious service. Under the circumstances, management may decide to call retired managers with new extension.

## ➤ INTERNAL NOTIFICATION (ADVERTISEMENT): -

Sometimes, management issues an internal notification for the benefit of existing employees. Most employees know from their own experience about the requirement of the job and what sort of person the company is looking for. Often employees have friends or acquaintances who meet these requirements. Suitable persons are appointed at the vacant posts.

## ➤ EXTERNAL RECRUITMENT –

External recruitment seeks applicants for positions from sources outside the company. They have outnumbered the internal methods. The various external sources include

## ➤ PROFESSIONAL OR TRADE ASSOCIATIONS: -

Many associations provide placement service to its members. It consists of compiling job seekers lists and providing access to members during regional or national conventions. Also, the publications of these associations carry classified advertisements from employers interested in recruiting their members. These are particularly useful for attracting highly educated, experienced or skilled personnel. Also, the recruiters can zero on in specific job seekers, especially for hard-to-fill technical posts.

## ➤ ADVERTISEMENTS: -

It is a popular method of seeking recruits, as many recruiters prefer advertisements because of their wide reach. Want ads describe the job benefits, identify the employer and tell those interested how to apply. Newspaper is the most common medium but for highly specialized recruits, advertisements may be placed in professional or business journals.

Advertisements must contain proper information like the job content, working conditions, location of job, compensation including fringe benefits, job specifications, growth aspects, etc. The advertisement has to sell the idea that the company and job are perfect for the

candidate. Recruitment advertisements can also serve as corporate advertisements to build company" image. It also cost effective.

## ➢ EMPLOYMENT EXCHANGES: -

Employment Exchanges have been set up all over the country in deference to the provision of the Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959. The Act applies to all industrial establishments having 25 workers or more each. The Act requires all the industrial establishments to notify the vacancies before they are filled.

The major functions of the exchanges are to increase the pool of possible applicants and to do the preliminary screening. Thus, employment exchanges act as a link between the employers and the prospective employees. These offices are particularly useful to in recruiting blue-collar, white collar and technical workers.

## ➢ CAMPUS RECRUITMENTS: -

Colleges, universities, research laboratories, sports fields and institutes are fertile ground for recruiters, particularly the institutes. Campus Recruitment is going global with companies like HLL, Citibank, HCL-HP, ANZ Grindlays, L&T, Motorola and Reliance looking for global markets. Some companies recruit a given number of candidates from these institutes every year.

Campus recruitment is so much sought after that each college; university department or institute will have a placement officer to handle recruitment functions. However, it is often an expensive process, even if recruiting process produces job offers and acceptances eventually. A majority leave the organization within the first five years of their employment. Yet, it is a major source of recruitment for prestigious companies.

## ➢ WALK-INS, WRITE-INS AND TALK-INS

The most common and least expensive approach for candidates is direct applications, in which job seekers submit unsolicited application letters or resumes. Direct applications can also provide a pool of potential employees to meet future needs. From employees" viewpoint, walk-ins are preferable as they are free from the hassles associated with other methods of recruitment.

While direct applications are particularly effective in filling entry level and unskilled vacancies, some organizations compile pools of potential employees from direct applications

for skilled positions. Write-ins are those who send written enquiries. These jobseekers are asked to complete application forms for further processing. Talk-ins involves the job aspirants meeting the recruiter (on an appropriated date) for detailed talks. No application is required to be submitted to the recruiter.

## ➢ **CONTRACTORS: -**

They are used to recruit casual workers. The names of the workers are not entered in the company records and, to this extent; difficulties experienced in maintaining permanent workers are avoided.

## ➢ **CONSULTANTS: -**

They are in the profession for recruiting and selecting managerial and executive personnel. They are useful as they have nationwide contacts and lend professionalism to the hiring process. They also keep prospective employer and employee anonymous. However, the cost can be a deterrent factor.

## ➢ **HEAD HUNTERS: -**

They are useful in specialized and skilled candidate working in a particular company. An agent is sent to represent the recruiting company and offer is made to the candidate. This is a useful source when both the companies involved are in the same field, and the employee is reluctant to take the offer since he fears, that his company is testing his loyalty.

## ➢ **RADIO, TELEVISION AND INTERNET: -**

Radio and television are used to reach certain types of job applicants such as skilled workers. Radio and television are used but sparingly, and that too, by government departments only. Companies in the private sector are hesitant to use the media because of high costs and also because they fear that such advertising will make the companies look desperate and damage their conservative image.

However, there is nothing inherently desperate about using radio and television. It depends upon what is said and how it is delivered. Internet is becoming a popular option for recruitment today. There are specialized sites like naukri.com. Also, websites of companies have a separate section wherein; aspirants can submit their resumes and applications. This provides a wider reach.

> ## **COMPETITORS: -**

This method is popularly known as "poaching" or "raiding" which involves identifying the right people in rival companies, offering them better terms and luring them away. For instance, several executives of HMT left to join Titan Watch Company. There are legal and ethical issues involved in raiding rival firms for potential candidates.

From the legal point of view, an employee is expected to join a new organization only after obtaining a „no objection certificate" from his/ her present employer. Violating this requirement shall bind the employee to pay a few months" salary to his/ her present employer as a punishment. However, there are many ethical issues attached to it.

> ## **MERGERS AND ACQUISITIONS: -**

When organizations combine, they have a pool of employees, out of whom some may not be necessary any longer. As a result, the new organization has, in effect, a pool of qualified job applicants. As a result, new jobs may be created.

Both new and old jobs may be readily staffed by drawing the best-qualified applicants from this employee pool. This method facilitates the immediate implementation of an organization's strategic plan. It enables an organization to pursue a business plan, However, the need to displace employees and to integrate a large number of them rather quickly into a new organization means that the personnel-planning and selection process becomes critical more than ever.

- **EVALUATION OF EXTERNAL RECRUITMENT:**

External sources of recruitment have both merits and demerits.

- ❖ The merits are
- ➢ The organization will have the benefit of new skills, new talents and new experiences, if people are hired from external sources.
- ➢ The management will be able to fulfil reservation requirements in favour of the disadvantaged sections of the society.
- ➢ Scope for resentment, heartburn and jealousy can be avoided by recruiting from outside.
- ❖ The demerits are
- ➢ Better motivation and increased morale associated with promoting own employees re lost to the organization.
- ➢ External recruitment is costly.
- ➢ If recruitment and selection processes are not properly carried out, chances of right candidates being rejected and wrong applicants being selected occur.
- ➢ High training time is associated with external recruitment. 98% of organizational success depends upon efficient employee selection

# SELECTION PROCESS

Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment. The following chart gives an idea about selection process: -



RECRUITMENT AND SELECTION
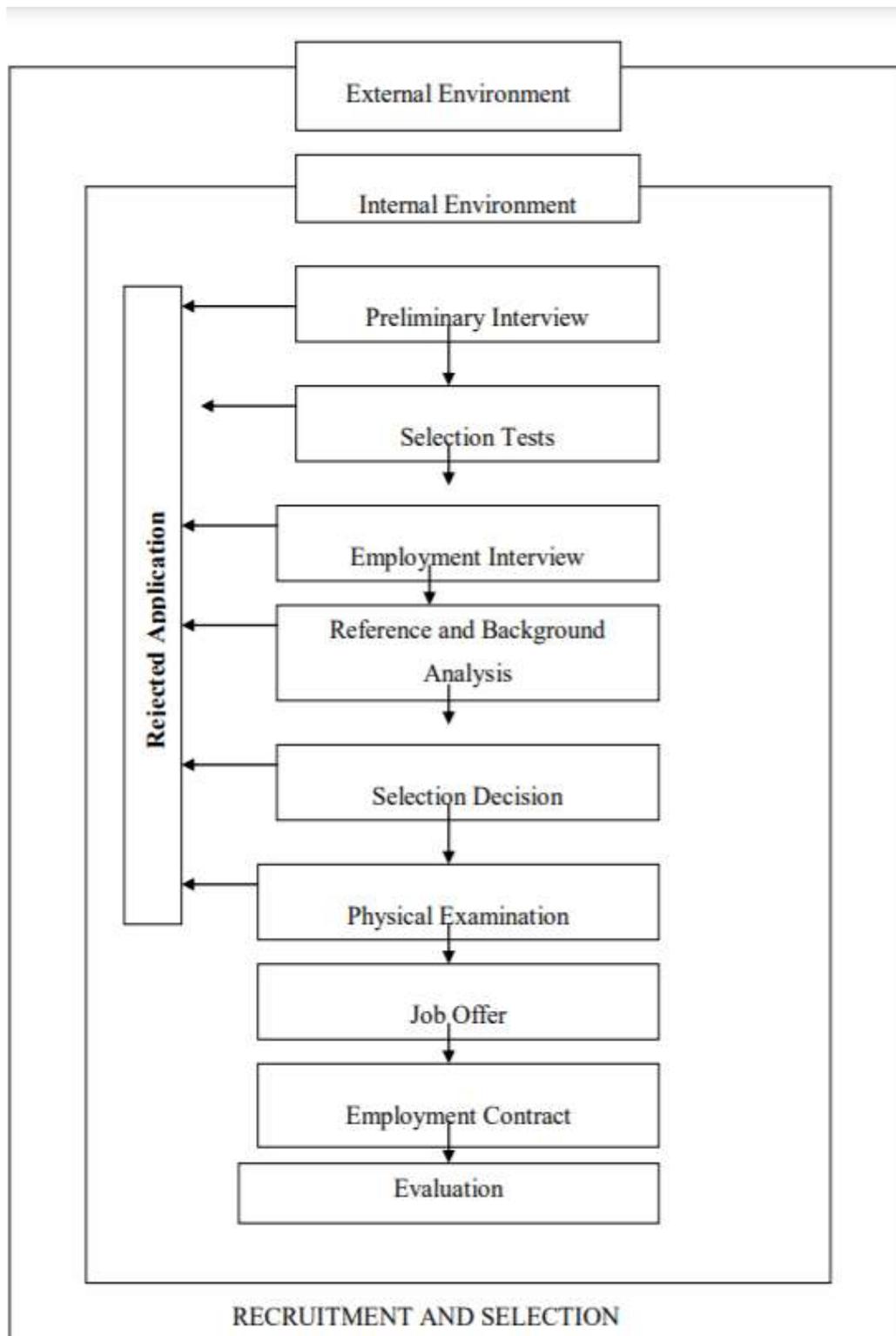
- **ENVIRONMENT FACTOR AFFECTING SELECTION: -**

Selection is influenced by several factors. More prominent among them are supply and demand of specific skills in the labour market, unemployment rate, labour- market conditions, legal and political considerations, company's image, company's policy, human resources planning and cost of hiring. The last three constitute the internal environment and the remaining form the external environment of selection process.

> **STEP 1: - PRELIMINARY INTERVIEW**

The applicants received from job seekers would be subject to scrutiny so as to eliminate unqualified applicants. This is usually followed by a preliminary interview the purpose of which is more or less the same as scrutiny of application, that is, eliminate of unqualified applicants.

> **STEP 2: - SELECTION TEST**

Job seekers who pass the screening and the preliminary interview are called for tests. Different types of tests may be administered, depending on the job and the company. Generally, tests are used to determine the applicant's ability, aptitude and personality.

> **STEP 3: - INTERVIEW**

The next step in the selection process is an interview. Interview is formal, in-depth conversation conducted to evaluate the applicant's acceptability. It is considered to be excellent selection device. It is face-to-face exchange of view, ideas and opinion between the candidates and interviewers. Basically, interview is nothing but an oral examination of candidates. Interview can be adapted to unskilled, skilled, managerial and profession employees.

> **STEP 4: -REFERENCE CHECK**

Many employers request names, addresses, and telephone numbers of references for the purpose of verifying information and perhaps, gaining additional background information on an applicant.

> **STEP 5: SELECTION DECISION**

After obtaining information through the preceding steps, selection decision- the most critical of all the steps- must be made. The other stages in the selection process have been used to

narrow the number of the candidates. The final decision has to be made the pool of individuals who pas the tests, interviews and reference checks. The view of the line manager will be generally considered in the final selection because it is he/she who is responsible for the performance of the new employee. The HR manager plays a crucial role in the final selection.

> ### STEP 6: - PHYSICAL EXAMINATION

After the selection decision and before the job offer is made, the candidate is required to undergo a physical fitness test. A job offer is, often, contingent upon the candidate being declared fit after the physical examination.

> ### STEP 7: - JOB OFFER

The next step in the selection process is job offer to those applicants who have crossed all the previous hurdles. Job offer is made through a letter of appointed. Such a letter generally contains a date by which the appointee must report on duty.

> ### STEP 8: -CONTRACT OF EMPLOYMENT

There is also a need for preparing a contract of employment. The basic information that should be included in a written contract of employment will vary according to the level of the job, but the following checklist sets out the typical headings:

- ✓ Job title
- ✓ Duties, including a parse such as "The employee will perform such duties and will be responsible to such a person, as the company may from time to time direct".
- ✓ Date when continuous employment starts and the basis for calculating service.
- ✓ Rate of pay, allowance, overtime and shift rates, method of payments.
- ✓ Hours of work including lunch break and overtime and shift arrangements.
- ✓ Holiday arrangements:
- ✓ Paid holidays per year.
- ✓ Public holidays.
- ✓ Length of notice due to and from employee.
- ✓ Grievance's procedure (or reference to it).
- o Disciplinary procedure (or any reference to it).
- o Work rules (or any reference to them).

- o Arrangements for terminating employment.
- o Arrangements for union membership (if applicable).
- ✓ Special terms relating to rights to patent s and designs, confidential information and restraints on trade after termination of employment.
- ✓ Employer's right to vary terms of the contract subject to proper notification being given.

## ➤ **STEP 9: -CONCLUDING THE SELECTION PROCESS**

Contrary to popular perception, the selection process will not end with executing the employment contract. There is another step – amore sensitive one reassuring those candidates who have not selected, not because of any serious deficiencies in their personality, but because their profile did not match the requirement of the organisation. They must be told that those who were selected were done purely on relative merit.

## ➤ **STEP 10: -EVALUATION OF SELECTION PROGRAMME**

The broad test of the effectiveness of the selection process is the quality of the personnel hired. An organisation must have competent and committed personnel. The selection process, if properly done, will ensure availability of such employees. How to evaluate the effectiveness of a selection programme? A periodic audit is the answer.

- **FOUR APPROACHES TO SELECTION:**

## 1). ETHNOCENTRIC SELECTION:

In this approach, staffing decisions are made at the organization's headquarters. Subsidiaries have limited autonomy, and the employees from the headquarters at home and abroad fill key jobs. Nationals from the parent country dominate the organisations at home and abroad.

## 2). POLYCENTRIC SELECTION:

In polycentric selection, each subsidiary is treated as a distinct national entity with local control key financial targets and investment decisions. Local citizens manage subsidiaries, but the key jobs remain with staff from the parent country. This is the approach, which is largely practiced in our country

## 3). REGIOCENTRIC SELECTION: -

Here, control within the group and the movements of staff are managed on a regional basis, reflecting the particular disposition of business and operations within the group. Regional managers have greater discretion in decision. Movement of staff is largely restricted to specific geographical regions and promotions to the jobs continue to be dominated by managers from the parents' company.

## 4). GEOCENTRIC STAFFING: -

In this case, business strategy is integrated thoroughly on global basis. Staff development and promotion are based on ability, not nationality. The broad and other parts of the top management structure are thoroughly international in composition. Needless to say, such organisations are uncommon.

- **DIFFERENCE BETWEEN RECRUITMENT AND SELECTION**

1) Recruitment is the process of searching for prospective candidates and motivating them to apply for job in the organization. Whereas, selection is a process of choosing most suitable candidates out of those, who are interested and also qualified for job.

2) In the recruitment process, vacancies available are finalized, publicity is given to them and applications are collected from interested candidates. In the selection process, available applications are scrutinized. Tests, interview and medical examination are conducted in order to select most suitable candidates.

3) In recruitment the purpose is to attract maximum numbers of suitable and interested candidates through applications. In selection process the purpose is that the best candidate out of those qualified and interested in the appointment.

4) Recruitment is prior to selection. It creates proper base for actual selection. Selection is next to recruitment. It is out of candidates" available/interested.

5) Recruitment is the positive function in which interested candidates are encouraged to submit application. Selection is a negative function in which unsuitable candidates are eliminated and the best one is selected.

6) Recruitment is the short process. In recruitment publicity is given to vacancies and applications are collected from different sources Selection is a lengthy process. It involves scrutiny of applications, giving tests, arranging interviews and medical examination.

7) In recruitment services of expert is not required Whereas in selection, services of expert are required

8) Recruitment is not costly. Expenditure is required mainly for advertising the posts. Selection is a costly activity, as expenditure is needed for testing candidates and conduct of interviews.

# RECRUITMENT AND SELECTION AT INFOSYS

# RECRUITMENT AND SELECTION AT INFOSYS

➢ **WORK AT INFOSYS:**

A feeling of energy and vitality, of freshness, of a place where people work in a campus like facility and culture, are unafraid to voice new ideas, of a place where there is minimal hierarchy.

Robust people management practices enable Infosys to create this environment for its employees. This is what distinguishes Infosys among other technology companies, enabling Info scions to excel and innovate in what they do for their clients and in what they stand for as a company.

➢ **CONTINUOUS LEARNING:**

The spirit of learnability among Infosys people and an organizational commitment to continuous personal and professional development keeps Infosys at the forefront in a fast-changing industry. Their framework for continuous learning at Infosys is built around a number of focused programs for their employees. These range from major initiatives such as the Infosys Leadership Institute to various ongoing management development and personal improvement programs. They complement a host of technology advancement and ongoing training options.

➢ **FUN AND CULTURE:**

Life at Infosys is full of events - where employees can pursue their interests in areas as varied as arts, culture, or sports. The objective is to ensure that employees are not confined to their desks. Employees express their various skills and interests through forums that include an "Art Gallery" on campus dedicated to displaying the works of Infoscions, daily quiz competitions, and regular music meetings that keep the place abuzz with creativity.

➢ **INSYNC:**

The key to employee involvement in organizations is the sharing of information about business performance, plans, goals, and strategies. What happens by a shout across the corridor in a smaller organization, calls for a more systematic process in a large organization like Infosys.

"Infosys believes in an organization with less hierarchy and faster decision-making. In order to make that happen, every Infoscion needs to know how the organization works, how decision is made, and what drives Infosys. So, it is important for Infosys to communicate this to everyone"

## ➤ CAREERS:

Infosys has a vision of where they want to go, and it's really exciting.

With an annual compounded growth rate of around 60% in the last 5 years, and branches across the world, Infosys is forging ahead in the global market. To achieve their vision, they are always looking out for talented, learnable individuals who are ambitious, who love challenges and who have a passion to excel!

Towards this objective, Infosys participates in campus hiring programs and also conducts a number of off-campus initiatives throughout the year at various locations. Apart from college hiring, they also hire experienced professionals from the industry at various midlevel and senior positions.

## ➤ INFOSYS — GROOMING GLOBAL TALENT:

Last year, over 1.3 million people applied for a job at Infosys. Only 1% of them were hired. In comparison, Harvard College took in 9% of candidates.

Infosys has always focused on inducting and educating the best and the brightest. With global hiring practices, coupled with ever-expanding university programs such as Campus Connect and development centres across the globe, Infosys is able to source and nurture talent while delivering lasting value to clients.

Infosys, which trains over 15,000 new recruits every year, is well prepared to win the battle for top-notch talent. At the heart of this education program is a fully equipped $120 million facility in Mysore, about 90 miles from Bangalore.

- **SOURCES OF MAN POWER SUPPLY:**

  ➢ **INTERNAL:**

Infosys upgrades from within only for managerial positions, but only to some extent. Because upgrading from within is considered better as the employee is already familiar with the organization, reduces training cost, helps in building morale and promotes loyalty. If no one capable for managerial position is found in its internal source, it looks out for external sources. It selects only the best employee for the organization

- **TYPES:**

  ➢ **FORMER EMPLOYEES**

They ask the retired employees who are willing to work on a part-time basis, individuals who left work and are willing to come back for higher compensations. Even retrenched employees are taken up once again.

  ➢ **RETIREMENTS: -**

If it's not able to find suitable candidates in place of the one who had retired, after meritorious service. Under the circumstances, management decides to call retired managers with new extension.

  ➢ **INTERNAL NOTIFICATION (ADVERTISEMENT): -**

Most employees know from their own experience about the requirement of the job and what sort of person the company is looking for. Often employees have friends or acquaintances who meet these requirements. Suitable persons are appointed at the vacant posts.

- **EXTERNAL:**

For the posts of technicians, engineers, floor managers etc, it looks out for external sources which include.

✓ **Agencies:** TAPL
✓ **Institutions:** Like B Schools, colleges, Management Institutes, etc.

✓ **Websites:**

o www.indiatimesjob.com

o www.monster.com

o www.naukri.com

Of the above three web sites given most widely used by the Infosys is the www.monster.com with the success rate of 80% followed by www.indiatimesjob.com at 60% and www.naukri.com at the success rate of 50%.

External recruitment enables the company to get the best candidate.

Infosys prefers external recruitment and mainly takes help from agencies and institutions as it's a giant company and internal recruitment proves to be inadequate as its yearly targets are very high.

➢ **CAMPUS:**

Campus recruitment is so much sought after that each college; university department or institute will have a placement officer to handle recruitment functions. However, it is often an expensive process, even if recruiting process produces job offers and acceptances eventually.

A majority leave the organization within the first five years of their employment. Yet, it is a major source of recruitment for prestigious companies. Infosys is the company of choice for campus recruitment programs in most major engineering institutes such as IITs, RECs etc. and at premier management institutes such as the IIMs.

o **ENGINEERING INSTITUTES:**

Campus hiring at engineering institutes typically starts in May and continues through September. Senior managers and officers from Infosys actively participate in this hiring, to bring on board the next generation of bright, young and talented leaders for the company.

We encourage current students at the campuses we visit to use this opportunity to interact with the Infosys recruitment teams during the hiring process to understand the company and our people philosophy. We hire engineering graduates and post-graduates from all disciplines, and MCA students at the campuses.

- **MANAGEMENT INSTITUTES:**

Campus hiring at management institutes typically starts in December and continues through March. We hire management graduates from all disciplines, with or without prior work experience in software or other fields.

- **OFF CAMPUS:**

It is the event for those candidates who do not get selected during campus recruitment. The process remains the same; it just aims at giving those candidates a chance that were not able to go through the process before. These candidates also go through the same two rounds, here only the scale and basis on which they are evaluated changes.

- **JOB FAIRS:**

- **What is job fair?**

Job fair is where several companies come under one roof for seeking eligible candidates who can join their company, after going through certain recruitment process followed by them.

- **Process Followed by Infosys:**

Initially they advertise about the job fair in the local newspapers of all the states specifying the venue and date of the job fair.

On the specified date, Infosys banners are put up at the venue. They have around 3 to 4 counters. Initially these counters are used for registrations. Once the number of registrations is equal to the total capacity of all the counters, the registrations are stopped and the registered candidates fill the application forms at the counter.

Next a logic test of 45 minutes is conducted and an English test of 15 minutes is conducted where in one is supposed to write an essay, to check their handwriting, vocabulary and sentence framing ability.

Once the test is over, registrations for the next group start. At the same time the previous papers are evaluated and the candidates are selected for interview based on the cut-off marks.

The candidates who are selected in the interview are informed then and there by displaying the list and are given the offer.

## ➢ **ADVERTISEMENTS: -**

It is a popular method of seeking recruits, as many recruiters prefer advertisements because of their wide reach.

Infosys advertises in:

**NEWS PAPERS:**

- o Times of India
- o The economic times
- o Indian express
- o Hindustan times
- o The financial express
- o Employment papers

**MAGAZINES:**

- o Business world
- o Business Today
- o India Today
- o capital market
- o Business journals
- o IT magazines
- o Computer and technical journals

**WEB:**

- o www.infosys.com
- o www.indiatimesjob.com
- o www.monster.com
- o www.naukri.com

## ➢ **WALK-INS, WRITE-INS AND TALK-INS:**

Walk-ins are the most common and least expensive approach for candidates is direct applications, in which job seekers submit unsolicited application letters or resumes.

Direct applications provide a pool of potential employees to meet future needs.

Write-ins are those who send written enquiries. These jobseekers are asked to complete application forms for further processing.

Talk-ins involves the job aspirants meeting the recruiter (on an appropriated date) for detailed talks. No application is required to be submitted to the recruiter.

> ## CONSULTANTS:

Infosys also seeks the help of consultants who are in the profession for recruiting and selecting managerial and executive personnel. They are useful as they have nationwide contacts and lend professionalism to the hiring process. They also keep prospective employer and employee anonymous.

> ## INDUSTRIES:

Infosys also hires experienced professionals from the industry at various mid-level and senior positions.

- ## THE SELECTION PROCESS OF INFOSYS:

> ## INITIAL SCREENING OF INTERVIEWS:

Initial Screening is done on the basis of applicants and applications. A preliminary interview is conducted so as to select the suitable candidate who can go through further stages of interviews.

Normally for the posts of engineer's degree cut-off is decided like say 60% on an average. If the candidates do not meet the requirement they are rejected.

And for higher posts applications and applicants both play a major role in the screening process.

> ## COMPLETION OF APPLICATION FORMS:

Application form establishes the candidate's general details like name, address, telephone number, education, job- related training, work-experience with dates, company names, and job details, professional or industrial involvement, hobbies and recreational pursuits.

The company establishes as many hypotheses about the candidate from the details provided in the application form. It then decides what areas of information it needs to explore or investigate more specifically during the interview.

Company sees to it that no judgment is passed about the candidate based only at this level. What drawn here is hypotheses and not conclusions.

Application forms are such framed that, they provide the necessary details to the organisation without affecting the sentiments and feelings of the candidate.

- **EMPLOYMENT TESTS:**
  - logical test
  - English test
  - Vocabulary
  - Reasoning
  - Essay writing

- **VARIOUS TESTS:**

- **MENTAL OR INTELLIGENCE TESTS:**

They measure the overall intellectual ability of a person and enable to know whether the person has the mental ability to deal with certain problems.

- **MECHANICAL APTITUDE TESTS:**

They measure the ability of a person to learn a particular type of mechanical work. These tests help to measure specialized technical knowledge and problem-solving abilities if the candidate. They are useful in selection of mechanics, engineers, etc.

- **INTELLIGENCE TEST:**

This test helps to evaluate traits of intelligence. Mental ability, presence of mind (alertness), numerical ability, memory and such other aspects can be measured. It is taken to judge numerical, skills, reasoning, memory and such other abilities.

- **PERSONALITY TEST:**

It is conducted to judge maturity, social or interpersonal skills, behaviour under stress and strain, etc. this test is very much essential on case of selection of sales force, public relation staff, etc. where personality plays an important role.

> **GRAPHOLOGY TEST:**

It is designed to analyse the handwriting of individual. It has been said that an individual's handwriting can suggest the degree of energy, inhibition and spontaneity, as well as disclose the idiosyncrasies and elements of balance and control.

> **MEDICAL TEST:**

It reveals physical fitness of a candidate. Medical servicing helps measure and monitor a candidate's physical resilience upon exposure business hazards.

> **INTERVIEW:**

o **FORMAL INTERVIEW:**

Interviews are held in the employment office in a more formal atmosphere, with the help of well-structured questions.

o **PATTERNED INTERVIEW:**

A patterned interview is also a planned interview, but it is more carefully pre-planned to a high degree of accuracy, precision and exactitude. With the help of job and man specifications, a list of questions and areas are carefully prepared which will act as the interviewer's guide.

o **NON-DIRECTIVE INTERVIEW:**

Here the interviewee is allowed to speak his mind freely. The interviewer has no formal or directive questions, but his all attention is to the candidate. He encourages the candidate to talk by a little prodding whenever he is silent e.g., "Mr. Ray, please tell us about yourself after you're graduated from high school".

o **DEPTH INTERVIEW:**

It is designed to intensely examine the candidate's background and thinking and to go into considerable detail on particular subjects of an important nature and of special interest to the candidates. For example, if the candidate says that he is interested in tennis, a series of questions may be asked to test the depth of understanding and interest of the candidate.

o **STRESS INTERVIEW:**

It is designed to test the candidate and his conduct and behaviour by him under conditions of stress and strain. The interviewer may start with "Mr. Joseph, we do not think your qualifications and experience are adequate for this position, " and watch the reaction of the candidates.

A good candidate will not yield, on the contrary he may substantiate why he is qualified to handle the job. What INFOSYS practice is that if interview is planned at 5pm, it will start candidate's interview at 6.30pm and watch the candidate's behaviour and stress level.

o **PANEL INTERVIEW:**

A panel or interviewing board or selection committee interviews the candidate, usually in the case of supervisory and managerial positions.

o **MIXED INTERVIEW:**

In practice, the interviewer while interviewing the job seekers uses a blend of structured and structured and unstructured questions. This approach is called the Mixed interview. The structured questions provide a base of interview more conventional and permit greater insights into the unique differences between applicants.

➢ **SECOND INTERVIEWS:**

Job seekers are invited back after they have passed the first initial interview. Middle or senior management generally conducts the second interview, together or separately. More in-depth questions are asked to the candidate and the employer expects a greater level of preparation on the part of the candidates.

➢ **BACKGROUND INFORMATION:**

INFOSYS requests names, addresses, and telephone numbers of references for the purpose of verifying information and perhaps, gaining additional background information on an applicant.

References are not usually checked until an applicant has successfully reached the fourth stage of a sequential selection process. Previous employers are preferable because they are already aware of the applicant's performance. It normally seeks letters of reference or telephone references. The latter is advantageous because of its accuracy and low cost.

## ➢ PHYSICAL EXAMINATION:

After the selection decision and before the job offer is made, the candidate is required to undergo a physical fitness test. A job offer is, often, depends upon the candidate being declared fit after the physical examination. The results of the medical fitness test are recorded in a statement and are preserved in the personnel records.

## ➢ FINAL EMPLOYMENT DECISION:

It is a final step. In this step company makes a very important decision. After all these processes follow up is done i.e., the selected person is induced and placed at the right job. Training is provided on regular basis that is monthly, quarterly. These trainers have the experience of about 15-20 yrs. In one batch there are 60 employees who are sent to Bangalore for training.

## • APPROACH TO SELECTION:

## ➢ ETHNOCENTRIC SELECTION:

In this approach, staffing decisions are made at the organization's headquarters. Subsidiaries have limited autonomy, and the employees from the headquarters at home and abroad fill key jobs.

# RESEARCH METHODOLOGY

# RESEARCH METHODOLOGY

The term 'research' refers to 'search for facts. It is an extensive and careful investigation of a given phenomenon with a specific goal of enhancing one's knowledge level. In short, through scientific and scholarly analysis it conveys a sense of deep and purposeful study. The aim of the research is accomplished with the sincere study of experiments, observation and comparison.

A research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

- ➢ **RESEARCH DESIGN:**

- • **QUALITATIVE RESEARCH**

This is Qualitative Research done to evaluate the recruitment and selection process undertaken at Infosys. A set of predetermined questions were asked through a survey using Google Forms, containing part closed-ended and part open-ended questions regarding the topic. The analysis of the answers is used to determine and analyse the satisfactory level of the employees about the recruitment and selection procedure of the organization.

- ➢ **TYPES OF METHODS USED:**

- • **PRIMARY DATA:**
  - ✓ **QUESTIONNAIRE**
  - ✓ **PERSONAL INTERVIEW.**

The Primary Data is the information collected first-hand and the researcher is the one who collected the data needed for this study.

Questionnaire prepared using Google forms was distributed to the employees of Infosys, to collect their individual response on each question stated. This data was collected with a specific purpose of knowing overall recruitment and selection activities carried out at Infosys. Few employees were interviewed to get clarity on the topic under the study.

- ➢ **SECONDARY DATA:**
    - ✓ **REFERENCE BOOKS**
    - ✓ **WEBSITES**
    - ✓ **NEWSPAPER**
    - ✓ **MAGAZINES**
    - ✓ **CASE STUDIES**

To get more clarity on the topic reference books, website, newspaper, magazines and case studies were used. Since this data is presented by other researcher, author and used for my work such data are termed to be secondary source of data. As this data is not collected from the original source nor with specific purpose in mind.

Data were interpreted using pie charts and diagrams.

- ➢ **SAMPLE SIZE:** From the population of 4000 employees, my sample size consists of **40** employees.

# DATA INTERPRETATION

# DATA INTERPRETATION

1) Age Group

➢ **TABLE 1: Age Group**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Below 30 | 19 |
| B | 31- 40 | 18 |
| C | Above 40 | 2 |

➢ **GRAPH 1:**
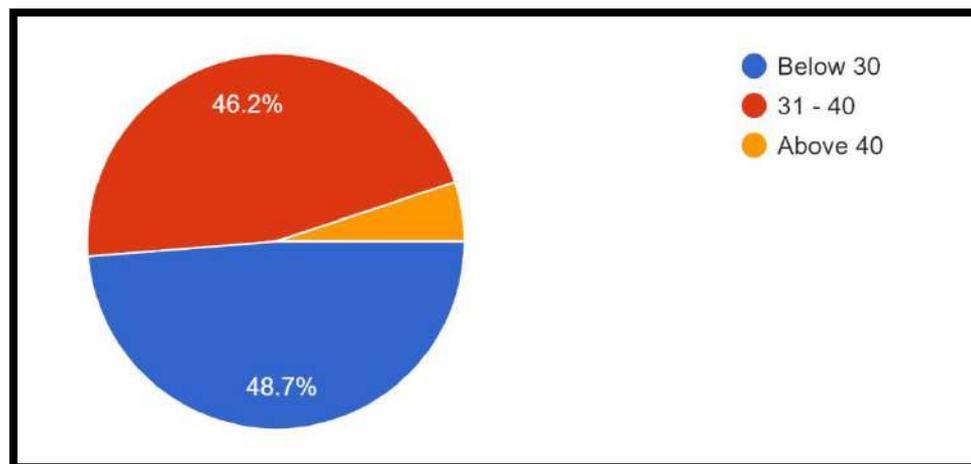


➢ **ANALYSIS:**

- Graph 1 clearly states that 48.7% of the employees belong to age group of below 30 and around 46.2% of the employees belong to the age group of 31 – 40.
- Very few employees fall under the age group of above 40.

2) Designation

➤ **TABLE 2**: **Designation of the employees.**

| | DESIGNATION | NO. OF RESPONDENTS |
|---|---|---|
| 1 | Manager | 2 |
| 2 | Assistant Manager | 5 |
| 3 | Team Leader | 8 |
| 4 | Process Specialist | 10 |
| 5 | Process Associate | 15 |
| 6 | Senior Process Executive | 10 |
| | **Total** | **40** |

➤ **ANALYSIS:**

- The above table gives us the information about various designations held by the respondents.

3) Department

➢ **<u>TABLE 3</u>: Department Information**

|   | DEPARTMENT | NO. OF RESPONDENTS |
|---|---|---|
| 1 | IT | 15 |
| 2 | BPM | 5 |
| 3 | Reconciliation | 12 |
| 4 | Support | 8 |
|   | **Total** | **40** |

➢ **<u>ANALYSIS:</u>**

- Table 3 mentions the information about the departments to which the respondents belong.

4) Please select your work experience with this organization.

➢ **TABLE 4: Work experience**

|   | OPTION | NO. OF RESPONDENTS |
|---|---|---|
| A | Less than 6 months | 5 |
| B | 6 months - 1 year | 5 |
| C | 1 - 5 years | 6 |
| D | More than 5 years | 24 |

➢ **GRAPH 4:**
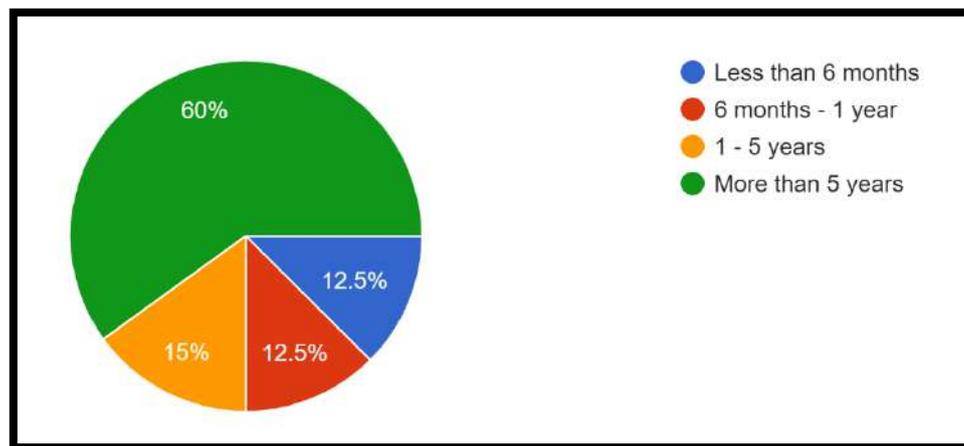


➢ **ANALYSIS**:

- The above graph signifies the information about the level of work experience the respondents have with the company.

- It could be noted that almost 60% of the respondents are associated with the company for more than 5 years, 15% respondents for nearly 1 – 5 years and 25% of the respondents have been there for almost a year.

5) How did you know about the job opening?

➢ **TABLE 5: Information about job opening**

|   | OPTION | NO. OF RESPONDENTS (Out of 40) |
|---|--------|-------------------------------|
| A | Newspaper Advertisement | 2 |
| B | Flyer | 0 |
| C | Friends/Family | 22 |
| D | Job Sites | 21 |
| E | Walk In | 1 |
| F | Campus | 1 |

➢ **GRAPH 5**:
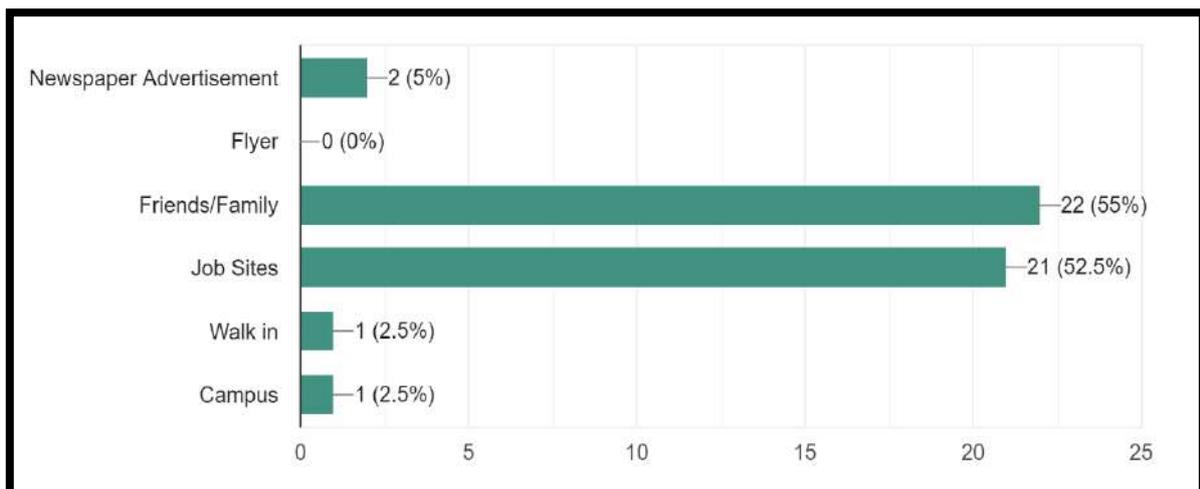


➢ **ANALYSIS:**

- From the above graph it can be seen that most of the respondents got to know about the job openings at Infosys through their family and friends as well as through varies job sites.

- Only a couple of respondents were aware about the job openings through newspaper advertisements and campus.

6) What methods are used to conduct the selection process at Infosys?

➢ **TABLE 6: Selection process**

|   | OPTION | NO. OF RESPONDENTS (Out of 40) |
|---|---|---|
| A | Written or Aptitude Test | 30 |
| B | Group Discussion | 13 |
| C | Personal Interview | 38 |
| D | Walk In | 20 |
| E | Operation or Technical Round | 2 |

➢ **GRAPH 6**:
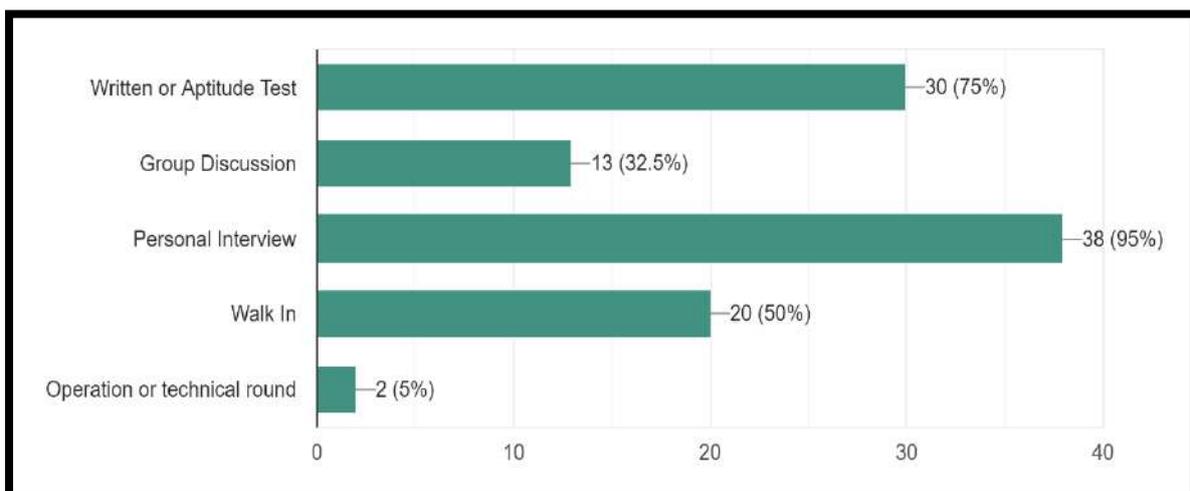


➢ **ANALYSIS:**
- Graph 6 provides the information about the selection process undertaken at Infosys.
- The survey shows that most of the respondents think that Aptitude test, personal interview and walk in are the methods undertaken for the selection process, but few respondents also think that group discussion and operation or technical rounds are conducted for the selection process.

7) What are the main criteria for the selection of an employee?

> **TABLE 7: Criteria for selection**

| | OPTION | NO. OF RESPONDENTS (Out of 40) |
|---|---|---|
| A | Qualification | 32 |
| B | Experience | 30 |
| C | Organization Policy | 18 |

> **GRAPH 7:**
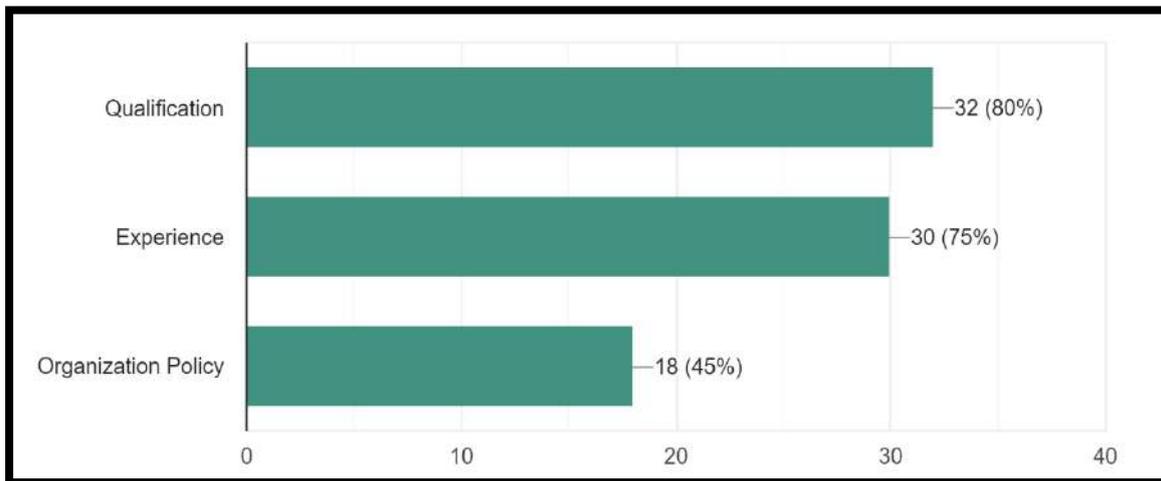


> **ANALYSIS:**
- From the above graph it could be observed that most of the respondents feel that the main criteria for selection are qualification and experience.
- Some of the respondents also think that organization policy could be one of the criteria for selection.

8) Does the company follow different recruitment process for different grades of employees?

> **TABLE 8:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes | 23 |
| B | No | 17 |

> **GRAPH 8:**
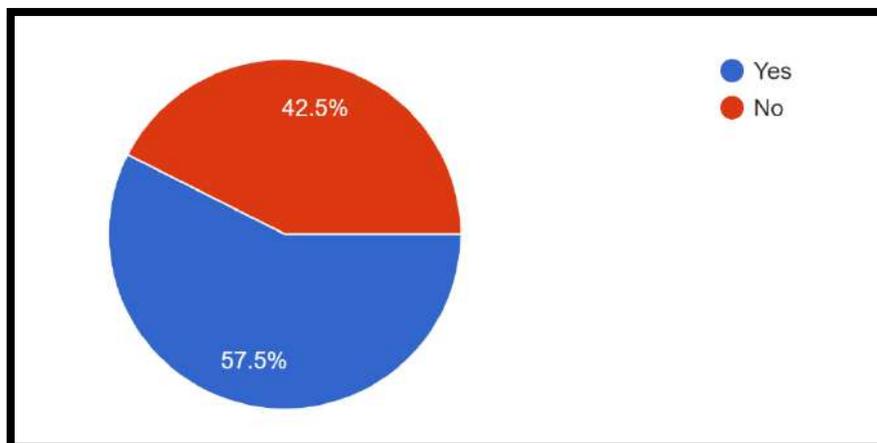


> **ANALYSIS:**
- From the above graph it could be noted that nearly 57.5% of the respondents feel that different recruitment process is carried out for different grades of employees.
- Some of the respondents that is almost 42.5% don't feel that any such different recruitment process is undertaken for different grades of employees.

9) Are you satisfied with the current recruitment and selection process followed by your organization?

➢ **TABLE 9: Satisfaction level of employees**

| | OPTION | NO. OF RESPONDENTS |
|---|---|---|
| A | Highly Satisfied | 12 |
| B | Satisfied | 23 |
| C | Neutral | 4 |
| D | Dissatisfied | 1 |
| E | Highly Dissatisfied | 0 |

➢ **GRAPH 9:**
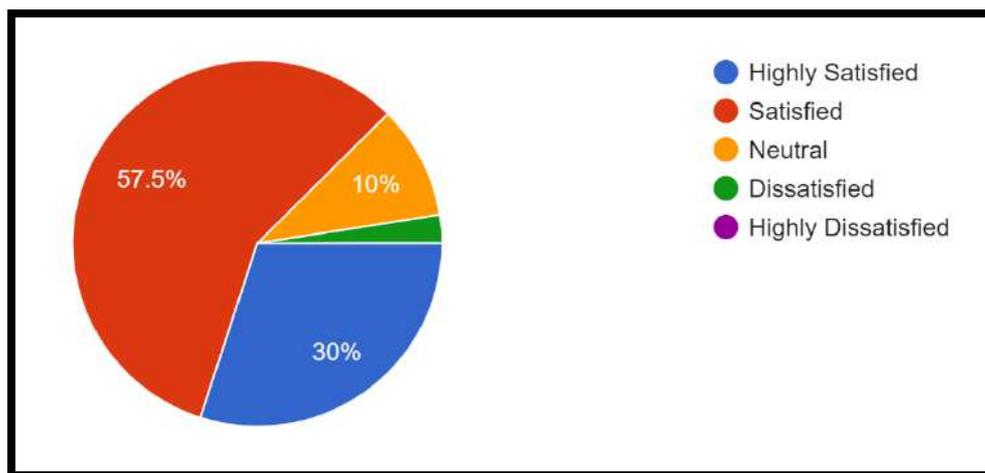


➢ **ANALYSIS:**

- From the survey it could be observed that a majority of respondents are satisfied with the recruitment and selection process followed by the company.
- Nearly 57.5% of the employees are satisfied, 30% are highly satisfied and 10% employees are neutral about the recruitment and selection process undertaken at Infosys.

10) Do the company inform or announces the internal employees before beginning with the recruitment process?

> **TABLE 10:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes    | 36                 |
| B | No     | 4                  |

> **GRAPH 10:**
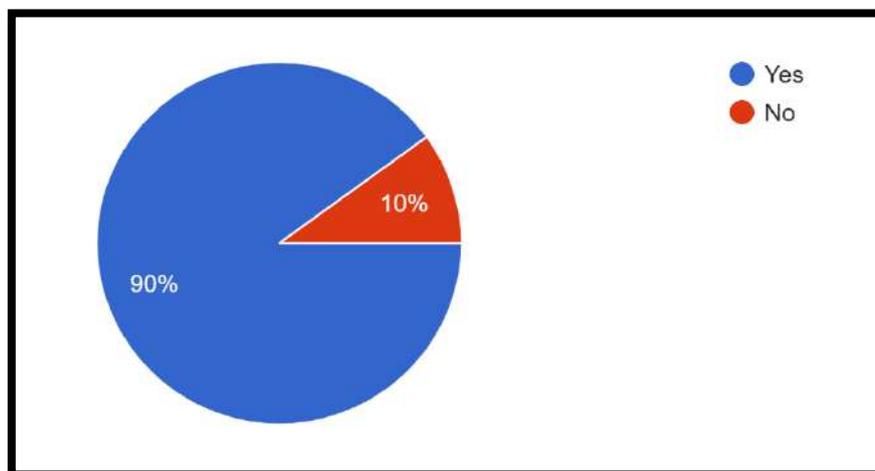


> **ANALYSIS:**

- From the survey it could be noted that majority of the employees that is almost 90% respondents agree that the company announces and informs them beginning with the recruitment process.

11) Are you satisfied with your current position in the organization, when compared to your qualification?

➢ **TABLE 11:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes    | 35                 |
| B | No     | 5                  |

➢ **GRAPH 11:**
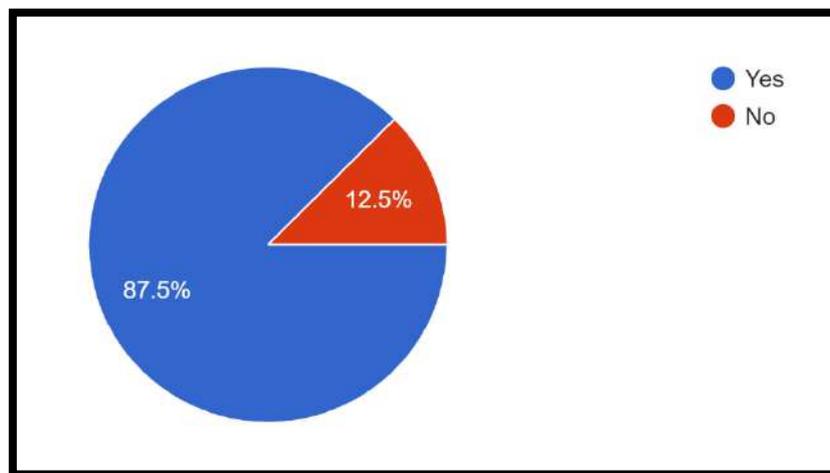


➢ **ANALYSIS:**

• The above survey shows that nearly 87.5% of the respondents are satisfied with their current position in the organization, when compared to their qualification.

• Also, it could be observed that nearly 12.5% of the respondents are not satisfied with their current position in the company.

12) What are the factors that influenced you to select the organization?

➢ **TABLE 12: Influential factors**

| | OPTION | NO. OF RESPONDENTS (Out of 40) |
|---|---|---|
| A | Nature of Job | 28 |
| B | Image of the Organization | 26 |
| C | Work Conditions | 22 |
| D | Salary | 25 |
| E | Career Prospects | 25 |

➢ **GRAPH 12**:
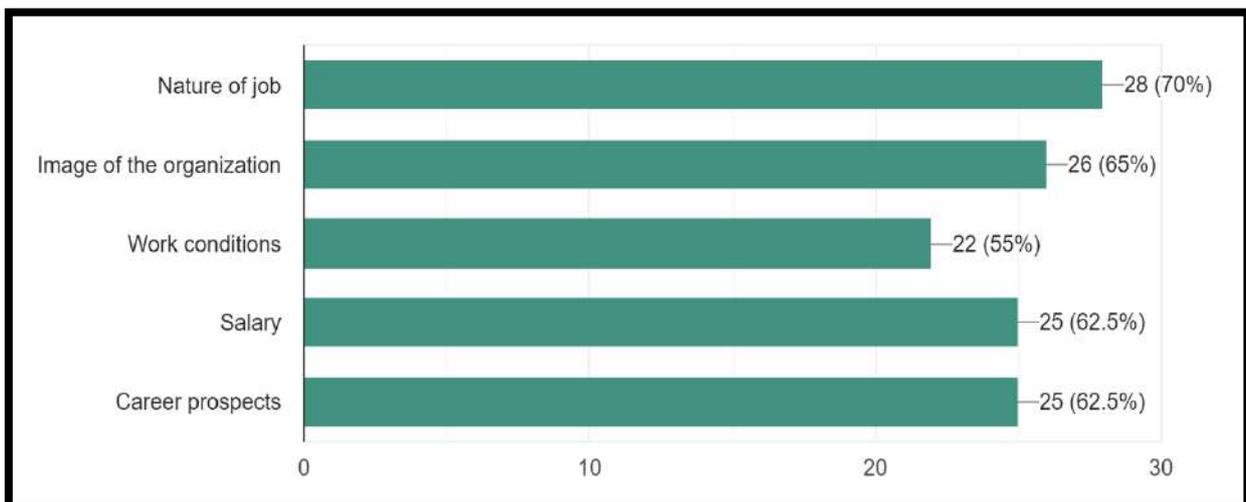


➢ **ANALYSIS:**

• From the above graph it could be observed that the factors that influenced the employees to select the organization were mostly the nature of the job and the image of the company, followed by the salary aspects and career prospects and lastly the working conditions of the organization.

13) Please select the factors that interests you to perform the job.

> **TABLE 13: Interesting factors**

|   | OPTION | NO. OF RESPONDENTS (Out of 40) |
|---|---|---|
| A | Routine in Nature | 15 |
| B | Demands Creative Thinking | 25 |
| C | Challenging in Nature | 28 |
| D | Participation in Decision Making | 22 |

> **GRAPH 13:**
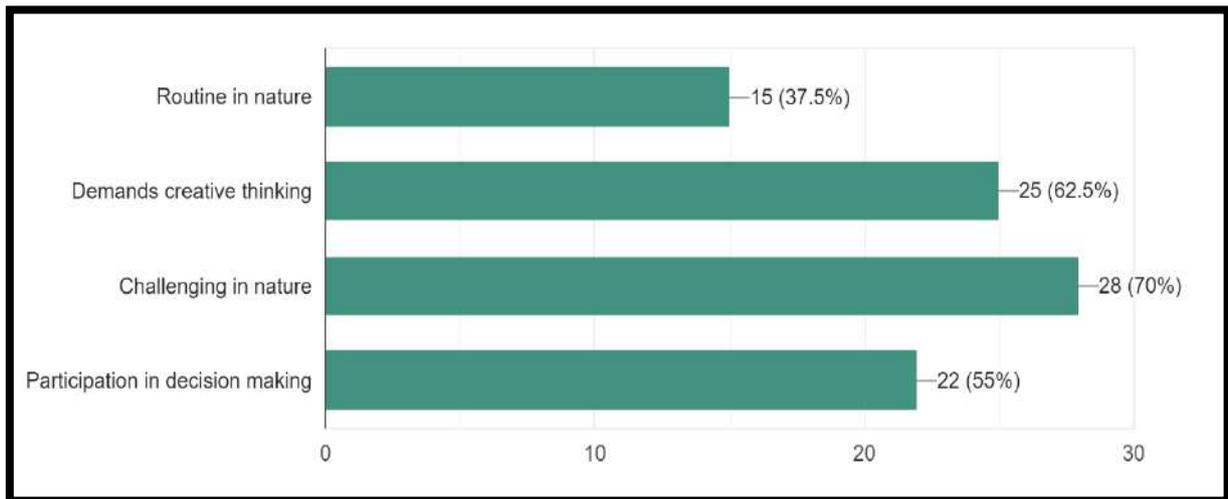


> **ANALYSIS:**

- From the graph we can understand that a majority of the respondents feel that the factors that interests them to perform their job are that they are challenging in nature, the job demands creative thinking, followed by participation in decision making and lastly a few respondents feel that the job is routine in nature.

14) Does your job meet the above-mentioned interests?

> **TABLE 14:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes    | 33                 |
| B | No     | 2                  |
| C | Maybe  | 5                  |

> **GRAPH 14:**
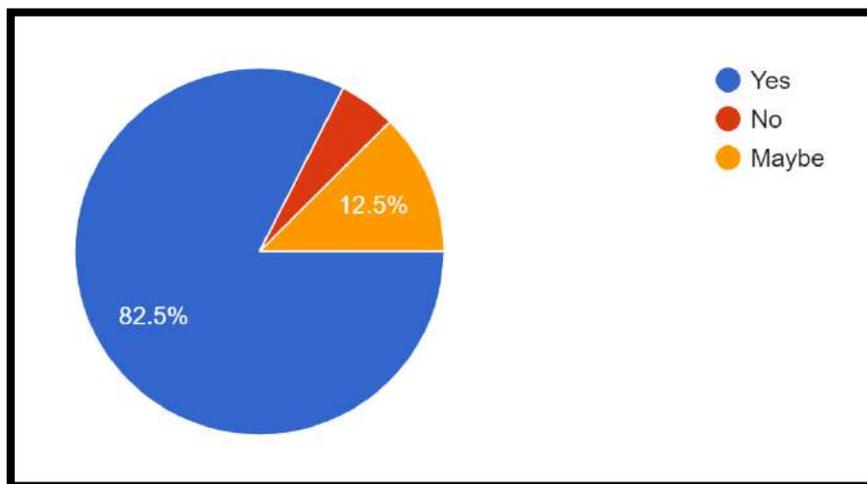


> **ANALYSIS:**

- Almost 82.5% of the employees feel that their job meets their interests and 12.5% of the respondents are not sure about it.

15) Were you provided with all the information and explained about the job role at the time of your selection?

> **TABLE 15:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes    | 35                 |
| B | No     | 5                  |

> **GRAPH 15:**
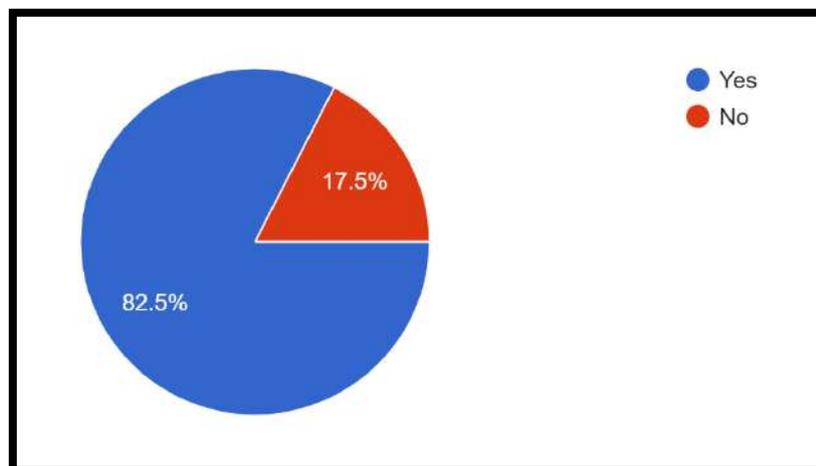


> **ANALYSIS:**

- From graph 15 it could be noted that nearly 82.5% of the respondents agreed that they were provided with all the information and were explained about the job role at the time of their selection itself.

- Nearly 17.5% of the respondents denied about the same.

16) What is the entire time duration from the recruitment to the selection process?

> **TABLE 16: Time duration**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Less than 5 days | 12 |
| B | More than 5 days | 9 |
| C | Less than 1 month | 15 |
| D | More than 1 month | 4 |

> **GRAPH 16**:
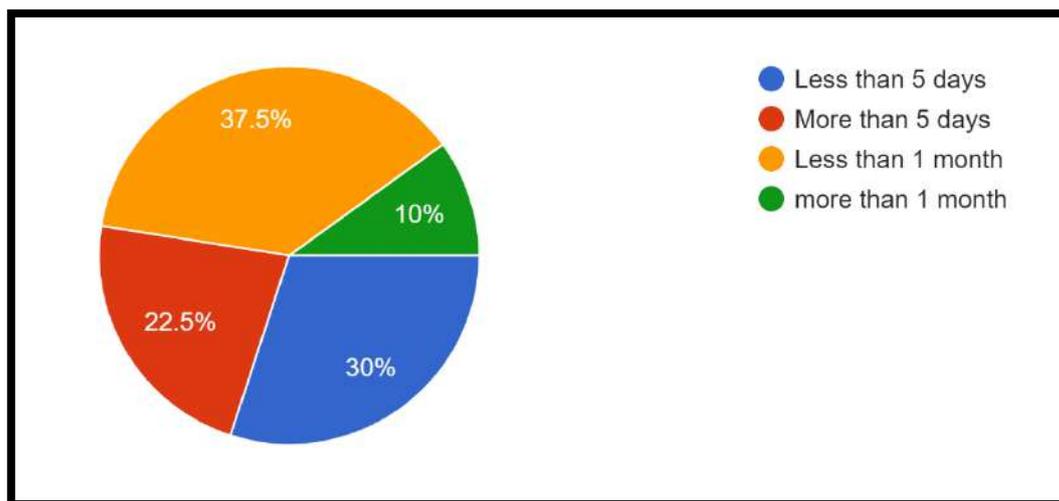


> **ANALYSIS:**

- From the survey it was observed that 37.5% of the respondents feel that the time duration from the recruitment to the selection process requires less than 1 month, whereas 22.5% respondents feel that the time duration is more than 5 days.
- Nearly 30% of the respondents feel that it takes less than 5 days and almost 10% respondents mentioned that it may also take more than 1 month.

17) Would you like to give any suggestions or feedback about the recruitment and selection process undertaken at your organization?

> **TABLE 17**:

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes | 5 |
| B | No | 35 |

> **GRAPH 17**:
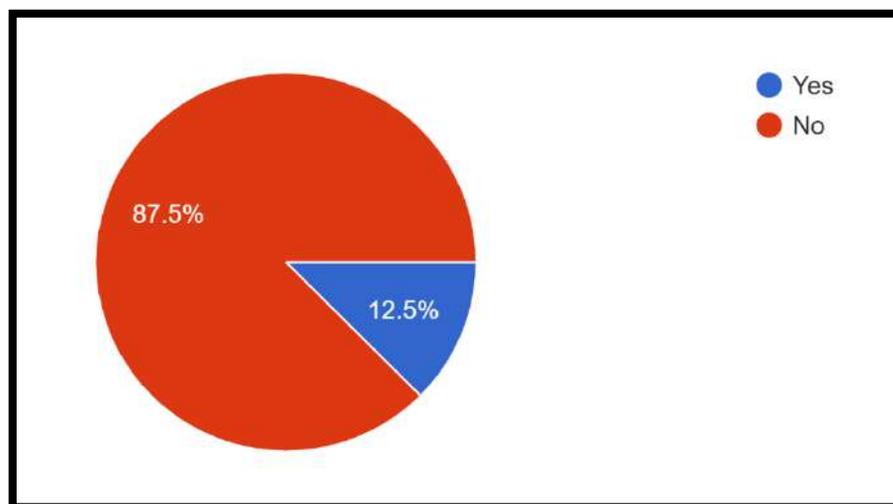


> **ANALYSIS:**

- Graph 17 depicts that 87.5% of the employees would not want to give any suggestions or feedback about the recruitment and selection process undertaken at Infosys.
- Whereas 12.5% of the respondents would like to give some feedback for the same.

18) How long would you continue with this organization?

> **TABLE 18:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | 0 - 3 Years | 13 |
| B | 3 - 6 Years | 12 |
| C | 6 - 10 Years | 11 |
| D | Till Retirement | 4 |

> **GRAPH 18:**
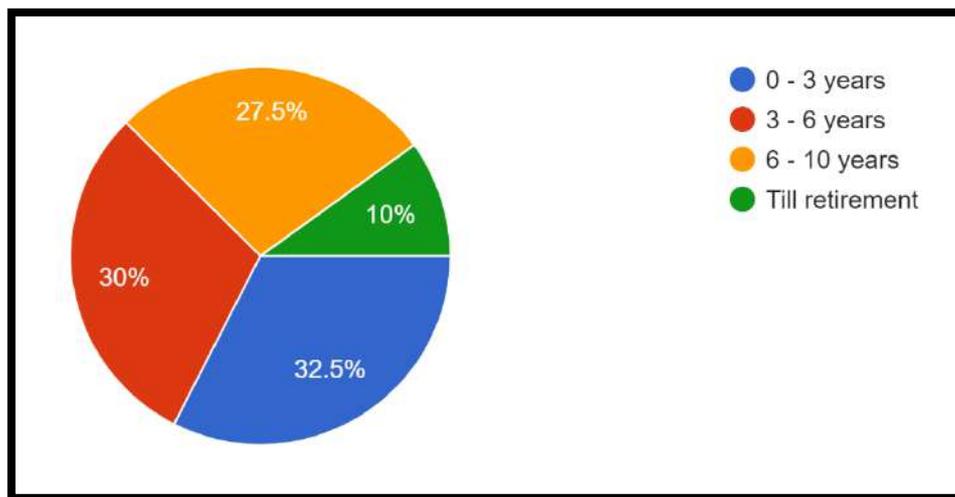


> **ANALYSIS:**

- From the survey it could be observed that nearly 32.5% of the respondents would continue to associate with the organization for a period of 3 years, almost 30% of the respondents would continue for 6 years.

- Also, nearly 27.5% respondents would continue to associate for a period of 10 years and lastly 10% respondents would be continuing with the company until their retirement.

19) Were you entirely aware of the organization policies before joining the company?

➢ **TABLE 19:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes | 21 |
| B | No | 19 |

➢ **GRAPH 19:**
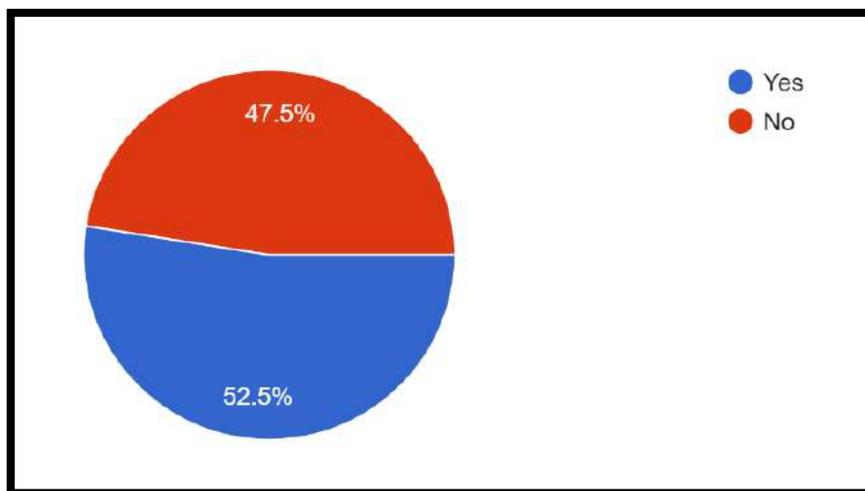


➢ **ANALYSIS:**

- The above graph represents that 52.5% of the respondents were entirely aware of the organization policies before joining the company itself.
- Whereas 47.5% of the respondents were not entirely aware of the organization policies before joining the company.

20) Are there any changes in the recruitment process for experienced candidates and freshers?

➢ **TABLE 20:**

|   | OPTION | NO. OF RESPONDENTS |
|---|--------|--------------------|
| A | Yes | 16 |
| B | No | 9 |
| C | Maybe | 15 |

➢ **GRAPH 20:**
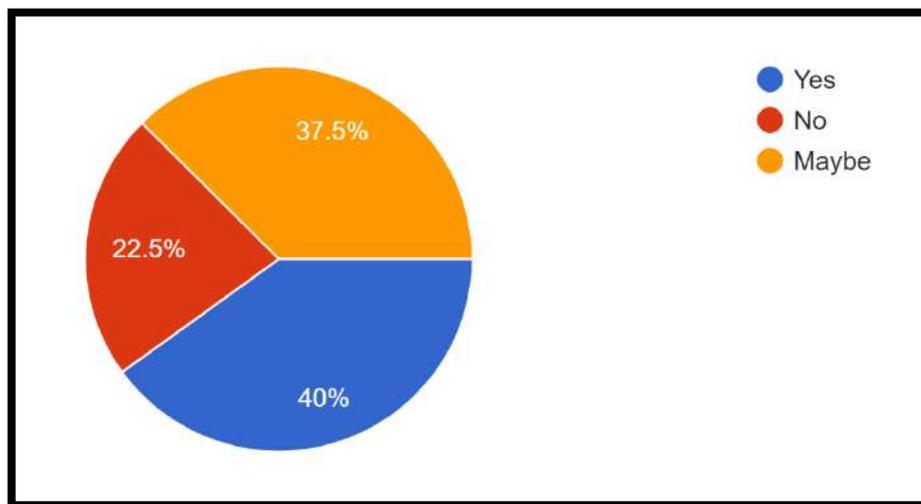


➢ **ANALYSIS:**

- From the survey it can be observed that almost 40% of the respondents feel that there are changes in the recruitment and selection for the experienced candidates and the freshers.
- Whereas 37.5% of the respondents are not sure about the changes and nearly 22.5% of the respondents don't think that there are any changes in the recruitment process for the experienced candidates and freshers.

# FINDINGS

# FINDINGS

➢ The most significant finding of the study on Recruitment and Selection strategy prevailing in the organization is very effective.

➢ Most of the employees at Infosys are quite satisfied with the current recruitment and selection methods.

➢ The study shows that a large number of employees have put in long years of years, which eventually shows the transparency of the recruiting policies of the company.

➢ It has been observed that most of the employees at Infosys got to know about the job openings at the company extensively through their friends/family, followed by various job sites and newspaper advertisements.

➢ The study showcases that the most commonly used method for conducting the selection process was Personal Interview followed by Aptitude test, Walk ins and Group Discussions.

➢ The main criteria for selection of an employee at Infosys is educational qualification and level of experience.

➢ According to most of the employees, the company follows different recruitment process for different grades of employees like the employee referrals and it mainly depends on the job level.

➢ Most of the employees have been working in the organization for a long period which signifies the job security and satisfaction offered by the company to its employees.

➢ The study shows that a large number of the employees have joined the organization aiming for career growth, good pay scale along with nature of the job as well as image of the company and more benefits such as the effective working conditions which the company offers.

➢ Thus, the statistics show that the company has a positive outlook towards the career growth of its employees in addition to the other existing benefits.

➤ As per the findings, the factors that influenced the employees to perform the job effectively and efficiently were the job being challenging in nature followed by demanding creative thinking along with decision making and lastly routine in nature.

➤ The company's approach to its recruitment and selection policy shows that the right person is very essential for the right job, as nearly all the employees felt that they were offered jobs according to their qualification and experience. Thus, setting a relationship between qualification and job offered.

➤ It was observed that most of the employees would like to continue working with the organization for a time period of 3-6 years and a few of them opined to stay with the company until retirement.

➤ The study reveals that there's a transparent communication on the part of the company as it has been noticed that the company informs or announces the internal employees before beginning with the recruitment process.

➤ According to the survey, the entire time duration from the recruitment to the process takes place within a time period of 1 month.

➤ Several methods are adopted for career development by the company such as various courses and learning modules are organised for the purpose of mentoring and self-learning, in order to evaluate and enhance the skills, knowledge and abilities of the employees.

# SUGGESTIONS

# SUGGESTIONS

➢ The outcome of the study illustrates that Infosys has a good recruitment and selection policy where the employees are recruited by each department as per the requirement from time to time. But there is still a scope for improvement of its recruitment and selection techniques.

➢ The company should focus its attention more on campus interviews to attract young potential employees who have the zeal to achieve goal for themselves and the company.

➢ The company can take up short-term projects with new technologies and fixed deadlines to bring out competitiveness and cutting-edge approach by the employees, which eventually enables the company to recruit the brightest and the best manpower for the job roles.

➢ The company could further focus more on the talent auditions and job fairs.

➢ More emphasis should be given on internet and advertisement so that more and more candidates could apply for the job through various job portals and it will be easy to find the relevant candidate among them.

➢ The recruitment and selection procedure should not be too lengthy and time consuming.

➢ The company should try to use internal recruitment process first because it incurs less cost, save time and could act as a motivational factor for the employees.

➢ Incentives or rewards gaining opportunities could be held for employee referrals and the use of web base resources such as job boards and job distribution services would go a long way in enhancing the recruitment process.

➢ The HR department should provide all the relevant information about the company policy and explain about the job role to all the employees at the time of their selection itself.

➢ The company could try to introduce modern recruitment process like audio, video technique instead of using traditional technique.

- The company can adopt or be an early adopter of every new sourcing idea and technique that becomes available by which probably they get a few extra candidates.

- The company can encourage its employees to give suggestions for developing better recruitment process.

- The organization can try to improve their job sites, because most of the job seekers do approach from internet only.

- The organization must try to retain their existing employees. Hence employee retention strategy helps to save and reduce recruitment cost and portrays a culture of loyalty among the employees towards the organization. Some suggestions which companies can adopt are as follows:

- Communicate the company vision to the employees showing every one the role they have and the contribution required by them.
- Treat employees as the most valuable client.
- Recognition in various forms is a powerful retention tool.
- Provide opportunity to learn, develop and contribute.
- Build mentoring relationships with people to strengthen their emotional ties with the organization.

# LIMITATIONS

# LIMITATIONS

➢ This study is only limited to the Infosys Company, Pune.

➢ Due to time constraint as well as due to employees being too tied up with their work, I was only able to take a survey of 40 employees from the population of 4000 employee's. So, sample size compared to the population was too small.

➢ Lack of interest from the side of respondent majorly affected the data collected, as they weren't serious about the information they are providing and most of them casually answered the questions. As well as not all the people to whom the questionnaire was sent were ready to take the survey.

➢ To create good image, respondents may give responses vary from the facts.

➢ Employees were too tied up with their schedule that they weren't really interested to fill in the questionnaire with that sincerity.

➢ I was able to cover only those employees who were currently working in the company.

➢ Some of the replies of the respondents may be biased.

# CONCLUSION

# CONCLUSION

It can be clearly concluded that for a company to succeed all it takes is the proper recruitment and selection strategies which also shapes the overall manpower management of the company.

An effective recruitment and selection process reduces turnover, we also get much better results in our recruitment process if we advertise specific criteria that are relevant to the job. Include all necessary skills, and include a list of desired skills that are not necessary but that would enhance the candidate's chances. If we fail to do this, we might end up with a low-quality pool of candidates and wind up with limited choices to fill the open position. When we choose a candidate based upon the qualifications demonstrated in the resume, the interview, employment history and background check, we will land the best fit for the position. Based on our decisions about a specific candidate upon specific evidence rather than any gut instincts. If we hire people who can do the job instead of people we merely like, we will have higher productivity and quality in our products or services.

The recruitment and selection process are the time we not only identify a candidate who has the experience and aptitude to do the job that we are looking to fill, but also to find someone who shares and endorses our company's core values. The candidate will need to fit in well within our company's culture. The selection and recruitment process should provide our company with an employee who adapts and works well with others in our business. Failure to recruit and select for the long term can result in high turnover.

Besides, selection function provides a vital opportunity for us to focus on what candidates can offer our company. It is important to select carefully, either by using our own judgment or by enlisting the help of managers we trust. The interviewer must know what the job is and what will be required for a new hire to perform well. The interview process also allows us the opportunity to express our company's vision, goals and needs. Last but not least, it is vital that the interview elicits responses from applicants that can be measured against our expectations for the position. If we don't use the interview to effectively eliminate applicants who don't fit into the company culture, we might end up dealing with turnover, confusion and disgruntled employees.

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# BIBLIOGRAPHY

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# ANNEXURE

# ANNEXURE

1. Name:

2. Age:

3. Educational Qualification:

4. Designation:

5. Department:

6. Please select your work experience with this organisation.

   ☐ Less than 6 months

   ☐ 6 months – 1 year

   ☐ 1 – 5 years

   ☐ 5 – 7 years

   ☐ More than 7 years

7. How did you know about the job opening?

   ☐ Newspaper advertisement

   ☐ Flyer

   ☐ Friends/Family

   ☐ Job sites

   ☐ Other (Please specify)

8. What methods are used to conduct the selection process at Infosys?

   ☐ Written or Aptitude test

   ☐ Group Discussion

   ☐ Personal Interview

   ☐ Walk in

   ☐ All of the above

   ☐ Other (Please specify)

9. What are the main criteria for the selection of an employee?

   ☐ Qualification

   ☐ Experience

☐  Organization Policy

☐  Other (Please specify)

10. Does your company follow different recruitment process for different grades of employees?

☐  Yes

☐  No

11. Are you satisfied with the current selection and recruitment process followed by your organisation?

☐  Highly satisfied

☐  Satisfied

☐  Neutral

☐  Dissatisfied

☐  Highly dissatisfied

12. Do the company inform or announces the internal employees before beginning with the recruitment process?

☐  Yes

☐  No

13. Are you satisfied with your current position in the organisation, when compared to your Qualification?

☐  Yes

☐  No

14. What are the factors that influenced you to select the organisation?

☐  Nature of the job

☐  Image of the organisation

☐  Work conditions

☐  Salary

☐  Career prospects

15. Are you satisfied with the remuneration offered to you?

☐  Highly satisfied

☐  Satisfied

☐  Neutral

☐ Dissatisfied

☐ Highly dissatisfied

16. Are you satisfied with the career growth opportunities in the company?

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

17. Please select the factor that interests you to perform the job which is:

☐ Routine in nature

☐ Demands creative thinking

☐ Challenging in nature

☐ Participation in decision making

☐ Other (Please specify)

18. Does your job meet the above-mentioned interests?

☐ Yes

☐ No

19. Were you provided with all the information and explained about the job role at the time of your selection?

☐ Yes

☐ No

20. What is the entire time duration from the recruitment to the selection process?

☐ Less than 5 days

☐ More than 5 days

☐ Less than 1 month

☐ More than 1 month

21. Would you like to give any suggestions or feedback about the recruitment and selection process undertaken at your organisation?

☐ Yes

☐ No

☐ If yes (Please specify)

22. How long would you like to continue with this organisation?

☐ 0 – 3 Years

☐ 3 – 6 Years

☐ 6 – 10 Years

☐ Till Retirement

23. Were you entirely aware of the organisation policies before joining the company?

☐ Yes

☐ No

24. Are there any changes in the recruitment process for experienced candidates and freshers?

☐ Yes

☐ No

25. What measures are adopted for "Career Development" within as well as outside the organisation?

**Deccan Education Society's**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

**(Autonomous)**



**A PROJECT REPORT ON**

**" A comprehensive study of Marketing Mix of The Hershey Company"**

**PREPARED BY:**

**Janvi Suryawanshi**

**POST GRADUATION DIPLOMA - INTERNATIONAL BUSINESS**

**ROLL NO: 44**

**UNDER THE GUIDANCE OF**

**PROF.ADITI SAMIR**

**SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS) FOR FULFILMENT OF REQUIREMENTS OF THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE - INTERNATIONAL BUSINESS**

**2022-2022**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Post Graduate Diploma in International Business

# Completion Certificate
## 2021-2022

This is to certify that Mr. / Miss. ...Janvi Suryawanshi...........

..................................................................................

of P.G.D.I.B. Exam Seat No. ....44....... has satisfactorily completed the

project work.

Title ..........Marketing Mix of The Hershey.................

.............Company.....................................

Date : May 2022           Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **P.G.D.I.B Incharge**

Officiating Principal

# **DECLARATION**

I hereby declare that the project work entitled "A comprehensive study of Marketing Mix of The Hershey Company" submitted to the University of Pune, is a record of an original work done by me and under guidance of PROF. ADITI SAMIR, BMCC, PUNE.

The results embodied in this project have not been submitted to any other University or Institute for the award of any degree or diploma.

DATE :

PLACE :

_____

Janvi Suryawanshi

# **ACKNOWLEDGEMENT**

Every project big or small is successful mainly due to the efforts of a number of wonderful people who have always given their valuable time and advice.

I feel deeply blessed and honoured in expressing my sincere thanks to our project guide PROF. ADITI SAMIR , for her splendid suggestions, regular encouragement and belief in me have helped the successful completion of this project.

She provided me proper and correct direction for completion of project work. Her continuous guidance during the course of the project helped me in channelizing my efforts, quite appropriately.

I would like to thank my coordinator, PROF. BHARATI UPADHYE and BMCC for giving me the opportunity to work on this project.

Lastly, I would like to express my heartfelt thanks to my family, friends and colleagues who have been a constant motivation for the completion of the project.

Thank you,

Janvi Suryawanshi

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# INTRODUCTION

Food processing is the transformation of agricultural products into food, or of one form of food into other forms. Food processing includes many forms of processing foods, from grinding grain to make raw flour to home cooking to complex industrial methods used to make convenience foods.

Food processing industries are major industries in developed countries. In developing countries, it is in a growing stage. The food processing industries include cereals, pulses, oilseeds, bakery, horticultural crops, livestock and aquaculture produce etc. Now food is a global commodity and hence its processing industries will play an important role in the economy of any country. The food processing in India is mainly done by unorganised sectors.

Food industry is expected to be worth $ 10 trillion by 2028 and most of this growth will come from the developing world. The direct impact of the sub sector on growth and indirect stimulus to other type of economic activity carry important implications for employment, exports, food security and living standards

On an average, agro-industries account for about 2% of GDP in developing countries but 9% in developed countries. The value of agro-processing is about three to four times that of agriculture in the developed world, while it is typically a fraction of the value of agriculture in the developing world.

Parts Of The Food Industry

The food industry is divided into four major segments:

i) Production

ii) Manufacturing/processing

iii) Distribution

iv) Marketing

Production: Production includes such activities as farming, ranching, orchard management, fishing and aquaculture. Technologies involved in production of the raw materials include the

selection of plant and animal varieties, cultivation, growth, harvest, slaughter, and the storage and handling of the raw materials.

Manufacturing/processing: Manufacturing converts raw agricultural products to more refined or finished products. Manufacturing requires many unit operations and processes that are at the core of the food sector.

Distribution: Distribution deals with those aspects conducive to product sales, including: product form, weight and bulk, transportation, storage requirements and storage stability.

Marketing: Marketing is the selling of foods in raw and processed form and involves wholesale, retail, institutions and restaurants.

Allied industries

Many companies do not sell food directly but they are deeply involved in the food industry. These are called allied industries. Allied industries produce non- food items that are necessary for marketing food. The packaging industry is a good example.

Specific examples include cans, food colour and flavour, paper products, and plastic products. Chemical manufacturers represent another group of allied industries. They supply the acidulants, preservatives, enzymes, stabilisers, and other chemicals used in foods. Monitoring and regulatory

agencies such as the BIS, APEDA, FPO, Food & Drug Administration (FDA), lawyers, consumer action and information agencies, and other regulatory agencies are also part of allied industries.

Status Of Food Processing In India

India ranks first in the world in the production of Milk, Ghee, Pulses, Ginger, Bananas, Guavas, Papayas and Mangoes. Further, India ranks second in the world in the production of Rice, Wheat and several other vegetables & fruits but hardly 2% of the produce is processed.

India is the land of spices producing all varieties worth over Rs. 3500 Crores (US $ 900 million) amounting to 25-30% of world production, which is processed for value-addition and export. It grows 22 million tonnes of oilseeds covering most of the varieties. Other important plantation products include tea, coffee, cocoa and cashew.

India's livestock population is the largest in the world with 50% of world's buffaloes and 20% of cattle, but only about 1% of total meat production is converted to value added products.

India has become a surplus producer of food from being an importer of food grains. However, India does not figure significantly in the world trade of food and food products. Food processing industry in India has been stagnant for a long time, although consumers in India spend more than half their expendable income on food, beverages and tobacco.

During the last 5 years ending 2017-18, the Food Processing sector has been growing at an Average Annual Growth Rate (AAGR) of around 8.41 per cent as compared to around 3.45 per cent in Agriculture at 2011-12 Prices.

The Food Processing Sector has also emerged as an important segment of the Indian economy in terms of its contribution to GDP, employment and investment. The sector constituted as much as 8.83 per cent and 10.66 per cent of GVA in Manufacturing and Agriculture sector respectively in 2017- 18 at 2011-12 prices.

Food Processing Industry is one of the major employment intensive segments constituting 12.43% (at 3-digit of NIC classification) of employment 36 generated in all Registered Factory sectors in 2016-17.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth. With online food delivery players like FoodPanda, Zomato, TinyOwl and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future.

Food processing industry in India can be segmented as follows:

> Cereal/ pulse milling
> Fruit & vegetable processing
> Milk & milk products
> Beverages like coffee, tea & cocoa
> Fish, poultry, eggs & products
> Meat & meat products
> Aerated waters/soft drinks
> Beer/alcoholic beverages
> Bread, biscuits & other bakery products
> Edible oil/fats.
> Confectioneries
> Breakfast cereals, malt protein, weaning, extruded food products

The Hershey Company is a very well known food processing industry.The Hershey Company, together with its subsidiaries, engages in the manufacture and sale of confectionery products and pantry items in the United States and internationally. The company operates through three segments: North America Confectionery, North America Salty Snacks, and International.

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, and many more that are produced globally. Its headquarters are in Hershey, Pennsylvania, which is also home to Hersheypark and Hershey's Chocolate World. It was founded by Milton S. Hershey in 1894 as

the Hershey Chocolate Company, a subsidiary of his Lancaster Caramel Company. The Hershey Trust Company owns a minority stake but retains a majority of the voting power within the company.

Hershey's chocolate is available across the United States, and in over 60 countries worldwide It has three large distribution centres with modern labour management systems. In addition, Hershey is a member of the World Cocoa Foundation. It is also associated with the Hersheypark Stadium and the Giant Centre.

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# LITERATURE REVIEW

Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics

The 4 P's of marketing

Price: refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used as a demarcation, to differentiate and enhance the image of a product.

Product: refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good.

Place: refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for any person to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is 'location, location, location'.

Promotion: this refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.

*Figure 1 : The Hershey Company Logo*
*Source : Internet*

The Hershey Company, commonly known as Hershey's, is an American multinational company



and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, and many more that are produced globally. Its headquarters are in Hershey, Pennsylvania, which is also home to Hersheypark and Hershey's Chocolate World. It was founded by Milton S. Hershey in 1894 as the Hershey Chocolate Company, a subsidiary of his Lancaster Caramel Company. The Hershey Trust Company owns a minority stake but retains a majority of the voting power within the company.

*Figure 2 : Milton Hershey*
*Source : Internet*

Hershey's chocolate is available across the United States, and in over 60 countries worldwide It has three large distribution centres with modern labour management systems. In addition, Hershey is a member of the World Cocoa Foundation. It is also associated with the Hersheypark Stadium and the Giant Centre

Hershey Company, also known as (1894–1927) Hershey Chocolate Co., (1927–68) Hershey Chocolate Corporation, and (1968–2005) Hershey Foods Corporation, American manufacturer of food products, chiefly chocolate and sugar-based confections. Hershey's Milk Chocolate, in its brown-and-silver wrapper, was perhaps the best-known American candy bar of the 20th century. Company headquarters are in Hershey, Pennsylvania.

The Hershey Company traces its origins to the 1880s, when Milton S. Hershey founded the Lancaster Caramel Company in Lancaster, Pennsylvania. After seeing German-made chocolate-processing machinery at the World's Columbian Exposition of 1893 in Chicago, Hershey decided to go into the chocolate business. In 1894 he started a chocolate company that had various confections on the market by the following year. In 1900 he sold the caramel company to a competitor and began the manufacture and sale of milk chocolate bars. Business was so successful that in 1903 Hershey started work on a new factory in Derry Township, Pennsylvania. It eventually became the world's largest chocolate-manufacturing plant. An unincorporated community called Hershey developed around the factory.

Marketing Strategy of Hershey's analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Hershey's marketing mix, help the brand succeed.

Hershey's marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

Hershey's Product Strategy:

The product strategy and mix in Hershey's marketing strategy - Hershey's is a popular brand which offers chocolates and other sweet sauces & syrups. A variety of products are available in different shapes and sizes. The conical shape of Hershey's kisses and innovative hand rolled packaging in some products adds to the appeal. Continuous product innovation in its marketing

mix has helped Hershey's to grow through the years. The product is positioned as something delicious and healthy for growing kids. The company is known to produce more than 70 million candies every day. Globally, more than 15,000 people are employed with the company.

Chocolates- Hershey's, Kisses, Reese's, Kit Kat, Brookside, Take5, York, Almond Joy & Mounds

Candy- Twizzlers, Jolly Rancher, Allan Candy, Nuts & Caramel (Lancaster, Payday, Rolo)

Mint & Gum- Ice Breakers, Breath Savers, Bubble Yum

Other Desserts

Chocolate bars, Symphony, Extra Dark, Almond Joy, Mounds, 100 Calorie Bar, Bliss, Drops, Hershey's Miniatures, Pot of Gold, Nuggets, Hershey's Kisses, Reese's Peanut Butter Cups, York Peppermint Pattie.

Hershey's Price/Pricing Strategy:

Below is the pricing strategy in Hershey's marketing strategy:

Hershey's is a premium brand and charges a higher price compared to other standard chocolates available in the market.

It targets upper middle class urban population and foreign tourists. The prices vary from $10 to $50. There hasn't been any price hike recently but the quantity in various SKUs have been reduced. Hershey's financial strength can be seen from the fact that it is on NYSE & S&P500. The annual revenue for the company is around $8 billion.Hershey's Place & Distribution Strategy:

Following is the distribution strategy in the Hershey's marketing mix:

Hershey's is available globally in grocery stores, drug stores, vending machines, wholesale clubs, gas stations, malls, hospitals, department stores. It can also be purchased online from Amazon, Walmart etc. Hershey's has a strong distribution network and is able to reach across many countries worldwide.

All major cities are covered by the distribution channels of the company. The chocolates are available at all leading retail stores & ecommerce platforms.

Hershey's Promotion & Advertising Strategy:

The promotional and advertising strategy in the Hershey's marketing strategy is as follows:

Promotion is done through TV Ads, Magazine Ads and Billboards. Hershey's mission is to create delicious chocolate that could be enjoyed by everyone. Hershey's milk booster Ad tries to position itself as a healthy product for growing kids and a substitute to traditional milk powders. A similar approach is followed in Hershey's spreads Ad where a cute child is shown playing dumb charades with his mother and its emphasised how the almond helps in kid's growth and

can be used in daily breakfast. It has traditionally tried to make Ads which showcase spreading happiness which is in line with the vision of its creator Milton Hershey. The My Dad Ad campaign can be seen which shows how chocolate is used to strengthen the bond between a father and a son and spread happiness in the family. The company also has a tourist attraction in Pennsylvania, USA, called the Hershey's chocolate world. Kids and families go there to have a good time and in the process the brand also gets some promotion. One can get to know the chocolate making process, taste free samples and experience the state of the art technology here. There are various promotional activities like 4D chocolate mystery, trolley tours etc. which tells the chocolate story to everyone. The kids can design their own candy and be a part of the chocolate making process. It also uses Instagram and twitter for social network promotions. They also provide recipes for Cakes & Cupcakes, Cookies, Brownies & Bars, Breads & Muffins, Puddings & Mousse, Pies & Tarts, Candies & Snacks, Frostings & Fillings. Hence this completes the marketing strategy & marketing mix of Hershey's.

It sells its products in around 60 countries throughout the world. Hershey's is also a member of the World Cocoa Foundation.

Social Cultural role of The hershey Company

The Hershey company also makes a positive change in the society through investments, collaborative programs and sustainable business practices.
The strategy provides a framework for efforts in four areas: Shared Futures, Shared Communities, Shared Business and Shared Planet.

The Shared Goodness Promise, which is aligned with the United Nations Sustainable Development Goals, addresses challenges facing communities around the world. It aims to nourish children and help them succeed in school; invest in purpose-driven initiatives and business models; safeguard the environment; help Hershey communities thrive; and engage Hershey's employees in the efforts. Earlier this year, Hershey launched the Cocoa for Good strategy, a key component of the Shared Business pillar.

The Shared Goodness Promise includes several benchmarks:

- Nourish one million minds by 2020. For more than 100 years, since the founding of the Milton Hershey School, Hershey has been giving children the chance at a better future. Shared Futures continues to work with nutrition programs that help children around the world learn and succeed in school. In 2017, the company nourished 208,072 children, which included producing and providing the vitamin-fortified snack ViVi to 52,913 schoolchildren in Cote d'Ivoire and Ghana.

- Invest in brands and business models that make a difference in the world. As Hershey focuses on becoming an innovative snacking powerhouse, it has invested in becoming an increasingly socially responsible organisation. As part of Shared Business, the company's goal is to ensure that the ingredients that go into its products are responsibly sourced and it has already made strides: 75 percent of the cocoa and 50 percent of the coconut it sources is certified as sustainable, and 55,000 farmers in West Africa are enrolled in Hershey's Learn to Grow sustainable agriculture programs.

- Protect biodiversity and safeguard natural environments. As part of the Shared Planet pillar, Hershey is working toward evidence-based targets to reduce its overall impact on the environment while encouraging its suppliers to adopt sustainable growing techniques. In 2017, the company began focusing on reforestation, including a partnership with the Arbour Day Foundation to plant more than 133,000 trees in the U.S.

- Enhance the lives of 10 million people. Building on its experience supporting communities where Hershey employees live and work, Hershey's new Shared Communities pillar will invest in communities by supporting basic needs to care for vulnerable community members; advancing education and training opportunities to support the workforce of tomorrow; and promoting inclusive civic, cultural and economic development initiatives that bring community members together. In 2017, Hershey

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donated $11.9 million in cash and $8.6 million in products, while its employees volunteered 130,737 hours in their communities.

- Continue making Hershey a great place to work. Hershey has always looked to attract and retain employees with an engaging, innovative and diverse workplace. In 2017, the company had 50 percent female representation on its executive committee and 77 percent of its workforce reported being engaged at work.

The Shared Goodness Promise aims to make a difference in the lives of thousands of people around the world, from the West African farmers growing the cocoa used in our products to the employees in our facilities in the United States. It helps the company to focus the resources and the talents of their people – whether they're nutrition, manufacturing or finance experts – in ways that are making a powerful difference in the lives of individuals and entire communities.

# COMPANY PROFILE

**Chocolate-based candies -**

Hershey's produces a large variety of chocolate based products. Hershey is also licensed to produce Cadbury products as well as the Kit Kat bar and Rolo candies (which are both owned by Nestlé).



*Figure 3 : Milk Chocolate Bar*
*Source : Internet*

Hershey's Brand Chocolate Products

Milk Chocolate Bar - A Hershey's chocolate candy bar containing milk chocolate. Commonly thought of as the "original" or "normal" Hershey's chocolate bar.

Milk Chocolate with Almonds - A Hershey's chocolate candy bar containing milk chocolate with almonds.

Hershey's Special Dark-A Hershey's chocolate candy bar containing a mildly sweet chocolate. The Special Dark contains less sugar and more cocoa than Hershey's milk chocolate products.

Hershey's Special Dark with Almonds-A Hershey's chocolate candy bar containing a mildly sweet chocolate with almond pieces.

Hershey's Gold-A Hershey's candy bar containing caramelised cream, peanuts, and pretzels.

Air Delight-A Hershey's candy bar containing milk chocolate gently blended into a light, airy texture, as it is aerated chocolate. It was designed to melt in the consumer's mouth. The bar has been discontinued.

White Creme with Almonds-A Hershey's candy bar containing white creme and whole almonds.

Hershey's Milk Chocolate & Reese's Pieces Candy Bar-A Hershey's chocolate candy bar containing milk chocolate with Reese's Pieces.

Special Dark Sugar Free-A Hershey's chocolate candy bar that is sugar free, containing a mildly sweet chocolate.

Sugar Free Caramel Filled Chocolates-A Hershey's chocolate candy bar that is sugar free, containing a milk chocolate filled with caramel.

Hershey's Extra Dark

The Hershey's Extra Dark products are a darker chocolate, containing 60% cacao solids. It is a darker chocolate than the Hershey's Special Dark that consists of 45% cacao solids.

Hershey's Extra Dark Pure Dark Chocolate-A dark chocolate candy bar if full of natural antioxidants.

Hershey's Extra Dark Pure Dark Chocolate with Pomegranate-A Hershey's Extra Dark Pure Dark Chocolate candy bar variety containing pure dark chocolate with pomegranate flavoured pieces.

Hershey's Extra Dark Pure Dark Chocolate Cranberries, Blueberries, & Almonds-A Hershey's Extra Dark Pure Dark Chocolate candy bar variety containing pure dark chocolate, cranberries, blueberries, and almond chips.

Hershey's Symphony

The Hershey's Symphony chocolate bars are made with the same ingredients as the traditional Hershey bar, but in different amounts, resulting in a creamier tasting chocolate.

Milk Chocolate Symphony-A Hershey's chocolate candy bar containing creamy milk chocolate. Commonly thought of as the "plain" version of the Symphony bar. The Symphony milk chocolate bar is made to have a creamier texture and flavour than the traditional Hershey bar

Almonds and Toffee Symphony-A Hershey's Symphony chocolate candy bar containing creamy milk chocolate, almonds, and toffee chips.

Hershey's Drops

Hershey's Drops are circular-shaped chocolate candies inspired by two larger Hershey bars:

Hershey's Milk Chocolate Bar

Hershey's Cookies 'N' Creme Bar

Hershey's Drops Milk Chocolate-A bite-sized chocolate candy consisting of a rich and creamy chocolate without a candy shell. The Hershey's Drops Milk Chocolate are considered an easy, sweet treat because of their size.

Hershey's Drops Cookies 'N' Creme-A bite-sized white chocolate candy that are sweet and creamy. The Hershey's Drops Cookies 'N' Creme is made with white crème and chocolate cookie bits.

Hershey's Miniatures

Hershey's Pot of Gold

Hershey's Pot of Gold-A premium box of Hershey's chocolates containing a variety of chocolate candy assortments: Almond Caramel Clusters, Caramel Assortment, Chocolate Assortment, Créme Assortment, Mint Assortment, Nut Assortment, Pecan Caramel Clusters, Premium Assortment, Sugar Free and Truffle Assortment.

Hershey's Nuggets

Hershey's Nuggets Double Chocolate-A double chocolate candy nugget that is individually wrapped.

Hershey's Nuggets Extra Creamy Milk Chocolate with Toffee and Almonds-An extra creamy milk chocolate candy nugget made with toffee and almonds. This chocolate candy comes individually wrapped.

Hershey's Nuggets Milk Chocolate and Almonds-A Hershey's Nuggets Milk Chocolate candy made with almonds.

Hershey's Nuggets Milk Chocolate-A Hershey's milk chocolate candy nugget, individually wrapped which makes it perfect for snacking, favours, and special occasions.

Hershey's Nuggets Special Dark Chocolate with Almonds-A dark chocolate candy nugget made with Hershey's Special Dark and almonds.

Hershey's Nuggets Special Dark Chocolate with Toffee and Almonds-A Hershey's Nuggets Special Dark chocolate candy nugget which contains toffee and almonds.

Hershey's Nuggets Special Dark Chocolate-A dark chocolate candy that is a bite-sized nugget and is made with Hershey's Special Dark.

Hershey's Nuggets Cookies 'N Creme-A bite-sized white chocolate candy nugget made with chocolate cookie bits.

Hershey's Kisses

Hershey's Kisses brand chocolates ("Kisses") are pieces of chocolate shaped like very large chocolate chips.

Milk Chocolate-A Hershey's Kisses chocolate candy containing milk chocolate. Depending on the time of year, the foil wrapper may change in colour - i.e. red and green for the Christmas holiday. The standard foil wrapper colour is silver.

Mint Truffle-A Hershey's Kisses chocolate candy containing dark chocolate filled with mint truffle. The foil wrapper colour is green with silver snowflakes, and the paper plume reads "MINT TRUFFLE".

Milk Chocolate with Caramel-A Hershey's Kisses chocolate candy containing milk chocolate filled with caramel. The foil wrapper colour is gold with brown swirls, and the paper plume reads "CARAMEL".

Milk Chocolate with Almonds-A Hershey's Kisses chocolate candy containing milk chocolate coating around an almond. The standard foil wrapper colour is gold with brown images of almonds, and the paper plume reads "ALMONDS".

Cherry Cordial-A Hershey's Kisses chocolate candy containing milk chocolate filled with cherry cordial creme. The standard foil wrapper colour is red with maroon swirls, and the paper plume reads "CHERRY".

Hot Cocoa-A Hershey's Kisses chocolate candy containing milk chocolate filled with marshmallow creme. The standard foil wrapper colour is brown with white images of marshmallows, and the paper plume reads "HOT COCOA".

Special Dark-A Hershey's Kisses chocolate candy containing mildly sweet dark chocolate. The standard foil wrapper colour is deep purple, and the paper plume reads "DARK".

Hugs Kisses-A Hershey's Hugs chocolate candy containing milk chocolate and white creme wrapped around a mini milk chocolate KISS. The standard foil wrapper colour is silver & brown, and the paper plume reads "Hugs".

Pumpkin Spice-A Hershey's Kisses chocolate candy containing pumpkin spice flavouring. The standard foil wrapper colour is orange with brown swirls, and the paper plume reads "PUMPKIN SPICE".

Reese's Brand Products

Reese's is the No. 1 selling candy brand in the United States and has been Hershey's best-selling product since 1969.

Reese's Peanut Butter Cups

Reese's Milk Chocolate Peanut Butter Cups-A milk chocolate candy made with Reese's creamy peanut butter filling wrapped in Hershey's milk chocolate in the shape of a cup.

Reese's Milk Chocolate Peanut Butter Eggs-A Reese's Peanut Butter Cup, but in the shape of an egg. The Reese's peanut butter cup Eggs are made with Reese's creamy peanut butter filling covered in Hershey's milk chocolate. The Reese's Eggs are part of the permanent seasonal product portfolio, available around Easter.

Reese's Milk Chocolate Peanut Butter Pumpkins-Peanuts, Milk Chocolate A Reese's Peanut Butter Cup, but in the shape of a heart. The Reese's peanut butter cup Hearts are made with Reese's creamy peanut butter filling covered in Hershey's milk chocolate.

The Reese's Hearts are part of the seasonal product portfolio, available around Valentine's Day.

A Reese's milk chocolate peanut butter cup candy,

Reese's Thins Dark Chocolate-A Reese's Dark Chocolate Peanut Butter Cup candy, which is roughly 2/5 height of the original Reese's Dark Chocolate Peanut Butter Cup.

Reese's Peanut Butter Lovers Cup-A milk chocolate candy with Reese's creamy peanut butter filling wrapped in Hershey's milk chocolate. The Reese's Peanut Butter Lovers Cup contains double the amount of peanut butter than the original Reese's Peanut Butter Cup..

Reese's Big Cup-A larger Reese's chocolate candy with more than double the peanut butter. This larger peanut butter cup with milk chocolate is a peanut butter lovers cup.

Reese's Pieces Peanut Butter Cup-A Reese's milk chocolate peanut butter cup stuffed with Reese's Pieces

Big Cup Crunchy Peanut Butter Cups-A big crunchy peanut butter cup with Reese's crunchy peanut butter wrapped in Hershey's milk chocolate

Reese's Milk Chocolate Peanut Butter Trees-A Reese's Peanut Butter Cup, but in the shape of a tree. The Reese's peanut butter cup Trees are made with Reese's creamy peanut butter filling covered in Hershey's milk chocolate. The Reese's Ghosts are part of the seasonal product portfolio, available around Christmas.

Reese's Dark Chocolate Peanut Butter Cups-A dark chocolate candy with Reese's creamy peanut butter filling wrapped in dark chocolate.

A dark chocolate candy with Reese's creamy peanut butter filling wrapped in dark chocolate.-A sugar-free milk chocolate candy with Reese's creamy peanut butter filling in a mini milk chocolate cup.

Reese's Crunchy Cookie Cup -A Reese's milk chocolate candy with creamy peanut butter filling in a milk chocolate cup stuffed with crunch cookies.

Reese's Pieces

Reese's Candy Bars

Fast Break-A chocolate peanut butter candy bar containing Reese's peanut butter and nougat covered in milk chocolate.

A Reese's chocolate bar known for its 5 main ingredients including: peanuts, caramel, peanut butter, and pretzels.

Reese's Outrageous-A milk chocolate candy bar made with Reese's creamy peanut butter, caramel and Reese's Pieces candy, all covered in smooth milk chocolate. The Outrageous chocolate peanut butter candy bar is a variation of the Nutrageous bar, but it substitutes Reese's Pieces for the roasted peanuts

Reese's Crispy Crunchy Bar-A chocolate candy bar with milk chocolate, Reese's peanut butter, crispy peanut butter candy and peanuts

Nutrageous-A chocolate candy bar made with rich chocolate, smooth peanut butter, sweet caramel and crunchy peanuts

Reese's Sticks-A chocolate and peanut butter candy bar. These chocolate candy bar sticks consist of peanut butter filled wafers covered in milk chocolate

Kit Kat

Sold only in the United States under licence from Nestlé (Nestlé continues to sell the bar worldwide); chocolate-covered wafer bars.

Kit Kat Milk Chocolate-A chocolate candy bar with crisp wafers coated in a smooth milk chocolate

Kit Kat Extra Crispy-An extra large Kit Kat chocolate candy bar. Kit Kats contain extra crisp wafers coated in smooth milk chocolate. The extra crispy contains double the

Kit Kat Bunny Ears-A Kit Kat chocolate candy bar with crisp wafers coated in smooth milk chocolate with a bunny design on each bar. The bar is available as a treat for the Easter season only

Kit Kat Big Kat-A big chocolate candy bar with crisp wafers coated in smooth milk chocolate separated into bite-size pieces. This chocolate candy bar is a variation on the traditional Kit Kat.

Kit Kat Duos Mint Dark Chocolate-One of Kit Kat's flavour variations, the Kit Kat Duos Mint Dark Chocolate is a chocolate candy bar with crisp wafers coated in mint crème and rich dark chocolate.

Kit Kat Birthday Cake-One of Kit Kat's flavour variations, the Kit Kat Birthday Cake candy is a candy bar with crisp wafers coated in birthday cake flavoured white crème and sprinkles.

Kit Kat Apple Pie-One of Kit Kat's flavour variations, the Kit Kat Apple pie candy is a candy bar with crisp wafers coated in apple pie flavoured white crème.

Kit Kat Dark-A dark chocolate candy bar with crisp wafers coated in dark chocolate

Kit Kat Lemon-One of Kit Kat's flavour variations, the Kit Kat Lemon candy is a candy bar with crisp wafers coated in lemon flavour white crème.

Kit Kat Best Friend Heart-One of Kit Kat's seasonal variations, the Kit Kat Best Friend Hearts are a candy shaped heart with crisp wafers coated in smooth milk chocolate. There is a large heart embossed across all four sticks, with the words "Friends" and "Forever" written in the two middle sticks.

Whoppers

Milk Chocolate, chocolate-flavoured coating covered malted milk balls

Strawberry Milkshake, strawberry-flavoured coating covered malted milk balls

Reese's Peanut Butter, peanut butter-flavoured coating covered malted milk balls

Robin Eggs, chocolate-flavoured coating covered malted milk balls with a candy shell

York Peppermint Pattie[edit]

York Peppermint Pattie, a patty of peppermint flavoured filling enrobed with dark chocolate.

York Miniatures

York King Size Patties

York 8-pack

York Valentines

York Snowflakes

Mounds and Almond Joy-

Almond Joy    - A milk chocolate candy bar containing coconut and whole almonds.

Almond Joy Eggs

Mounds-A dark chocolate candy bar with shredded, sweetened coconut coated in dark chocolate.

Others

Chipits a baking chip that comes in a variety of flavours including Reese's and Skor.

The Whatchamacallit Bar is a peanut-flavoured crisp with a layer of caramel and a coating containing chocolate.

Skor is a candy bar containing toffee.

Rolo consists of chocolate-covered caramels. Also made and sold in the US by Hershey under licence by Nestlé.

Heath bar is a slab of toffee enrobed with chocolate.

5th Avenue is a candy bar which contains a peanut-based mixture.

Milk Duds are small bits of caramel enrobed in a coating containing chocolate that are licensed under The Hershey Co.

Hershey-Ets, introduced in 1954, are small pellets of milk chocolate with a hard-candy coating, similar to M&M's. They are typically sold in holiday-specific themed packages, such as plastic candy-cane-shaped tubes at Christmas and carrot-shaped bags at Easter.

Mr. Goodbar is a candy bar made with chocolate and peanuts.

Take 5 is a candy bar with pretzels, caramel, peanuts, peanut butter, and chocolate.

Reese's Fast Break, known as Hershey Sidekick in Canada, consists of creamy peanut butter and nougat covered in milk chocolate.

Reese's Sticks made with Chocolate and Peanut Butter are peanut butter filled wafers covered in milk chocolate. They are sold in packages of two sticks each.

Dagoba Chocolate is the Hershey's-owned fair trade, high-quality organic chocolate purchased from the 2001 founder, Frederick Schilling in 2006.

Krackel is a crispy, chocolate bar containing rice.

ZERO candy bar, a combination of caramel, peanut and almond nougat covered in white fudge.

Scharffen Berger Chocolate Maker a chocolate maker based in Berkeley, California.

BarkTHINS is a chocolate snack foods company.

Hershey Brazil

Hershey's Mais (Hershey's Plus) is a chocolate covered wafer. It is sold in four flavours: cookies 'n' cream, peanuts, triple chocolate and milk chocolate.

Hershey's Cereal is a chocolate covered cereal bar available in six flavours: cookies 'n' cream, cookies 'n' coconut, strawberry, brigadeiro, banana and cookies 'n' chocolate.

Hershey's Go, a chocolate covered bar offered in brigadeiro, cocada and paçoca flavours.

Hershey's Special Dark', a 60% dark chocolate bar, sold in six flavours: traditional, orange, mint, cranberry, coffee and salted caramel. There is also a variation with 73% cocoa, but only sold in the traditional flavour.

Hershey Canada

Cherry Blossom is an individually packaged, 45-gram chocolate-covered maraschino cherry and syrup. The chocolate mixture has coconut and roasted peanut pieces incorporated into it.

Glosette Raisins are a Canada exclusive product consisting of chocolate covered raisins, peanuts or almonds.

Oh Henry! is a candy bar containing peanuts, caramel, and fudge enrobed in chocolate, currently made in the United States by Nestlé.

Hershey's Eat-More

Brookside Chocolate is a line of dark chocolate products, consisting of fruit and nut flavours. Brookside Foods, based in Abbotsford BC, Canada, was acquired by Hershey in 2011.

Hershey Philippines

Hershey's Treats, sold only in the Philippines.

Hershey's N More, sold only in the Philippines.

Hershey's Cookie+, sold only in the Philippines.

Hershey's Twit Size 15g Pack, in Creamy Chocolate Bar and Cookies 'n' Creme Bar sold only in the Philippines.


Cadbury Chocolates

Cadbury products are sold by Hershey's in the United States and Mondelēz International in other parts of the world. Chocolate in Cadbury-branded products manufactured in the US by Hershey uses a different recipe from that used by Cadbury itself. Hershey's has barred the importation of Mondelez Cadbury into the US.


Cadbury Creme Egg, is a chocolate egg with creme in it, usually sold around Easter. A variation is the Cadbury Screme Egg, with green food colouring in the creme, sold around Halloween.

Cadbury Caramel Egg, is a variety of Cadbury Creme Egg filled with caramel.

Cadbury Mini Eggs candy, bite-sized milk chocolate eggs coated in a hard, vanilla flavoured candy shell.

Cadbury Caramello candy bar milk chocolate squares with creamy caramel.

Cadbury Dairy Milk Chocolate Bar, plain milk chocolate.

Cadbury Fruit & Nut Chocolate Bar, milk chocolate with assorted fruits and nuts.

Cadbury Royal Dark Chocolate Bar, plain dark chocolate.

Cadbury Roast Almond Chocolate Bar, milk chocolate with almonds.

**White Creme-based Candies**

Hershey's Brand White Creme Candy Products

Hershey's Cookies 'n' Creme-A Hershey's candy bar containing white creme and cookie bits.



*Figure 4 : hershey's cookies n creme Candy Source : Internet*

Hershey's Sugar Cookie Candy Bar-A Hershey's sugar cookie flavoured candy bar made with white crème, and red and green cookie pieces.

Hershey's White Crème with Almonds-A Hershey's white chocolate flavoured candy bar made with white crème and whole almond pieces.

Hershey's Kisses Brand White Creme Candy Products

HUGS Kisses-A Hershey's HUGS chocolate candy containing milk chocolate and white crème wrapped around a mini milk chocolate KISS. The standard foil wrapper colour is silver & brown, and the paper plume reads "HUGS".

Cookies 'N' Creme-A Hershey's KISSES candy containing white crème and chocolate cookie bits. The standard foil wrapper colour is blue, and the paper plume reads "COOKIES".

Hershey's KISSES Sugar Cookie White Crème Candy-A sugar cookie flavoured Hershey's KISS made with white crème and contains crunchy red and green cookie pieces. This is a seasonal candy product that is wrapped in silver foil with holiday icons printed on the outside.

Reese's Peanut Butter Cup Brand White Creme Candy Products

Reese's Thins White Creme-A Reese's White Creme Peanut Butter Cup candy, which is roughly 2/5 height of the original Reese's White Creme Peanut Butter Cup.

White Reese's Peanut Butter Cup-A white creme candy with Reese's creamy peanut butter filling wrapped in a white creme candy cup.

Reese's White Peanut Butter Ghosts-A Reese's White Creme Peanut Butter Cup, but in the shape of a ghost. The Reese's peanut butter cup Ghosts are made with Reese's creamy peanut butter filling covered in white creme. The Reese's Ghosts are part of the seasonal product portfolio, available around Halloween.

**Non-chocolate candies**



*Figure5 : Jolly Rancher (Non chocolate candies)*
*Source : Internet*

Ice Breakers

Ice Breakers is a mint candy and gum brand owned by The Hershey Company.

Ice Breakers Gum

Ice Breaker Ice Cubes Spearmint Gum-Cube-shaped gum made with a refreshing spearmint flavour.

Ice Breaker Ice Cubes Peppermint Gum-Icebreaker Gum in the form of a cube with a refreshing peppermint flavour.

Ice Breaker Ice Cubes Cinnamon Gum-Icebreaker Gum in the form of a cube with a crisp cinnamon flavour.

Ice Breaker Ice Cubes Arctic Grape Gum-Cube-shaped with a fruity grape flavour and purple cooling crystals.

Ice Breaker Ice Cubes Tropical Freeze Gum-Icebreaker Gum in the form of a cube with a cool tropical freeze flavour.

Ice Breaker Ice Cubes Cool Lemon Gum-Icebreaker Gum in the form of a cube with a cool lemon flavour.

Ice Breaker Ice Cubes Raspberry Sorbet Gum-Icebreaker Gum in the form of a cube with a fruity raspberry sorbet flavour.

Ice Breaker Ice Cubes Bubble Breeze Gum-Icebreaker Gum in the form of a cube with a fruity bubble breeze flavour. This flavour has been discontinued.

Ice Breaker Ice Cubes Strawberry Smoothie Gum-Icebreaker Gum in the form of a cube with a fruity strawberry smoothie flavour.

Ice Breaker Ice Cubes Wintergreen Gum-Icebreaker Gum in the form of a cube with a refreshing wintergreen flavour.

Ice Breaker Ice Cubes Kiwi Watermelon Gum-Cube-shaped gum with a fruity kiwi watermelon flavour.

Ice Breaker Ice Cubes Cool Orange Gum-Gum shaped like a cube with a fruity orange flavour.

Ice Breaker Ice Cubes Golden Apple Gum-Cube-shaped gum made with a cool golden apple flavour.

Ice Breakers Ice Cubes Holiday Candy Cane-A seasonal Icebreaker Gum product in the form of a cube with a sweet candy cane flavour packaged in a snowman container.

Ice Breakers Mints

Ice Breakers Duo Mints Strawberry-Dual flavoured mint candy made with fruity strawberry flavour and breath-freshening cooling crystals.

Ice Breakers Duo Mints Grape-Dual flavoured mint & fruit candy made with grape flavour and breath-freshening cooling crystals.

Ice Breakers Duo Mints Raspberry-Dual flavoured mint candy made with fruity raspberry flavour and breath-freshening cooling crystals.

Ice Breakers Duo Mints Watermelon-Dual flavoured sugar-free mint and fruit candy made with watermelon flavour and breath-freshening cooling crystals.

Ice Breakers Frost Peppermint Mints-Mints made with peppermint flavour and refreshing cooling crystals.

Ice Breakers Frost Wintercool Mints-Mints made with a powerful mint flavour and refreshing cooling crystals.

IceBreaker Candy Cane Mints-Candy cane flavoured sugar-free mints.

Ice Breakers Cool Mints-Mint-flavoured sugar-free candy

IceBreaker Cinnamon Mints-Cinnamon flavoured Ice Breakers mint candy

Ice Breakers Wintergreen Mints-Wintergreen flavoured mint sugar-free candy

Ice Breakers Spearmint Mints-Sugar-free mints made with spearmint flavour

Ice Breakers Sours

Ice Breakers Sour Fruit Original Source-IceBreaker Sour Mints with the original fruity yet sour flavours.

Ice Breakers Sour Fruit Berry Sours-IceBreaker Sour Mints with berry fruity yet sour flavours.

Jolly Rancher

The Hershey Company bought the Jolly Rancher brand in 1996. Jolly Rancher brand makes a variety of hard, soft and gummy candies in varying fruit flavours.

Jolly Rancher Hard Candy-A sweet hard candy, mostly defined by fruity flavours made of amorphous solids and formed from highly concentrated sugar solutions giving them a crystallised, glassy appearance.

Jolly Rancher Fruit 'N' Sour-A hard candy with both fruit flavours and sour mixed together including Wild Strawberry, Green Apple, Watermelon, Cherry and Blue Raspberry.

Jolly Rancher Cinnamon Fire-A hard candy with cinnamon spice flavour

Jolly Rancher Fruity Bash-The Jolly Rancher Fruity Bash assortment consists of lemon, mountain berry, strawberry, pineapple, orange flavoured hard candies.

Jolly Rancher Chews-A variation on consistency from a traditional Jolly Rancher hard candy, the Jolly Rancher Chews are a chewy candy made in various fruity flavours. Individually wrapped in assorted bags, flavours include cherry, blue raspberry, watermelon, green apple, strawberry.

Jolly Rancher Awesome Twosome Chewy Candy-Jolly Rancher Awesome Twosome Chews are intended to provide the consumer with two flavours in one bite. These bite-sized chewy candies have a sugar-coating on the outside flavour, with a tangy second flavour on the inside. There are two flavour combinations in each bag: cherry-orange pieces and watermelon-green apple pieces.

Jolly Rancher Lollipop-Jolly Rancher Lollipops are a hard candy on a stick. Each assorted bag comes with cherry lollipops, watermelon lollipops, green apple lollipops, pink lemonade lollipops.

Jolly Rancher Jelly Beans-Jolly Rancher Jelly Beans are a soft, chewy variation of the traditional Jolly Rancher hard candies, made to look like a classic jelly bean in size and shape. Jolly Rancher Jelly Bean flavours include strawberry, orange, blue raspberry, watermelon, grape, green apple.

Jolly Rancher Wild Berry Jelly Beans-Small bean-shaped candies with a hard exterior shell and soft inside. Jolly Rancher Wild Berry Jelly Beans are made in flavours like wild strawberry, blue raspberry, mountain berry, strawberry watermelon, and raspberry lemonade.

Jolly Rancher Sugar Free Hard Candy-Jolly Rancher Sugar Free Hard Candy is a variation of the traditional Jolly Rancher hard candies, but with zero sugar. Jolly Rancher Sugar Free Hard Candy comes in watermelon, grape, apple, and raspberry flavours.

Jolly Rancher Sugar Free Hard Candy-Jolly Rancher Sugar Free Hard Candy is a variation of the traditional Jolly Rancher hard candies, but with zero sugar. Jolly Rancher Sugar Free Hard Candy comes in watermelon, grape, apple, and raspberry flavours.

Jolly Rancher Bites-Jolly Rancher Bites are chewy fruit candies with an inner filling. These fruit-filled gummies consist of a chewy outer layer with a liquid filling. Jolly Rancher Bites flavours include watermelon, cherry, and green apple.

Jolly Rancher Awesome Reds Hard Candy-Jolly Rancher Awesome Reds Hard Candy is an assortment variation including only the popular red candy flavours. Flavours include cherry, watermelon, strawberry, and fruit punch.

Jolly Rancher Hard Candy Sour Surge-Jolly Rancher Hard Candy with a sour powdered centre. Flavours include green apple, watermelon, blue raspberry.

Jolly Rancher Misfit Two-in-One Gummies-Jolly Rancher Misfit Two-in-One Gummies combine Jolly Rancher fruit flavours. Flavour combinations include green apple and cherry, blue raspberry and watermelon, strawberry and lemon.

Jolly Rancher Holiday Candy Canes-Jolly Rancher Holiday Candy Canes are candy cane shaped treats made in the original Jolly Rancher Hard Candy flavours like Blue Raspberry, Cherry and Green Apple.

Jolly Rancher Original Gummies Candy-A chewy gummy candy created in the same original fruit flavours of the Jolly Rancher Hard Candies like cherry, green apple, grape, blue raspberry and watermelon.

Jolly Rancher Sour Gummies Candy-A Jolly Rancher Gummy Candy with a sour sugar coating on the outside

Jolly Rancher Tropical Hard Candy-Jolly Rancher Tropical Hard Candy delivers tropical fruit flavours with a blend of fruit punch, golden pineapple, lime and mango flavours.

Jolly Rancher Watermelon Hard Candy-Jolly Rancher Watermelon Hard Candy is a package of just the original Watermelon hard candy fruit flavour.

Jolly Rancher Valentine's Jelly Hearts-Jolly Rancher Valentine's Day Jelly Hearts are heart-shaped jelly beans that come in cherry, strawberry and watermelon flavours. The heart-shaped jelly-beans have a hard exterior shell and soft gel interior.

TWIZZLERS

TWIZZLERS Cherry Bites-Chewy cherry-flavoured, bite-sized TWIZZLERS licorice type candy

TWIZZLERS Strawberry Smoothie Flavoured Twists-Strawberry licorice flavoured twists filled with a strawberry smoothie crème.

TWIZZLERS Orange Cream Pop Flavoured Twists-TWIZZLERS orange licorice flavoured twists with an orange crème flavoured filling.

TWIZZLERS Sweet & Sour Filled Twists-Citrus Punch and Cherry flavoured licorice type candy filled with a fruity filling.

TWIZZLERS Filled Mini Twists-Strawberry licorice flavoured candy with either watermelon or lemonade filling in small bite-sized pieces.

TWIZZLERS Cherry NIBS-Small bits of cherry flavoured candy without the traditional Twizzler twist style.

TWIZZLERS Black Licorice NIBS-Small bits of TWIZZLERS black licorice candy without the twist.

TWIZZLERS Twizted Strawberry Blast-Pull apart strawberry flavoured TWIZZLERS candy with nine colourful stands.

TWIZZLERS PULL 'N' PEEL Cherry-TWIZZLERS-form like candy with cherry flavoured pull apart strands.

TWIZZLERS PULL 'N' PEEL Watermelon-Pull apart TWIZZLERS with watermelon flavoured strands.

TWIZZLERS PULL 'N' PEEL Fruit Punch-Pull apart TWIZZLERS with fruit punch flavoured strands.

TWIZZLERS PULL 'N' PEEL Halloween-Snack sized orange or black cherry flavoured pull apart ropes of candy.

TWIZZLERS PULL 'N' PEEL Holiday-TWIZZLERS-like candy made with green, red, and white pull apart candy ropes in cherry, green apple, and lemonade flavours.

TWIZZLERS Strawberry Twists-Original TWIZZLERS Twists with strawberry flavouring.

TWIZZLERS Black Licorice Twists-TWIZZLERS black licorice candy twists

TWIZZLERS Cherry Twists-Cherry flavoured candy twists

TWIZZLERS Chocolate Twists-Chocolate flavoured TWIZZLERS twists.

TWIZZLERS Rainbow Twists Straws-Rainbow TWIZZLER twists in strawberry, orange, lemonade, watermelon, blue raspberry, and grape flavours.

TWIZZLERS Twists Strawberry Flavoured Sugar Free-Sugar free variation of the classic strawberry flavoured TWIZZLERS twists candy.

TWIZZLERS Filled Bites Candy Strawberry Flavoured-Bite-sized strawberry flavoured TWIZZLERS with strawberry filling.

TWIZZLERS Sweet & Sour Filled Bites-Bite-sized Sweet & Sour TWIZZLERS filled with Cherry and Citrus Punch flavoured filling.

Allan fruit-flavoured candies, gummies, and jelly candies.

Breath Savers breath mints.

Bubble Yum bubble gum brand.

Good & Fruity, is a multicoloured, multi-flavor candy with a similar shape to Good & Plenty in 5 fruit flavours.

Good & Plenty, white and purplish-red pill-shaped chewy licorice candies.

Hershey's Gold Bar a caramelised creme bar, made with crushed peanuts and pretzels. It is described as sweet and salty, crunchy and creamy. It does not contain any chocolate. The bar was originally released in the U.S. in mid-November 2017 for visitors to Hershey's Chocolate World in Hershey, PA and Las Vegas, but is now available at regular retailers

Hershey's Gold Bar a caramelised creme bar, made with crushed peanuts and pretzels. It is described as sweet and salty, crunchy and creamy. It does not contain any chocolate. The bar was originally released in the U.S. in mid-November 2017 for visitors to Hershey's Chocolate World in Hershey, PA and Las Vegas, but is now available at regular retailers

Hershey's Kisses Gold a caramelised creme kiss, made with crushed peanuts and pretzels. It is described as sweet and salty, crunchy and creamy. It does not contain any chocolate.

Lancaster Soft Crèmes, caramel candy

PayDay candy bar, which contains peanuts and caramel but no chocolate.

Pelon Pelo Rico tamarind-flavoured candies.

Zagnut candy bar, consisting of toasted coconut and peanut butter.

The Hershey Company Grocery Products

There is a variety of non-chocolate or non-candy products sold by The Hershey Company brands intended for baking or snacking.

**Grocery Products**



*Figure6 : Hershey's Baking Chips*

*Source : Internet*

Many of the Hershey's brands offer baking products, like chocolate chips, for the Hershey's Kitchen portfolio.

Hershey's Baking Chips

Hershey's Semi-Sweet Chocolate Baking Chips-A chocolate baking chip with semi-sweet chocolate

Hershey's Milk Chocolate Baking Chips-A chocolate baking chip made with milk chocolate

Hershey's SPECIAL DARK Mildly Sweet Dark Chocolate Baking Chips-A chocolate baking chip made with special dark mildly sweet dark chocolate

Hershey's Premier White Creme Chips-A baking chip made with white crème

Hershey's Kitchens Sugar Free Baking Chips-A chocolate baking chip made with sugar free chocolate

Hershey's Kitchens Cinnamon Baking Chips-A baking chip made with cinnamon

Hershey's Kitchens Butterscotch Chips-A baking chip made with butterscotch

Hershey's Kitchens Sea Salt Caramel Chips-A baking chip with sea salt and caramel

Hershey's Premier White Creme Chips-A bag of white crème baking chips shaped like green-dyed Christmas trees and red-dyed Christmas stockings. This product is only offered during holiday seasons.

Hershey's Baking Bars

Hershey's Kitchens Unsweetened Chocolate Baking Bars-Hershey's Kitchens Unsweetened Chocolate Baking Bars

Hershey's Kitchens Semi Sweet Baking Bar-A chocolate baking bar with semi-sweet chocolate

Hershey's Cocoa

Hershey's SPECIAL DARK Chocolate Cocoa Can-Cocoa powder made with Hershey's SPECIAL DARK chocolate

Hershey's Cocoa 100% Natural Unsweetened Cacao-A cocoa powder product made with 100% Natural unsweetened cocoa

Reese's Baking Chips

Reese's Peanut Butter Baking Chips-Peanut butter baking chips made with Reese's peanut butter

Reese's Mini Pieces Baking Chips-Mini Reese's Pieces peanut butter candy for baking

Reese's Baking Cups and Reese's Pieces Candy-A mixture of mini Reese's Pieces peanut butter candies and mini Reese's Peanut Butter cups for baking

Syrups, Spreads, Toppings

Hershey's Syrup

Hershey's Chocolate Syrup-Hershey's original chocolate syrup made with a genuine chocolate flavour

Hershey's SUNDAE DREAM Classic Caramel Syrup-A syrup in a caramel flavour

Hershey's SUNDAE DREAM Double Chocolate Syrup-A chocolate syrup that contains double the chocolate than the regular Hershey's Chocolate Syrup

Hershey's Sugar Free Syrup-A Hershey's chocolate syrup that is sugar free with a genuine chocolate flavour.

Hershey's Syrup in Caramel Flavour-A syrup in a caramel flavour.

Hershey's Strawberry Flavoured Syrup-A syrup in a strawberry flavour.

Hershey's SIMPLY 5 Syrup Bottle-A chocolate syrup that is made with only 5 ingredients, but maintains its genuine chocolate flavour.

Hershey's Chocolate Lite Syrup-A chocolate syrup that contains 50% less sugar, carbs and calories than regular Hershey's Syrup, and still has a genuine chocolate flavour.

Reese's Peanut Butter

Reese's Creamy Peanut Butter-A creamy peanut butter made with real peanuts.

Hershey's Toppings

Hershey's Milk Chocolate Shell Topping-A dessert or snack topping which forms a hard chocolate shell topping

Hershey's Hot Fudge Topping-A snack or dessert hot fudge topping

Hershey's Caramel Topping Jar-A snack or dessert topping that is made with caramel.

Hershey's SPECIAL DARK Topping Jar-A snack or dessert topping that is made with Hershey's SPECIAL DARK chocolate.

Reese's Toppings

Reese's Chocolate Shell Topping-A chocolate and Reese's peanut butter shell topping.

Reese's Peanut Butter Topping-A peanut butter topping made with real Reese's peanut butter.

Heath Baking Bits

Bits O'Brickle English Toffee Bits-Crunchy bits made of English toffee used for baking and dessert toppings

Milk Chocolate English Toffee Bits-Baking bits made of Heath English toffee and milk chocolate

**Snack Foods**



*Figure7 : Snack Mix (Snack foods)*

*Source : Internet*

barkTHINS

barkTHINS is a chocolate snack that comes in various flavours. The barkTHINS brand products are all certified for both Kosher, and Fair Trade. barkTHINS launched in 2013 by Ripple Brand Collective, and purchased by The Hershey Company in 2016.

barkTHINS Dark Chocolate Almond & Sea Salt-Dark chocolate snack pieces that contain almonds and sea salt. barkTHINS Dark Chocolate Almond & Sea Salt are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Pretzel & Sea Salt-Dark chocolate snack pieces that contain pretzels and sea salt. barkTHINS Dark Chocolate Pretzel & Sea Salt are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Coconut & Almond-Dark chocolate snack pieces that contain coconut and almonds. barkTHINS Dark Chocolate Coconut & Almond are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Pumpkin Seed and Sea Salt-Dark chocolate snack pieces that contain pumpkin seeds and sea salt. barkTHINS Dark Chocolate Pumpkin Seed and Sea Salt are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Peanut and Sea Salt-Dark chocolate snack pieces that contain peanuts and sea salt. barkTHINS Dark Chocolate Peanut and Sea Salt are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Mint-Dark chocolate snack pieces that contain bits of cool peppermint. barkTHINS Dark Chocolate Mint are made with fair trade certified ingredients.

barkTHINS Dark Chocolate Blueberry and Quinoa-Dark chocolate snack pieces that contain blueberry and quinoa. barkTHINS Dark Chocolate Blueberry and Quinoa are made with fair trade certified ingredients.

Hershey's Snack Products

Hershey's Dipped Pretzels-A snack containing bite-sized pretzels dipped in Hershey's milk chocolate and drizzled with dark chocolate

Hershey's Milk Chocolate Cookie BiTes-A bite-sized chocolate-covered cookie snack. There is a crunchy cookie wrapped in Hershey's milk chocolate.

Hershey's Milk Chocolate Pretzel BiTes-A bite-sized chocolate-covered pretzel snack. There is a salty pretzel ball wrapped in Hershey's milk chocolate.

Hershey's Cookies 'N' Creme DiPPeD PreTzels-A bite-sized white creme covered pretzel snack. There is a salty pretzel ball wrapped in white creme and sprinkled with chocolate cookie bits.

Hershey's Snack Mix-A Hershey's sweet and salty snack mix with Hershey's mini milk chocolate bars, almonds, and pretzels.

Hershey's Popped Snack Mix-A Hershey's sweet and salty snack mix with Hershey's mini milk chocolate bars, almonds, pretzels, and chocolate dipped popcorn.

Hershey's Cookies 'N' Creme Cookie BiTes-A bite-sized white creme covered cookie snack. There is a crunchy cookie centre wrapped in white creme and sprinkled with chocolate cookie bits.

Hershey's Cookies 'N' Creme CRuNCHeRS-A bite-sized white creme covered cookie and wafer snack. There are milk chocolate cookies and graham flavoured wafers clustered together and coated in white creme.

Reese's Snack Products

Reese's Dipped Pretzels-Bite-sized pretzel snack containing pretzels dipped in peanut butter candy and drizzled with milk chocolate

Dark Reese's Dipped Pretzels-Bite-sized pretzel snack containing pretzels covered in peanut butter candy and then dipped in dark chocolate

Reese's Snack Mix-A sweet and salty snack mix with Reese's peanut butter cup minis, Reese's Pieces candy, peanuts and pretzels

Reese's Popped Snack Mix-A sweet and salty snack mix with Reese's peanut butter cup minis, Reese's Pieces candy covered peanuts, pretzels and chocolate-drizzled popcorn

Reese's Snack Cake-A soft baked chocolate cake topped with REESE's Peanut Butter creme covered in smooth milk chocolate. Reese's markets this product as a breakfast food or snack.

Reese's Crunchers-A snack of bite-sized clusters containing mini peanut butter chips, rice puffs and peanuts, all covered in Hershey's milk chocolate

Krave Jerky beef jerky.

Pirate's Booty puffed rice and corn snacks.

SkinnyPop popcorn.

Snacksters, 100-calorie packs of cereal puffs mixed with a variety of other Hershey's and Reese's items such as chocolate chip cookies, semi-sweet and milk chocolate chips, peanut butter chips, cereal squares, and Reese's pieces. Available in five varieties, Hershey's, Hershey's Kisses, Hershey's S'Mores, Twizzlers, and Reese's.SNACKSTERS - HERSHEY'S

Sweet 'n Salty Granola Bars, granola bars combined with other Hershey's and Reese's ingredients. Available in three flavours: Hershey's with pretzels, Reese's with chocolate and Reese's with peanut butter.

Hershey's Cookies, a chocolate cookie with toppings and covered in chocolate, available in the following Hershey's flavours: Hershey's with Almonds, Almond Joy, Reese's peanut butter, York Peppermint Patty, Caramel, and Cookies 'n Creme. Mini kisses cookies are shaped like Hershey's kisses and are available in the following flavours: Chocolate Chip, Double Chocolate and Confetti Sprinkles. Layered cookies are two cookies with a layer of sandwich creme in the middle and are available in the following flavours: Hershey's, Reese's and Heath.

Really Nuts, snack nuts and trail mixes. Available in the following flavours: Reese's Roasted Peanuts, Reese's Honey Glazed Peanuts, Hershey's Chocolate Cocoa Peanuts, Mauna Loa Cashew Nuts, Hershey's Trail Mix, Reese's Trail Mix and Mauna Loa Trail Mix.

Snack Barz, candy bars similar to rice krispie treats. Available in the following flavours: Hershey's Chocolate Créme, Reese's Peanut Butter, Hershey's S'mores Marshmallow Créme, Caramel, and Cookies 'n Créme.

Miscellaneous products

Hershey's makes military chocolate for the U.S. Military.

A line of refrigerated Hershey's Chocolate, Cookies N' Créme and Strawberry milks are manufactured by HP Hood under a brand licensing agreement.

# RESEARCH METHODOLOGY

1. Title of The Study -

- A comprehensive study of Marketing Mix of The Hershey Company

2. Statement of Problem -

- To know about the company's marketing mix.

3. Literature Review -

- To study the Marketing mix - Place, Promotion, Price, Product. The available Literature of the company will be collected for better understanding of the subject. Online websites, Online journals, Online media and magazines, Online articles will provide the information needed.

4. Sources of Information -

- Online websites, Online journals, Online media and magazines, Online articles, Questionnaire, Friends and family.

5. Objectives of the Study -

- To know and study about the company's marketing mix.

6. Nature of Design -

- This study is descriptive in nature.

7. Socio-Cultural Relevance of the study -

- To know how the Company has played its role in the social cultural nature in the countries and customised its marketing strategies as per the countries.

8. Geographical Area To Be Covered -

- Three operating segments comprise geographic regions including the United States, the Americas, and Asia, Europe, the Middle East and Africa. They market Their products in approximately 70 countries worldwide. In this project India will be covered mainly and if data available for a few other countries.

9. Timeframe -

- December 2021 - May 2022

10. Data Collection -

- It includes both primary and secondary data.
- For primary data, a questionnaire method is used.

11. Sampling -

- Random sampling
- Sample Size - 30

12. Statistical Tools Used -

- Percentage analysis is used as a statistical tool.

13. Limitations -

- This study is limited to only one company.

- This study is only limited to only certain aspects of the company, whereas other topics of the company can also be covered.

14. Scope for Further Research -

- Yes, there is scope for further research areas which can be studied in depth.

15. Bibliography-

- APA Style.

_____

# DATA ANALYSIS AND INTERPRETATION

1. Name - Individual Responses

2. Age -

❏18-28 ❏28-38 ❏38-48 ❏48 & Above

3. Gender

❏Male ❏Female ❏Other
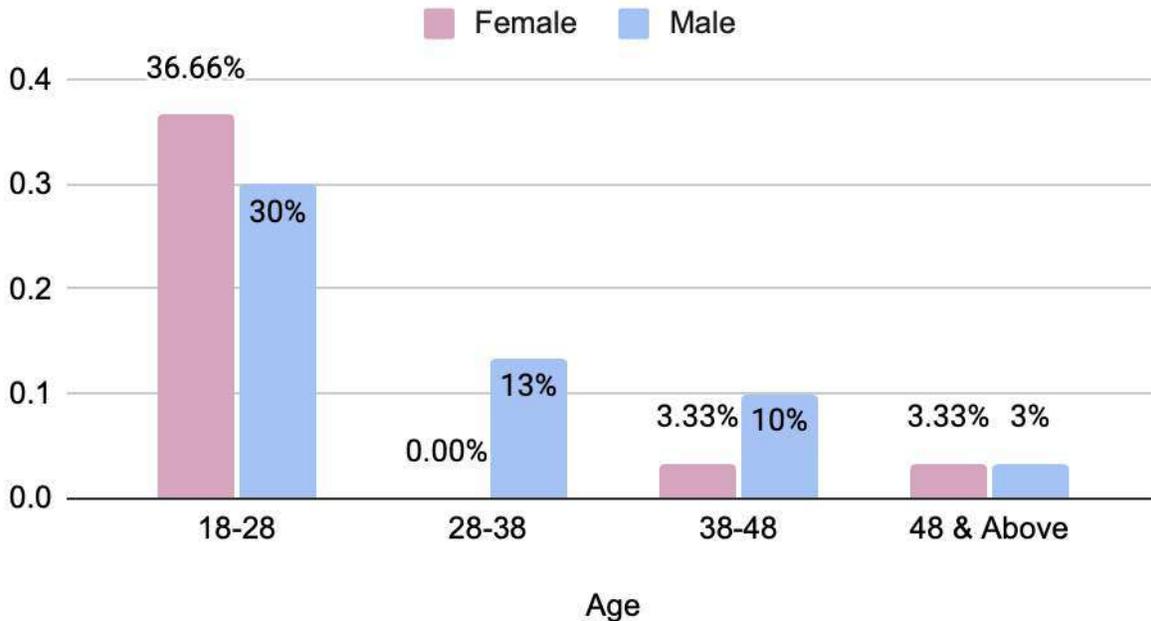


*Graph 1*

As per the data collected the respondents were segregated on their gender - Male and Female. There were 36.67% female respondents and 30% male respondents in the 18-28 Age group. 0 Females and 13% Male respondents in the 28-38 Age group. 3.37% female respondents and 10% Male respondents in the 38-48 Age group. 3.34% Female respondents and 3.33% male respondents in the 48 & above age group.

4. Country, City/Town/Village you live in ?

## Country of the Respondent

UK
20.0%

Germany
3.3%

UAE
3.3%

USA
10.0%

Australia
3.3%
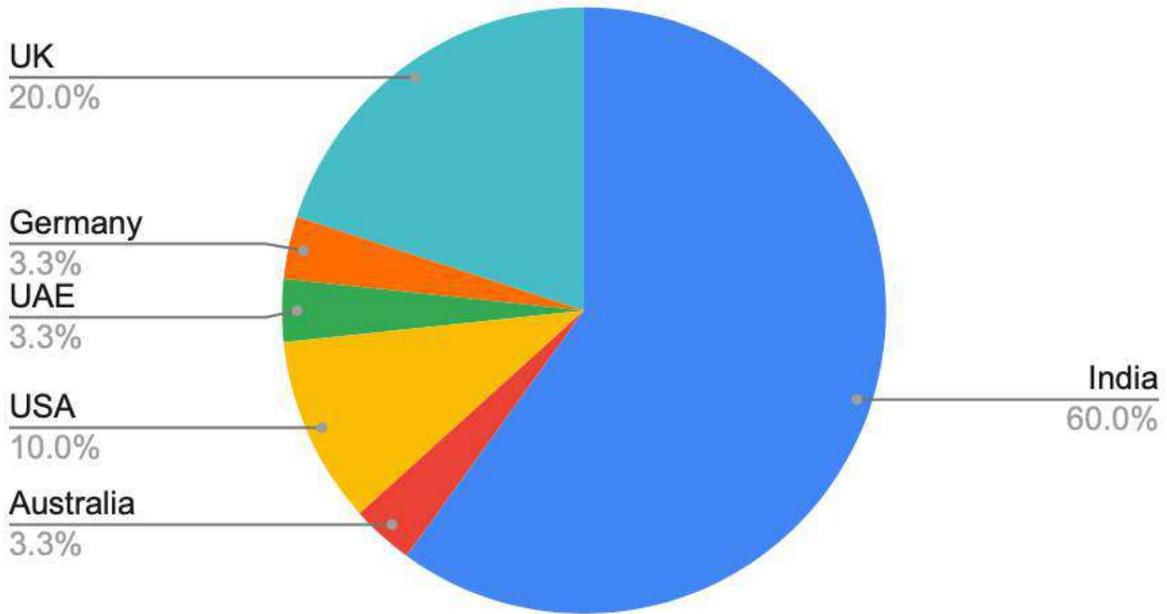
India
60.0%

*Graph 2*

As per the data collected 60% respondents were from India, 20% respondents were from UK, 3.3% respondents were from Germany, 3.3% respondents were from UAE, 10% respondents were from USA, 3.3% respondents were from Australia.

5. Do you enjoy chocolates ?

❒Yes ❒No ❒Maybe

## Count of Do you enjoy chocolates?

Maybe
6.7%
No
10.0%

Yes
83.3%
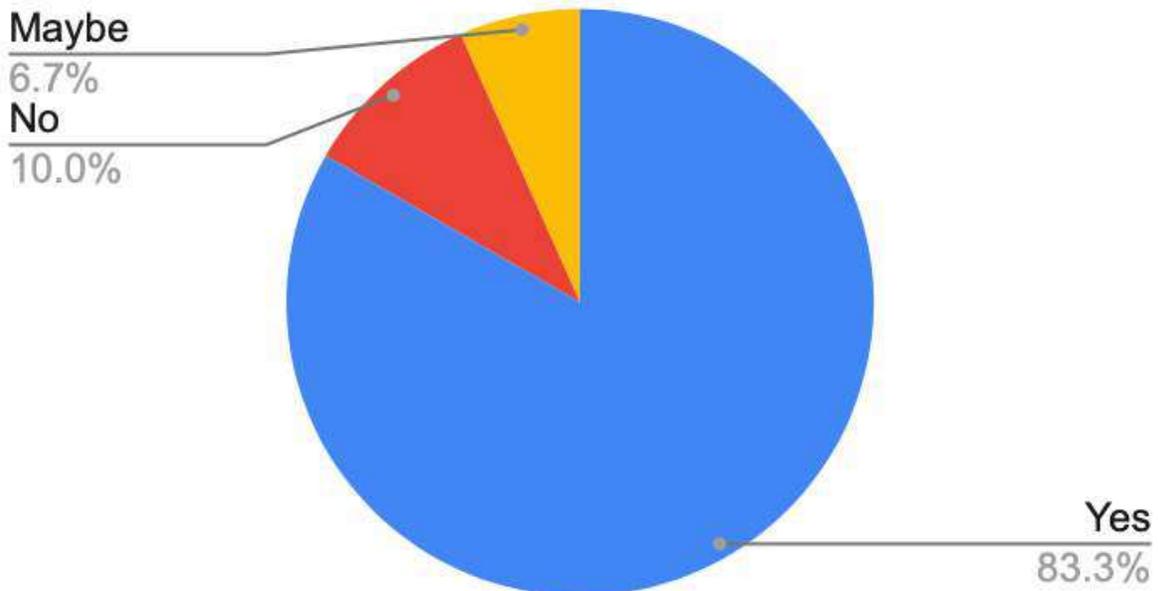
*Graph 3*

As per the data collected for whether the respondents enjoy chocolates 83.3% responded yes, 10% responded no and 6.7% responded maybe.

6. Do you enjoy chocolate products ?

❒ Yes ❒ No ❒ Maybe

## Count of Do you enjoy chocolate products ?

Maybe
10.0%

No
6.7%

Yes
83.3%
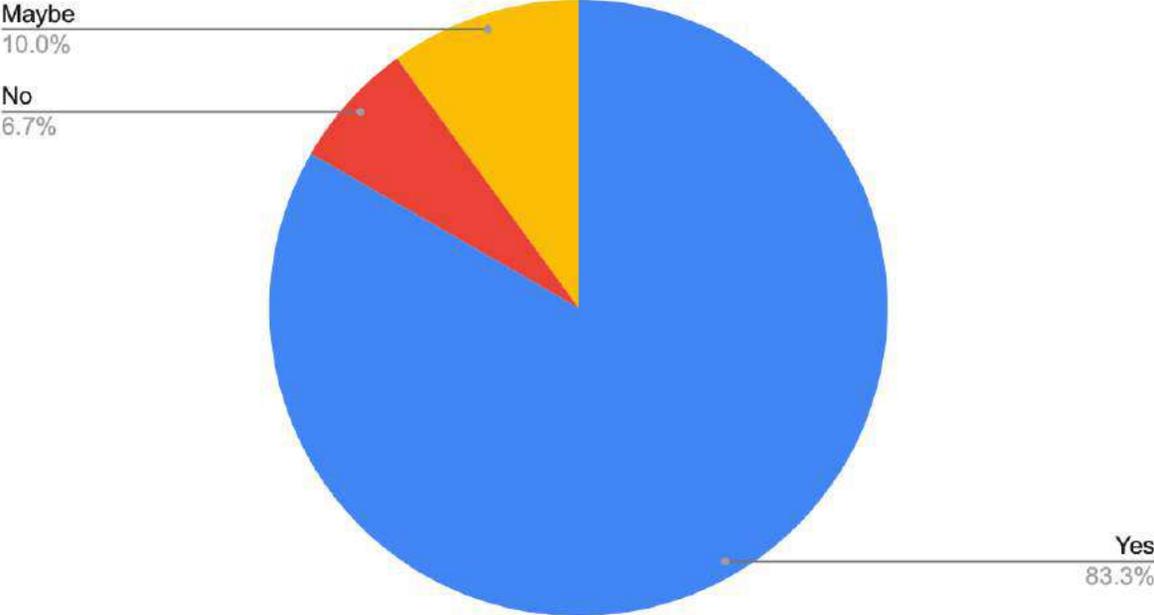
*Graph 4*

As per the data collected for whether the respondents enjoy chocolates 83.3% responded yes, 10% responded no and 6.7% responded maybe.

7.  Which is your favourite from the following -

❏Hershey ❏Ferrero ❏Nestle ❏Cadbury ❏Mars ❏Lindt ❏Other_____

vs. Which is your favorite from the following -
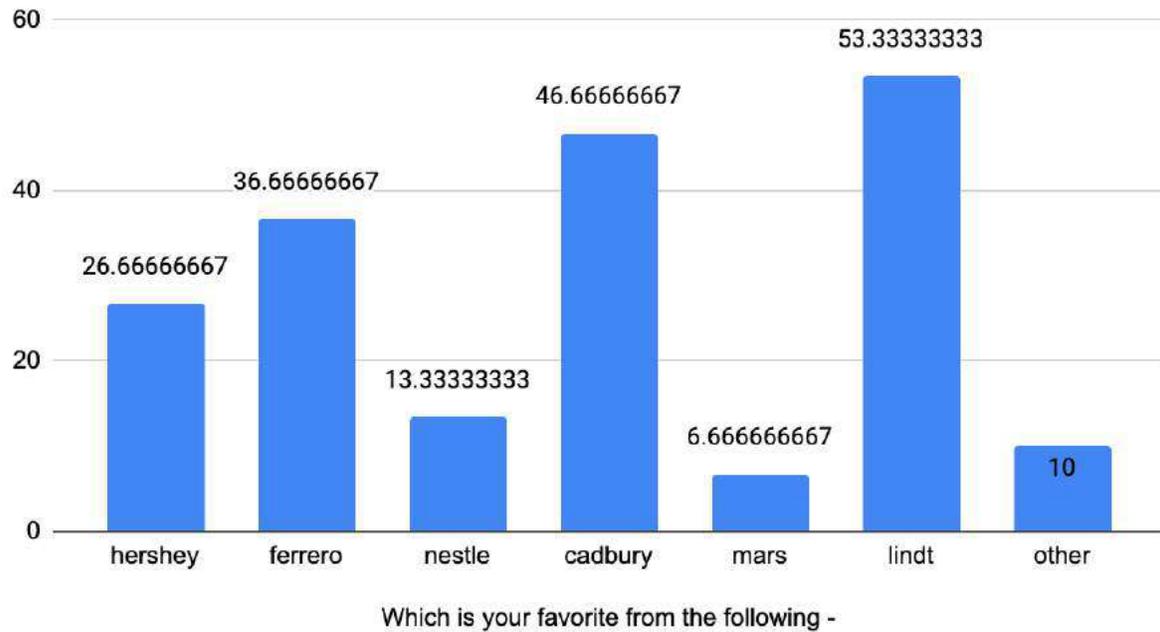


*Graph 5*

As per the data collected for which is their favourite brand 26.67% like hersheys, 36.67% like ferrero, 13.34% like Nestle, 46.67% like cadbury, 6.67% like mars, 53.34% like lindt and 10% also like other brands.

8.  Do you know about hersheys?

❒Yes ❒No

## Count of Do you know about hersheys?
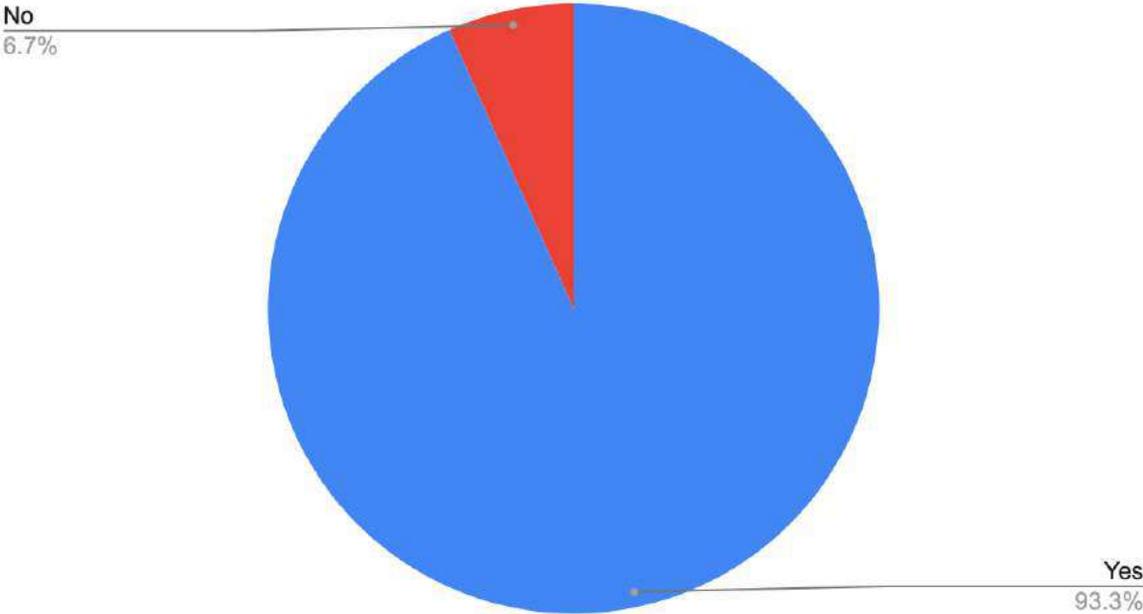


*Graph 6*

When the respondents were asked if they knew about Hershey's - 93.3% respondents knew about the brand and 6.7 did not know about the brand.

9. Have you tried Hershey's products ?

❒Yes ❒No

Count of Have you tried hershey products ?

No
10.0%

Yes
90.0%
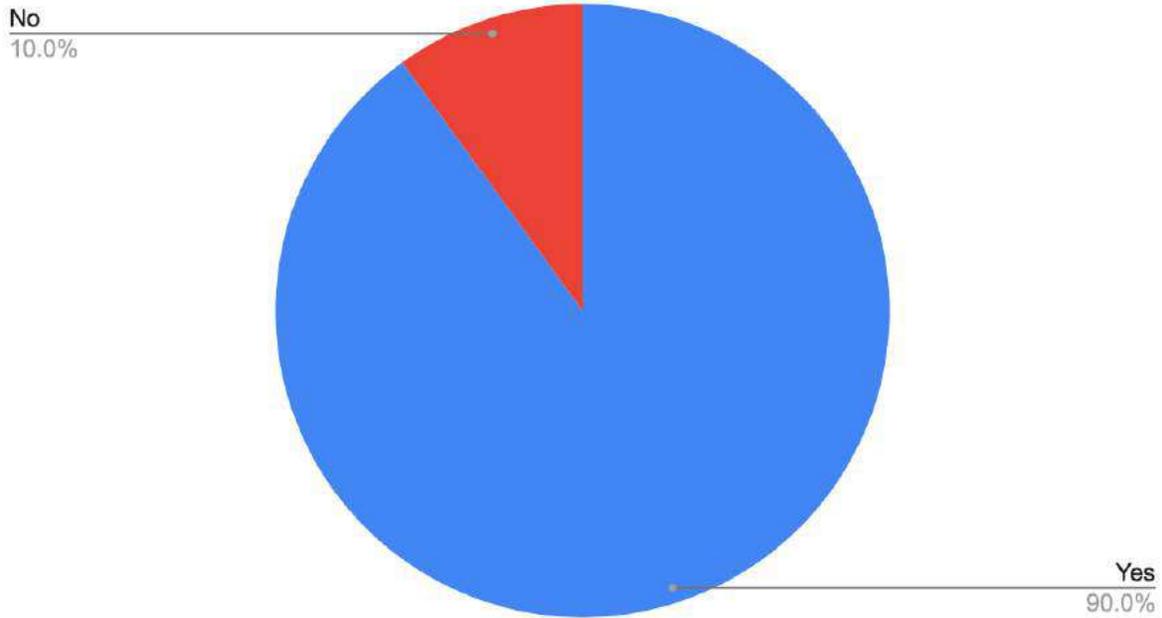
*Graph 7*

When the respondents were asked whether they liked the hershey products - 90% of the respondents said yes, they like the hershey products and 10% said No, they do not like the hershey products.

10. Which is your favourite product/s from herysheys ?

❏ Chocolate based candies     ❏ White creme based candies

❏ Non Chocolate candies      ❏ Grocery products

❏ Snack foods



*Graph 8*

From the collected data we can say that 60% of the respondents like chocolate based candies, 23.34% like white creme based candies, 10% like hershey's grocery products, 10% like hershey's snack foods and 3.34% like non chocolate candies.

11. How did you get to know about hersheys?

❒Friends      ❒Family   ❒Advertisements ❒Email

❒Subscription❒Nearby Store          ❒Other_____

## Count of How did you get to know about hersheys?

N/A
10.0%

Family
13.3%

Advertisements
23.3%

Friends
26.7%
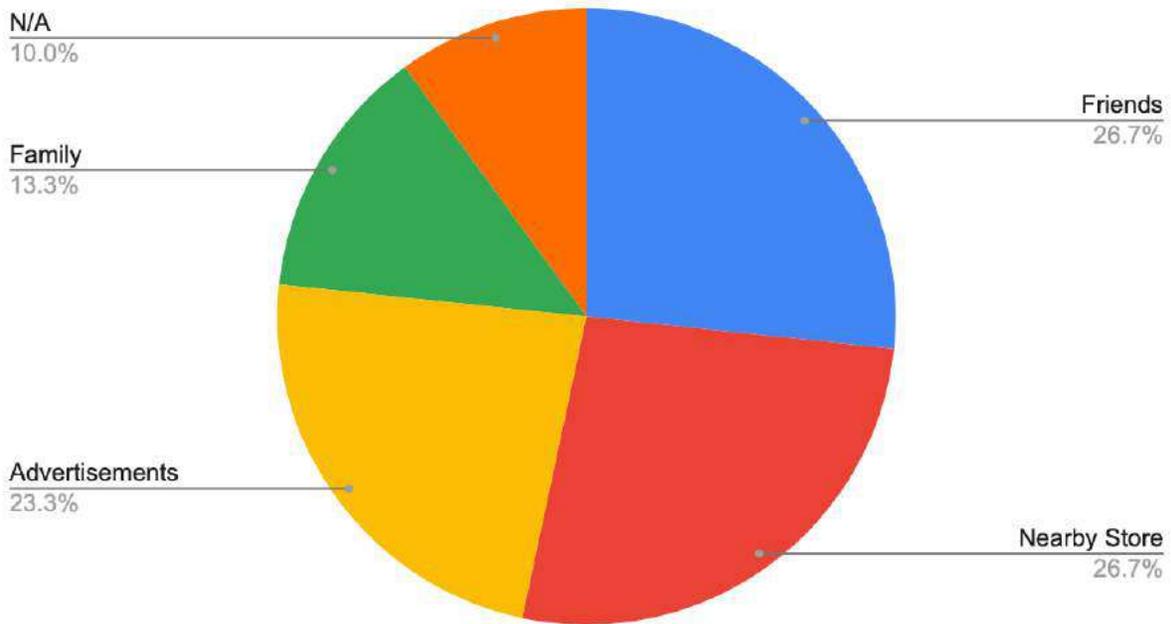
Nearby Store
26.7%

*Graph 9*

When the respondents were asked about how they got to know about the brand - 26.7% got to know the brand through friends, 26.7% from a nearby store, 23.3% through advertisements, 13.3% through family. This question was not applicable to 10% since they did not know about the brand.

12. Pricing of Hershey's products ?

❒Expensive ❒Moderate ❒Cheap

Count of Pricing of the hershey's products ?
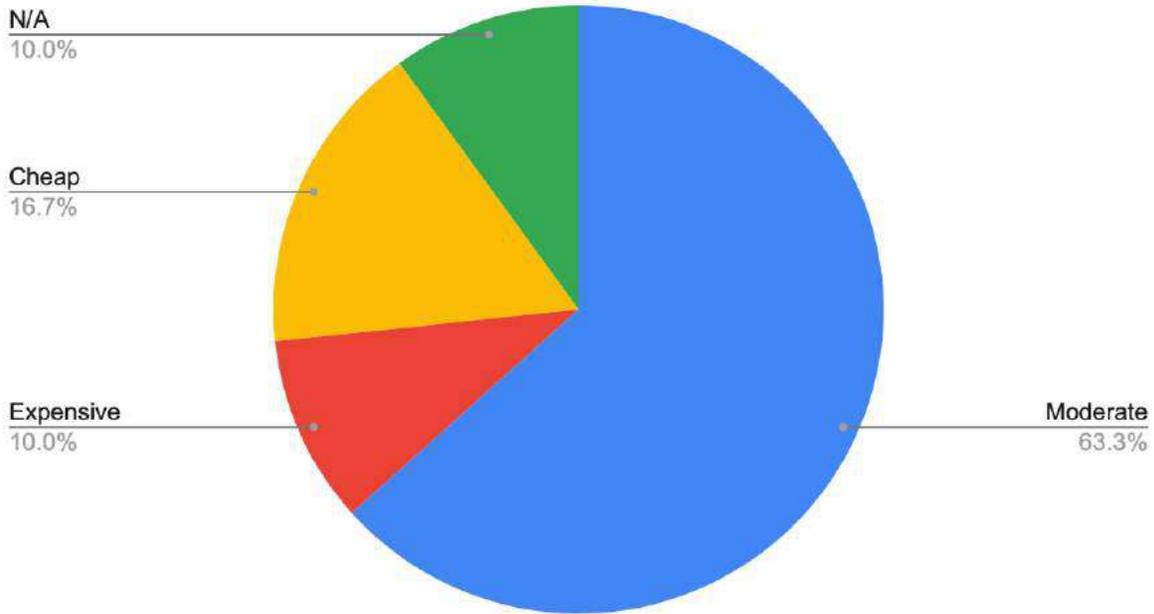


*Graph 10*

When the respondents were asked about the pricing of the brand 63.3% respondents found it moderate, 16.7% respondents found the product pricing cheap and 10% found it expensive. This question was not applicable to 10% since they did not know about the brand.

13. Do you like the Hershey product range ?

❐ Yes ❐ No



## Count of Do you like the Hershey product range ?

N/A
10.0%

No
20.0%

Yes
70.0%
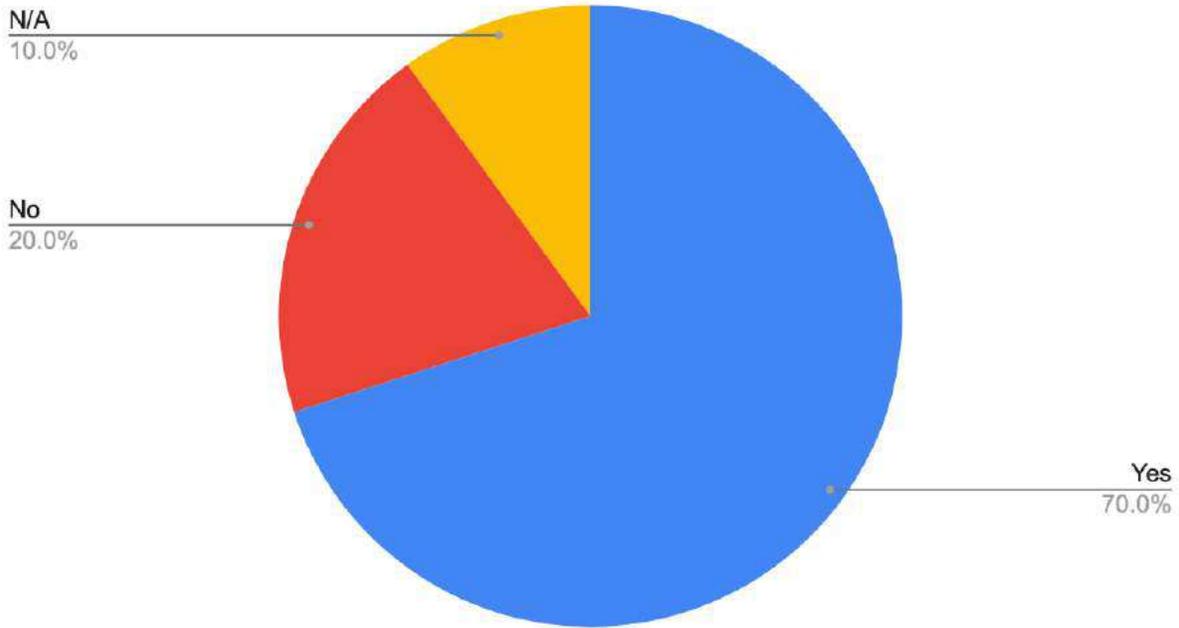
*Graph 11*

When the respondents asked whether they liked the hershey's product range 70% responded to yes, they like the hershey's product range and 30% responded as No, they do not like the hershey product range.This question was not applicable to 10% since they did not know about the brand.

14. Are hershey products easily available to you ?

❐Yes ❐No

Count of Are hershey products easily available to you ?
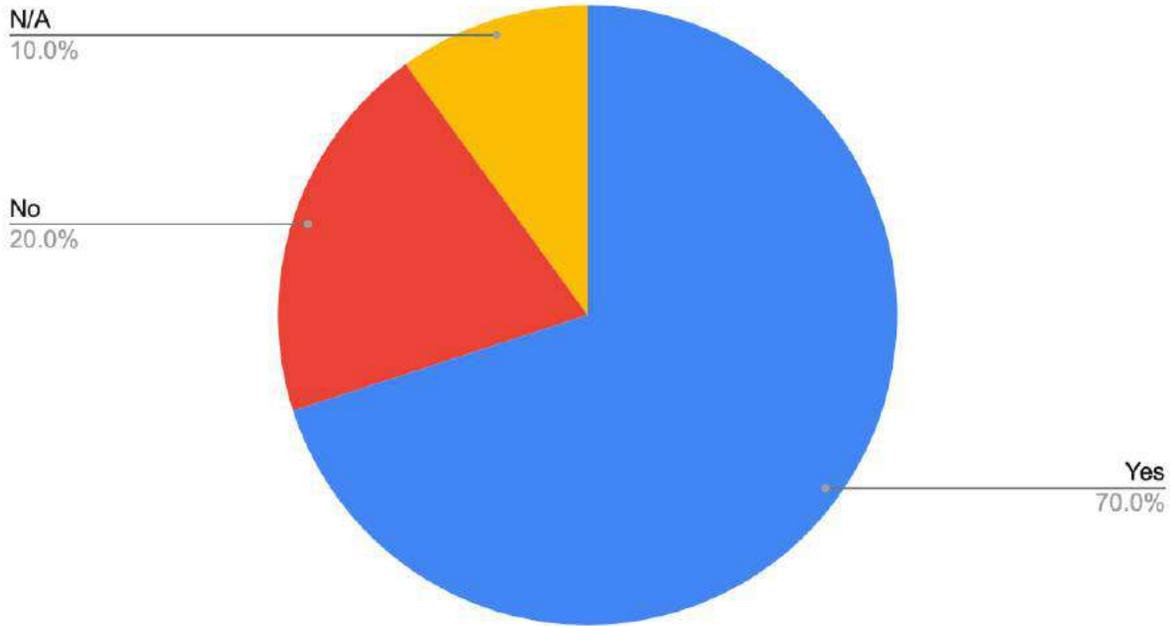


*Graph 12*

The respondents were asked whether the products were easily available to them 70% responded yes they are easily available and 20% said no they are not easily available.This question was not applicable to 10% since they did not know about the brand.

15. Do you get notified when hersheys introduces a new product ?

❐ Yes ❐ No

Count of Do you get notified when hersheys introduces a new product ?

N/A
10.0%

Yes
13.3%

No
76.7%
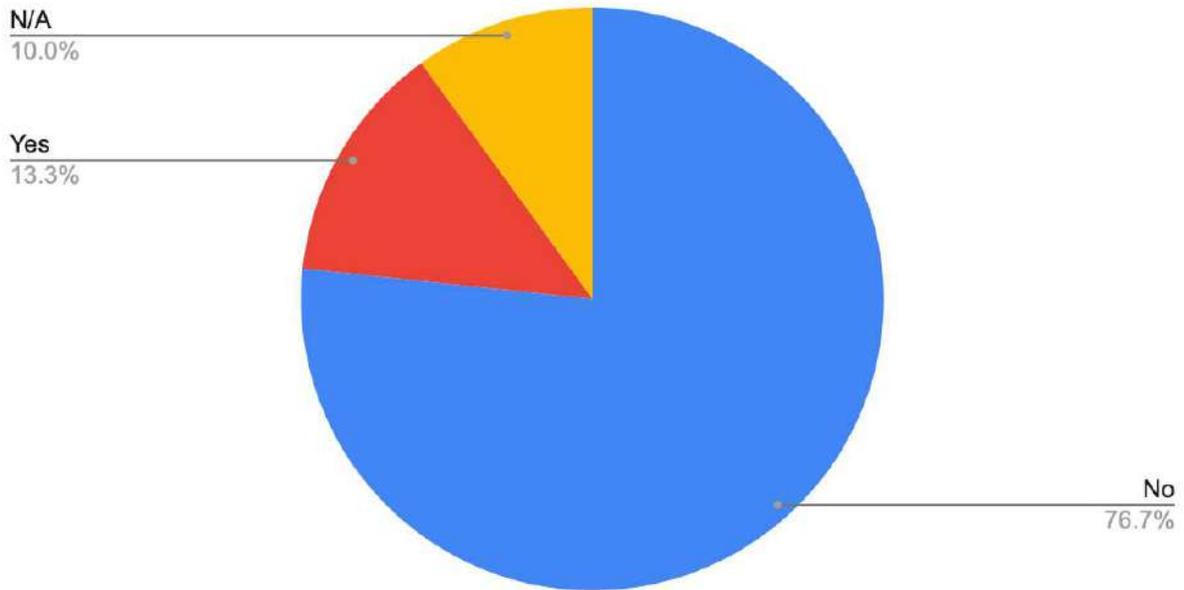
*Graph 13*

The respondents were asked if they get notified when the brand introduces a new product - 76.7% responded no and 13.3% responded yes.This question was not applicable to 10% since they did not know about the brand.

16. Since how long have you been consuming Hershey products ?

❒Less than 1 year   ❒1-3 years

❒3-5 years            ❒More than 5 years
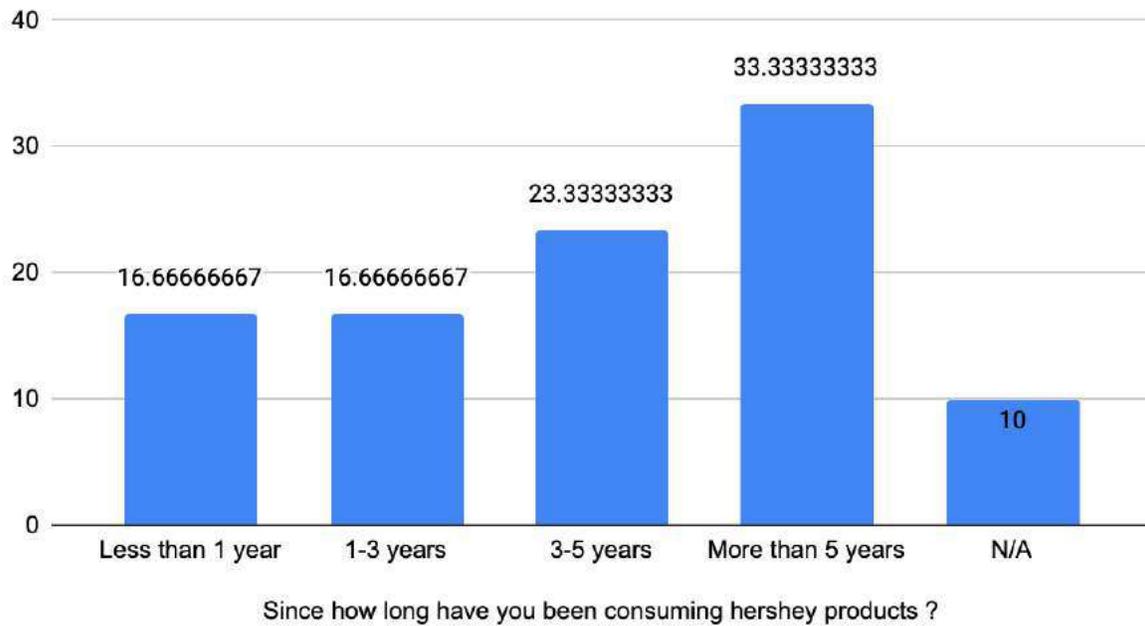


*Graph 14*

When the respondents were asked how long they had been consuming the products - 33.34% were consuming it for more than 5 years, 23.34% were consuming it for about 3-5 years, 16.67 were consuming for only 1-3 years and 16.67 for less than 1 Year. This question was not applicable to 10% since they did not know about the brand.

17. How do you rate Hershey on the following parameters ?

| | Excellent | Very Good | Fair | Poor | Extremely Poor |
|---|---|---|---|---|---|
| Taste | | | | | |
| Quality | | | | | |
| Packaging | | | | | |
| Availability | | | | | |
| Price | | | | | |
| Perceived Brand Value | | | | | |

How do you rate Hershey on the following -
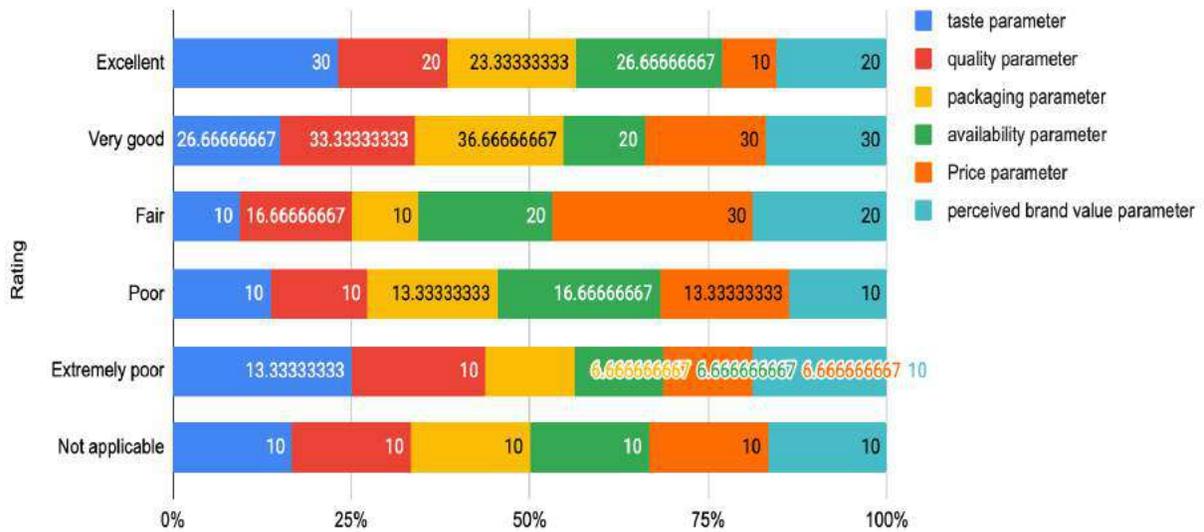


*Graph 15*

The respondents were asked to rate hersheys on certain parameters and rating scales.

Tate Parameter - 30% responded as excellent, 26.67% responded as very good, 10% responded as fair, 10% responded as poor,13.34% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

Quality parameter - 20% responded as excellent, 33.34% responded as very good, 16.67% responded as fair, 10% responded as poor,10% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

Packaging Parameter - 23.34% responded as excellent, 36.67% responded as very good, 10% responded as fair, 13.34% responded as poor,6.67% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

Availability parameter - 26.67% responded as excellent, 20% responded as very good, 20% responded as fair, 16.67% responded as poor, 6.67% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

Price Parameter - 10% responded as excellent, 30% responded as very good, 30% responded as fair, 13.34% responded as poor,6.67% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

Perceived Brand Value Parameter - 20% responded as excellent, 30% responded as very good, 20% responded as fair, 10% responded as poor,10% responded as Extremely Poor. This question was not applicable to 10% since they did not know about the brand.

18. As a consumer what changes would you like to see in the products by the hershey company ?

Ans -_____

A few of the responses received from the respondents for the question -

"New Changes"

"Easy availability"

"Increased quantity and reduced prices."

"Packaging can be better, We also need some more exciting flavours and variety."

"Improve flavours"

"A golden ticket inside the chocolates like from Charlie and the chocolate factory."

"More availability, expansion to other markets"

"Better tasting chocolate"

"More Chocolate drinks"

19. As a consumer have you had any good or bad experience with the hershey company ?

Ans -_____

_____

# **CONCLUSION**

As per the survey done for The Hershey company it can conclude that the majority of the respondents likes chocolate and chocolate products but a part of that only likes The Hershey company chocolates. Majority of the respondents knew about the brand and had also tasted the product. It was observed that the majority of the respondents liked Hershey's chocolate based candies compared to the other products they offered. The majority of the respondents got to know about Hershey's through a nearby store or through their friends as compared to the advertisements. The Hershey products are priced moderately as per many of the respondents. Majority of the respondents liked Hershey's products range.

We can also say that the Hershey products are easily available as per the data collected.

It was also noticed that a very few respondents get notified when Hershey's introduced a new product.

Majority of the respondents have been consuming the Hershey products for more than 3 years. This shows that they have been loyal consumers to the brand.

As per the data collected maximum consumers were from India. The Indian consumers still do not have a chance to buy all the products that Hershey offers since they are limited to other countries. It can also be said that they do not have any marketing strategies for new consumers. It is observed that Hershey's needs to work towards promoting, placing and putting more products in the Indian market.

_____

# **APPENDIX**

Survey for The Hershey Company Research Project - Janvi Suryawanshi

The following questionnaire is built as a part of a research project at college college level. The data collected will be strictly used for research purposes only.

1.  Name -

2.  Age -

❐18-28 ❐28-38 ❐38-48 ❐48 & Above

3.  Gender

❐Male ❐Female ❐Other

4.  Country, City/Town/Village you live in ?

5.  Do you enjoy chocolates ?

❐Yes ❐No ❐Maybe

6.  Do you enjoy chocolate products ?

❐Yes ❐No ❐Maybe

7.  Which is your favourite from the following -

❐Hershey ❐Ferrero ❐Nestle ❐Cadbury ❐Mars ❐Lindt ❐Other_____

8.  Do you know about hersheys?

❐Yes ❐No

9.  Have you tried Hershey's products ?

❐Yes ❐No

10. Which is your favourite product/s from herysheys ?

❐Chocolate based candies      ❐White creme based candies

❐Non Chocolate candies        ❐Grocery products

❐Snack foods

11. How did you get to know about hersheys?

❐Friends        ❐Family ❐Advertisements ❐Email

❐Subscription❐Nearby Store            ❐Other_____

12. Pricing of Hershey's products ?

❏ Expensive ❏ Moderate ❏ Cheap

13. Do you like the Hershey product range ?

❏ Yes ❏ No

14. Are hershey products easily available to you ?

❏ Yes ❏ No

15. Do you get notified when hersheys introduces a new product ?

❏ Yes ❏ No

16. Since how long have you been consuming Hershey products ?

❏ Less than 1 year   ❏ 1-3 years

❏ 3-5 years          ❏ More than 5 years

17. How do you rate Hershey on the following parameters ?

|  | Excellent | Very Good | Fair | Poor | Extremely Poor |
|---|---|---|---|---|---|
| Taste |  |  |  |  |  |
| Quality |  |  |  |  |  |
| Packaging |  |  |  |  |  |
| Availability |  |  |  |  |  |
| Price |  |  |  |  |  |
| Perceived Brand Value |  |  |  |  |  |

18. As a consumer what changes would you like to see in the products by the hershey company ?

Ans -_____

19. As a consumer have you had any good or bad experience with the hershey company ?

Ans -_____

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## <u>LIST OF GRAPHS</u>

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# EXECUTIVE SUMMARY

Food processing is the transformation of agricultural products into food, or of one form of food into other forms. Food processing industries are major industries in developed countries and a growing stage in developing countries. The food processing in India is mainly done by unorganised sectors.

Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics

The 4 P's of marketing.

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, and many more that are produced globally. Its headquarters are in Hershey, Pennsylvania, which is also home to Hersheypark and Hershey's Chocolate World. It was founded by Milton S. Hershey in 1894 as the Hershey Chocolate Company, a subsidiary of his Lancaster Caramel Company. The Hershey Trust Company owns a minority stake but retains a majority of the voting power within the company.

The Marketing Strategy of Hershey's analyses the brand with the marketing mix framework which covers the 4 Ps (Product, Price, Place, Promotion) There are several marketing strategies like product innovation, pricing approach, promotion planning etc. which help the brand succeed. The company is known to produce over 70 million candies every day. Hershey's is a premium chocolate brand and charges a higher price compared to other standard chocolates. There hasn't been any price hike recently but the quantity in various SKUs have been reduced. Hershey's has a strong distribution network and is able to reach across many countries worldwide.

The promotional and advertising strategy in Hershey's marketing strategy is as follows:Promotion is done through TV Ads, Magazine Ads and Billboards. Hershey's mission is

to create delicious chocolate that could be enjoyed by everyone. It has traditionally tried to make Ads which showcase spreading happiness. The My Dad Ad campaign shows how chocolate is used to strengthen the bond between a father and a son and spread happiness in the family.

The company profile focuses on the products manufactured under - Chocolate based candies, White creme based candies, Non Chocolate Candies, Grocery Products, Snack Foods. As per the survey done for The Hershey company it can conclude that the majority of the respondents likes chocolate and chocolate products but a part of that only likes The Hershey company chocolates. Majority of the respondents knew about the brand and had also tasted the product.It was observed that the majority of the respondents liked Hershey's chocolate based candies compared to the other products they offered.Majority of the respondents liked Hershey's products range.

Majority of the respondents have been consuming the Hershey products for more than 3 years.As per the data collected maximum consumers were from India.The Indian consumers still do not have a chance to buy all the products that Hershey offers since they are limited to other countries.It is observed that Hershey's needs to work towards promoting, placing and putting more products in the Indian market.

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DECCAN EDUCATION SOCIETY'S

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)



A PROJECT REPORT ON

**AWARENESS OF CRYPTOCURRENCY IN PUNE**

PREPARED BY

**CHIRAG DEEPAK DISA**

TY BBA IB

ROLL NO: 26

UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE
(AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE
BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL
BUSINESS DEGREE 2020-2021

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **CHIRAG DEEPAK DISA**

................................................................................

of B.B.A.I.B. Exam Seat No. ...... 26 ...... has satisfactorily completed the

project work.

Title ..... **AWARENESS OF CRYPTOCURRENCY IN PUNE** .....

................................................................................

Date : **JUNE 2021**                                     Place - Pune
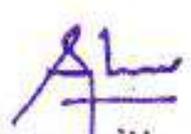
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**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**

## DECLARATION

I Chirag Disa, a student of TYBBAIB at the Brihan Maharashtra College of Commerce, hereby declare that the project titled: AWARENESS OF CRYPTOCURRENCY IN PUNE; research about the presence and what all knowledge and awareness of cryptocurrency is there in the people of Pune, was carried out by me for the partial fulfillment of the BBAIB program under the Brihan Maharashtra College of Commerce, Pune (Affiliated to Savitribai Phule Pune University (SPPU))

# ACKNOWLEDGEMENTS

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# CHAPTER 1

# INTRODUCTION

Money is something that keeps a great value in the life of any living human being on this plant and its history dates back to an ancient time when Gold, Silver, and other metal coins were used for buying goods and other essential items. Actually, before that the barter system was the main mode of transaction, people were exchanging goods in exchange for other goods of their specific need or requirements. Gradually, Barter System got replaced by Monetary System and later on, different currencies came into existence which was adopted by different countries of the world. The metal coins were overshadowed by paper money as it was easy to carry from one place to another and the presence of big denominations in paper money it was easy to carry out big transactions.

Gradually, the use of cash transactions fading away due to the invention of Plastic money by the mid-20$^{th}$ century as it was resolving the security issues like stealing or theft of carrying a large amount of cash. It became easy for people to keep a card made of plastic to use for various transactions instead of keeping a huge amount of cash. After this internet banking and mobile technology came and it made it easier to just transfer money through one click on our mobile.

Till here we need a particular count of cash printer or minted by the government and it will be kept in a bank through which we carry out all our transactions, which is a form of the centralized system but now we have gone one step ahead and decentralized form of currency has emerged which is being used in transactions for various purposes, known as CRYPTOCURRENCY.

**Digital Currency:** A digital currency or a cryptocurrency is protected by cryptography, making counterfeiting and double-spending nearly impossible. Many cryptocurrencies are based on blockchain technology, a public database implemented by a distributed network of computing devices. Cryptocurrencies are distinguished as they are not distributed by any central authority, making them technically resistant to political intervention or coercion.

**Cryptography:** Cryptography is an old-age technology that is being used to secure data or information from being stolen or misused. In cryptography, the data is encrypted in form of ciphertext, and then when decoded, it can be understandable by the user.
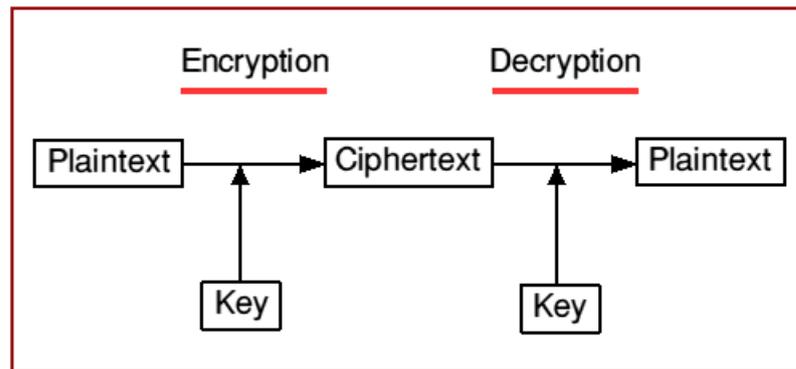
**Figure 1 (source: www.blockgeegs.com)**

**Blockchain:** The decentralized blockchain technology on which many of today's biggest cryptocurrency coins are built acts as a public ledger where all of the transactions that have been performed within the network are stored for anyone to independently verify. The transactions are recorded chronologically, forming an immutable chain on a blockchain to make it private or anonymous.

Even as the clamor around the blockchain is gathering momentum around the world, another facet of this technology is increasingly becoming a topic of discussion by all and that is decentralized finance or Defi. Defi is essentially an ecosystem of financial applications that are built on blockchain technology.

**DEFI:** Defi is the collective term for financial products and services that can be accessed by anyone. They are decentralized and the markets are always open. There are no authorities to overlook payments or deny access to anything. Defi is handled using codes that are open to inspection and scrutiny.

The cryptocurrency is loaded with so many new-age technologies that are still to be used fully and has a huge market presence all over the world but it's been over a decade and has not attained an established image as a new currency system among the countries. Most of the countries are regulating cryptocurrencies and some countries are regulating its use of financial digital assets only. But in countries like India and China, the government is not showing any friendly move towards cryptocurrencies, not as a currency and even as an investment tool. They don't like that it is decentralized and not under any authority to look out for any scams or misuse of the money invested in this so-called digital asset by India.

A cryptocurrency is an entirely digital entity, so its exchange or transaction involves all technical processes which are computer-based programming. The transaction of cryptocurrency can be explained as: A wants to send money to B, the transaction is called online as a block, the transaction (block) is broadcasted to every party in-network, then after the transaction is approved by the network that it is valid the block is added to the chain which provides a transparent record of transactions and at the end, the money finally moves from A to B.

Peer to peer is also done in crypto markets. The computers are connected via the internet in the P2P network and coins can be transferred directly between systems on the network without the need for a central server.

The researcher chose this topic because he is very keen to know about the awareness of this new age technology which is or can be the future of money. Like in the 1980s internet was new to everyone and no one knew its future but it came out to be important in every man's life, same can be with this cryptocurrency and no one can predict its future. But in recent few months, this market has shown immense growth and we cannot ignore this technology. He wants to learn more about this topic through this research. To know the awareness and perception level of cryptocurrency in Pune, this study has been carried out.

## OBJECTIVES OF THE STUDY:

1. Knowledge about cryptocurrency among the citizens of Pune

2. To point out the current market scenario of crypto in Pune

3. How much money people are ready to invest in this market annually and do they feel this market is risky?

4. To understand human behavior and their opinions on the cryptocurrency

5. To conclude that how citizens in Pune think about cryptocurrency and are they aware of this upcoming technology.

# CHAPTER 2

# LITERATURE REVIEW

This section is used to explain everything about cryptocurrencies. This chapter will explain the technology and the aspects of different blockchains. Let's first start with blockchain technology which will be analyzed, followed by cryptocurrencies in general, their mining process, block time analysis, and their underlying technology.

## 2.1    Blockchain

Before getting to know what blockchain is, let's understand what problems it was designed to solve, how to tell if something is fake or real in today's world?

For example, a currency note, a driver's license, or a vote in the election. How to determine whether it is valid or not? The answer is that one should keep a record of it. Like each currency note has a serial number that is recorded by the bank, same with driver's license and other things, to check whether it is legit one will just look it up to the relevant authority. So, one thing which everyone can notice in these mechanisms that they are all centralized, which means there is a central authority, whether it is a bank, state office, or person that has the power to issue and validate the information.

These central authorities have lots of power and this leads to corruption. So, to tackle all of this one person came forward and solved this issue by introducing blockchain technology. Today most money is just a record of who owes what to whom. Due to the subprime crisis in 2008, almost a thousand companies in the US received over 630 billion dollars that never existed before. Other companies had debts completely removed. This shows us that someone decided to change the records of how much money was owed and owed. This is why bitcoin was born. It was the first form of money that removes the need for a central authority. Its records are kept by everyone, not just central banks. And when everyone is keeping track and verifying the facts, well that means that you can no longer change the ledger of transactions whenever something doesn't add up or because it's more convenient. Decentralization reduces the risk for corruption, fraud, and manipulation in the market.

Blockchain technology is a new and innovative way to implement decentralization. Blockchain technology is a solution to the problem of centralization. It is a system for keeping records by everybody, without any need for a central authority which is a decentralized way of maintaining a ledger that is practically impossible to falsify. When so many eyes are watching and verifying everything that is being done, it is really hard to break the rules unnoticed.
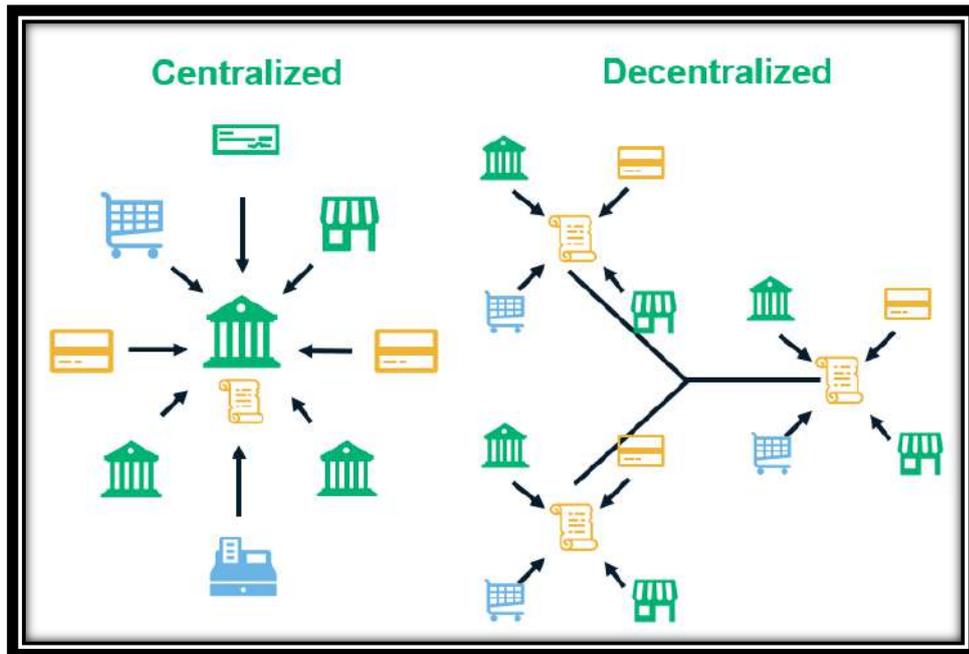
**Figure 2 (source: www.researchgate.net)**

Why is it called blockchain?

Everyone has a shared ledger with many pages of records. Each page begins with a sort of summary of the page before it like in accounts balance brought down and carried forward, so if one wants to change a part of the previous page, one will also have to change the summary on the current page. So the pages are linked or chained together. In technological terms, pages are called blocks. And since each block is linked to the data of the previous block, there is a chain of blocks or a blockchain.

How does blockchain work?

To answer this question would be - how does one create a system that allows the creation, verification, and updating of records by everybody? Well, there are four elements that a blockchain requires to set up

The first thing required to support a blockchain is a peer-to-peer network - A network of computers, also known as equally privileged nodes. It's open to anyone and everyone.

This is basically what we already have today with the Internet. We need this network so that we will be able to communicate and share remotely.

The second Element is cryptography. Cryptography is the art of secure communication in an unfriendly environment. It allows us to verify messages and prove the authenticity of our messages, even when malicious players are around.

The third element is an algorithm. You can switch the technical word "algorithm" with the word "rule". This means one needs to agree about rules on how one adds a new page, also known as a block, to the records. There are many types of rules, in Bitcoin's case, it uses a consensus algorithm known as Proof of Work.

This algorithm states that for someone to earn the right to add a new page to the ledger they need to find a solution to a math problem, which requires computational power to solve. Computers around the network run calculations to solve the math problem and in doing so, consume a lot of energy. In other words, they do a lot of work. That's why when one of them finds the number that solves the problem and displays it to the network, they're displaying a "proof of work".

The last element is punishment and reward. This element is derived from game theory and it makes sure that it will be in people's best interest to always follow the rules.

Up until now, one has set up a network that has a way to communicate securely and follows a set of rules for reaching the result. Now one will glue these elements together by giving a reward to people that help us maintain our records and add new pages. This reward is a token, or coin, that is awarded each time a Result has been reached and a new block is added to our chain.

On the other hand, Scammers who try to trick or manipulate the system will end up losing the money they spent on computational power or their coins can be taken away from them.

The process of following rules to maintain and update the ledger of the transaction on the blockchain and receiving rewards in the form of Coins is known as mining.

## 2.2 Cryptocurrency

Cryptocurrency is a digital currency that is created for the transaction as a normal currency. It uses Cryptography and Blockchain technology to secure its exchanges and limit the production of a particular type of cryptocurrency and keep track of each transaction in the whole network.

It's almost a decade that Cryptocurrencies are existing all over the world but still, its status has not been identified as to whether it will ever attain the actual currency status or it will remain as a part of an investment portfolio.

In recent times, cryptocurrency has brought about transformational change in the online payment system. In the coming years, the different kinds of cryptocurrencies will expand at a faster rate. Various kinds of cryptocurrencies have come into existence such as Litecoin, Ethereum, Bitcoin, Binance Coin, and many more. But the most successful cryptocurrency that has captured the attention of the tech freaks is Bitcoin. The value of bitcoin has been increasing since day 1. Most of the types of cryptocurrencies are fundamentally built by professional computer experts and scientists who emphasize on overall feasibility, effectiveness, and security aspects of this virtual payment model.

Let's have a look at the mechanism ruling the databases of cryptocurrencies. A cryptocurrency like Bitcoin consists of a network of peers. Every peer has a record of the complete history of all transactions and thus of the balance of every account.
A transaction is a file that says, "A gives X Bitcoin to B" and is signed by A's private key. It's basic public key cryptography, nothing special at all. After signed, a transaction is broadcasted in the network, sent from one peer to every other peer. This is basic p2p-technology.

In blockchain technology, the transaction is known almost immediately by the whole network. But only after a specific amount of time it gets confirmed. In the crypto market, there is a thing called block time. This block time means any time you use any coin as a currency to buy sell or trade, it will take a minute before your transaction is confirmed and that means when you are shopping and you are using it in commerce you would have to wait a minute to get confirmed. That is why confirmation is a critical concept in cryptocurrencies. One can determine by this that cryptocurrencies are all about confirmation.
As long as a transaction is unconfirmed, it is pending and can be changed. When a transaction is confirmed, it is set in stone. It is no longer forgeable, it can't be reversed, it is part of an immutable record of historical transactions of the blockchain.

There was a time when you could count the number and types of cryptocurrencies on one hand. Today that is no longer possible. To summarize, the three main types of cryptocurrencies are Bitcoin, altcoins, and tokens.

Altcoins are nothing but the alternate versions of Bitcoin. It's important to understand, though, that not all altcoins are just alternate versions of Bitcoin. Some are very different from Bitcoin, serving different purposes.

Ethereum and NEO are examples of altcoins that are super different from Bitcoin. Bitcoin on one hand is used as a digital currency whereas Ethereum and NEO were not designed to be used as a digital currency but designed as huge platforms for building apps on a blockchain.

The third main type of cryptocurrency is a token compared to the other two main types of cryptocurrencies; they are unique in the fact that they do not have their blockchain. They are used on decentralized applications; these are the apps that can be built on blockchains like Ethereum and NEO.

Tokens don't represent a physical thing like electricity or a house. They can instead be used to purchase things on the Decentralized Application.

Tokens always have a price that they can be sold for, which is why some people buy them. Some people buy tokens to sell them later for a higher price, instead of buying them to use on decentralized applications.

**Bitcoin**

Bitcoin is a kind of digital currency where cryptography rules are used to control and generate the unit of currency. Bitcoin comes under the umbrella of cryptocurrency and it was the first and most valuable among knowns cryptocurrencies. This is also known as a decentralized digital currency.

**Litecoin**

Litecoin is also a form of cryptocurrency. This is also known as peer-to-peer cryptocurrency. It is available as an open-source software project. In the case of Litecoin, the creation and transfer of coins follow open-source cryptography protocol and algorithm. By technical comparison, Litecoin is almost identical to bitcoin. The minor difference is the processing speed of the network in both cases. In Litecoin network speed is faster than bitcoin. Also, the algorithm used in Litecoin is different than bitcoin.

**Ethereum**

Ethereum is an open-source software platform that uses blockchain technology. This open-source can be used to build and deploy decentralized applications. Similar to Bitcoin, Ethereum is also distributed to the public to use as a blockchain network. The most important difference between Bitcoin and Ethereum is the way the blockchain application platform is used in both cases. The Bitcoin work for one particular application where peer to peer transaction takes place and only for bitcoins but in case of Ethereum the blockchain technology/platform can be used for any decentralized application.
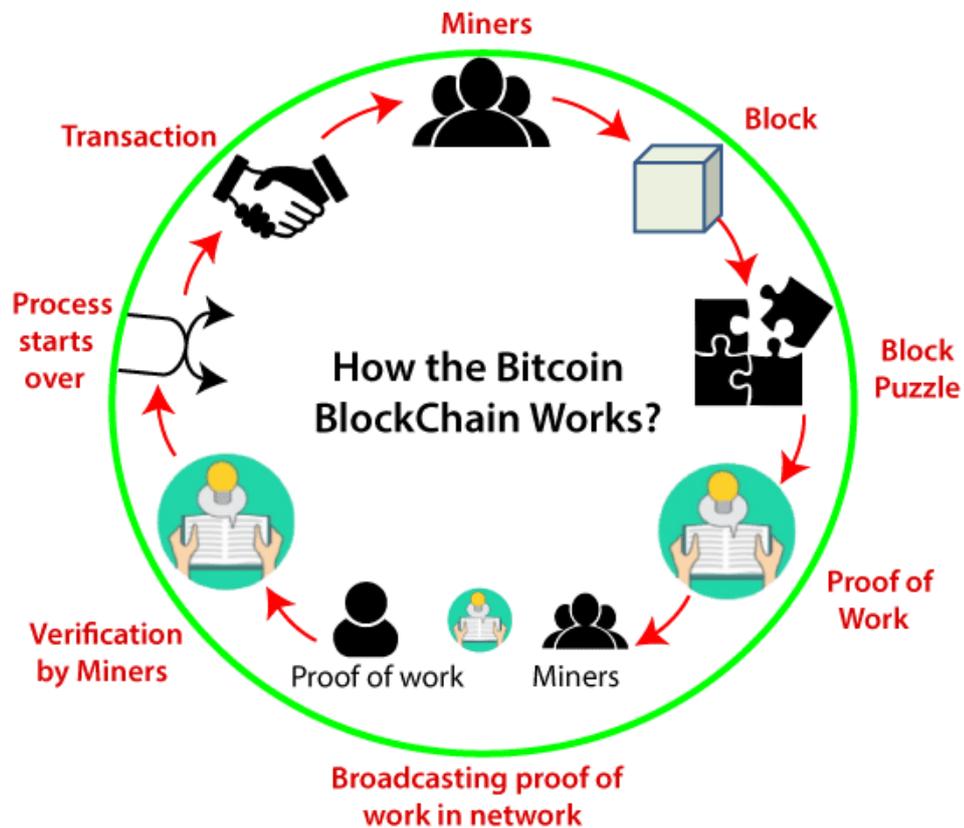


**Figure 3 (source: blockgeeks.com)**

The important concept to understand here is that there is nothing like a centralized body, a regulatory body, a governing body, a bank to make bitcoin transactions go through. Any user with mining hardware and Internet access can be a participant and contribute to the mining community.

The process is solved based on a difficult mathematical puzzle called proof of work. The proof of work is needed to validate the transaction and for the miner to earn a reward. All the miners are competing amongst themselves to mine a particular transaction; the miner who first solves the puzzle gets the reward. Miners are the network participants who have the necessary hardware and computing power to validate the transactions.
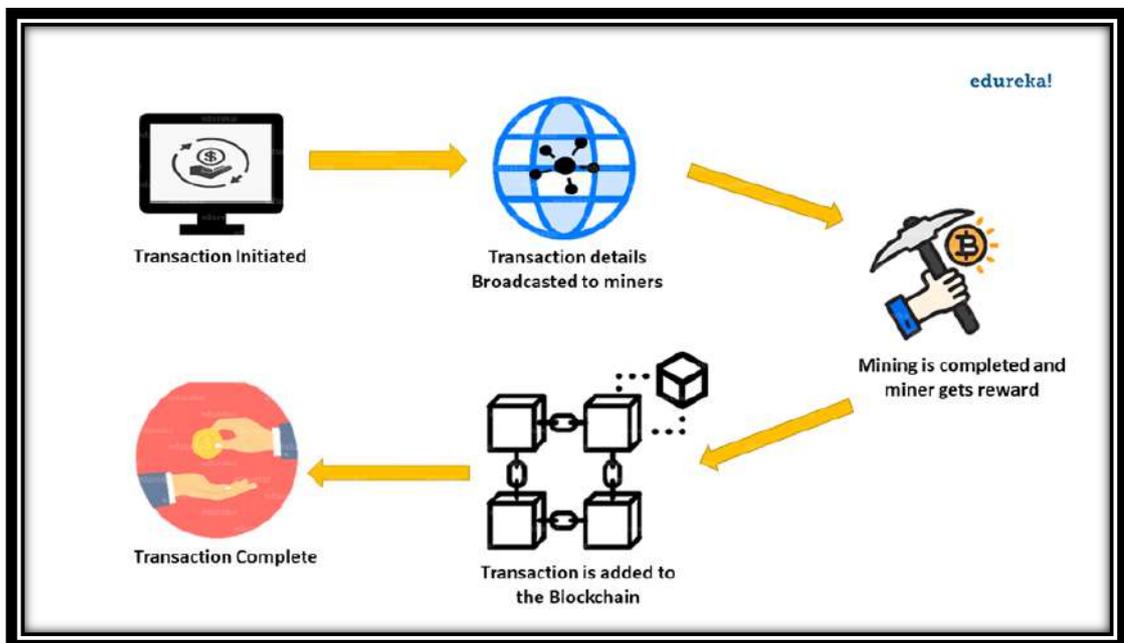


**Figure 4 (Source: Edureka. co)**

In the early days of bitcoin, miners used to solve the mathematical puzzles using regular processors—controlling processor units (CPUs). It used to take a lot of time to mining Bitcoins and other cryptocurrencies, even though the difficulty levels were easier than today. As mentioned above, the difficulty level keeps changing and growing, so the miners also had to increase their processing power.

They discovered that graphical processing units (GPUs) proved to be more efficient than regular CPUs, but this also had the drawback of consuming more electricity. A miner has to calculate the return on investment based on the hardware and the cost of electricity and other resources needed to do the mining.



**Figure 5 (source: techcrunch.com)**

## 2.3 Cryptography

Cryptography is associated with the process of converting ordinary plain text into unintelligible text and vice-versa. It is a method of storing and transmitting data in a particular form so that only those for whom it is intended can read and process it. Cryptography not only protects data from theft or alteration but can also be used for user authentication.

Earlier cryptography was effectively synonymous with encryption but nowadays cryptography is mainly based on mathematical theory and computer science practice.

Modern cryptography concerns with:

**Confidentiality** - Information cannot be understood by anyone

**Integrity** - Information cannot be altered.

**Non-repudiation** - Sender cannot deny his/her intentions in the transmission of the information at a later stage

**Authentication** - Sender and receiver can confirm each

Cryptography is used in many applications like banking transaction cards, computer passwords, and e-commerce transactions.

**Three types of cryptographic techniques are used in general.**

**Symmetric-key Cryptography:** Both the sender and receiver share a single key. The sender uses this key to encrypt the plaintext and send the ciphertext to the receiver. On the other side, the receiver applies the same key to decrypt the message and recover the plaintext.

**Public-Key Cryptography:** This is the most revolutionary concept in the last 300-400 years. In Public-Key Cryptography two related keys (public and private key) are used. A public key may be freely distributed, while its paired private key, remains a secret. The public key is used for encryption and in decryption private key is used.

**Hash Functions:** No key is used in this algorithm. A fixed-length hash value is computed as per the plain text that makes it impossible for the contents of the plain text to be recovered. Hash functions are also used by many operating systems to encrypt passwords.

## 2.4 Altcoins and token

"Altcoin" is a combination of the two words "alt" and "coin" and includes all alternatives to Bitcoin. The basic framework for Bitcoin and altcoins is similar.

Altcoins are cryptocurrencies other than Bitcoin. They share characteristics with Bitcoin but are also different from them in other ways. For example, some altcoins use a different consensus mechanism to produce blocks or validate transactions. Or, they distinguish themselves from Bitcoin by providing new or additional capabilities, such as smart contracts or low-price volatility.

As of March 2021, there were almost 9,000 cryptocurrencies. According to CoinMarketCap, altcoins accounted for over 40% of the total cryptocurrency market in March 2021. Because they are derived from Bitcoin, altcoin price movements tend to mimic Bitcoin's trajectory. However, analysts say the maturity of cryptocurrency investing ecosystems and the development of new markets for these coins will make price movements for altcoins independent of Bitcoin's trading signals.

Altcoins might include only mining-based cryptocurrencies other than Bitcoin in the future as usage continues to develop with technology.

Ethereum and Binance Coin were the largest altcoins by market capitalization as of March 2021.

The term crypto token refers to a special virtual currency token or how cryptocurrencies are denominated. These tokens represent fungible and tradable assets or utilities that reside on their blockchains. Crypto tokens are often used to fundraise for crowd sales, but they can also be used as a substitute for other things. These tokens are usually created, distributed, sold, and circulated through the standard initial coin offering (ICO) process, which involves a crowdfunding exercise to fund project development.

## 2.5 ICO (Initial Coin Offering)

Initial Coin Offering is just like IPO (Initial Public Offering) where companies offer their shares to the general public to raise the funds, the same way cryptocurrencies which are new in the market traded through the ICOs and transactions happen either in exchange for regulatory currency or other cryptocurrencies. The ICOs have been an upsurge in recent times.

## 2.6 Swot analysis

**STRENGTH**

The strength of Bitcoin is in its design. Bitcoin is limited in terms of supply which will never face inflation pressure. This part of bitcoin is significant or worth it. Other cryptos and bitcoin can't be tracked or stolen. It uses a blockchain network between sender and receiver. As in this third party doesn't exist, it makes bitcoin a tax-free currency. The government doesn't control or regulate bitcoin

**WEAKNESS**

Bitcoins and other cryptocurrencies' weakness again lie in their transaction as each transaction is visible to all public ledger where cyber-attacks and thefts could be the problem. One of the main weaknesses is their crippling slow transactions and accessibility loss. Bitcoin transactions aren't as fast as they were a few years ago. This is one of the downsides of Blockchain: the more people use it, the more Blockchain limits your transaction speeds.

**OPPORTUNITY**

Digital currencies are the new technology that can be the future of currency. The main motive of introducing or creating this new form of currency was to clear out middlemen and any central authority which will regulate. Companies are starting to view the cost of testing crypto-currencies for global trade. They are completely located to resolve the event due to the speed and comfort of trade in the peer-to-peer system. Cash can be wired universally, yet can be sent after many days and still not in full value, the trade can be stuck due to this. Organizations can lose opportunities due to this delay and the solution to this can be cryptocurrencies as there is no third party involved. Global regulations following tax accumulation have been passed, making legitimacy for digital currency a standard gadget. Bitcoin's biggest hope is that it can behave as an asset same as gold. Cryptocurrencies can be the biggest player in the goods market.

**THREATS**

Many obstructions are there for bitcoin and other altcoins to clear for end-user approval to be extensive. The price variations are a bit strange and that is making a restricting component in digital currency in common approval. Price changes decrease faith in buyers. This need for faith creates a problem with the person who invests money. This can eventually lead to damaging the goodwill of a particular coin. India is concerned with the black market and money laundering related to crypto trading. That is why there are still ongoing talks regarding cryptocurrency in India. Recently RBI made a statement that they are going to have a panel to decide few regulations in this sector so that there will be fewer illegal activities.

# CHAPTER 3

# RESEARCH METHODOLOGY

The Research Design for this study is mainly based on the Exploratory Research Method which involves qualitative investigation in most cases. The data have been collected through Primary Data collection which involves a google form that was circulated amongst the citizens of Pune. The options for each question are multiple-choice, select few, or scale rating type.

The questionnaire was circulated to citizens of Pune in form of Google Survey Form, to measure their awareness and perception of cryptocurrency. The questionnaire was prepared to keep in mind to cover all the demographics like male, female, age group, starting from below 20 till above 50, employed, unemployed, business people, students, homemakers, etc.

Other than Primary Data, Secondary Data have also been collected for the study of general growth trends among the cryptocurrency market in India and the world. This data is mainly collected through online platforms like websites, blogs, articles, etc. The data have also been collected from journals and newspaper

The case study research method enables the exploration and understanding of the knowledge or awareness of cryptocurrency in the citizens of Pune. This research is based on report analysis and survey methods. The report analysis was based on the information gathered from various sources like articles from newspapers, many websites which include data related to cryptocurrency, blockchain, mining, etc which is included in the literature review.

All the resources and information for this research paper were gathered in the time from April 1st week to the 3rd week of May 2021. As the topic is technical, additional internet sources were used. Keywords like cryptocurrency, bitcoin, Ethereum, blockchain, crypto mining, proof of work, peer to peer, and many more were used to find and identify relevant literature. Additional to these literature sources different books have been used to generate the needed information for this case study.

140 is the sample size taken into consideration to carry out the research. 140 responses are recorded and studied to understand the awareness amongst the citizens of Pune. The level of significance is kept at 5 percent.

**Sampling**

The sampling is mainly convenience sampling based in Pune. The questionnaire was distributed to working-class, businessmen, students, homemakers and their responses were collected which formed the basis of the study. As the questionnaire was in Google Survey Form, it was easy to reach out to different sampling units in the Pune district.

**Sources of Data**

The data collected Primary data which was collected for the first time through the Survey method (Exploratory Research) and Secondary sources which were available through websites, journals, articles, etc. were collected to understand the awareness of people towards Cryptocurrency at a local level.

**Challenges faced during data collection**

- The google survey is circulated to a large number of people but hardly people take a look at it and fill the survey. That is why the sample size is so small.

- Some of the respondents of sampling units filled the survey without any interest and knowledge, which lead to sampling error to some extent.

- As it is an upcoming technology many people don't know much about cryptocurrencies in-depth and this led to many queries after sending out the questionnaire.

- Due to Pandemic, a large number of distributed google forms remained unanswered.

# CHAPTER 4

# DATA ANALYSIS

## 4.1 Data collected from Individuals

### 4.1.1 Demographic Profile of the Respondents

**Graph 1**

## GENDER-WISE DISTRIBUTION OF THE RESPONDENTS

Female 46%

Male 54%
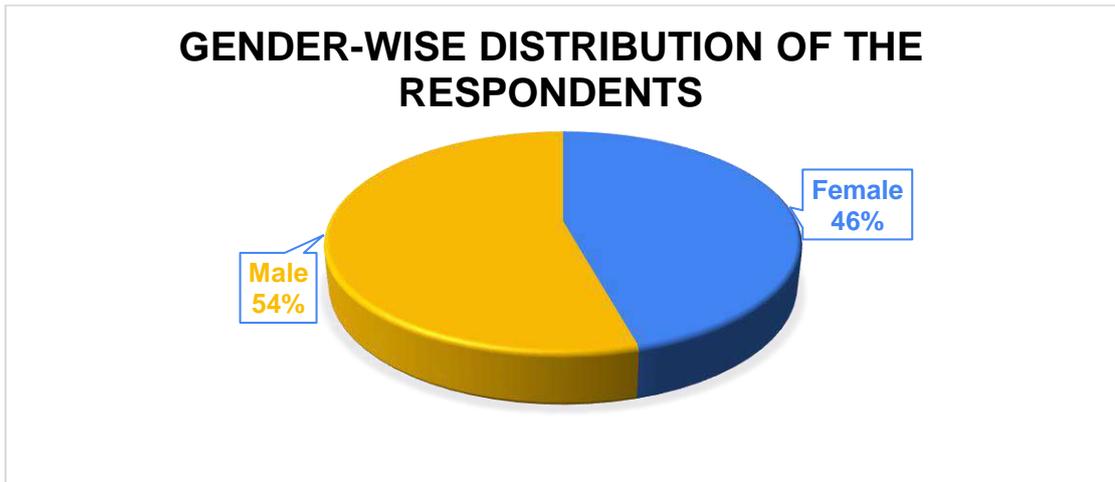
The graph clearly shows that the sample is a male dominant sample with 54% male respondents

**Graph 2**

## Age wise distribution of the Respondents

41 - 50 5%

Above 50 5%

31 - 40 9%

Below 20 17%

21 - 30 64%

Below 20    21 - 30    31 - 40    41 - 50    Above 50
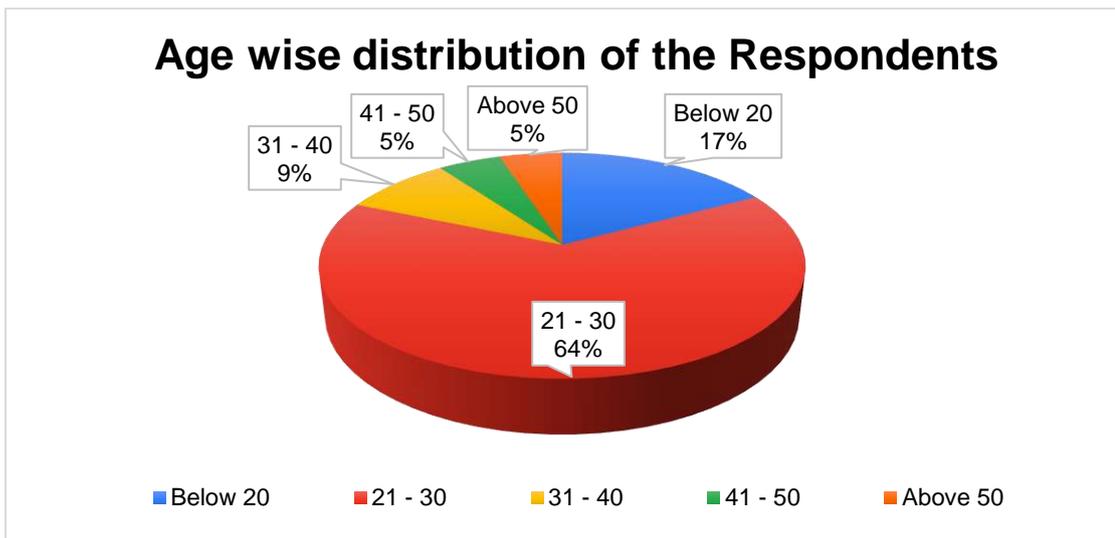
Maximum respondents, 64%, fall in the age group of 21 to 30 years of age. This age bracket are the ones who seemed to have a say in the matters of cryptocurrency

Graph 3



Sum of ctr

**OCCUPATION-WISE DISTRIBUTION OF RESPONDENTS**

Unemployed, 2%
Employed, 29%
Homemaker, 3%
Self Employed, 9%
Student, 57%
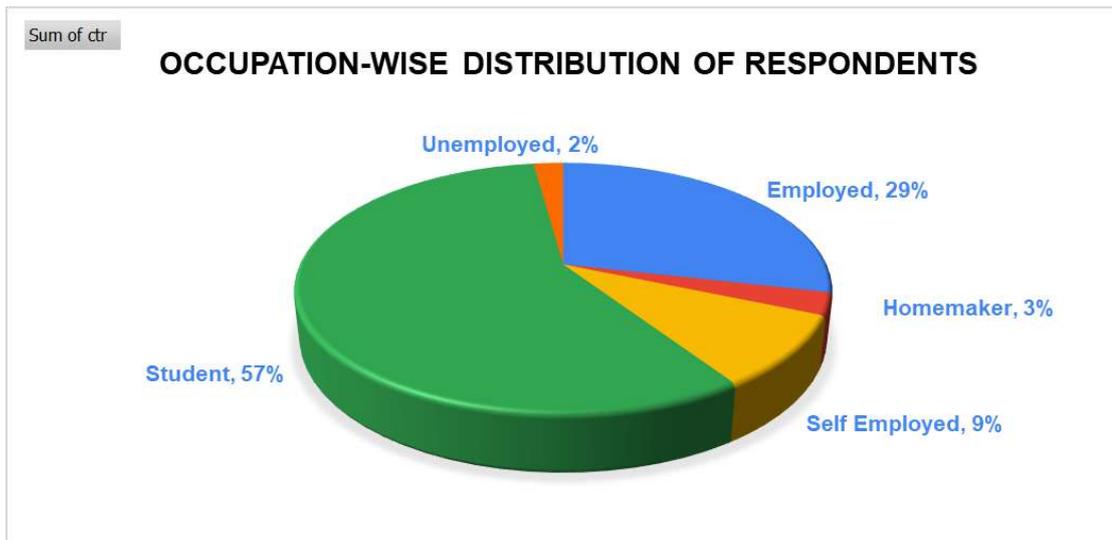
Maximum respondents, 57%, fall under the student category. This shows it is a student-dominant sample. Employed respondents are 29% after that self-employed is 9% then homemakers and unemployed 3% and 2 % respectively.

**Graph 4**



App wise distribution of the respondents

No, Binance, Coin switch, Coinbase, Coindcx, CoinDCX..., Counswitch, Dcx coin, Don't know, I use to for Bitcoin, Investing.com, kraken, Money Control, Moneycontrol, Na, No, No, No., No., None, Nope, Not at the moment, Not aware of it, Not yet, Pi, Robinhood, Robinhood US, Till now no, Upstox, Wazirx, WazirX, binance, web, Yes, Yes, WazirX, Zebpay
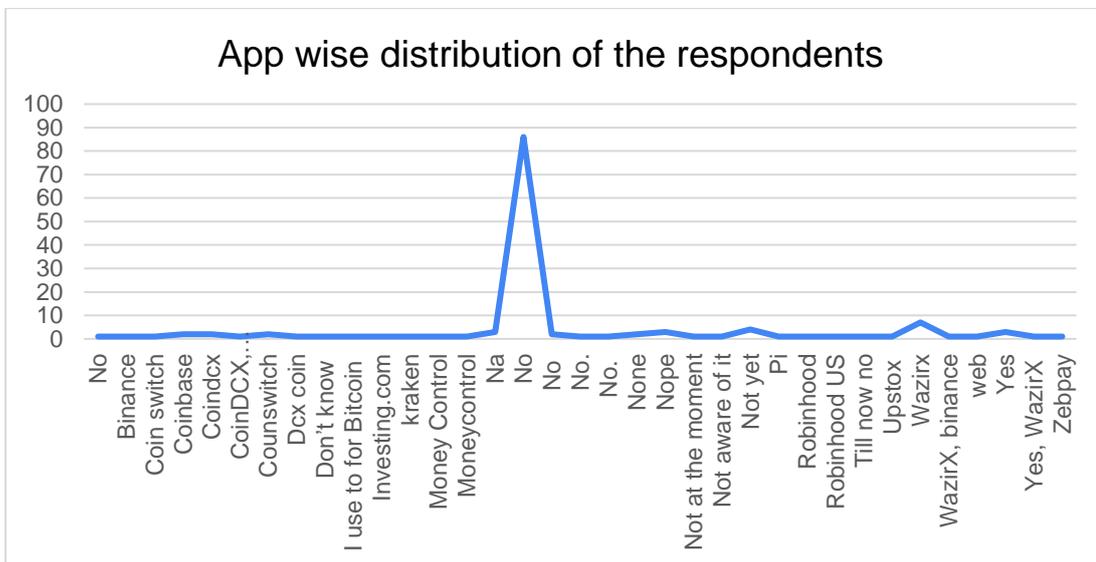
The above-shown graph shows that most respondents do not use any app to see the cryptocurrency market. Almost 90 out of 140 respondents said no to the question. Others wrote a few which were coin-switch, coindcx, wazirx, binance, and also a few websites like moneycontrol.com and investing.com.

**Graph 5**

**IF GOVERNMENT OF INDIA LAUNCHES ITS OWN CRYPTOCURRENCY THEN WILL YOU INVEST IN THAT ?**
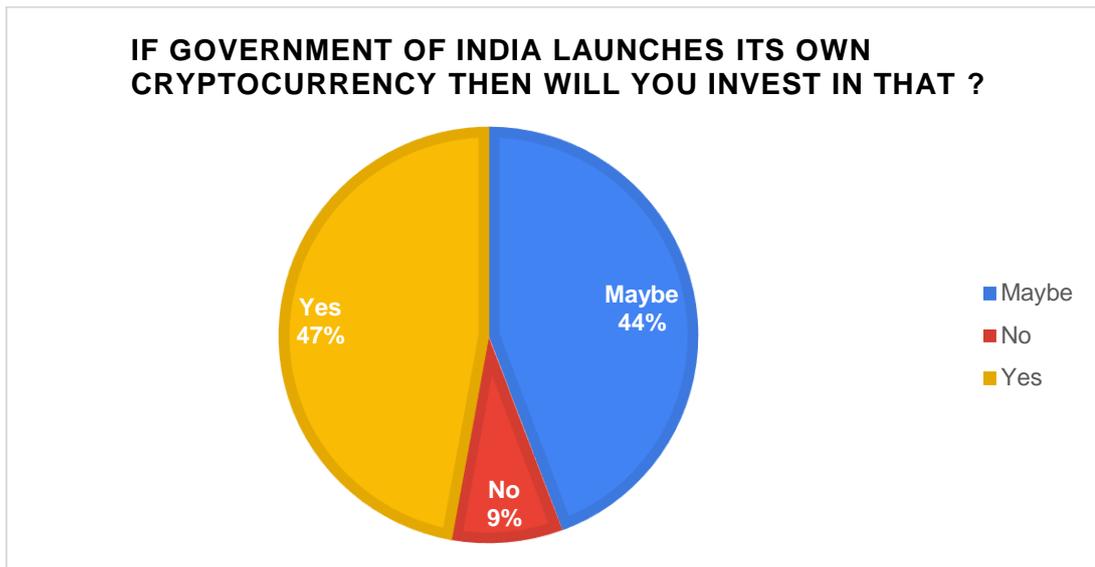


The above-shown graph shows that most of the respondents are ready to invest in the cryptocurrency of the government if it is launched in the future. 44 % of the respondents were not sure about it and 9 % of the respondents will not invest in the cryptocurrency launched by the government of India

**Graph 6**



Rate the volatility of crypto market
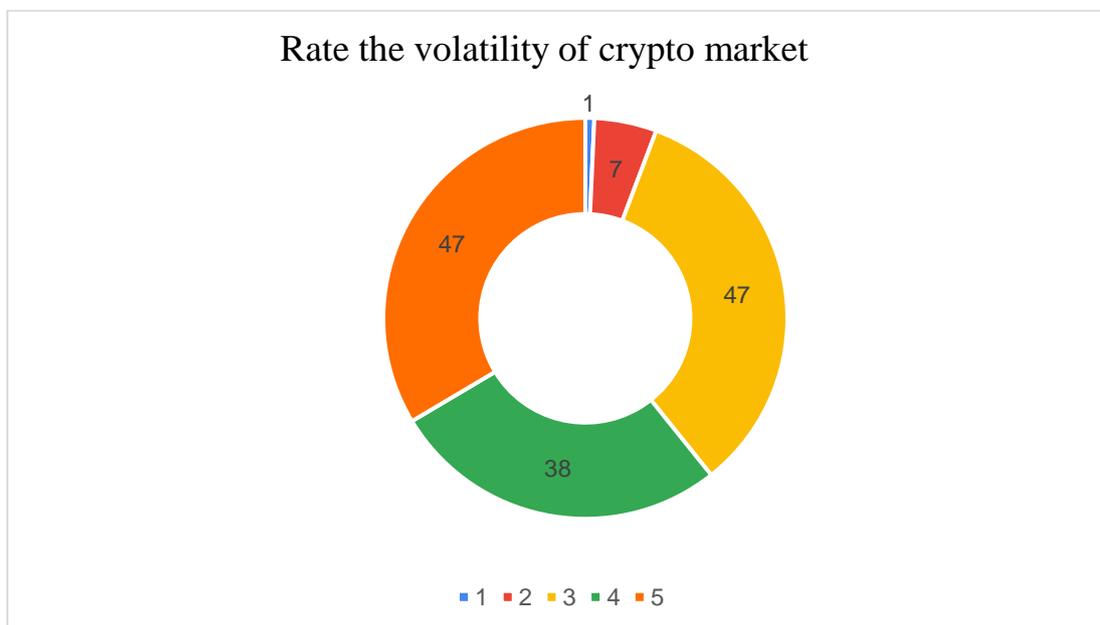
The above-shown graph shows that most of the respondents think the volatility of the market is too high. Only 8 respondents think the volatility is not much in the cryptocurrency market

**Table 1: Gender and Awareness of Cryptocurrency**

Do you know what is cryptocurrency?

| Gender | Maybe | No | Yes | Total |
|--------|-------|----|-----|-------|
| Female | 8 | 8 | 48 | 64 |
| Male | 5 | 7 | 64 | 76 |
| Total | 13 | 15 | 112 | 140 |

$H_0$: **Gender and the awareness of cryptos are not significantly related to each other.**

$H_1$: **Gender and the awareness of cryptos are significantly related to each other.**

The calculated chi-square p-value is 0.00701 which is less than 0.05. Hence the null hypothesis is rejected and the alternative hypothesis is accepted at 5% level of significance.

Hence it is interpreted that gender and awareness are dependent on each other. As seen in the table and calculated expected values that awareness of cryptocurrency in females is less than in males.

**Table 2: Age and Awareness of Cryptocurrency**

| Age | Yes | Maybe | Total |
|-----|-----|-------|-------|
| 30 & below 30 | 61 | 53 | 114 |
| Above 30 | 13 | 13 | 26 |
| Total | 74 | 66 | 140 |

$H_0$: **Age and the awareness of cryptocurrencies are not significantly related to each other.**

$H_1$: **Age and the awareness of cryptocurrencies are significantly related to each other.**

The calculated chi-square p-value is 0.746375 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5% level of significance. That is to say, age and the awareness of cryptocurrencies are not related which means age does not show any relation with awareness of cryptocurrency. As shown in the above table it is interpreted that the age group of 21 to 40 are more aware of cryptocurrency than all other age groups.

**Table 3: Gender and their opinion on the risk involved in cryptocurrency**

**Do you think cryptocurrency is risky to invest?**

| Gender | Yes | No | Maybe | Grand Total |
|---|---|---|---|---|
| Female | 29 | 5 | 30 | 64 |
| Male | 45 | 7 | 24 | 76 |
| Grand Total | 74 | 12 | 54 | 140 |

**$H_0$: Gender and the opinion on the risk involved in cryptocurrency are not significantly related to each other.**

**$H_1$: Gender and the opinion on the risk involved in cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.022359 which is less than 0.05, hence the null hypothesis is rejected and the alternate hypothesis is accepted at 5% level of significance. Hence it is interpreted that gender and the opinion on the risk involved are dependent on each other which means this is a gender-biased opinion.

**Table 4: Age and their opinion on the risk involved in cryptocurrency**

| Age | yes | no | TOTAL |
|-----|-----|-----|-------|
| 0 - 20 | 10 | 14 | 24 |
| 21 - 40 | 55 | 47 | 94 |
| Above 40 | 9 | 5 | 14 |
| TOTAL | 74 | 66 | 140 |

**$H_0$: Age and the opinion on the risk involved in cryptocurrency are not significantly related to each other.**

**$H_1$: Age and the opinion on the risk involved in cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.332425 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5% level of significance. That is to say, age and their opinion on the risk involved in cryptocurrency are not related which means age does not show any relation with the opinions of the respondents.

**Table 5: Gender and the bracket in which the respondents are willing to invest in the cryptocurrency market**

| How much are you willing to invest in cryptocurrency market? |
|---|

| Gender | 0 - 20000 | 20000 - 40000 | above 40000 | Total |
|--------|-----------|---------------|-------------|-------|
| Female | 54 | 7 | 3 | 64 |
| Male | 61 | 6 | 9 | 76 |
| Total | 115 | 13 | 12 | 140 |

**H0: Gender and their willingness to invest how much money in cryptocurrency are not significantly related to each other**

**H1: Gender and their willingness to invest how much money in cryptocurrency are significantly related to each other**

The calculated chi-square p-value is 0.287544872 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5% level of significance. This proves that gender and the willingness to invest what sum of money in the cryptocurrency market are not dependent on each other, which means it is a gender unbiased opinion. Though it can be interpreted that males are ready to take more risk in the market, as the ratio in the column above 40000 brackets is 3:1.

**Table 6: Age and the bracket in which the respondents are willing to invest in the cryptocurrency market**

| Age | 0 - 30000 | above 30000 | Total |
|---|---|---|---|
| 0 - 20 | 21 | 3 | 24 |
| 20 - 40 | 90 | 12 | 102 |
| above 40 | 13 | 1 | 14 |
| Total | 124 | 16 | 140 |

**H0: Age and the willingness to invest in cryptocurrency are not significantly related to each other.**

**H1: Age and the willingness to invest in cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.863883 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5% level of significance. This proves that age and the willingness to invest what sum of money in the cryptocurrency market are not dependent on each other, which means it is an age unbiased opinion. It is can be interpreted that most of the respondents are ready to invest below 30000 in cryptocurrencies.

**Table 7: Gender and their preference on the origin of cryptocurrency**

| Would you prefer Indian crypto or an international crypto? |

| Gender | Indian | International | Total |
|--------|--------|---------------|-------|
| Male | 33 | 43 | 76 |
| Female | 33 | 31 | 64 |
| **Total** | **66** | **74** | **140** |

**H0: Gender and the preference for the origin of cryptocurrency are not significantly related to each other.**

**H1: Gender and the preference for the origin of cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.336384 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5% level of significance. This proves that gender and their preference on which cryptocurrency would they prefer are independent, which means it is a gender unbiased opinion. It is also interpreted from the above table that international cryptocurrency is preferred by the most number of respondents.

**Table 8: Age and their preference on the origin of cryptocurrency**

| Age | Indian | International | Total |
|-----|--------|--------------|-------|
| **0 - 20** | **7** | **17** | **24** |
| **21 - 40** | **50** | **52** | **102** |
| **41 to above 50** | **9** | **5** | **14** |
| **Total** | **66** | **74** | **140** |

**H$_0$: Age and their preference for the origin of cryptocurrency are not significantly related to each other.**

**H$_1$: Age and their preference for the origin of the cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.085965 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5 % level of significance. This proves that age and their preference on the origin are independent, which means it is an age unbiased opinion.

**Table 9: Gender and their opinion on government banning the trade of cryptocurrency**

**Are you against the government of banning the trade of cryptocurrency?**

| Total | Don't know | Maybe | No | Yes | Total |
|-------|-----------|-------|-----|-----|-------|
| **Female** | **27** | **14** | **9** | **14** | **64** |
| **Male** | **17** | **13** | **15** | **31** | **76** |
| **Total** | **44** | **27** | **24** | **45** | **140** |

**H$_0$: Gender and their opinion on the government banning the trade of cryptocurrency are not significantly related to each other.**

**H$_1$: Gender and their opinion on the government banning the trade of cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.02589 which is less than 0.05, hence the null hypothesis is rejected and the alternate hypothesis is accepted at 5 % level of significance. This proves that Gender and their opinion on the government banning the trade of cryptocurrency are related to each other. This shows that it is a gender-biased opinion. It is interpreted, males are against the government more than females.

**Table 10: Age and their opinion on government banning the trade of cryptocurrency**

| Age | Yes | No | Total |
|---|---|---|---|
| 0 - 20 | 14 | 10 | 24 |
| 21 - 40 | 54 | 48 | 102 |
| Above 41 | 4 | 10 | 14 |
| Total | 72 | 68 | 140 |

$H_0$: **Age and their opinion on the government banning the trade of cryptocurrency are not significantly related to each other.**

$H_1$: **Age and their opinion on the government banning the trade of cryptocurrency are significantly related to each other.**

The calculated chi-square p-value is 0.17556 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5 % level of significance. This proves that Age and their respective opinions on government banning the trade of cryptocurrency are not significantly related to each other. This means it is an age unbiased opinion.

**Table 11: Gender and their rating on the volatility of the market**

**Rate the volatility of the market**

| Gender | 3 & < 3 | > 3 | Total |
|---|---|---|---|
| Male | 22 | 54 | 76 |
| Female | 33 | 31 | 64 |
| Total | 55 | 85 | 140 |

$H_0$: **Gender and their rating on the volatility of the market are not significantly related to each other.**

$H_1$: **Gender and their rating on the volatility of the market are significantly related to each other.**

The calculated chi-square p-value is 0.00634474 which is less than 0.05, hence the null hypothesis is rejected and the alternate hypothesis is accepted with 5% level of significance. This proves that gender and their rating on the volatility of the market are related to each other. This means it is a gender-biased opinion.

**Table 12: Age and their rating on the volatility of the market**

| Age | 3 & < 3 | > 3 | Total |
|---|---|---|---|
| 0 - 20 | 9 | 15 | 24 |
| 20 - 40 | 42 | 60 | 102 |
| above 40 | 4 | 10 | 14 |
| Total | 55 | 85 | 140 |

**$H_0$: Age and their rating on the volatility of the market are not significantly related to each other.**

**$H_1$: Age and their rating on the volatility of the market are significantly related to each other.**

The calculated chi-square p-value is 0.650912 which is more than 0.05, hence the null hypothesis is accepted and the alternate hypothesis is rejected at 5 % level of significance. this proves that Age and their rating on the volatility of the market are not related to each other. This means it is an Age unbiased opinion.

# CHAPTER 5

# FINDINGS AND CONCLUSION

**5.1 Findings**

From the Data Analysis and Data Interpretation, the following findings have emerged –

1. The majority of the respondents are male.
2. Most of the respondents fall in the age category of 21-30 years.
3. Most of the respondents are in the student category, 57.1 % of the total respondents are students. And 28.6 % of the respondents are employed.
4. Among all respondents, the majority of the respondents are well aware of cryptocurrency which is 80 % of the total respondents.
5. 52.9 % of all respondents think the cryptocurrency investment is risky.
6. Most respondents are ready to invest till 20000 in cryptocurrencies annually.
7. Most of the respondents are aware of Bitcoin, Ethereum, Litecoin & Dogecoin.
8. Most of the respondents are ready to invest in cryptocurrency launched by the Indian Government.
9. 52.9 % of the respondents prefer international cryptocurrency, remaining 47.1% prefer Indian cryptocurrency.
10. Out of 140, 45 are against the government banning the trade of cryptocurrency, and 44 of them have no opinion on this.
11. Most respondents rated the volatility of the cryptocurrency market very high.

**5.2 Conclusion**

Cryptocurrency has the potential to replace the traditional monetary system. To adopt this phase of Cryptocurrency it must first evolve and accept a secure network of currency exchange.

From the above findings, it can be concluded that people, in general, are aware of Cryptocurrency and they would like to see it as part of their investment portfolio. But they are not willing to invest in it due to the risk involved in it. Most of them are ready to invest a really small amount to be safe. From the study, it can also be concluded that respondents are waiting for the cryptocurrency launched by the government

As it is well known that Cryptocurrency is the product of new-age technology and many countries of the world have already regulated its use.

If the Government of India and its regulatory authorities will come forward to regulate its use and transaction in the financial market, it can play a major role in the entire investment portfolio. If they do regulate, it will help India to reach the next platform of E-commerce. Indians are to be benefitted from the cryptocurrencies, but it may not be the same for the nation as a whole.

## Awareness of Cryptocurrency in Pune

**NOTE:** This is a college-level Undergrad Research Questionnaire. This data being collected is going to be used strictly for research purposes.

1.  Name

    _____

2.  Age *

    *Mark only one oval.*

    ( ) Below 20

    ( ) 21 - 30

    ( ) 31 - 40

    ( ) 41 - 50

    ( ) Above 50

3.  Gender *

    *Mark only one oval.*

    ( ) Male

    ( ) Female

    ( ) Other: _____

4. Occupation *

*Mark only one oval.*

- ( ) Employed
- ( ) Unemployed
- ( ) Self Employed
- ( ) Student
- ( ) Homemaker
- ( ) Other

5. Do you know what is cryptocurrency? *

*Mark only one oval.*

- ( ) Yes
- ( ) No
- ( ) Maybe

6. Would you invest in cryptocurrency in future? *

*Mark only one oval.*

- ( ) Yes
- ( ) No
- ( ) Maybe

7. Do you think cryptocurrency is risky to invest? *

   *Mark only one oval.*

   ( ) Yes

   ( ) No

   ( ) Maybe

8. How much are you willing to invest in crypto market annually? *

   *Mark only one oval.*

   ( ) Below 10000

   ( ) 10000 - 20000

   ( ) 20000 - 30000

   ( ) 30000 - 40000

   ( ) Above 40000

9. Which of the following cryptos do you know? *

   *Check all that apply.*

   [ ] Bitcoin

   [ ] Ethereum

   [ ] Litecoin

   [ ] Dogecoin

   Other: [ ] _____

10. Do you use any app to see the market of cryptocurrency? *

_____

11. How often do you use that app?

*Mark only one oval.*

( ) Always

( ) Sometimes

( ) Rarely

12. If government of India launches its own crypto currency then will you invest in that? *

*Mark only one oval.*

( ) Yes

( ) No

( ) Maybe

13. Would you prefer Indian crypto or international crypto? *

*Mark only one oval.*

( ) Indian

( ) International

**33**

14. Are you against the government of banning the trade of cryptocurrency? *

*Mark only one oval.*

◯ Yes

◯ No

◯ Maybe

◯ Don't know

15. Rate the volatility of crypto market *

*Mark only one oval.*

| | 1 | 2 | 3 | 4 | 5 | |
|-----|-----|-----|-----|-----|-----|------|
| low | ◯ | ◯ | ◯ | ◯ | ◯ | high |

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**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
**(Autonomous)**



**A PROJECT REPORT ON:**
**THE STUDY OF FACTORS WHICH WILL IMPROVE THE RECYCLING RATES IN URBAN HOUSEHOLDS AND HOUSING SOCIETIES**
**SUBMITTED TO:**
**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
**(Autonomous)**

**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY PARTIAL FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**INTERNATIONAL BUSINESS (BBA IB)**

**(2020-2021)**

**SUBMITTED BY**

**DAKSHESH PATIL**
**TY BBA IB(57)**

**UNDER THE GUIDANCE OF**
**Prof. MANJUSHA WADEKAR**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

## Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate

This is to certify that Mr. / Miss.　**DAKSHESH PATIL**

of B.B.A.I.B. Exam Seat No.　**57**　has satisfactorily completed the

project work.

Title　**THE STUDY OF FACTORS WHICH WILL IMPROVE THE RECYCLING RATES IN**

**URBAN HOUSEHOLDS AND HOUSING SOCIETIES**

Date :　**JUNE 2021**

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

**External Examiner**　　**Internal Examiner**　　**Principal**　　**B.B.A.I.B Incharge**

# DECLARATION

I, Dakshesh Digambar Patil hereby declare that the project work entitled "**Understanding the current recycling habits of the urban Indian citizen while identifying the points of friction in recycling process**" submitted to Brihan Maharashtra College of Commerce, Pune, is a record of an original work done by me under the guidance of Prof. Manjusha Wadekar, BMCC, Pune

The results embodied in this project have not been submitted to any other institute for the award degree.

Place:

Date:                                                                                      (Dakshesh Patil)

# ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my research guide, Prof. Manjusha Wadekar for providing me the opportunity to embark on this desk research. I sincerely would like to thank her for her guidance and encouragement in carrying out this research, which helped me to learn more amidst the pandemic.

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My sincere thanks to my fellow classmates for helping me accomplish my desk research and lending help whenever needed.

I would especially like to mention the support of my family and friends who helped me gather different information and helping me time to time in making this research project.

Thank you

Dakshesh Patil

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*CHAPTER 1*
**INTRODUCTION**

# INTRODUCTION

On 21st September 2020, a climate clock was unveiled in New York City. It acts as a graphic demonstration of how quickly global warming will reach the 1.5º Celsius mark. Its significance? 1.5º Celsius marks the point of no return for our planet earth. Meaning we will have officially run out of Carbon Emission quote that our atmosphere can handle. It'll lead to irreversible loss of ice sheet; unstoppable rise of the sea level and will virtually wipe out all corals of our ocean. The clock predicts that the threshold will be breached on 11th November 2032, leaving us with less than 6 Years & 214 Days in hand to re-construct the impact Human actions have on our planet.

With that said, recycling – not alone, obviously – is one of the most powerful tools we can use to tackle this climate catastrophe. Not only is it highly energy efficient but it also reduces the amount of waste sent to landfills and incinerators. More importantly it helps conserve natural resources such as water, air, and minerals. It also prevents pollution by reducing the need to collect new raw material and increases the economic security of a nation by tapping a domestic source of material.

In simple words, Recycling is the action or process of converting waste into reusable materials. Its utility can be really understood by looking at the image given below.
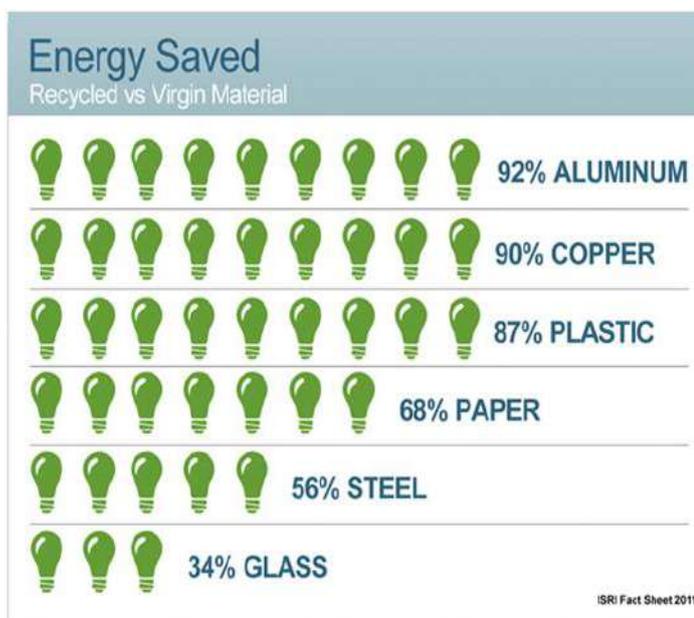


As lucrative as the option seems, the entire recycling eco-system is plagued with flaws – small and large. The challenge starts from the collection of high quality, clean recyclable waste, to the acceptance of recycling as a societies default behaviour.

The recycling sector has a huge untapped potential. For starters we have only recycled 9% of the entire plastic Mankind has ever produced.

*(fig 1: Energy saved by recycling; source: institute of scrap recycling industries)*

More than 35% of India's waste stream is recyclable, yet the recycling rates are far behind international benchmarks. A staggering 75% of India's total waste is disposed of in open dumps, 16% is composted and just 5% recycled.
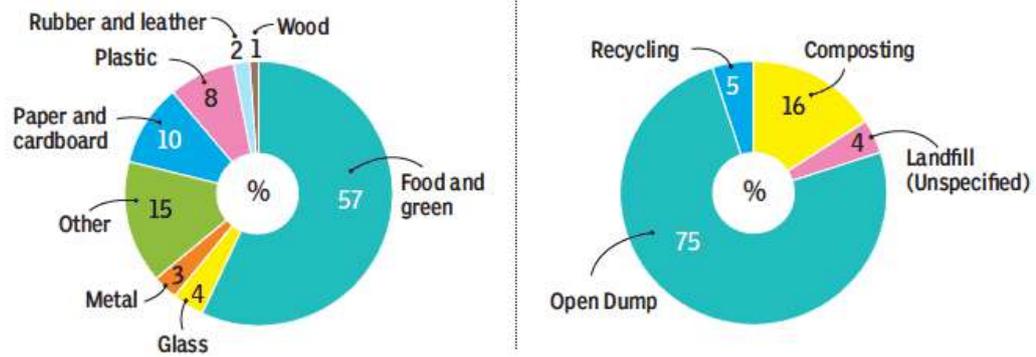
*(fig 2a: Waste composition in India; fig 2b: Disposal methods in India)*

In 2018, India's recycling rate for glass stood at 31.3 %. A figure that is miniscule considering the fact that glass – just like most of the metals – can be recycled infinitely. It is no doubt that India's recycling rates are way below the international benchmarks – like for paper, it is 27%; metals, a mere 20 – 25%. Whereas most Scandinavian countries have reached the 90% mark.

According to world banks 'What a Waste 2.0' report, 34% of all waste is generated by 16% of the world's population, living in high income areas. This lets us conclude that the amount of waste generated is largely affected by a city's standard of living and its population. The same holding true for India, the top 5 cities (Delhi, Chennai, Kolkata, Mumbai and Bengaluru) produce almost 1/10th of India's total waste. Not surprisingly, these cities are also facing a huge waste management crisis, which will only get worse as time passes. practices,

The recycling sector might see a huge shift soon, resulting inevitably due to the changing needs and growing dissatisfaction amongst the urban citizens. A deeper understanding of the changing patterns will thus enable us to chart our way forward. Therefore, a good starting point in increasing India's recycling rate will be to conduct an in-depth analysis of the recycling eco-system in cities of India.

The aim of this research study is to understand the 'current recycling habits of the urban citizen while identifying the points of friction in the recycling process'. The research also encompasses the study of different factors that play a crucial role in increasing a city's recycling rates.

# BACKGROUND

<u>INDIA'S WASTE MANAGEMENT STATS</u>

India – with a population of 1.3 Billion – generates the highest amount of waste in the world. More than 1/10<sup>th</sup> of worlds total waste is generated in India – that's even more than China. A 2016 survey shows that India produces 277 Million Tonnes of municipal solid waste every year. That is about 13% of the global 2.01 Billion Tonnes of waste generated every year.

Solid waste management (SWM) is a major problem for many urban local bodies in India, where urbanization, industrialization and economic growth have resulted in increased municipal solid waste (MSW) generation per person.  Most municipal corporations spend more than 40% of their total annual budget on SWM. Achieving sustainable development within a country experiencing rapid population growth and improvements in living standards is made more difficult in India because it is a diverse country with many different religious groups, cultures, and traditions. Despite development in social, economic, and environmental areas, SWM systems in India have remained relatively unchanged.
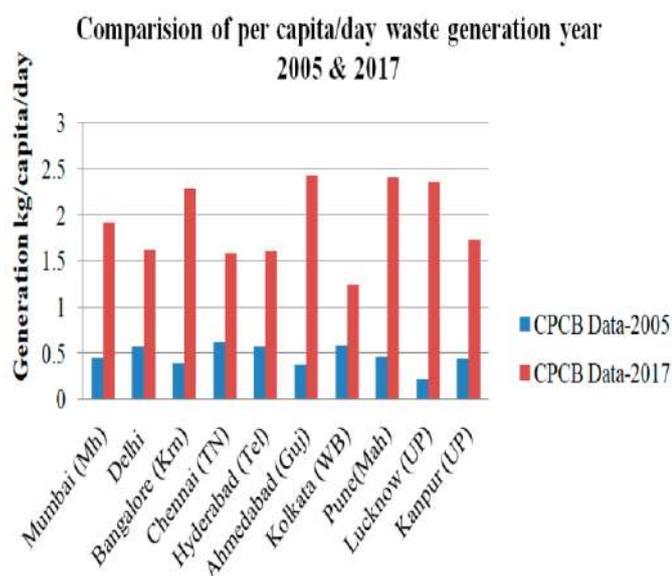


Cities like Pune, Mumbai, Bangalore, Ahmedabad, Lucknow and Kanpur have more than tripled the waste generated per capita/day. By 2050, The average Indian citizen will produce 900grams, a 30% rise from the current 600gm. This will propel India's annual waste figures to 543 Million Tonnes of Waste every year. That's equivalent to 1639 Empire State Buildings.

*(fig 3: waste generated per person/per day)*

According to world banks 'What a Waste 2.0' report, 34% of all waste is generated by 16% of the world's population, living in high income areas. This lets us conclude that the amount of waste generated is largely affected by a city's standard of living and its population. Standing true for India, the top 5 cities (Delhi, Chennai, Kolkata, Mumbai, and Bengaluru) produce a tenth of India's total waste. Not surprisingly, these cities are also facing huge waste management issues. From running out of landfill space, to resistance from climate conscious individuals for unethical practices.

There is a huge difference between the type of waste that is generated by low income, developing areas and high income, developed areas. This includes a reduction in the amount of inorganic waste produced per capita and is replaced by recyclables/ inert waste. This can be seen clearly in the pie chart given below.
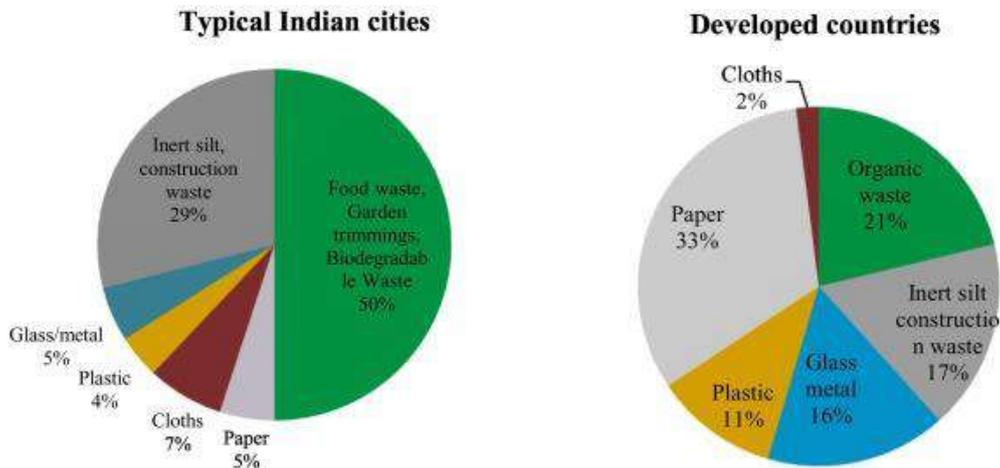


*(fig 4a: typical Indian waste composition; fig 4b: shift in urban waste composition)*

India has an urban population of more than 377 million constituting 31.16% of its total population. The rural to urban migration rates have been higher than ever before, primarily due to lack of opportunity and employment. With little to no change in the waste recycling sector for decades, it will not be long before India crumbles under its own waste.

What we lack to recognise is that as big as India's waste problem is, it is bigger an opportunity. Effective waste management and material recovery facilities can open an untapped source of raw material. Creating new and improved recycling eco-systems can help save India and its taxpayers multiples of Crores every year. It will also create a new source of income and employment all while safeguarding the environment.

INDIA'S RECYCLING PROBLEM

What sets India's recycling eco-system apart from that of many developed countries is its informal nature. India's recycling eco-system is pre-dominantly dependant on informal workers such as rag pickers and kabadiwallas working in shanty – and often illegal – establishments. The informal sector is characterized by small-scale, labour-intensive, largely unregulated, and unregistered low-technology manufacturing or provision of materials and services. Waste pickers collect household or commercial/industrial waste and many hundreds of thousands of waste pickers in India depend on waste for an income, despite the associated health and social issues.

| City | Population (2011)* | MT/day | Ragpickers |
|------|-------------------|--------|------------|
| Delhi | 11,034,555 | 8700 | 100,000 |
| Mumbai | 12,442,373 | 11,000 | 85,000 |
| Bangalore | 8,443,675 | 3700 | 35,000 |
| Kolkata | 4,496,694 | 5000 | 25,000-50,000 |
| Chennai | 4,646,732 | 4500 | 10,000 |
| Pune | 3,124,458 | 1600 | 6000 |

Source: *population data (Census_of_India_2011_GOI, 2011), https://globalrec.org/city/

*(table 1: population of rag-pickers)*

| Merits and Demerits of India's Informal Recycling Sector | |
|---|---|
| Merits | Demerits |
| Easily available unskilled labour | Lack of credibility, transparency, and professionalism. |
| Wider Coverage | Old fashioned and obsolete methods/tools of recycling. |
| Decentralised | Overall lower standards of operation with little to no supervision |
| Low energy consumption | Unfit to meet the needs of the urban population |

*(table 2: Merits and Demerits of India's informal recycling sector)*

This informal nature of the system has its own merits and demerits. A few highlighted in the table below.

Even with their flaws, the informal sector is still the largest contributor in India's recycling ecosystem. They play a significant role in waste material reduce, reuse and recycling. A Recent study in Indian cities found that waste pickers recovered approximately 23% of recyclable. A quick glance at the schematic flow chart of typical Municipal Solid Waste Management process quickly highlights the involvement of the informal sector in a city's waste management structure. It has also

been observed that the municipalities are focusing mainly on the collection part, but advance treatment is missing. According to a 2016 report by the CPCB, of the 139,449 MT/Day only 76% was collected and less than 24% processed. Processed – in this case – primarily means refuse-derived fuels. In lay man term, it means burning low calorific materials to produce heat and electricity coupled with carcinogens, greenhouse gases and effluents.
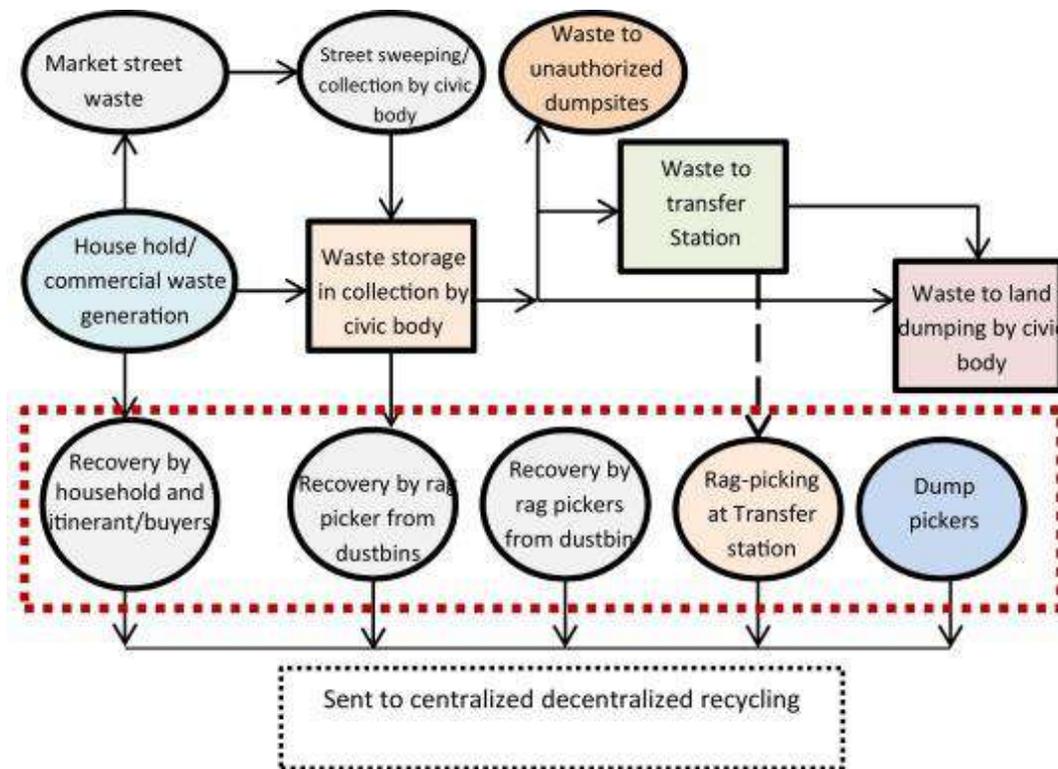


*(fig 5: current waste recovery and disposal process)*

However, there is a clear gap between the expected and the actual recycling rates. This is to be blamed partly on the informal nature of India's recycling ecosystem and partly on the recycling behaviours and habits of the Urban Citizen. It has also been observed that the municipalities are focusing mainly on the collection part, but advance treatment is missing. According to a study done by IIT Kanpur there is a potential of recovering at least 15 per cent or 15,000 MT of waste generated every day in the country. This, the report said, could also provide employment opportunities to about 500,000 rag-pickers. The report added that despite immense potential in big cities in this area, participation from non-profits or community is limited.

For starters, 40% of India's plastic waste goes uncollected. Displaying a huge lack of accountability, knowledge, and [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

infrastructure on the side of the consumers. With technology trying to simplify every task and process, the waste management sector still remains an unchartered territory.

Urban citizens have lower financial motive to recycle than most of the other sectors. Not to mention, these are also some of the busiest people who savour their weekends. Untimely, inconvenient, and unprofessional service is really not the best way to get their attention. A blind eye towards understanding their needs has made many opt out of the recycling ecosystem.



*(Fig 6: India's plastic waste overview)*

With an ever-growing urban population, India's waste recycling eco-system is already under a surmount pressure. From landfills that rise as high as 10 story buildings to rivers that have been declared virtually dead. An inability to fix these problems is already making it worse for the marginalised communities to gain access to life giving elements such as clean air and water. Resulting in ever increasing financial burden to deteriorating health and lifespan of everyone involved.

*CHAPTER 2*
**REVIEW OF LITERATURE**

## LITERATURE REVIEW

With the increasing shift of people from rural to urban areas, urbanization is becoming a global occurrence but with its ramifications evident in developing countries like India. Urbanization is directly proportional to increase in population growth, waste generation and urban environment degradation.

A research paper published by Dimpal Vij (2012) consists of a detailed study of Urbanization and solid waste management in India and its present and future challenges. According to the research it is expected that by 2030,50%of the country's population will reside in urban areas. With rapid increase in waste generation due to urbanization it was concluded that even though 57% of the waste generated was recyclable only 5% of it actually got recycled and the rest ended up in landfills.

The research stated the following factors affecting the recycling rate in cities:-

1. Knowledge gap
2. Solid waste altogether is disposed of in the outskirts of cities.
3. Poor handling of segregated waste
4. Improper applicability of Community bin collection system and lack of installation of bins.
5. Vehicles carrying waste aren't well designed and equipped.
6. Lack of coordination among civic bodies and poor solid waste management systems.
7. Lack of well- organized recycling centres.
8. Public apathy and low social status.
9. Lack of planning, technology, and resources.

Following were the strategies suggested :-

1. Proper planning
2. Studying the characteristics and quantity of waste produced by a city
3. Proper carrying and transportation of wastes
4. Installation of recycling centres.
5. Proper technology and resources to recycle and dispose waste
6. Imposition of strict recycling and waste management rules by government
7. Community active participation

FICCI conducted a survey (Aug 2009) to gauge present status of waste management in urban India. The survey consisted of Municipal Corporation from 48 cities (21 Class 1 cities and 27 Class 2 cities). Class 1 cities had higher percentage rate of urbanization and Class 2 cities had lower percentage rate of urbanization.  The survey resulted in proving direct link between urbanization rate and solid recyclable waste. Class 1 cities has higher urbanization rate and higher rate of solid waste generation.

D. Sinha- Khetriwal et al. 2005 presents a detailed comparative study between India and Switzerland based e waste and other recycling waste scenarios in India, prospects of recoverable, recyclable waste and processes followed and their occupational environmental hazards. Study focused majorly on e-waste generation , e-waste management system and various recycling operations in India. It concluded by categorizing various recyclable wastes under Environmental Protection Act 1986 and also categorized future trends in obsolete recyclable waste generation in India using logistic model based approach in the upcoming years.

Sharloy and Ahmad's review report (2007) over Municipal solid waste management in Indian cities. The report discusses in detail about the qualitative and quantitative analysis, characteristics and composition, collection, transportation, treatment and disposal of Municipal solid waste and recyclable waste. The report helps researchers to study on strengthening and focus on the betterment of the waste management system in India.

Rajkumar Joshi and Sirajjudin Ahmed in their research paper(2006) argue that the major reason for the failure of recycling of solid waste management framework is due to inadequate funding, ineffective laws and policies , lack of awareness and technical knowledge.

Gopal Krishna's paper (2017) " Why Urban Waste Continues to Follow the Path of Least Resistance" debates that effective solid waste management can't be improvised unless institutional and financial issues are addressed. The paper concludes by suggesting that the rules should follow incentivising systems where producers should focus on minimal waste production and maximize reusing and recycling of their waste.

Recycling of solid waste is the need of the hour and India being a developing country lacks in proper utilization of resources, technology, awareness ,knowledge etc which acts like hurdles for having an effective well organized waste management system. Once India overcomes all these hurdles it can run a smooth circular economy, generate more jobs, control pollution and move towards living a sustainable life.

*CHAPTER 3*
**RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

The research method heavily relied on primary source of data collection, strengthened by the use of authenticated secondary data. The primary data was collected from a sample size of **XYZ** people, targeting mostly the urban population and city dwellers. People from different backgrounds, various age groups and distinctive occupations have contributed to this research heavily. Google forms was the tool of choice for the collection of data from the participants, considering it avoided the need for any physical contact during the pandemic. It also gave me an opportunity to save some precious time and question more on the topic and the overall research.

A questionnaire was created, which was to the point as well as flexible enough in its approach. The nature of data collected was qualitative as well as quantitative. Multiple choice questions, coupled with a few open-ended questions helped get an immaculate perspective. This method also allowed me to easily interpret data into numerous facts, tables and graphs. It was made sure that the form in no way could manipulate the participants or create any bias. The data was gathered without any intervention and is presented in the way it was collected. There were ethical as well as philosophical consideration before preparing the questionnaire.

The survey consisted of 3 section, each serving a definite purpose in understanding the current recycling behaviour and the recycling eco-system of Urban India.

The first section primarily focused on collection of demographic data of the participants. The questions inquired about their age, gender, profession, and city. The participants type of housing was also noted for this research project.

The second section aimed at discovering people's current waste management and recycling habits. This included understanding how people segregated their waste, who collected it from them and how aware they are about what happens to their waste ahead. Questions such as what materials do they recycle, how often do they do it and how much of it, were also a part of this section. Finally a multiple choice + open ended question asked the participants for the biggest reason they don't recycle as much as they should.

The last section tried to understand the impact and importance of a few future improvements in the urban recycling ecosystem. Participant were asked to rate different features/ improvements that could make the recycling process easy, based on their current unsatisfied needs and points of friction. A scale from 1 – 5 registered the level of importance of that particular feature. 1 being the least important and 5 being the most. Some improvements questioned upon included on demand collection service; contactless payments; certified rate and digital weighting; and the importance of professional, honest and transparent service.

The research method concluded by asking participants about how aware they considered they were about the current climate change situation. It also questioned

about the efficiency of the current recycling system and was rated out of 5. 1 being terribly inconvenient and 5 being high convenient.

*CHAPTER 4*
**DATA ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS

DEMOGRAPHIC INTERPRETATION

1. Place of stay
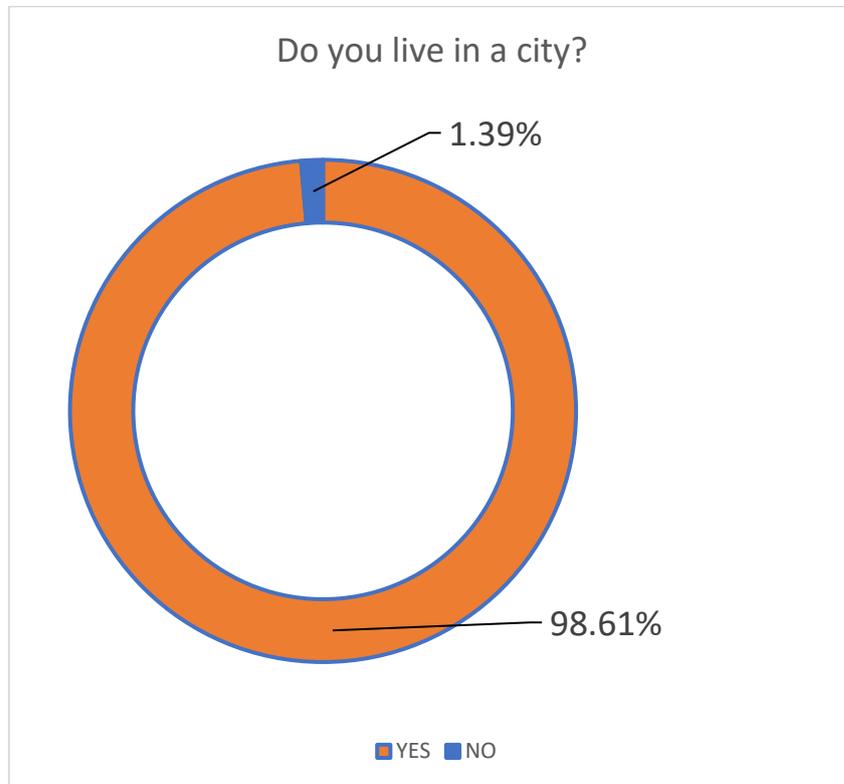


*(graph 1: respondents from urban areas)*

The location of the participant was one of the most crucial factors in determining the relevance of the information provided. Since the research project primarily focuses on the study of the urban citizens and their waste management behaviours.

- ➢ A total of 144 participants contributed to the survey.
- ➢ 98.61% (142) of these participants were urban citizens.
- ➢ Only 2 of the 144 participants did not meet the above criteria and were thus excluded from in further data analysis.
- ➢ Thus the total valid sample size constitutes of 142 participants.

2. Age group of respondents

The research was not limited to any particular age group. Of the 142 participants 75 were between the age group of 18 – 25 years, making up 52.82%. of the sample.
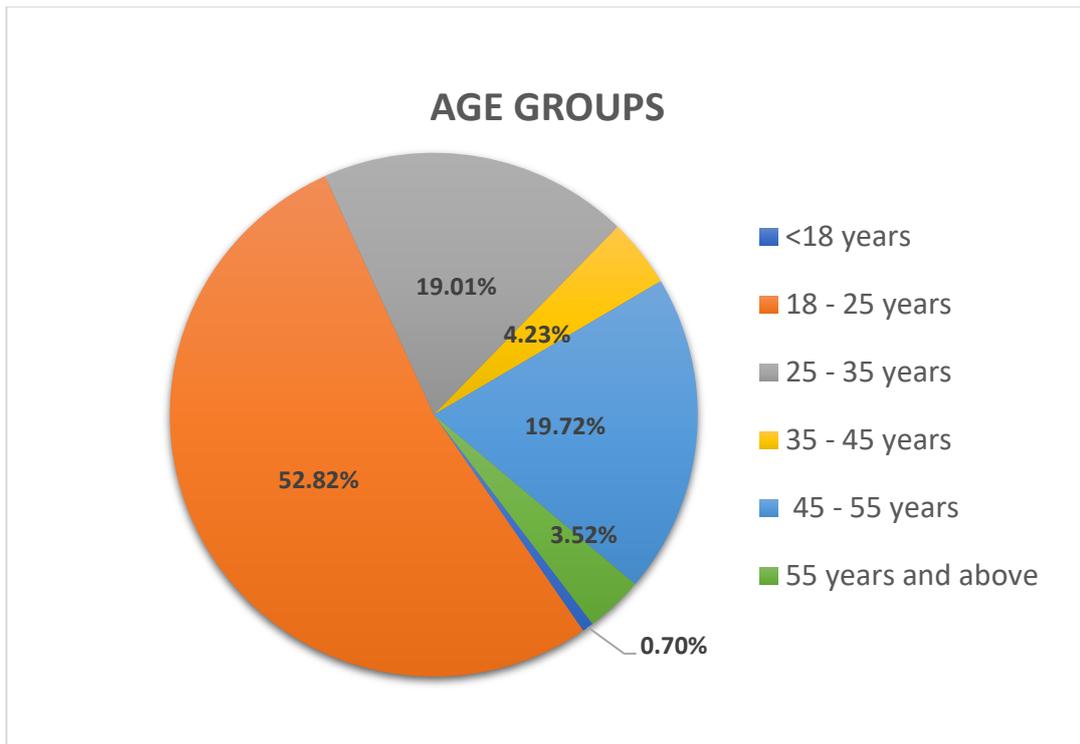
*(graph 2: age group of respondents)*

➢ 19.72% (28) of respondents belong to the 45 – 55 years of age group.
➢ 19.01 % (27) of the participants were between the age of 25 – 35 years.
➢ A lower interest was seen from the age group on the extremes, with only 0.7% (1) participants below the age of 18 and 3.52% (5) above the age of 55 years.

3. Gender
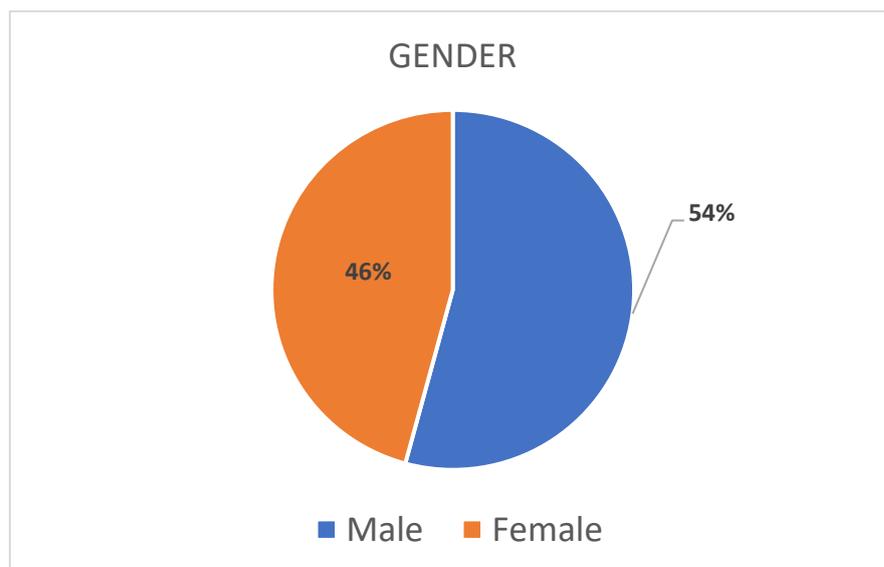


*(graph 3: Gender composition)*

Out of the 142 respondents, 54% were male and 46% were female. All the respondents were Indian nationals.

4. Occupation
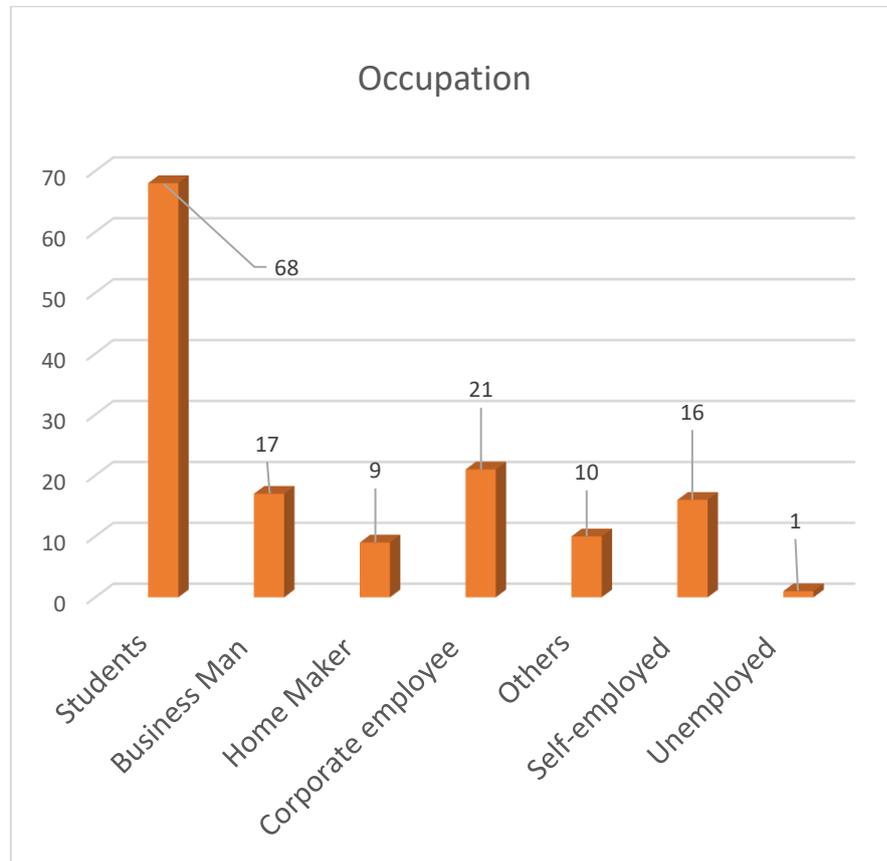


*(graph 4: Occupation of respondents)*

Since the maximum number of respondents were from the age group of 18 – 25 years, the number of students out weighted every other occupation.

➢ 47% of the respondents were students.
➢ 14.7% of the respondents are corporate employees.
➢ Business Owners and Self-Employed respondents together accounted for 23%
➢ Only 6.3% of the respondents were homemakers.

5. Place of stay
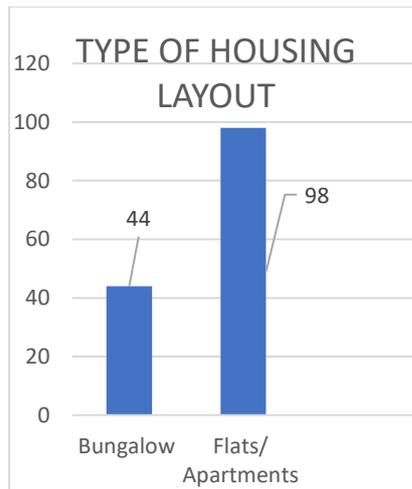
*(graph 5: Type of housing layout)*

One of the biggest differences between rural India and urban India is the type of housing most found. Urban areas are densely populated and thus have a larger portion of its population living in flats and housing societies when compared to bungalows. The same observation was made when analysis the data of respondents.

➢ 69% of the respondents resided in flat system or apartments.
➢ The remaining 31% live in a bungalow system.

**Current Waste Management and Recycling Habits**

1. Type of daily waste segregation method
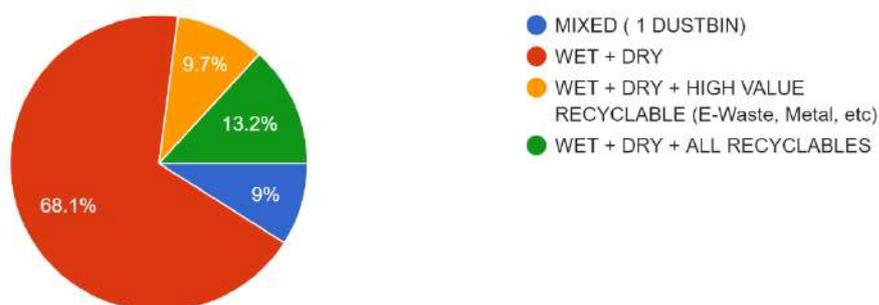


*(graph 6: Methods of daily waste segregation)*

The first pre-requisite in increasing a city's recycling rate is the effective segregation of household waste. If recyclables are not separated from the waste stream in the beginning, it is highly unlikely that they will get recycled afterwards. Some meaningful conclusions can be drawn from the data given above:

a. Low inhouse segregation.

Even today 9% of citizens do not segregate their waste. According to SWM 2016 Rules, it is compulsory for every household to segregate its waste into DRY + WET waste. However, 5 years later, even the urban India struggles to get the first step right.

b. A whooping 68.1% of the respondent segregate their waste into DRY + WET, however do not store recyclables separately. This is partly due to lack of space in urban housing coupled with lower need for financial support and lack of motivation to recycle.

c. 13.2% of respondents store ALL their recyclables separately. A number low enough, yet surprisingly above the average. This is partly due to higher literacy rates in urban areas.

d. 9.7% of the respondents let the economic value of waste determine where it lands up. They store only high value recyclable waste, hinting that the economic value derived from waste increases its chances of getting recycled.

Out of 142 participants, 111 do not segregate recyclable waste separately. The source segregation of waste is a crucial step which is being overlooked by the majority. Resulting in poor recycling rates.

2. Current daily waste management service



DAILY WASTE COLECTION AGENCIES

| Category | Value |
|---|---|
| Don't know | 2 |
| Community Dustbins | 2 |
| Self Dispose | 4 |
| NGOs | 0 |
| Municipal Corporation | 80 |
| Private Society Cleaning Services | 54 |
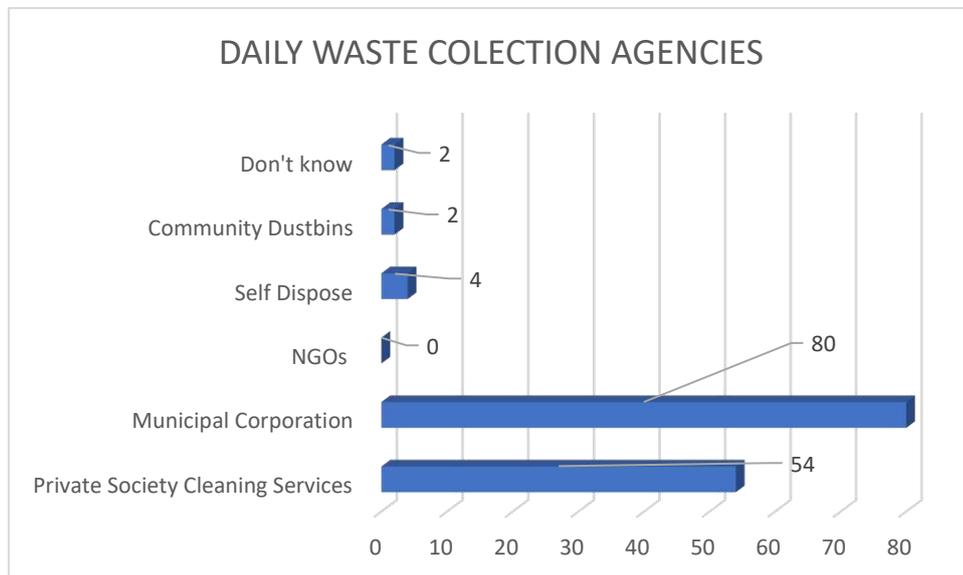
*(graph 7: Waste management services)*

➤ 56.3 % of urban waste is collected by Municipal Corporations. However, considering the low level of source segregation and high waste volume, it's no surprise that the municipal corporation lacks the infrastructure, labour force and expertise required to reach higher recycling rates.

- Private cleaning services accounted for 38% of urban solid waste collection. These are low expertise agencies who rarely have the financial support required to achieve ideal recycling of waste.
- Not a single respondent relied on NGOs for their daily waste collection showing a lack of presence of NGOs in the Solid Waste Management sector. And for right reasons, waste collection is a expensive, labour intensive and time consuming task most NGOs don't have that kind of resources for daily operations.

3. Type of waste stored for recycling purpose.
India is a country which believes in the value of reusing and recycling more than most of it's western counter parts. The same was strongly reflected in the data collected.
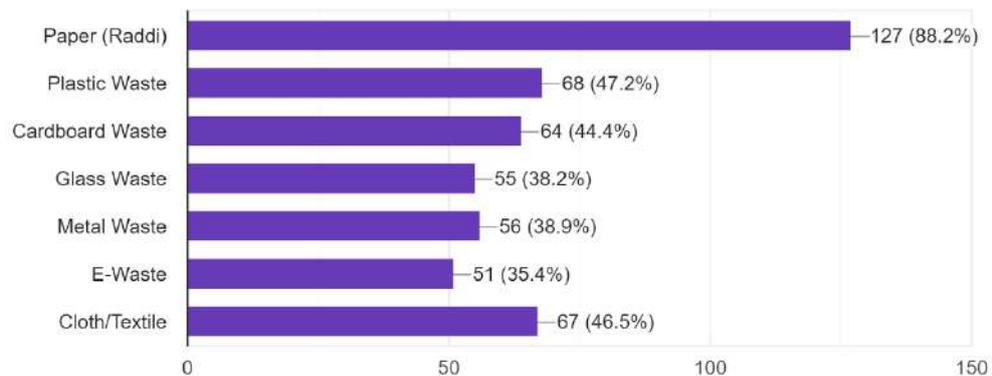


*(graph 8: Type of waste stored for recycling purpose)*

- 88.2% of the people store their paper waste separately for recycling. A common practice in households all around India.
- Plastic Waste and Cloth Waste often find ways to be re-used in Indian houses. In the form of containers, dustbin bags and cleaning cloths. This behaviour thus earned Plastic and Cloth waste second and third position.
- E-Waste was the least stored item for recycling. Some of the reason for this are:
   a. Low awareness regarding E-waste recycling
   b. E-Waste has become a problem recently and thus E-Waste recycling is still in its infancy stage.
   c. Availability of exchange for electronic items through sellers.
- Nonetheless, the average amount of recyclables stored separately stood at less than 42.25%. A number which is believed to be inflated still.

4. Frequency of recycling

**FREQUENCY OF RECYCLING**
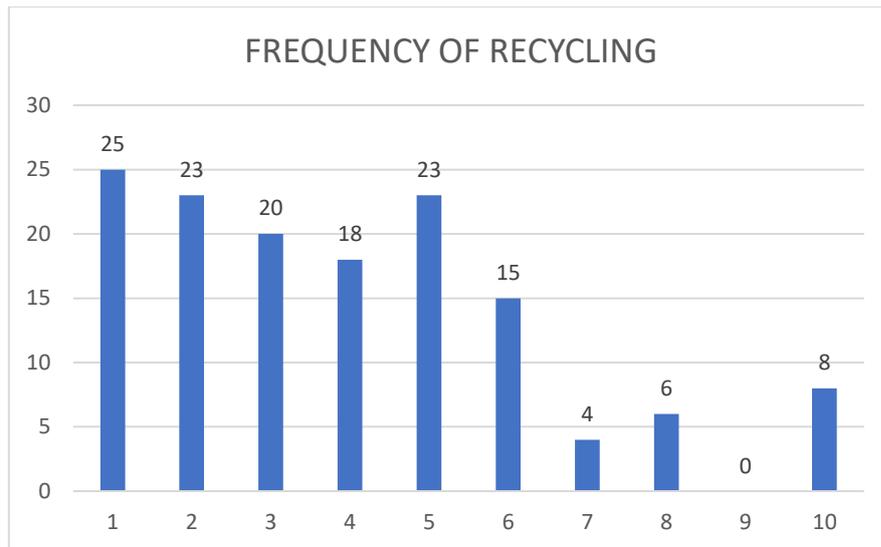
*(graph 9: frequency of recycling)*

The average frequency of recycling amongst urban citizens stood at 3.97 or 4 times per year.

➢ Most of the Urban citizens do not recycle more than 5 times. Hinting towards a busier lifestyle.
➢ 17.6 % of the respondents recycle only once per year.
➢ 16.1% of the respondents recycle twice a year.
➢ The same amount od respondents (16.1%) recycled 5 times a year.

5. Average amount of waste recycled each time.
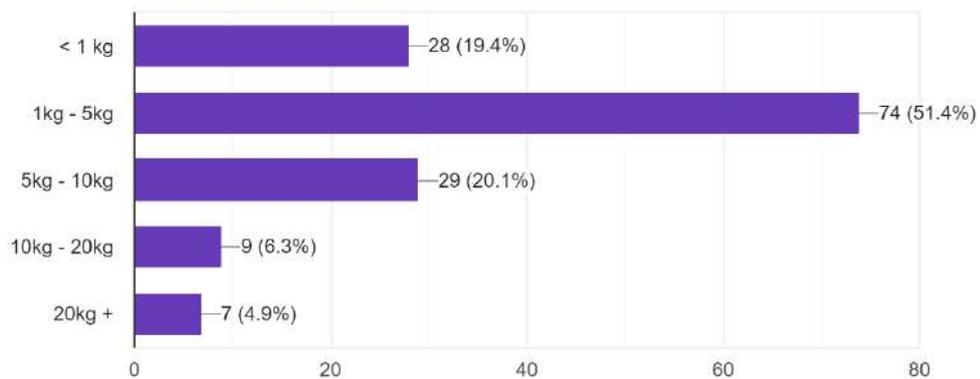


(graph 10: average amount of waste recycled per visit)

- A whopping 70% of the respondents do not recycle more than 5kgs of waste in each visit. A lower number is assumed due to lack of storage space in urban housing coupled with harder recycling process where a larger number of people have to carry the waste to Kabadiwallas, instead of the other way round.
- 20% of respondents recycled between 5kg – 10kg waste.

6. Identification of the 'first point of contact in the recycling chain'



*(graph 11: Primary point of contact for recycling)*

The data above shows that Kabadiwallas are the first point of contact only for 52.1% (74) respondents. This number would've been much higher in rural area since there are few alternatives to the service Kabadiwalla's provide.

It was also found that more than 16% of the respondents had to go to the kabadiwalla/ scrap shops to meet their recycling needs. This is due to the malicious and un-professional service provided by kabadiwallas, barring them from entering many high-income housing societies.

This problem was re-confirmed by an increasing dependency of urban citizens on private cleaning agencies working on contractual basis. 18.3% of respondents depend on private cleaning service providers to meet their recycling needs.

- Private recycling through internet-based app was the mode of recycling for 3.5% (5) respondents.
- Less than 5% of the respondents depended on NGOs to meet their recycling needs.

Kabadiwallas have always been the backbone of India's recycling eco-system. The above data however shows a reduced dependence on India's informal sector to meet it

is urban recycling needs. More and more foreign players are entering – and succeeding in – India's waste recycling sector due to customers unmet needs.

7. Assessment of awareness about post collection processing of participants waste and recyclables.
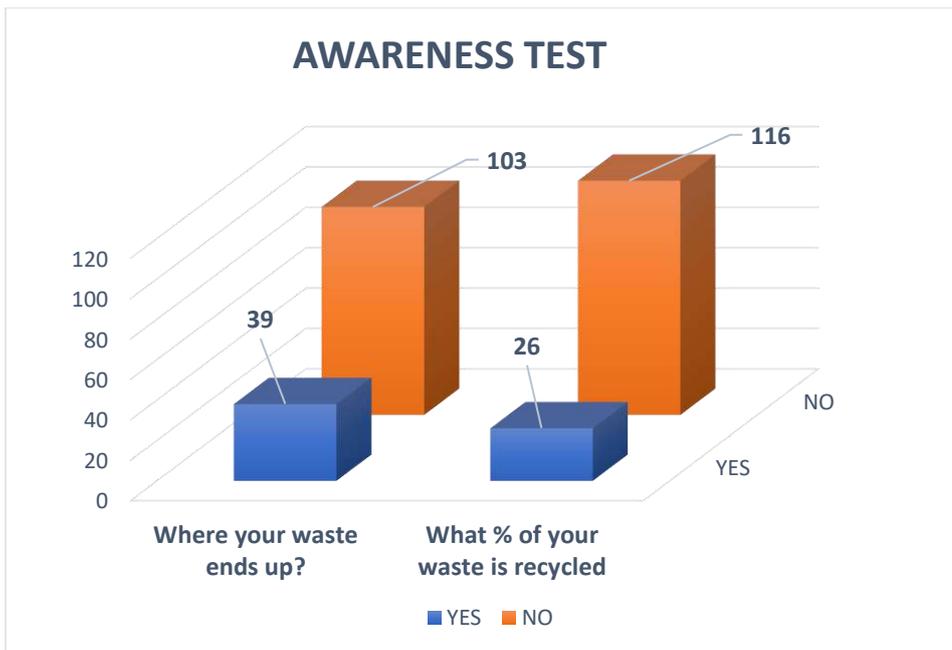


*(graph 12: post collection waste disposal awareness)*

This question aimed to understand how aware the urban citizens are about the methods of waste disposal employed by their city and its efficiency.

➢ More than 2/3 (72.53%) of the respondents did not know the place where their waste is disposed.
➢ A staggering 81.69% of the respondents have no clue about what % of their waste is recycled.

8. The primary causes for lack of motivation to recycle.

BIGGEST REASON YOU DON'T RECYCLE

| | |
|---|---|
| ■ Don't know much about recycling | ■ Lack of Infrastructure/Local Support |
| ■ Hard to find Recyclers/Kabadiwallas | ■ Less economic value |
| ■ I RECYCLE completely | ■ Covid -19 safety issue |
| ■ Others | |
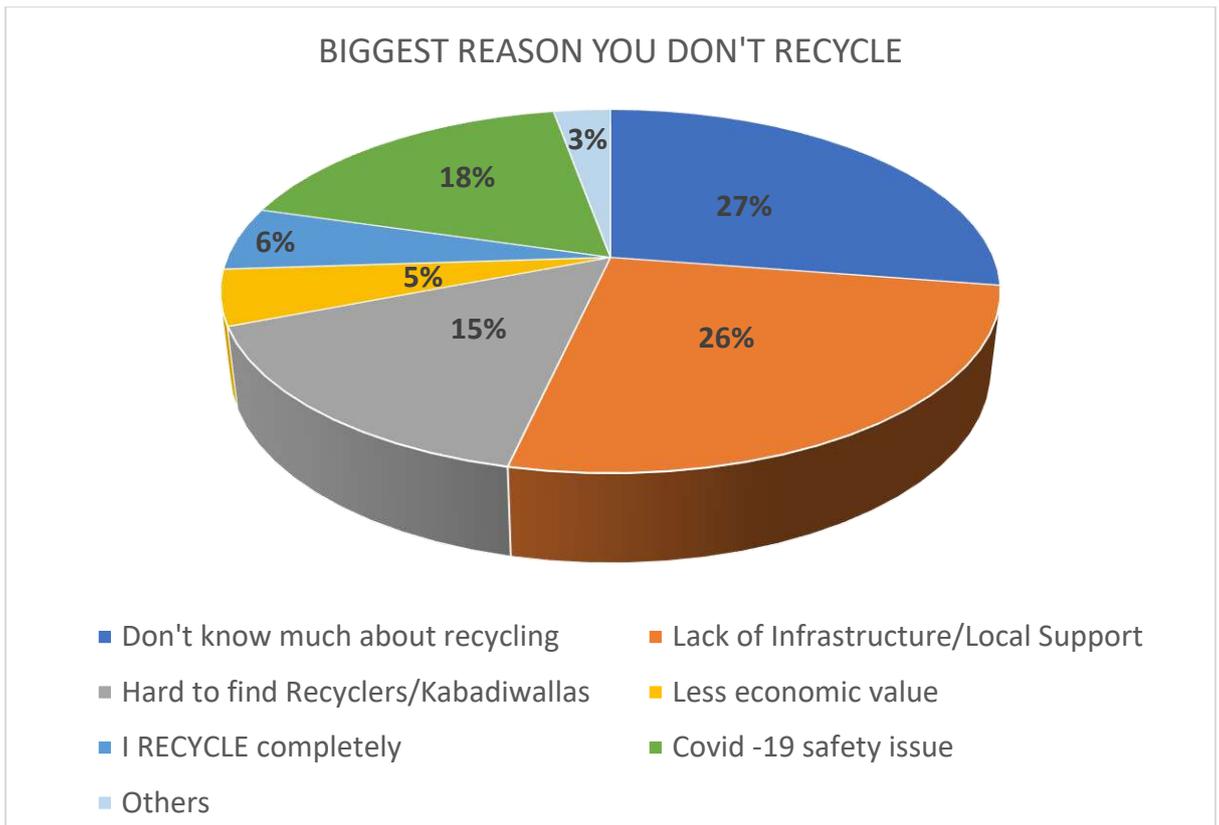
*(graph 13: Reasons for not recycling)*

➤ 27% of the respondents claimed that the lack of awareness and education about recycling and its benefits is the barrier for them to recycle.

➤ Another 26% respondents blamed the lack of infrastructure and local support/adoption for recycling techniques.

➤ The Covid – 19 pandemics prevented another 18% of citizens from recycling their waste. Many industries quickly pivoted to meet the changing scenario (online schooling, etc). The plagued waste recycling sector was slow to adapt itself in ways to meet the urban recycling needs.

➤ The 4th largest barrier in an urban citizens recycling journey was the difficulty in finding a kabadiwalla/ recycler. One should note that this is not due to a scarcity of the informal sector recyclers but due to housing society rules and safety concerns.

9. Convenience of current recycling eco-system.

How convenient is the current recycling eco-system for you

| | 18 | 46 | 49 | 15 | 14 |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |

■ How convenient is the current recycling eco-system for you
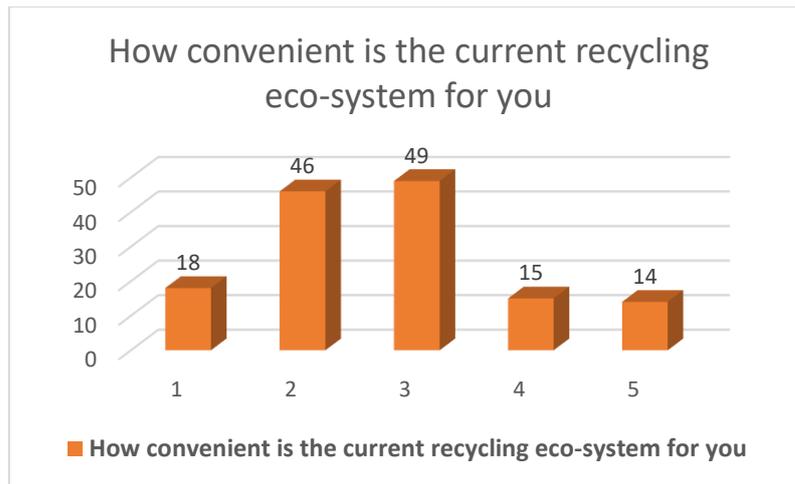
*(graph 14: approval rating of current recycling eco-system)*

Understanding the current level of satisfaction provided by the entities involved in the urban recycling eco-system can shed some light on a city's recycling rate. The harder it is for citizens to recycle their waste, the harder it will be to achieve higher recycling rates.

To study the same, respondents were asked to rate the current recycling process and eco-system on a scale of 1 to 5 based on their past experience. Where 1 stood for extremely inconvenient and 5 for extremely convenient.

➢ The average rating given by the respondents rated the current urban recycling eco-system at a mere 2.7/5.
➢ Almost 1/3<sup>rd</sup> of the total respondents rated the current recycling process convenience.
➢ 79.5% of the total respondents rated the current recycling process below 3/5.

RECYCLING – THE WAY FORWARD

1. Significance of different factors in easing the recycling process.
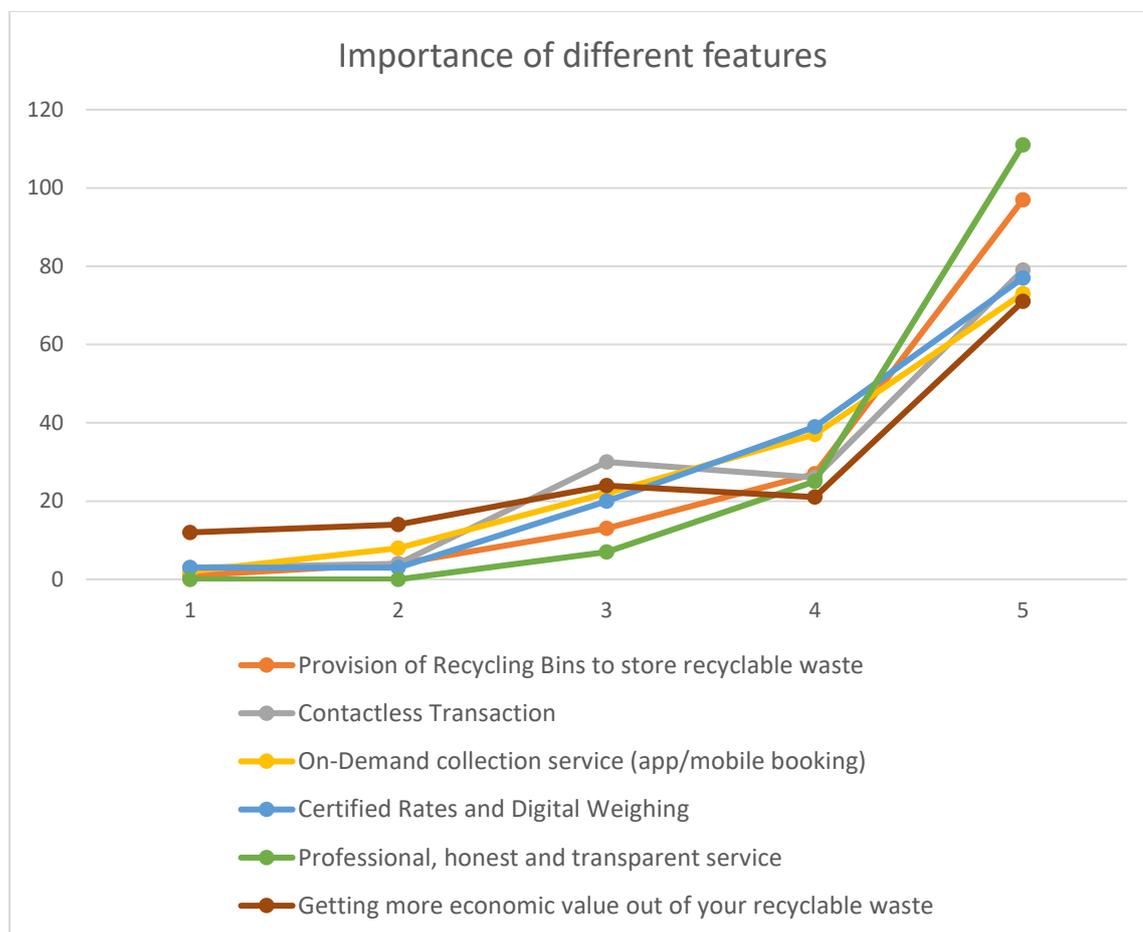


*(graph 15: Overview of the importance of different features)*

Respondents were required to rate a bunch of features according to their level of importance in easing the recycling process for them. A scale from 1 – 5 graded the importance of these features in ascending order.

1 – Unimportant and Unnecessary

2 – Limited utility

3 – Good to have

4 – Important Feature

5 – Extremely needed

It was found that most of the features were considered important or extremely important by a vast majority of respondents. An in-depth analysis of each of the features is given below.

a. Provision of recycling bins to store recyclable waste.

One of the leading reason recyclables don't get separated from the waste stream is due to a lack of space in Urban housing and societies. Containers were not believed to ease the recycling process since any box can be converted into a container for recyclables. However, this was proved wrong after India's waste management saw a huge adoption of waste segregation into DRY + WASTE after the government provided free bins for waste segregation to residents.

The same was reflected by a majority, where 84.4% believed that provision of separate recycling bins is an important feature or is extremely needed.



Provision of Recycling Bins to store recyclable waste

*(graph 16: importance of recycling bins)*

b. Contactless exchange and reimbursement.

The pandemic has changed the method of operation for a lot of industries. The same changes were expected by the respondents in India's recycling sector.

➢ 55% of the people believe that contactless transaction is a necessity looking at today global condition.
➢ While another 30% of the people said it would be good to have such an option at their disposal.
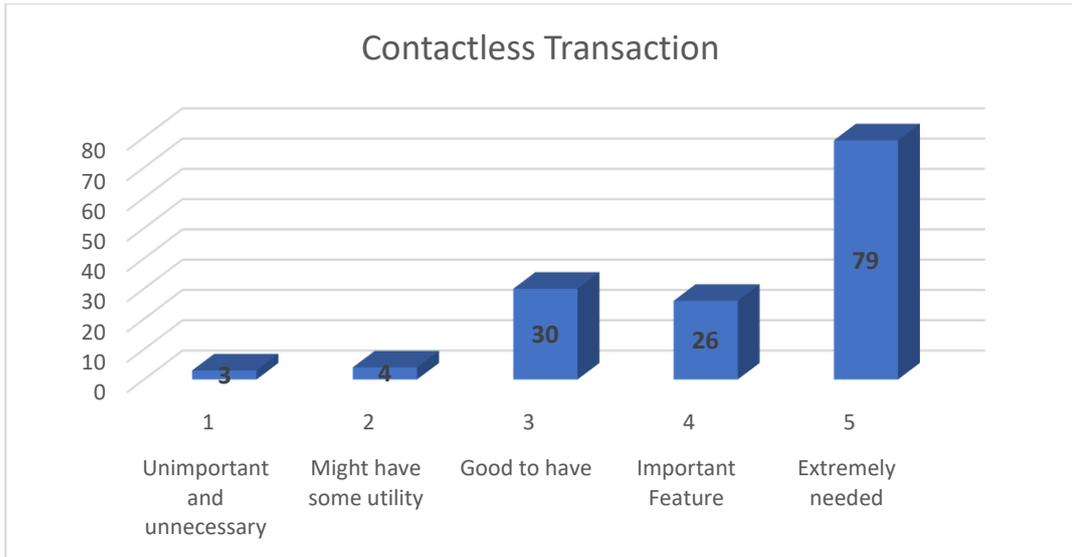
*(graph 17: importance of contactless transaction)*

c.  On-demand collection service.

Urban citizens often have very little time to spare. The old informal sector does on depend on technology for the most part and thus misses out the benefits it brings to a sector.

51.4 % of the respondents feel that an on-demand collection service is extremely needed to ease their recycling process.

Another 41.5% of think that on-demand service is an important feature or would be good to have.
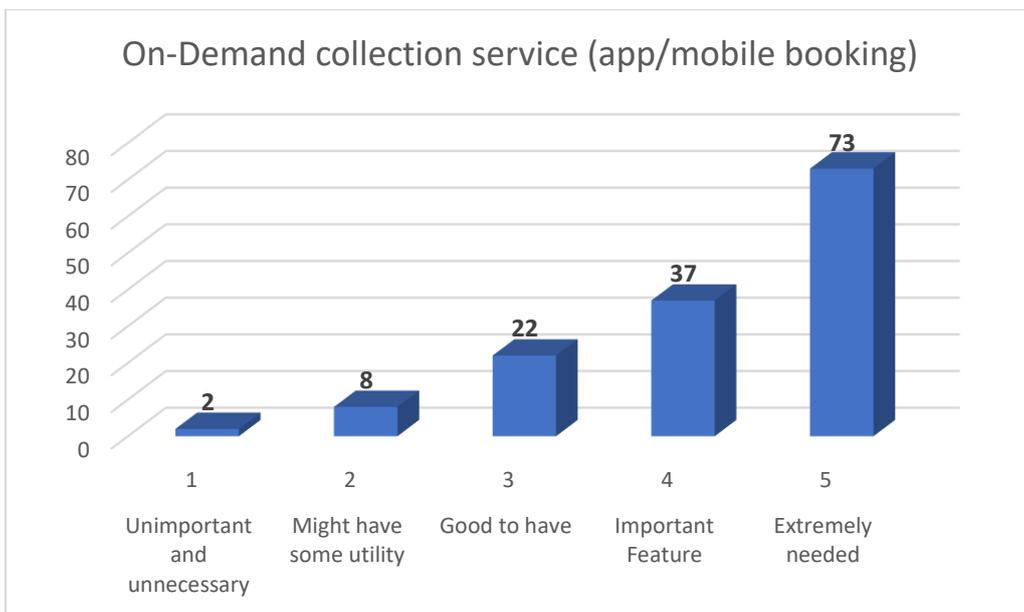
d.  Certified rates and digital weight

81.6% of the respondents feel that they should get fair compensation and thus regard certified rates and digital weighing of their waste as an important feature which is extremely needed.



**Certified Rates and Digital Weighing**

| | Unimportant and unnecessary (1) | Might have some utility (2) | Good to have (3) | Important Feature (4) | Extremely needed (5) |
|---|---|---|---|---|---|
| Value | 3 | 3 | 20 | 39 | 77 |
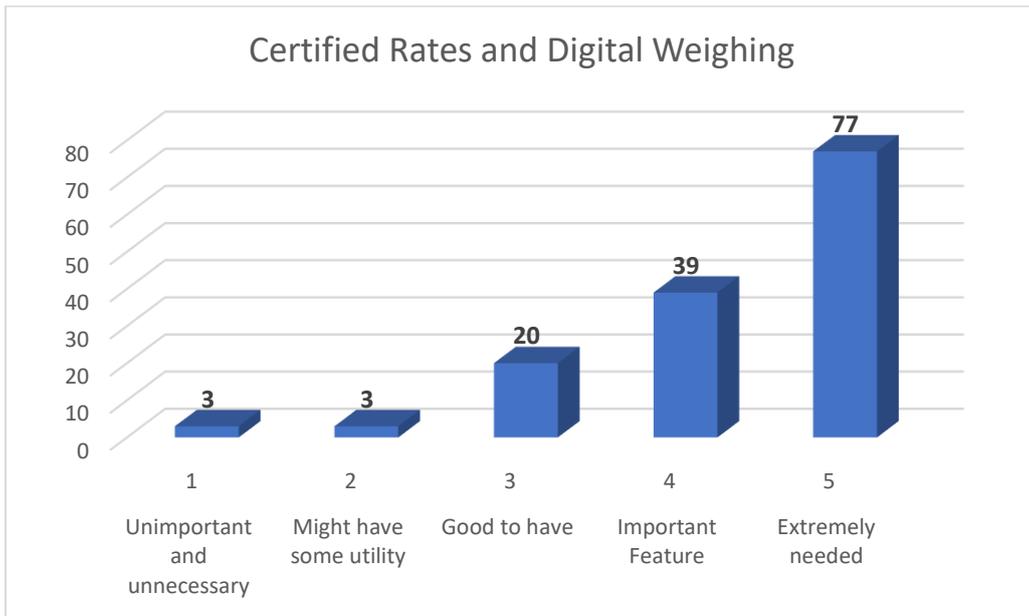
*(graph 19: Importance of certified rates and digital weighing)*

e.  The need for a professional, honest, and transparent service



**Professional, honest and transparent service**

| | Unimportant and unnecessary (1) | Might have some utility (2) | Good to have (3) | Important Feature (4) | Extremely needed (5) |
|---|---|---|---|---|---|
| Value | 0 | 0 | 7 | 25 | 111 |
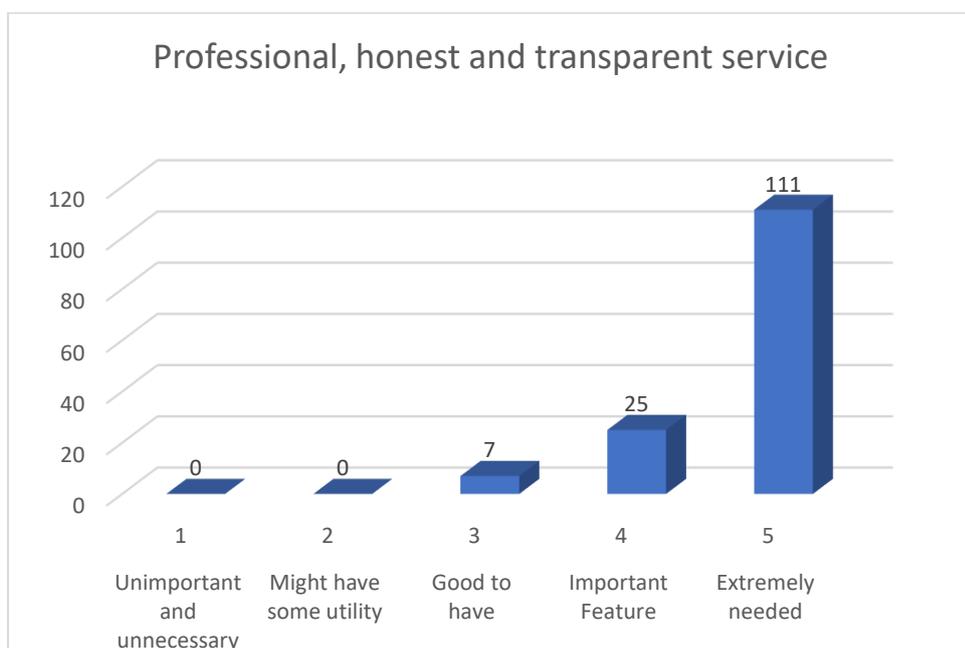
After analysis all the feature it was found that the need for a professional, honest and transparent waste recycling service was the most important feature in easing the recycling process.

This data also re-confirmed the growing dissatisfaction and unmet needs of the urban residents by the current informal service providers.

➢ A staggering 95.7% of the respondents considered this to be an important feature or a necessity in fact.

f.  Getting a higher economic return for their recyclable waste



*(graph 21: importance of higher economic exchange value)*

Urban citizens are not always motivated by small economic gains induced by recycling since they usually have a high stand of living and income.

➢ 18.30% of the respondents do not believe that increasing the economic value of their recyclable waste is important or necessary in easing/ convincing them to recycle.
➢ 16.9% of the respondents thinks it would be nice to get a higher economic compensation for their recyclable waste.
➢ Only 14.7% of the respondents feel that this is an important factor that is missing from the recycling process.

*CHAPTER 5*
**CONCLUSION**

## CONCLUSION

The aim of the study was to understand the current recycling habits and identify the points of friction in the current urban recycling sector. The research also sheds some light on the much-needed improvements that can helping increase the recycling rates in cities.

It was found that only 1 in 10 urban citizens stored their solid recyclable waste separately. A number lagging far behind other developed countries. The reasons for that are many, some highlighted in this report are:

a. The lack of awareness about recycling.
b. Lack of local support from community and authorities.
c. Informal sector with old and obsolete machinery.
d. Lack of innovation with little to no change in the process.
e. Lack of motivation for citizens.
f. Malicious practises and unfair rate/weighting.

Most of the recycling is done via Kabadiwallas and private cleaning agencies. The later emerging out of the dissatisfaction and unmet needs of the urban citizen by the current informal recycling sector. This recycling eco-system with all it is stakeholder and players got an approval rating of 2.7/5. This scarcity and inconvenience in service especially in urban areas is a major barrier for people to start recycling.

Of course, the environmental problems are equally met by the behavioural problems of many urban citizens. The report discovered a huge lack of awareness and the need to enquire about the impacts of one's waste. More than 2/3rd of the respondents have no clue about where their waste ends up or what % of it is recycled.

### SUGGESTIONS

After an in depth understanding of the research conducted. Below are a few suggestions that can significantly improve a city's recycling rate in India:-

➢ A citywide action plan inclusive of both, the municipal corporation and the informal recycling sector (kabadiwallas) should be implemented which will reduce the workload by increasing the efficiency and simplifying the recycling processes.
➢ There should be an increased focus on transferring knowledge related to effective waste management and recycling habits by the local authorities.
➢ The informal sector needs to pivot their day to day operations to fit the urban citizens' needs. This includes an increased transparency while dealing, professional behaviour and avoiding any sort of malicious practices that they might be involved in.
➢ The features listed below can help ease the recycling processing urban areas significantly :-

a) On demand collection service
b) Provision of recycling containers
c) Fair certified rates along with digital weighing
d) Higher economic value of recyclables
e) Contactless transactions
f) Professional, transparent, and honest service.

## APPENDIX

1.Name - optional

2. Do you live in a city?
 -Yes
 -No

3. Age-
- <18
- 18-25 years
- 25-35 years
-35-45 years
- 45-55 years
- 55 years and above

4. Gender –
 -Male
- Female

 4. Occupation-
- Student
- Businessman
-Home maker
- Corporate employee
- Doctor
- Self employed
- Unemployed
-Teacher
- Other

 5. Type of housing layout
- Bungalow
-Flats/apartment
-Hostel

6. Who collects your daily household waste?
  - Private society cleaning service
    - Municipal Corporation
    - NGOs

- Self dispose
- Community dustbin
- Don't know

7. How do you segregate your waste?
- Mixed (1 dustbin)
- Wet + Dry
- Wet + Dry + High value recyclable
- Wet + dry + all recyclables

8. Who is your first 'point of contact' when it comes to recycling your waste?
- Kabadiwalla
- Scrap shops
- Private cleaning agencies
- Private recyclers via internet apps
- NGOs/Waste collection drives
- Informal Waste Collectors

9. Which of the following do you store separately for recycling?
- Paper
- Plastic waste
- Carboard waste
- Glass waste
- Metal waste
- E-waste
- Cloth/ Textile

10. How often do you recycle in a year?
  - Once a year to ten times a year

11. Average amount of waste you recycle each time
 - <1kg
 - 1kg-5kg
 - 5kg-10kg
 - 10kg- 20 kg
 - 20 kg +

12. Have you ever tried to find out where your daily waste ends up?
-Yes

-No

13. How much of your daily household waste gets recycled?
- Yes
- No

14. The biggest reason you don't recycle currently
    - Don't know much about recycling
    - Lack of infrastructure /Local Support
    - Hard to find recyclers
    - Less economic value
    - I recycle completely
    - Covid-19 safety issues
    - Other

15. Provision of Recycling bins to store recyclabe waste
  - On a scale of 1-5 .

16. Contactless Transaction
- On a scale of 1-5

17. On- demand collection service (app/mobile booking)
- On a scale of 1-5

18. Certified Rates and Digital Weighing
- On a scale of 1-5

19. Professional, honest and transparent service
- On a scale of 1-5

20.Transaction history and recycling statistics
- On a scale of 1-5

21. Getting more economic value out of your recyclable waste
- On a scale of 1-5

22. How aware are you about climate change
- On a scale of 1-5

23. How convenient is the current recycling eco-system for you?

- On a scale of 1-5

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DECCAN EDUCATION SOCIETY'S

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

A PROJECT REPORT ON:

## ADOPTION OF ELECTRIC VEHICLES IN INDIA

SUBMITTED TO:

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
(Autonomous)

AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY
PARTIAL FULFILLMENT OF REQUIREMENT OF

BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL BUSINESS (BBA IB)

(2020-2021)

SUBMITTED BY

DEV GUPTA

TY BBA IB(31)

UNDER THE GUIDANCE OF Prof. MANJUSHA WADEKAR

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **DEV GUPTA** ........................................................

..............................................................................................................................

of B.B.A.I.B. Exam Seat No. ......**31**...... has satisfactorily completed the

project work.

Title **ADOPTION OF ELECTRIC VEHICLES IN INDIA** ...................................

..............................................................................................................................

Date : **JUNE 2021**

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I, Dev Ashish Gupta hereby declare that the project work entitled " **Adoption of electric vehicles in India**" submitted to Brihan Maharashtra College of Commerce, Pune, is a record of an original work done by me under the guidance of Prof. Manjusha Wadekar, BMCC, Pune

The results embodied in this project have not been submitted to any other institute for the award degree.

Place:

Date:                                                                    (Dev Ashish Gupta)

# ACKNOWLEDGEMENT

I would like to express my deep and sincere gratitude to my research supervisor, Prof. Manjusha Wadekar, for giving me this opportunity to do research and providing me with invaluable guidance throughout this research process right from the selection of the topic to the very end. I am grateful for her guidance throughout my research work by providing me with her expertise and opinion. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has taught me the methodology to carry out the research as clearly as possible.

I am also thankful to Mrs. Bharati Upadhye, the coordinator of Bachelor of Business Administration Department for providing us the golden opportunity to work on this project and give adequate time to complete the project.

I am also thankful to my family and friends for their acceptance and patience during the discussion I had with them for research work and thesis preparation.

Thank you

DEV GUPTA

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# EXECUTIVE SUMMARY

Pollution is the major concern for every country in the world. Toxic Emissions from ICE ( internal combustion engine) vehicles is the primary source of pollution.

To reduce the primary source of pollution from vehicles, the government is promoting electric vehicles instead of ICE vehicles. Various incentives have been provided to automotive companies as well to the consumers.

Previous studies indicate that factors such as lack of proper charging infrastructure, short driving range, lack of EV's are some that's stopping people from buying EV's.

The government of India has given a call for " Only electric vehicles " by 2030.

This study focuses on Indian consumers perception and attitude towards electric vehicles and if they are ready to buy an EV instead of ICE vehicle. To know what incentives are provided by the government of India.

The respondent in the study are Indian nationals.



Source- google

There are many research done globally but very few in India.

The article is contemporary and examines the different factors that affect a consumer's adoption of an EV.

*CHAPTER 1*
**INTRODUCTION**

# INTRODUCTION

The automobile industry has evolved for almost 100 years and is now gearing up for transformation. With an increase in the price of fuel (petrol & diesel) and the impact of them on environment has called for a change in individual transportation habit.  The Automobile industry is shifting their focus from developing ICE (internal combustion engine) to EV's (Electric vehicle)

When compared to ICE engines, Electric vehicles are more efficient and have very less green house gas emissions and have no noise.

There are three types of electric vehicles:

1) Battery electric vehicle (BEV) - BEV's can be termed as pure electric vehicle. They do not have an engine, fuel tank or exhaust pipe and are entirely powered by electricity. Battery can only be charged by plugging into the external charging point.

2) Hybrid Electric Vehicle (HEV) - HEV's is powered by both petrol/diesel and electricity. The battery is charged by the braking process and can't be charged by plugging into the charging point.

3) Plug in Hybrid Electric Vehicles (PHEV)- PHEV is very similar to HEV except that they have small engine and larger battery and can be charged by plugging into charging point or by braking process. Currently this type of EV is very common in India compared to the other two types.

The Government of India wants the vehicle manufacturers to focus on EV's and has also introduced various incentives in adoption of electric vehicles and plans to achieve 30 % electric vehicles on road by 2030, which appears to be difficult to achieve. The SIAM (Society of Indian Automobile Manufacturer) white paper stated that EV's would make up 40% of car sales by 2030 and 100% by 2047.

The following chart predicts the rise in EV sales in some leading countries.

Electric vehicles' sales penetration is expected to rise sharply after 2030
Europe / U.S. / China / India / Korea / Australia / Japan
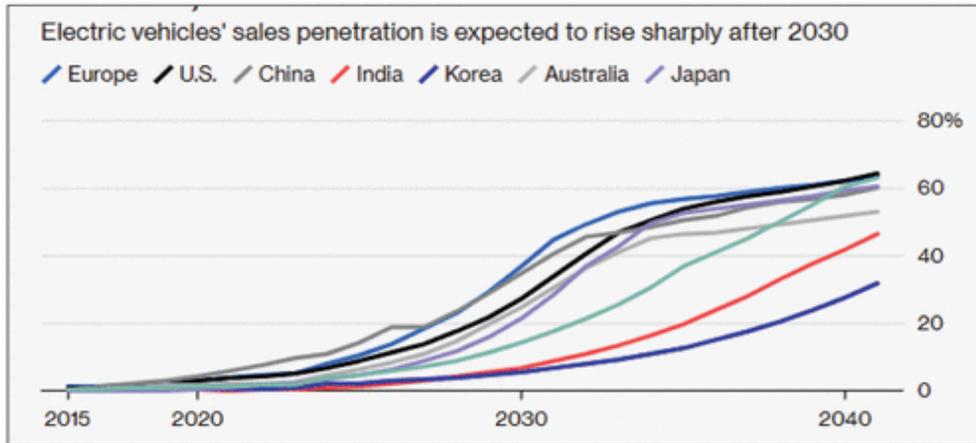
fig1 (source- Bloomberg opinion)

The main objectives of this research are to understand people's perception and attitude towards electric vehicle, to determine if Indian people are ready to buy an Electric vehicle instead of conventional cars, to know the different factors necessary to promote the sales of Electric vehicles.

# CHAPTER 2
# REVIEW OF LITERATURE

## LIERATURE REVIEW

There are many studies done globally to understand consumer's perception towards an EV but very few in India. Studies done in India tells us that the lack of charging infrastructure, price of the vehicle, short driving range, time to recharge the battery are some important factors that's stopping Indians from buying Electric Vehicles.

Previous studies also tell us that factors like government incentives and cost of using electric vehicles strongly promote to the adoption of electric vehicles in India.

Studies indicate range anxiety, the distanced travelled after charging the battery, as the major hurdle to adoption of EV's followed by the lack of charging infrastructure in India.

Currently, EV's are costlier than the ICE (Internal combustion engines) vehicles and if India wants a mass adoption of electric vehicles then the price of an EV should be equivalent or less than the ICE engine vehicles

According to reports, the price of a lithium-ion-battery pack has fallen 89% from more than $1,100/kWh in 2010 to $137kWh in 2020.With the price of battery falling down in coming years, the automakers should be able manufacture and sell electric vehicles at the same price as compared to internal combustion engine vehicles.



Source: BloombergNEF
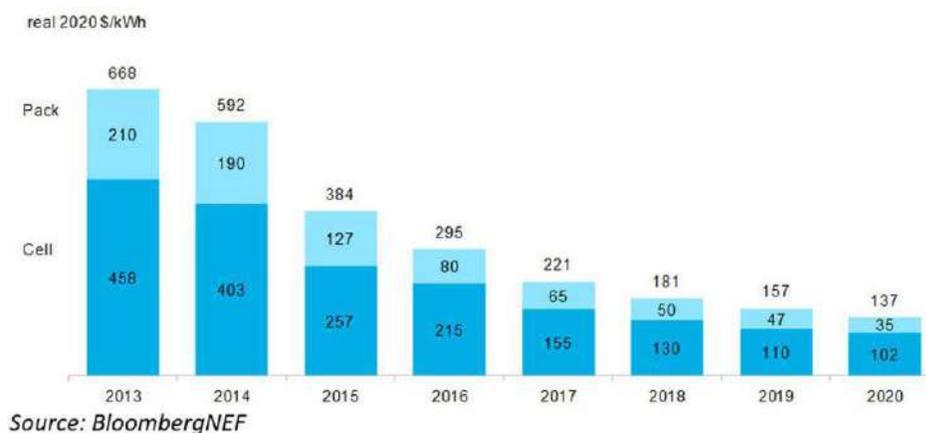
Source- Bloomberg NEF, figure 2

Both range anxiety and lack of charging infrastructure problem can also be resolved by setting up swapping stations in the country. These swapping stations will be used to provide instant recharge for EV's

But the big question is HOW?

Any BEV can drive into these swapping stations and exchange the old drained battery for a fully recharged battery. This process will take only 2-3 minutes and will save time and avoid long charging time.

To bring down the price of electric vehicles, the government of India is going to allow registration of electric vehicles without batteries. As the battery is the major component of electric vehicle and constitutes 30% to 40% of the total cost of vehicle. It creates a pay per use model similar to paying for petrol or diesel.

With the decrease in the price and time taken to recharge the battery, people will shift towards electric vehicles.

Also to promote faster adoption of electric vehicles, the government is planning to invest 10 billion for setting up charging stations for EV's.

As per the scheme, about 2700 charging stations will be set up in metro cities, hilly states, smart cities across India. There will be at-least one charging station in every 3 kilometer. Charging stations will also be set up on highways connecting important clusters. On such highways, the station will be established on both sides of the road at intervals of about 25 kms each.


**Environment concerns-**

India really needs mass adoption of electric vehicles because out of 30 most polluted cities in the world, 21 were in India in 2019. The 51% of pollution is caused by the industries, 27% by vehicles, 17% by crop burning and 5% by fireworks. This 27% of pollution can be reduced by adopting electric vehicles.

Previous studies report that environmental benefits do influence consumer adoption intentions. It was found that people who show concern towards the environment are more inclined to adopt EV's. People who care for environment will adopt electric vehicle.

**Government incentives** -

Incentives provided by the government will encourage people to buy electric vehicles.

Currently, there are three segments where incentives are offered consumer incentives, industry incentives and charging infrastructure incentives. Every state has different policies but many states offer 100% road tax exemption to newly purchased electric vehicles. Government also gives various incentives to automobile companies to encourage the production of EV's. Hence the government is very serious about the mass adoption of electric vehicles. Policies like these are strongly supported while non financial incentives like free parking and toll reduction are not yet supported strongly.

Many reports tell that the government of India is planning to invest 100$ billion to incentivize Electric Vehicle manufacturing in India through its faster adoption and manufacturing of electric vehicles (FAME) scheme.

Not only the government has planned to invest but during the 36th GST council meeting, the government recommended a reduction in GST from 12% to 5% for Electric vehicles and for Electric charging stations and EV charger the GST has been reduced from 18% to 5%.

The government is planning to introduce several tax benefits of up to 1.5 Lakhs on interest paid on loans, with a total exemption benefit of INR 2.5 Lakhs to buy an electric vehicle.

To reduce the material cost of lithium ion batteries, the government has announced custom duty exemptions.

The incentives provided by the government may not be as good as the incentives provided in developed countries but it should probably attract new customers and manufactures in India.

**Use of Block chain in adoption of electric vehicles**

What is block chain?

It is a digital ledger. It records information in a way that is impossible or difficult to hack or cheat the system.

Many researchers believe that EV charging infrastructure can get a boost if block chain is integrated into energy systems.

Data storage and optimization are the clear front runners where this core role is concerned. Battery is the costliest part in electric vehicles and both the battery supplier and the end user will be keen to maintain a record of the batteries condition.  This is where block chain comes and maintains such immutable records and estimates the battery conditions and if the battery doesn't perform how it should, the end user can point the record. Block chain can also be used for other purpose like making payments.

**Electric 2/3 wheelers**

 The focus should be on 2/3 wheelers before electric cars because over 80% of vehicles sold in India are 2 and 3 wheelers.

According to a report, two and three wheeler EV sales accounted for nearly 96% of all EV sales in the country.There are many start-ups who have started manufacturing electric 2 and 3 wheelers in India.

For example- Tork motors founded by Kapil Shelke, is raising funds from major players from auto industry such as the chairman of Tata group - Ratan Tata, Bhavish Agarwal of OLA

2) Okinawa is also a startup which sold over 1000 electric scooters after the lockdown in India.

There are many other startups like Revolt Intellcorp, BatRE, Ather energy.


**Why is the trend for digitalization and technologies related to energy sector in**

**demand nowadays?**

To achieve the 2°C and 1.5°C goals from 2020, emissions must be reduced by an average of 2.7 percent and 7.6 percent respectively per year.

In 2020, the economic losses globally caused by natural disasters accounted for a

total of 268 billion USD, out of which only 94 billion USD is covered by the

insurers.

Expected effects of climate change on global GDP by 2050 under different scenarios

can be seen below:

o -18% if no mitigating action is taken (3.2 °C increase)

o -14% if some mitigating actions are taken (2.6 °C increase)

o -11% if further mitigating action are taken (2 °C increase)

o -4% if Paris Agreement targets are met (below 2 °C increase)

Economies in Asia would suffer the highest. China is at risk of losing 24% of its GDP

in the worst case, US the world 's biggest economy could dip by 10% and Europe

around 11%.

US and China both account for almost 40% of the world 's total GHG emissions.

With China around 27% and the US around 11%

Increased technological factor in the energy sector for better efficiency will help

us in transforming our mindset into a more sustainable one. E-mobility will thus

become an important aspect as it can be a part of the green future i.e. zero

carbon emitting economy. This can be done by using renewable sources to

produce electricity and high tech digitalization will help in using this energy

more efficiently world-wide making E-mobility easily scalable.

**EV collaboration**

To fast forward the mass adoption of electric vehicles, automotive companies are collaborating to share the knowledge and expertise in manufacturing EV's. Ford and Volkswagen are working together while BMW is working with Jaguar and Land Rover, Toyota with Suzuki, Mazda and Subaru. All these collaboration will share research and develop an EV together.

# CHAPTER 3
# RESEARCH METHODOLOGY

# RESEARCH METHODALOGY

In India there are very few EV's on road and people don't have much knowledge about electric vehicles. They don't know the low cost of using an EV as there are not many Electric vehicles available in Indian Market.

The data collection was done through a structured questionnaire. The designed questionnaire was divided into two parts.

The first part focused on the data related to demographic characteristics of the respondents that covered gender, age, occupation.

The second part of the questionnaire measures other factors that tells about the perception and attitude of Indian people towards Electric vehicles

SAMPLE SIZE- Although it was very difficult to determine the sample size.

This research study has 74 valid filled responses

All the respondents are Indian Nationals.

Most of the respondents are from Maharashtra, India.

A google form was sent to the respondents. This method was the most suitable as it avoided any physical contact during the pandemic.

All the data that was collected and analyzed using excel.

# CHAPTER 4
# DATA ANALYSIS AND INTERPRETATION

# DATA ANALYSIS AND INTERPRETATION

Out of 74 respondents, 35 percent were women, and the rest,65 percent, were men.

All the respondent are Indian Nationals.
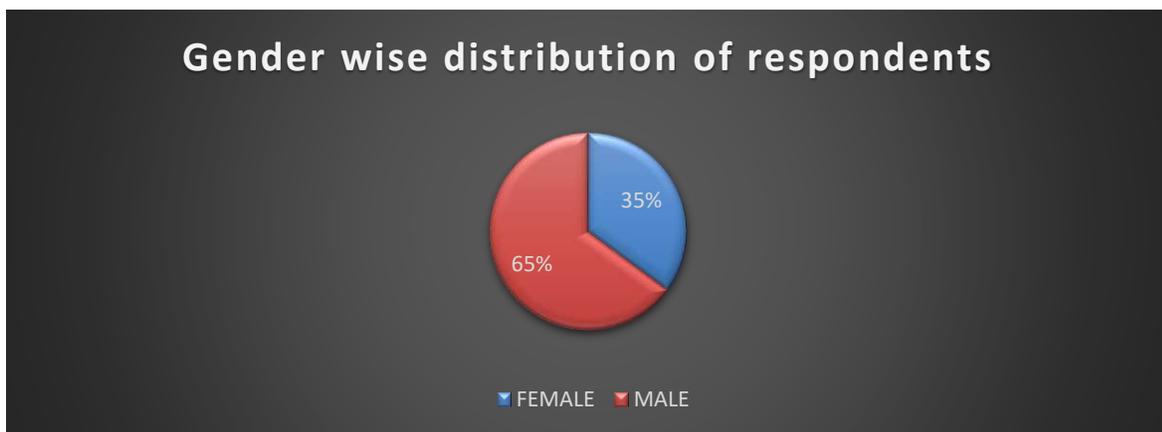


Figure-3

Source: Result of data collection tabulation.
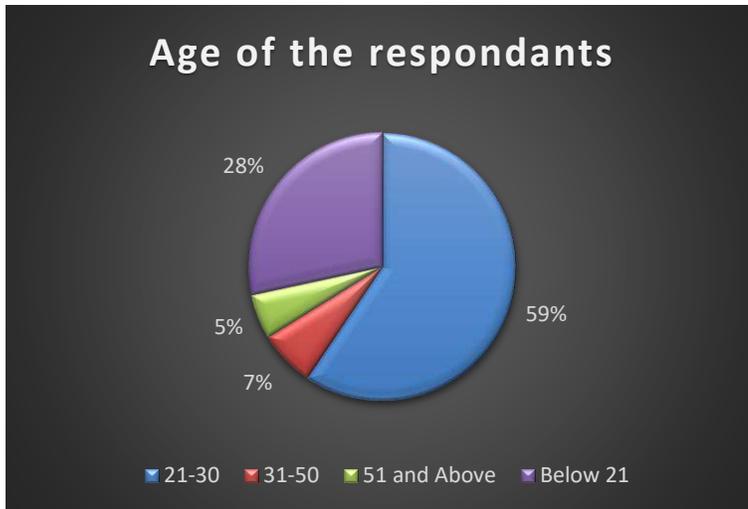
Figure4
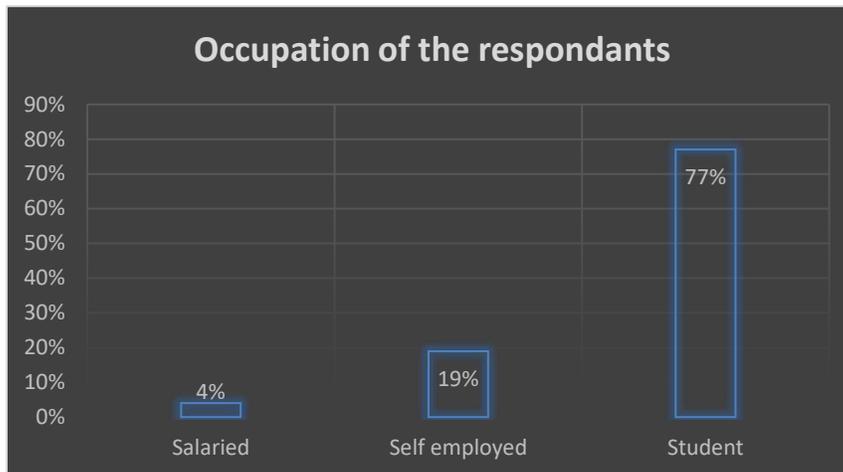


Fig 5

Source- Result of data collection and tabulation.

Figure 4 and figure 5, shows the age and occupation of respondents.

Where majority of the respondents, 59 per cent belong to age group of 21 and 30.

77 per cent of the respondents are students. 19 per cent- self employed and 4% are salaried.
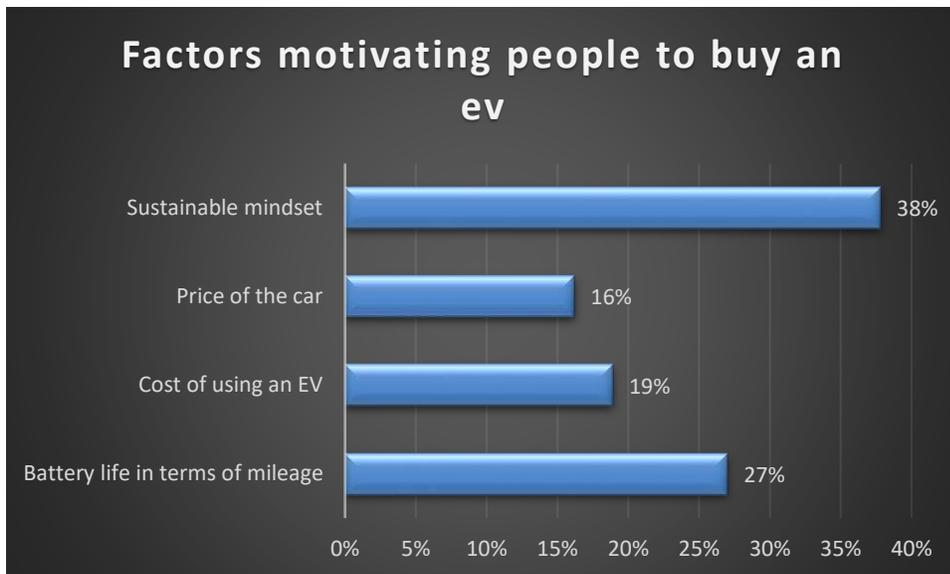
**Fig** 6, source- Result of data collection and tabulation.

38% respondents reported that sustainable mindset is the key in adoption of electric vehicles where 62 per cent reported that other factors like Price, Cost of using an ev, battery life in terms of mileage will play an important role in adoption of electric vehicles.

However, sustainable mindset in actual may not lead to buy an EV.
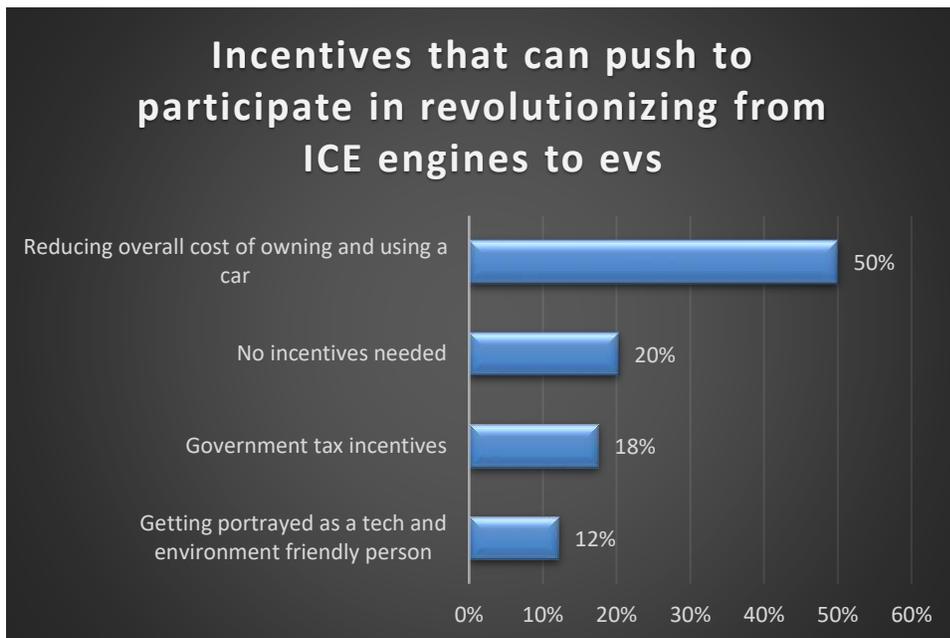


**FIG-7**, source- Result of data collection and tabulation.

When the cost of using an EV will be less or similar to conventional cars, people will opt for electric cars

20 percent of respondent reported that they don't need any incentives while 18 per cent wants government incentives.

Although government incentives will play a very important role in the adoption of electric vehicles.

**Fig 8** – Source- Result of data collection and tabulation .
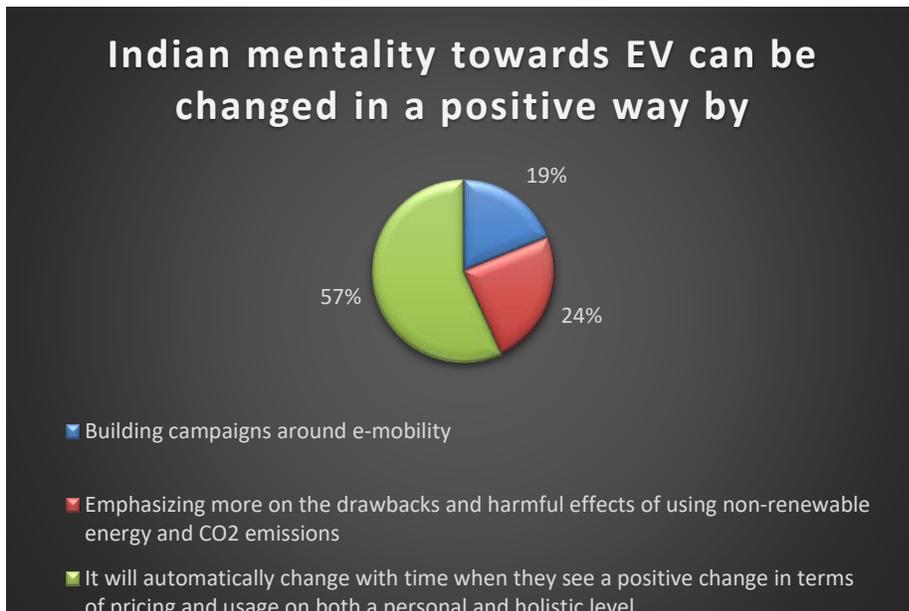


57 % of the respondents reported that Indian mentality towards EV will change with time as they see a positive change in price.

While 24 per cent think emphasizing more on the drawbacks and harmful effects of ICE will change the Indian Mentality.

And 19 per cent think, building campaigns around e-mobility will bring a positive impact on Indian people.

Indian mentality towards EV will change when they see more EV's on road.
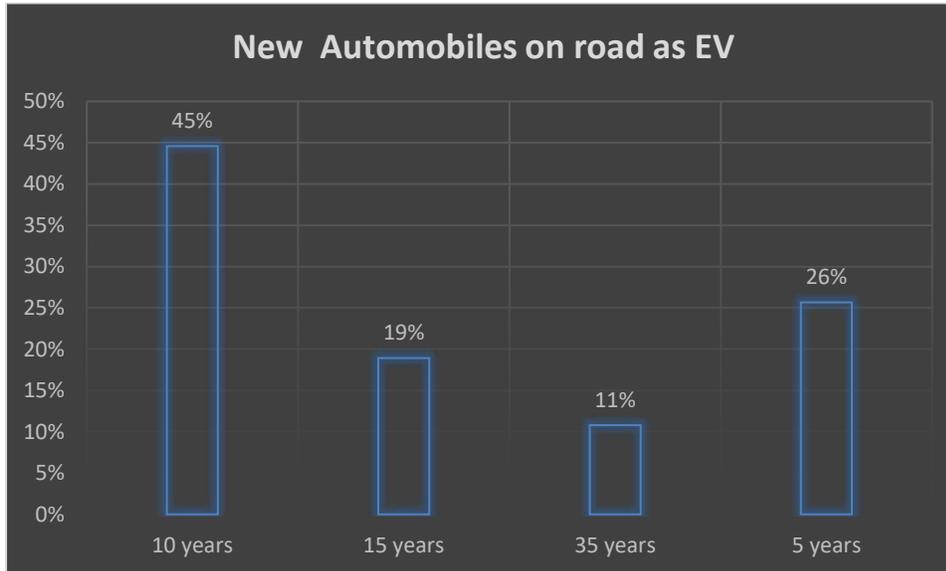
**Fig 9**

Source- Result from Data collection and tabulation.

10 per cent of respondent think that by 2030, there will be new automobile on road as EV.

The government also plans for 30% of EV's on road by 2030.

While 26% think, it will take 5 years, 19 % think it will take 15 years and 11 % of the respondents think it will take at least 35 years for new automobile on road as EV.
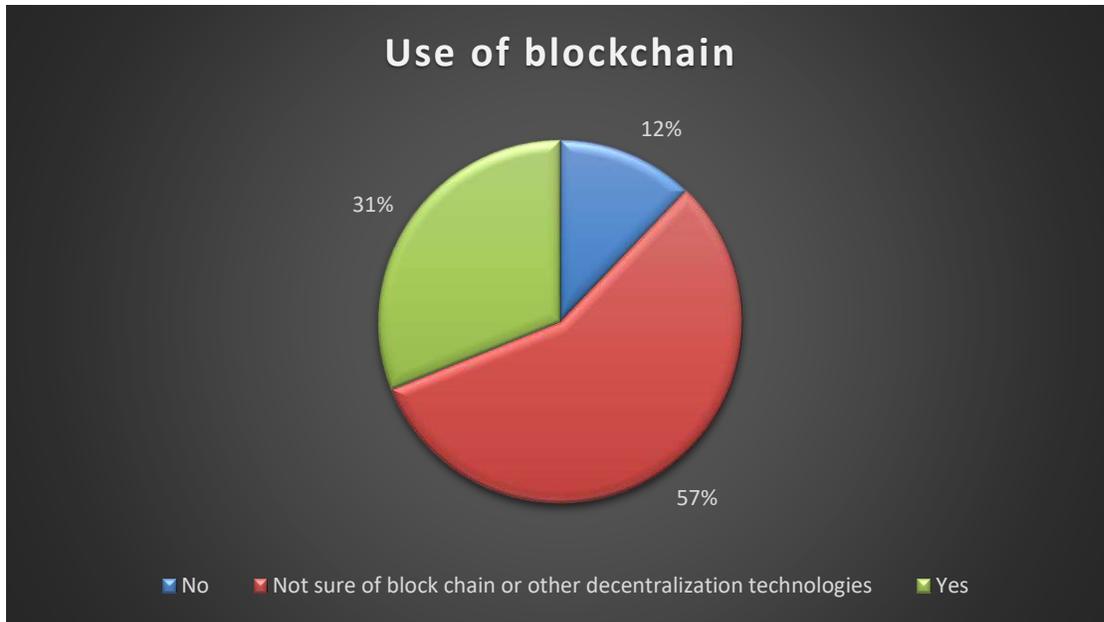
**Fig 10**

Source- Result of data collection and tabulation.

Block chain can really help in adoption of EV's. Only 31% of respondent think the same whereas 57 % of respondent don't know what block chain is.

And 12% of respondent think the opposite.
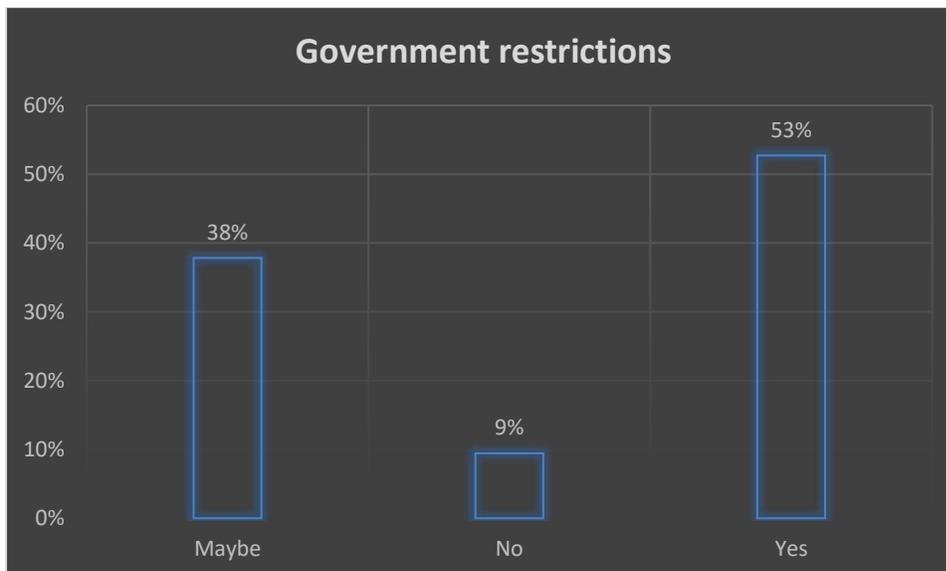


Fig 11

Source- Result of data collection and tabulation.

53% of respondent think government restrictions on ICE vehicles will impact EV sales.

38% of respondent think it may or may not impact EV sales.

9% of respondent think that government restrictions will not impact EV sales.
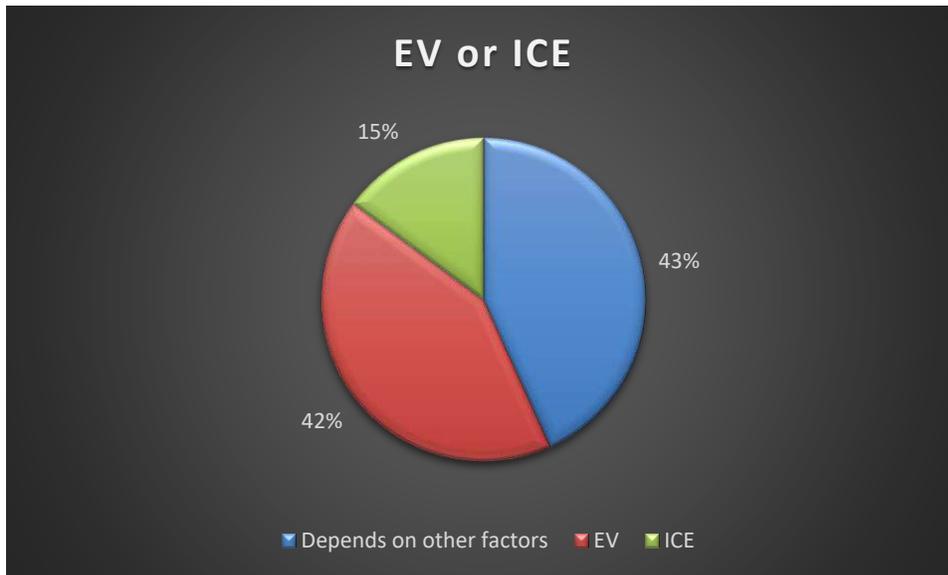


Fig 12

Source- Result from data collection and tabulation.

This figure tells us if Indian people will buy an EV instead of conventional vehicles.

While 42% of respondent chose EV and 43% of respondent said it depends on other factors like charging infrastructure, cost of fuel et cetera.

Only 15% opted for ICE vehicles.

However "intension" to adopt may not lead to an actual buy.
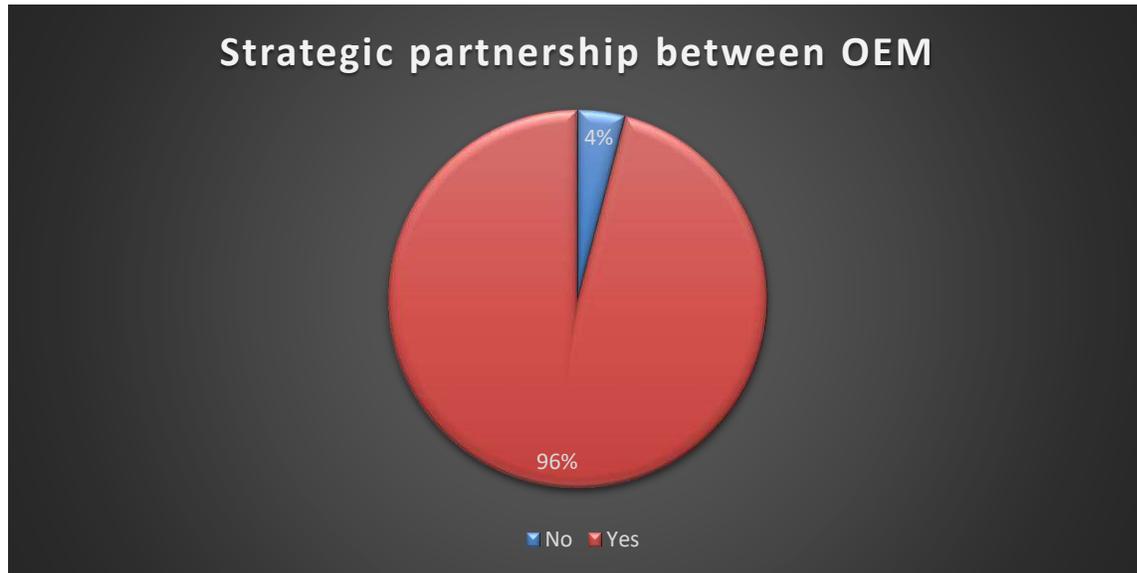
Fig-13

Source- Result of data collection and tabulation.

96% of respondent think strategic partnership between OEM will help in mass adoption of electric vehicles.

With OEM's collaborating, it will help fast forward the EV adoption.
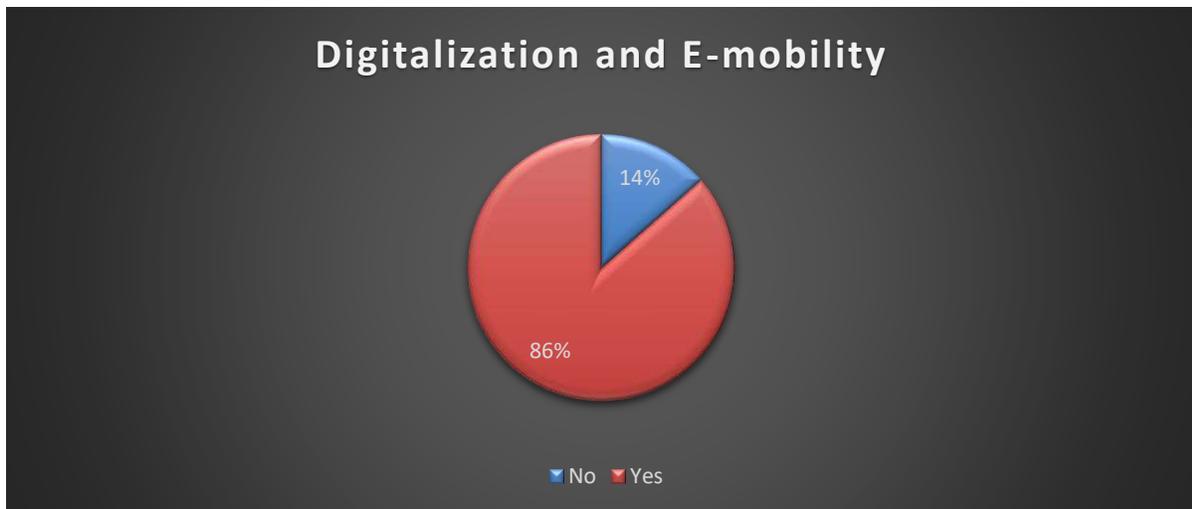
FIG 14

Source- Result of data collection and tabulation.

Increased technological factor in the energy sector for better effciency will help us in transforming our mindset into a more sustainable one. E-mobility will thus become an important aspect as it can be a part of the green future i.e. zero carbon emitting economy.

This can be done by using renewable sources to produce electricity and high tech digitalization will help in using this energy more efficiently world- wide making E- mobility easily scalable.

86 per cent of the respondents think that e- mobility will progress because of digitalization

While 14 per cent of respondent think the opposite.

**BIGGEST CHALLENGE IN ADOPTION OF ELECTRIC VEHICLES**
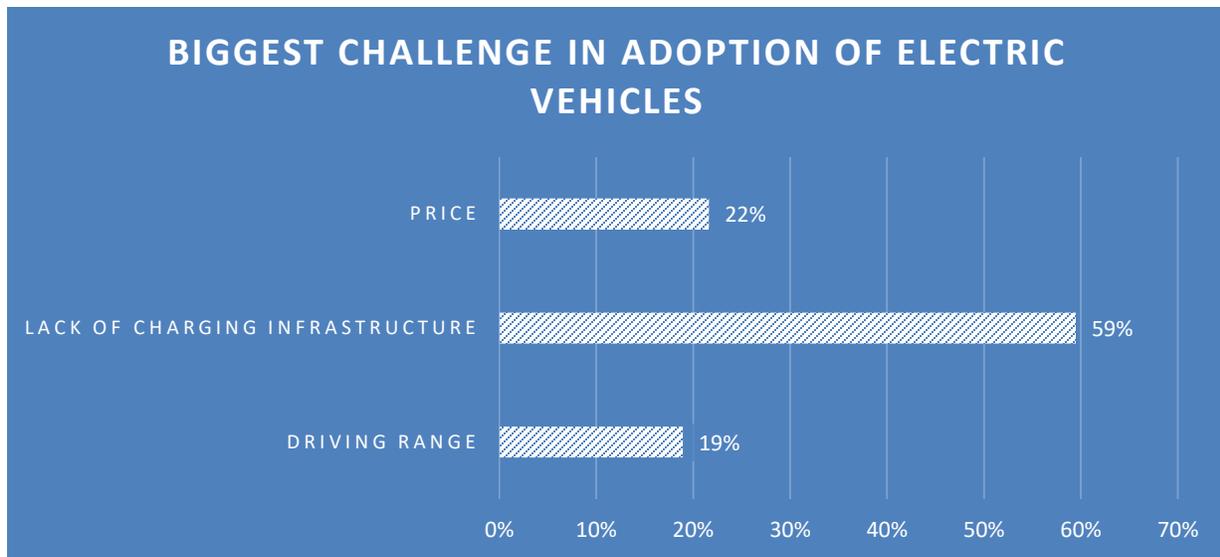
FIG 15

Source- Result from data collection and tabulation.

According to the data collected,59 per cent of the respondent believe that the biggest challenge in adoption of electric vehicles is lack of proper charging infrastructure.

With government investing huge amount of money and providing incentives to automobile companies, lack of charging infrastructure shouldn't be a problem in few years.

22 per cent of the respondent believe PRICE is the biggest challenge in adoption of electric vehicles.

There are only few electric cars avaliable in the Indian market which are priced very high compared to ICE vehicles. For example-You get a compact SUV instead of electric micro car, both priced almost similar.

19 per cent of the respondent believe driving range is the biggest challenge in adoption of electric vehicle. Proper charging infrastructure and swapping method should solve this issue.

The driving range of electric cars have increased. Currently in India there are electric cars which offer a driving range of around 350 to 430 kilometers per charge.

# CHAPTER 5
# CONCLUSION

# CONCLUSION

The study aimed to examine different factors that may push people to adopt EVs, to know the government incentives, people's perception and attitude towards electric vehicles and to see if Indian people are ready to buy an EV instead of ICE vehicles.

Lack of proper charging infrasturcture, high price of the electric vehicle and driving range are some factors that's stopping Indian people from adopting electric vehicles.

While government incentives like 100 per cent road tax exemption and reduction in GST from 12 per cent to 5 per cent and low cost of using an ev as compared to ICE vehicles strongly promote the adoption of electric vehicles.

People in India don't have much knowledge about electric cars as there are not many evs available and the per cent of evs on road is less than 1.

Focusing first on electric 2 & 3 wheeler and then on electric cars may help in mass adoption of electric vehicle in India as 80 per cent of automobile on road is 2 and 3 wheelers.

The government allowing the automobile companies to sell an EV without battery will help reduce the overall cost of vehicle as battery constitutes 40 to 50 per cent cost of vehicle.

Setting up battery swapping stations will help in adoption of electric vehicles as it is very similar to how you pay for petrol/diesel and also reduces the time taken to recharge the battery.

The survey tells that 42 per cent of the respondents are ready to buy an EV, However "intention to buy may not lead to an actual buy"

Also according to the survey conducted, the biggest challenge in adoption of electric vehicles in India is the lack of charging infrastructure. Although government of India has planned to set up 2700 charging stations in few years.

Study also found that people belonging to the age group 21 – 30 are more inclined towards electric vehicles instead of combustion engine vehicles.

Currently, Adoption of Electric vehicles in India is in a nascent stage.

# APPENDIX

1.Name - optional


2Age group-

Below 21,   21 to 30  , 31 to 50  ,   More than 50


 3 Gender – Male     Female


 4. Occupation-  Self employed , Salaried, Student, Retired


 5 What factors will motivate you to buy an EV
   - Sustainable mindset
   - Price of the car
   - Battery life in terms of mileage
   - Cost of using an EV
   - Others- If yes then please


6 Incentives that can push you to participate in revolutionizing the movement from IC engines to electrical
   - Government tax incentives
   - Getting portrayed as a tech and environment friendly person
   - Reducing overall cost of owning and using a car
   - No incentives needed

7. Indian mentality towards EV can be changed in a positive way by-
   - Emphasizing more on the drawbacks and harmful effects of using non-renewable energy and $CO_2$ emissions
   - Building campaigns around E-mobility
   - It will automatically change with time when they see a positive change in terms of pricing and usage on both a personal and holistic level


8. How long do you think will it take for India to have all the new automobiles on road as EV?
   - 5 years
   - 10 years
   - 15 years
   - 35 years


9 Can decentralization technology such as block chain be of use when it comes to building up

EV charging units?
  - Yes
  - No
  - Not sure of block chain or other decentralization technologies.


10 Can government restrictions and laws on low carbon footprint and more focus on sustainable development implement a change in the mindset of Indians?
  - Yes
  - No
  - Maybe


11 If given an option of buying an EV or an ICE vehicle where both of which have the same buying cost. Which one would you prefer?
  - EV
  - ICE
  - Depends on other factors - If so, what are they


12 Since nowadays the trend for digitalization and new technologies related to energy industry is booming for better efficiency of the system, do you think e- mobility will also progress rapidly because of it?
  - Yes
  - No


13 Do you think Strategic partnership between OEMs and organizations could fast forward the implementation of this E- mobility revolution?
  - Yes
  - No


14. What according to you is the biggest challenge in adoption of electric vehicles
  - Price
  - Lack of proper charging infrastructure
  - Driving range
  - All of the above

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**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**



**PUNE-411004**

**A PROJECT REPORT ON:**

**GROFERS vs GROCERS : CONSUMERS POINT OF VIEW.**

**SUBMITTED TO**

**SAVITRIBAI PHULE PUNE UNIVERSITY**

**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE**

**BACHELOR OF BUSINESS ADMINISTRATION**

**INTERNATIONAL BUSINESS (B.B.A. I.B.)**

**(YEAR 2018-2021)**

**SUBMITTED BY**

**GARIMA**

**CHATURVEDI**

**UNDER THE GUIDANCE OF**

**PROF. MANJUSHA**

**WADEKAR**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **GARIMA CHATURVEDI**

...............................................................................................

of B.B.A.I.B. Exam Seat No. **18** has satisfactorily completed the

project work.

Title **GROFERS vs GROCERS: CONSUMERS POINT OF VIEW**

...............................................................................................

Date : **JUNE 2021**                                               Place - Pune

Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004

External Examiner     Internal Examiner     Principal     B.B.A.I.B Incharge

# DECLARATION

I hereby declare that the project work entitled **'GROFERS vs GROCERS : CONSUMERS POINT OF VIEW** 'submitted towards partial fulfilment of requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS** is a record of bonified project work carried out by me under the guidance of **PROF. MANJUSHA WADEKAR**. I further declare that this is my original work, and the dissertation has not formed the basis for award of any degree, associate ship, fellowship, or any similar title to the best of my knowledge.


**GARIMA CHATURVEDI**

# ACKNOWLEDGMENT

I have taken efforts in making this project. However, it would not have seen light of the day without the kind support and help of many individuals. I would like to extend my thanks to all of them.

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I am thankful towards our Head of Department, Bachelor of Business Administration in International Business, Mrs. Bharati Upadhye for her constant encouragement and wholehearted support.
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**GARIMA CHATURVEDI**

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# EXECUTIVE SUMMARY

The retail sector is one of the fastest growing sectors in India. It is one of the backbones of the economy and accounts for about 10 percent of the country's GDP. The Indian retail market is estimated to be valued at US$ 600 billion and one of the top five retail markets in the world by economic value. The growth of retail sector in India is one of the fastest globally. Indian consumers are very particular about their products. The consumer choices vary based upon their preference towards online shopping versus offline shopping. The internet and traditional shopping both have their own advantages and disadvantages. Online shopping does not require traveling long distances, offers more variety, remains functional 24*7, offers huge discounts and extend the facility of customer reviews. On the other hand, traditional shopping allows customers to physically examining products which otherwise online shopping lacks. Consumers may be use both the online and traditional mode of shopping depending on their preferences at a particular moment, which results in fundamentally different behaviors across the two modes of shopping. This article attempts to throw some light on the differences emerging out of online shopping behavior and offline shopping behavior. Shopping has changed because of the influence of technology with most people preferring online shopping to the traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping & physical store shopping and consumer behavior towards these modes of shopping.

# CHAPTER 1

# INTRODUCTION

# CHAPTER 2

# LITERATURE REVIEW

# CHAPTER 3

# RESEARCH METHODOLOGY

# CHAPTER 4

# DATA ANALYSIS &

# INTERPRETATION

# CHAPTER 5

# CONCLUSION

# APPENDIX

Questionnaire for the survey.

1. Name

Options: Please explain

2. Age

Options: 1) 15-25  2) 25-35  3) 35-45  4) 45-55  5) Above 55

3. Gender

Options: 1) Male  2) Female  3) Other

4. Marital Status

Options: 1) Married  3) Unmarried

5. Occupational Status

Options: 1) Student  2) Homemaker 3) Employed  4) Retired  5) Other

6. Average annual income

Options: 1) Up to 2 lacs  2) 2-4 lacs  3) 4-6 lacs  4) 6-8 lacs  5) Above 8 lacs  6) Not applicable

7. Which of the following format do you prefer to make a purchase?

Options: 1) Online sites [Such as Grofers, Big basket]  2)Kirana stores [offline general stores]

8. Reasons to shop from Kirana stores [If chosen]

Options: 1) Easy exchange and returns  2)  Personal quality assurance  3) Easy of payment and credit facilities  4) Fast access to necessities

9. Reasons to shop from online sites [If chosen]

Options: 1) Home delivery  2) Better efforts and discounts  3) Proper sanitization and care 4) Wide ranges and choices  5) Save time and efforts

10. How many members are there in your family?

Options: 1) Less than 3  2) 3-5  3) 5-8  4) More than 10

11. Do you think online shops and delivery services are convenient?

Options: 1) Very convenient 2) Somewhat convenient 3) Maybe / Cannot say 4) Little convenient 5) Inconvenient

12. How often do you shop?

Options: 1) Everyday  2) Once a week  3) Once a month  4) As required

13. Rank the following important factors when you decide to buy a product.

 Options: 1) Price  2) Quality  3) Brand  4) Habits  5) For the look and feel of the product
     6) Dietary information

14. What is the maximum distance you are prepared to travel to your preferred store?

Options: 1) 0-10 minutes  2) 10-20 minutes  3) 20-40 minutes  4) 40-60 minutes

15. How have the pandemic affected your buying behaviour of day-to-day groceries/products?

Options: 1) Shifted from general stores to online sites 2) Continued shopping from general store 3) Shifted from online sites to general store 4) Continued shopping from online sites.

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# INTRODUCTION

The fundamental issue which arises in front of a consumer when he/she embarks on buying something is which mode of shopping they should choose to satisfy themselves. There are both online and the traditional brick and mortar shops available to fulfill their purchase interests. This abundance of choice available for consumers has thrown up a serious challenge for companies regarding the way they should target consumers to maintain competitive advantages. In the developed countries like the United States, it has become almost a norm to make purchases on the online platform specially for apparel products. However, in a developing country like India, majority of people still depend on the brick-and-mortar stores to make purchases in different categories. Although in the last few years, online shopping has become quite a craze among the masses specially among the teenagers and youngsters, in absolute numbers, offline shopping is still way ahead of its online counterpart. In the present-day context, learning and analyzing consumer behavior is extremely vital for the success of a business, be it online or offline. Consumers drive the market. All the business activities are carried out keeping in mind the interests of consumers. Online shopping, which is a recent phenomenon in the Indian context has gathered steam in the last few years backed by increasing penetration of internet has resulted in consumers spoiled for choice. Internet is helping the promotion of products through online advertisements. The healthy competition between the online stores and the offline brick and mortar counterparts have ushered in a new era where consumers can pick and choose the medium of shopping to fulfill their shopping interests. Some of the key differences between the two mediums of shopping are the means of gathering product information, perceived risk, and the ability of consumers to access similar kinds of products according to their preferences. Nowadays we live in a world where the technology is rapidly growing. Complex systems as internet have an enormous impact on our daily life. Almost all people have access to the internet and make use of it for numerous things such as paying bills, phone someone or shopping. Most people buy a lot on the internet, such as books, clothes, and multimedia, however, groceries are not very popular in comparison with other products; the online shopping rate for groceries is below the average online shopping rate. In addition to this, according to consumers have six positive associations with traditional grocery shopping like meeting other people and animations while they have fifteen negative associations such as waiting lines, no parking space, and old people. When consumers buy their grocery sales online, many of these negative associations could be avoided

# LITERATURE REVIEW

Shopping is an action in which a customer fined the obtainable goods or services. It is the process of purchase items in swap for money. Now days there are two mediums available for shopping. These media are online and offline shopping. Online shopping is one of the most well-liked ways to make purchase. It is act of purchase products or services over the Internet. An offline shopping is a traditional way of trade armed forces or products. It depends upon a person which medium they go after for shopping. It is an era of technology, so people want to take the advantage of that thing and prefer online shopping but still there are some persons who do not trust online sites and prefer offline shopping. This document shows the Customer awareness towards online and offline shopping and find out those factors which power the shopping medium of the consumer whether it is online or offline shopping.

## 1.1. Online Shopping

Customers can browse a Goods or services of interest by visiting the website of the retailer directly or by searching among another option using a shopping search engine. As of 2016, customers online shopping usage a range of different computer devices, including laptops, tablet computers and smart phones.

**Factors Affecting Online Shopping**- Online shopping becomes related in the last decade. The type of business online seller is doing is proof sufficient that they are given that some benefits to customer which offline shopping does not provide to the customer. These are the factor distressing online shopping:

**Risk:** When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we know that lot of risk is involve while trade an online product whether it will reach us on correct time or not is also a concern and there may arise a risk of product size and color as it may be different in real view or sense. Sometimes the product ordered is kind of damaged.

**Convenience:** Online shopping is much more suitable than offline shopping. Instead of taking out your motor vehicle and visit shop to shop you can just sit at your house and do the shopping. It is suitable to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment procedure is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of option over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributers. Online shopping is convenient in its real sense as it does not carry any dealing with issue of ask for necessary items or issues of asking for desired kind of items which help in avoiding the part of coming up, asking, questioning about the product.

**Pricing strategy:** Online retailer gets an inherent advantage in pricing as they do not have to bear expenses like store rental fee, bills etc. They can pass their price straight to customer and generally offer a lower price to buyer than offline market. Even when delivery charge is included than also it is better than the offline shopping. Therefore, determine the stage of online shopping. Lower the price- superior the mood to demand, higher the price – lower the demand. Price of any product also influences the purchasing power of any specific buyer. Consumer usually prefers kind or standard price with good quality and do not want to pay out or expense lot for any kind of things. So, buying and selling both are concurrently affected by the cost of manufactured goods.

**Quality:** The quality of product at online site and offline stores varies a lot and then this determines the frequency of online shopping. Quality also carries good distressing nature over any kind of shopping. As customer or buyer want to have a good quality of product as they spent their huge sum of currency. In general, qualities are a primary need over any variety of purchasing as it somewhat safe or give a good sense of buying or type of assurance about the product chosen.

**Online trust:** It depends on buyer perception whether they trust a particular site and its product and services. Therefore, the frequency of online shopping also depends upon whether they trust a particular site or not. People are unusual in their nature and thoughts; people trust online trade people is in fear of online dealing. Trust carries a lot of points examples- trust regarding the same product size quantity weight and security etc.

**Delivery time:** The product ordered by the buyer in online shopping take a minimum of six to seven days to deliver the product to the buyer. But in offline shopping the control of the goods is immediately transfer to the buyer. So, this is a main issue which affects the online shopping. People want a good delivery time; they prefer to get a product in a preferred time or in short time of period. Duration is the second major issue affecting the demand of product.

**Variety:** The kind of selection that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the whole major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store. Online and offline together shopping provides variety of choice from various brand.

**1.2. Offline Shopping**- Offline is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor.

**Factors Affecting Offline Shopping**
**Less number of choices:** present are limited numbers of choice when it comes to offline shopping. A lot of variety is limited. The range of goods available in the shops are limited. Sometimes, the stock is old and are up for reduction and sale. Basically, in offline or any store we get less numbers of options as it consists of manual work. We must choose in that smaller number of equipment due to manual factor.

**Time consuming:** It takes a lot of time to go shopping to a store. Distance from house

or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other goods.

**Information:** What generally happens is that the information provided by a shopkeeper is not correct. Also, this information does not always suit our needs. And we buy products according to what they say when we ourselves do not have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers

**Bargaining:** In offline store a buyer can do physical bargaining to the seller unlike shopping online. In online shopping a buyer cannot do bargain as the price of the product is fixed. a few of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

### 1.3. Comparison of online and offline shopping in light of five stage consumer decision making model:

Even though online and brick and mortar shopping channels are two entirely different mode of shopping, the five-stage consumer decision making model is equally applicable for both the mode of purchase. Let us discuss each of the five-stage consumer decision making model below:

**Need recognition:** Irrespective of the mode of the purchase, most decision making starts with some sort of problem. The consumer feels a difference between the present stage he/she is in and the ideal stage he/she wants to be in. That missing thing which can satisfy the customer's dissatisfaction, is the need of the customer. Marketers need to identify this stage and offer products and services as per the requirement. For example, if a customer needs to buy a new set of dress to attend an upcoming marriage ceremony, then this is the need of the customer.

**Information search:** Most of us are not experts on everything around us. In this stage we evaluate the products and services which can satisfy our needs. Apart from our friends, family members and neighbors, nowadays we can look for information on the websites as well. The major difference between online and offline shopping regarding this particular stage is the search cost involved in it. Whereas in case of offline shopping, it's time consuming and physically demanding, in case of online shopping, the search cost is extremely low and it's a matter of pressing some keys. This is the stage where risk management commences. Consumers evaluate the pros vs cons of purchasing a product. Since customers remember good experiences over bad ones more, it's advisable to spend considerable amount of time on this stage as customers do not want to regret later about the decision they made regarding purchase of a certain product or service.

**Evaluation of alternatives:** This is the stage where products and services are compared with each other to choose the best ones available. Now this decision is subjective as consumer choice varies from person to person. One advantage online shopping company have over their brick-and-mortar counterparts is the variety of products available online. Due to the higher varieties, customers have more options to choose from. Apart from that, the customer review option available online helps customers to go through the reviews and choose for themselves from the alternatives available. But one advantage of offline shops in this aspect is the tangibility factor. Customers can touch and feel the product. They can also get a firsthand demo and try it on themselves. They can also interact with the salespeople

of the store. That helps them to make informed choices.

 **Purchase:** This is the stage where products and services are purchased after deliberations. In case of offline shopping, products and services can be used immediately, whereas in case of online shopping, customers have to wait for the courier company to deliver the product. In case of services like software's, it can be downloaded directly from the websites and can be used. At this stage a customer has either assessed all the facts and come to a logical conclusion, decided based on emotional connections/experiences or succumbed to advertising/marketing campaigns, or most likely a combination of all of these has occurred.

 **Post purchase evaluation:** The review stage is a key stage for the company and for the customer likewise. Did the product deliver on the promises of the marketing/advertising campaigns? Did the product match or exceed expectations? In case the customer is not satisfied with the product and want a replacement for it, he/she needs to act differently online and offline. In case of a brick-and-mortar shop, the replacement can be obtained by visiting the shop during the scheduled working hour. Whereas in case of an online shop, it requires calling up the customer care to lodge a complaint, waiting for the courier company to pick up the product and wait for the replacement to arrive.


### 1.4. Comparison of online and offline purchase based on certain parameters:

**Convenience:** Now, that is one of the benefits of purchasing through online medium. Unlike in case of offline purchase, in case of online shopping, consumers do not need to travel all the way to the brick-and-mortar shop, jostle with other consumers during festive seasons rush and face difficulty finding proper parking space for their vehicles. Online shops are open 24*7 and products are delivered to the residences or offices of the customers according to their choice. So, a consumer can just wake up in the middle of the night and place an order for a smart phone or some apparels. This is one of the major reasons for the popularity of online shopping.

**Variety:** An online shop is a customer's delight. No offline shop can offer as many varieties in different product categories as an online shop can. Since online shops do not have to bother about space crunch, they can make available large varieties of product at the same place. This large variety gives consumers vast choice which was not available before the advent of this medium.

**Consumer review**: This is one of the benefits of the online shopping which helps the prospective customers to learn about the performance of products from somebody like them even before they can lay their hands on the products. Once a product is purchased by a customer through an online store, the customer is requested by the shopping company to upload their experiences with the product on the portal so that customers other customers can read that and decide for themselves if they want to purchase it or not. That helps customers to choose the best products for themselves.

**Comparison shopping:** As customers, we like to visit few shops before purchasing a product. In case of offline shopping, that means physically traveling to each shop to check out the products. That is both time consuming and physically demanding. But in case of online shopping, we can effortlessly pull up number of online shopping sites on our devices and compare the products on them. Based on the comparison and best deal available, we can decide to purchase from a particular site.

**Discounts:** This is one of the major reasons for consumers specially youngsters purchasing online. Since online sellers do not need to go for costly decoration of their shops, employ large number of salespeople and due to disintermediation, they can offer products and services at a considerable number of discounts compared to their brick-and-mortar counterparts.

**Availability of unique products**: Nowadays it has become almost a fashion for manufacturers of electronic devices and other product categories to launch their brand-new products exclusively on a particular shopping portal. These products are not at all made available in any offline shops and only the specific online portal gets the exclusive right to sell the product.  In that case, customers are left with no options but to purchase these products on that portal.

**Tangibility and trialability:** That is one of the draw backs of online shopping. In case of brick-and-mortar stores, customers can touch the products, feel the products, can get a first-hand demo and in case of apparels try it out on themselves before purchasing them. Whereas online portals offer customers only the pictures and specifications of products which might not be sufficient in some cases to undertake informed buying. Even though nowadays some of the e-tailers are offering free trials upon delivery where a customer if not satisfied with the product or service, can return it immediately. Despite of that, this is one area which will always hand an advantage to the offline stores against their online counterparts.

**Shopping experience:**  It is said, shopping is not only about just going through the motion and making the purchase.  The shopping process itself, where we sift through products and feel the colours, textures and feel them can be extremely enjoyable.  Apart from that, shopping in India is known to be a family outing on weekends or holidays where the entire family goes out together, purchase products, catch some movies, visits a restaurant to take their meals. It becomes virtually a get together for families on weekends or holidays which otherwise is not possible because of hectic work schedules of the family members. Online shopping cannot offer similar experience. You might be able to purchase products more easily online, but the experience of spending valuable times with your family members is something which cannot be replicated by them.

**Delivery of products**: Unlike in case of brick-and-mortar shops where upon purchase, customers can immediately use the products, in case of online shopping, there is considerable amount of lag time between placing the order and delivery of products which sometimes can extend unto weeks. As a result, products which are of immediate use, cannot be purchased online. To tide over this problem, online portals have started offering same day delivery or next day delivery of products as premium services in exchange of certain extra payments.

**Return of products:** That is something which always pulls down online shopping companies. Whereas in case of offline shops customers can visit the respective shop to exchange their products if not satisfied, in case of online shopping it entails calling up customer care, waiting for the courier for reverse logistics, getting the money back or getting the products exchanged. Sometimes the entire process might take an entire month. Even though most of the online shopping sites offer money back guarantees or product exchange facilities, the experience could be harrowing.

# RESEARCH METHODOLOGY

The research is based on studying online and offline grocery stores. Primary data was chosen to collect the data that were used in analyzing the research study. Primary data was obtained through questionnaire given to respondents.

A structured questionnaire was distributed to people of various age groups via emails, WhatsApp groups, and other social media means. The purpose of questionnaire was to understand and analyze the knowledge poses by the individuals with respect to the topic. As the survey was intended for various age groups, the sample size of potential respondents was 70 individuals. The respondents were given 1 months to answer the survey. The participation to the survey was completely voluntary and anonymous, and the questions were in English.

To ensure the validity and reliability of the research method, the questionnaire was refined by the researcher. Friends and family were consulted to gain insights into formatting of the questions and relevance. Finally, before sending the survey, the researcher consulted the project supervisor and after a few alterations the survey was approved by the project supervisor. The data collection from the research is done by presenting and analyzing actual numerical and qualitative data from the survey. For reliability, ideally the sample group should consist of as many respondents as possible. The respondent amount consisted of 60 respondents, which perhaps does represent a large enough sample group, hence will not potentially affect the reliability and validity of the research.

The information collected for the literature review consists of papers, news articles and information available on the internet about online and offline grocery stores.

The researcher wants to specifically bring to attention the limitations that affected the choice of methodology. The research was conducted during an ongoing pandemic, the researcher's original idea was to contact the general stores and supermarkets.

# DATA ANALYSIS & INTERPRETATION

In this section findings from the surveyed questionnaire are presented and aims to analyses the results together with the theoretical framework discussed in the empirical part. The total number of participants was 60 out of a possible 70, meaning that the total percentage of respondents who took part in the survey was 85.71%. The survey consisted of 14 questions.

**QUESTION 1:** Age
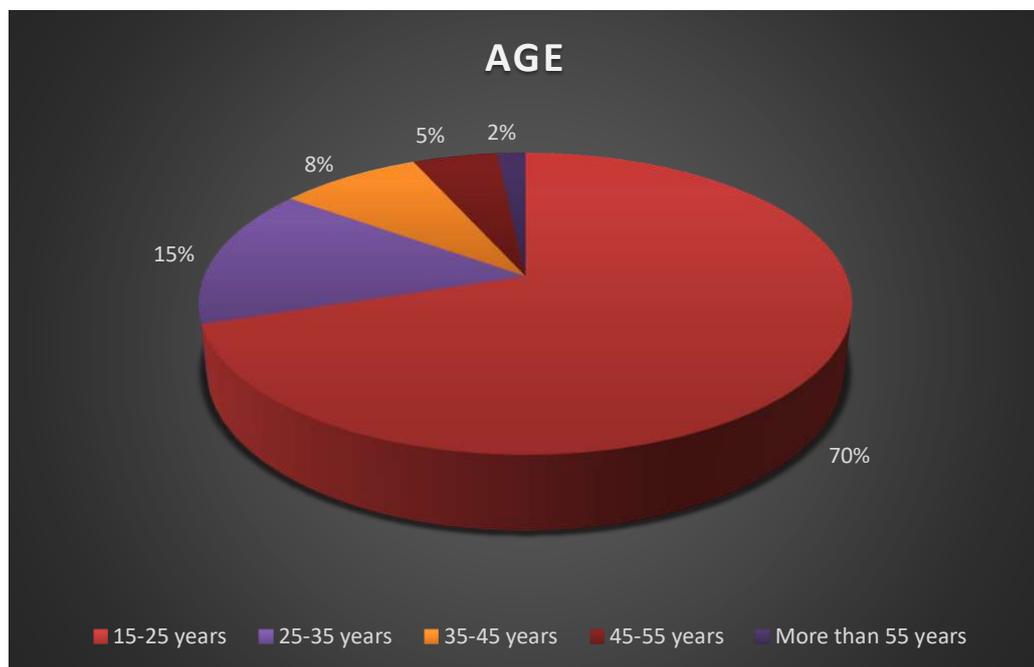


**GRAPH 1**

70% of the respondents were between 15-25 years of age, 15% of the respondents were between 25-35 years of age, 8% and 5% from the age of 35-45 and 45-55 respectively. 2% of the respondents were 55 and above years old.

**QUESTION 2 : Gender**
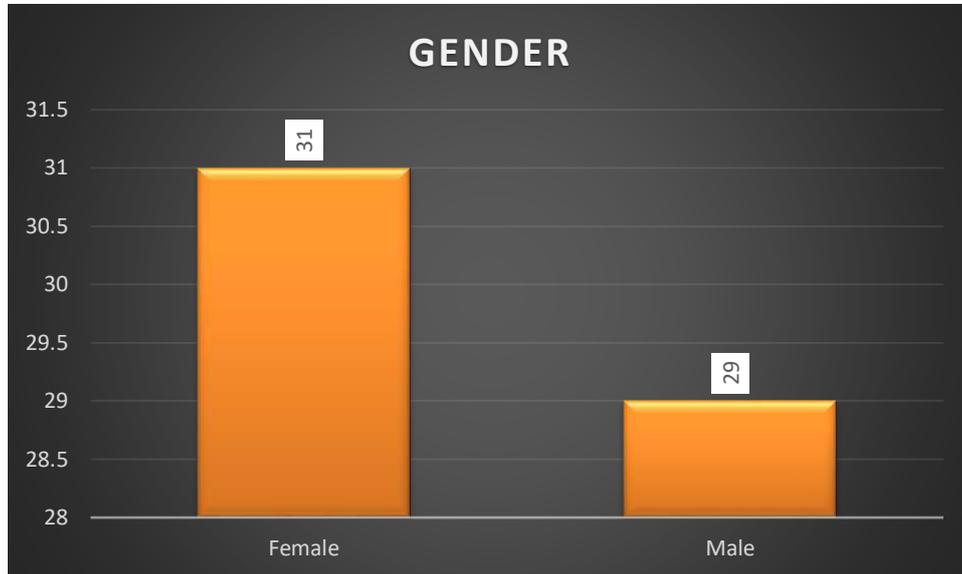


**GRAPH 2**

Out of total 60 respondents, 31 were women and 29 were men.

**QUESTION 3: Marital status**
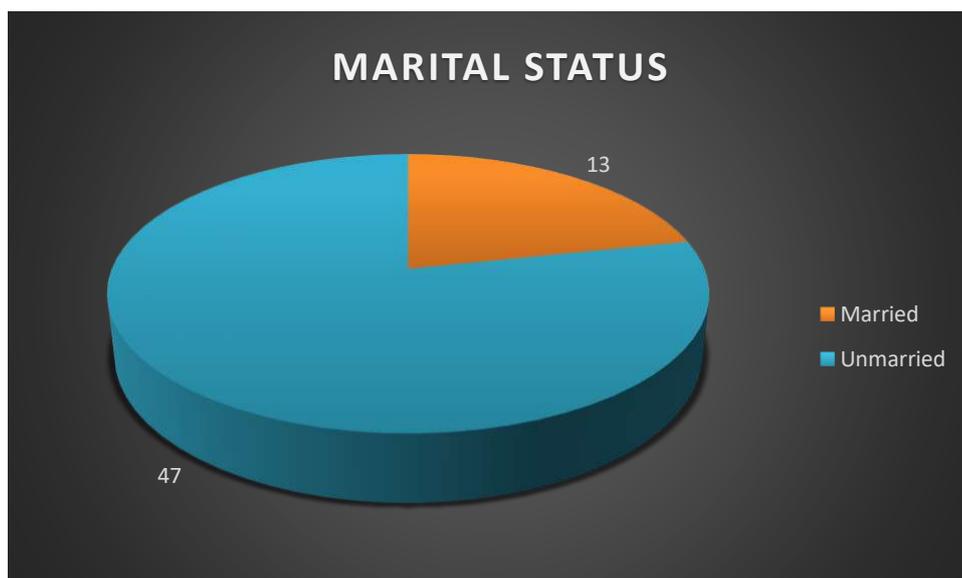


**GRAPH 3**

**QUESTION 4: Occupational Status**
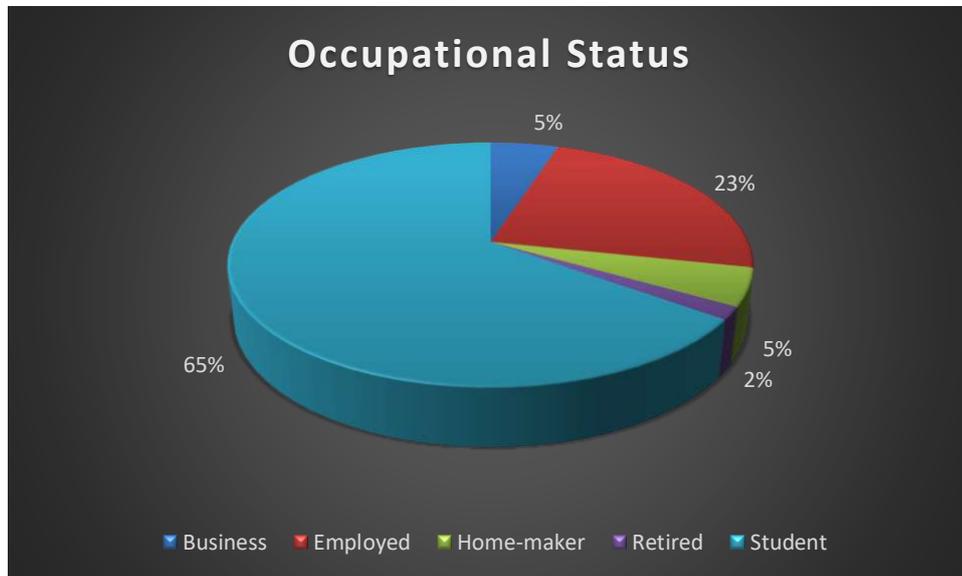


**GRAPH 4**

**QUESTION 5 : Average Annual Income**
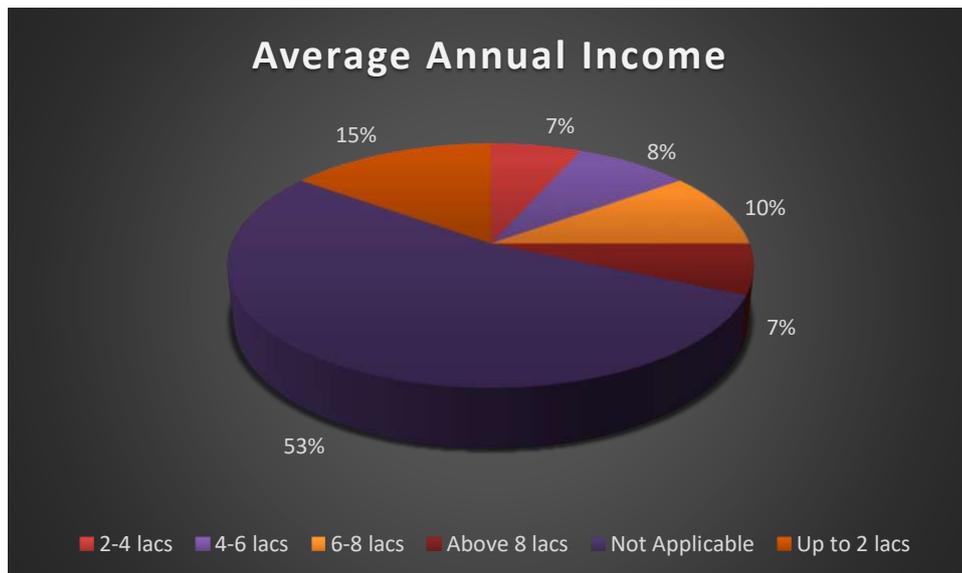


**GRAPH 5**

**QUESTION 6 :** **Which of the following format do you prefer to make a purchase?**
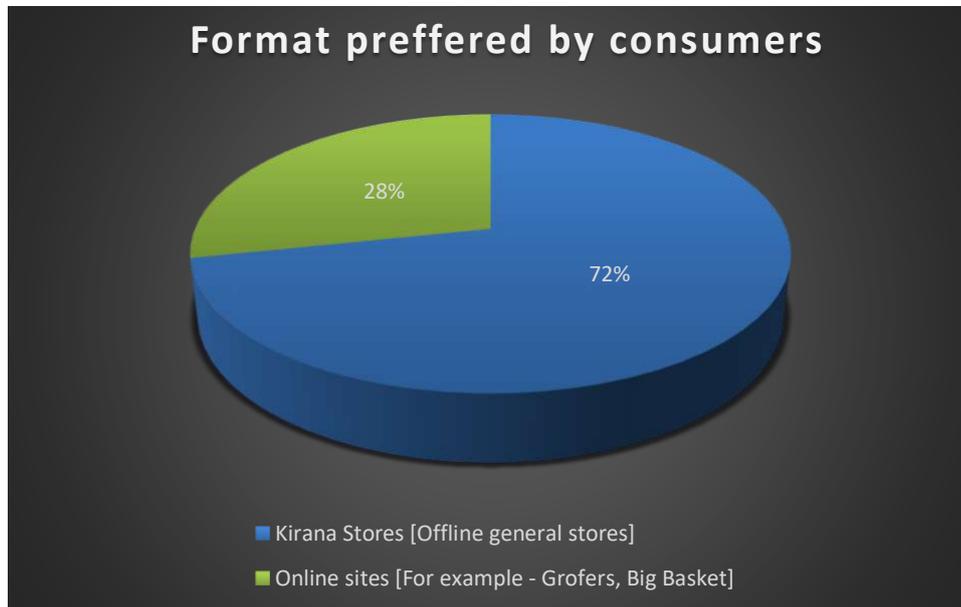


**GRAPH 6**

**QUESTION 7 :** **How many members are there in your family?**
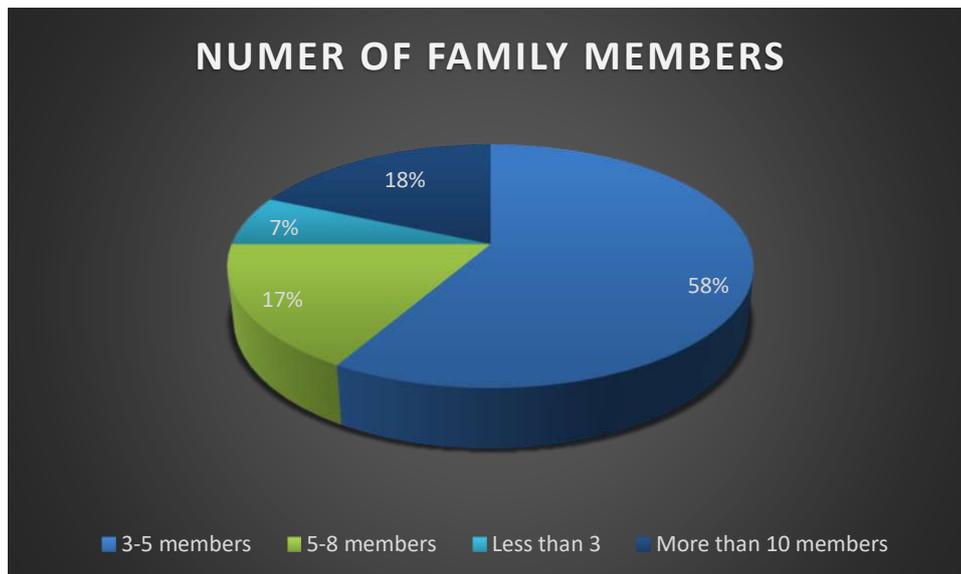


**GRAPH 7**

**QUESTION 8 :** **Do you think online shops and delivery services are convenient?**
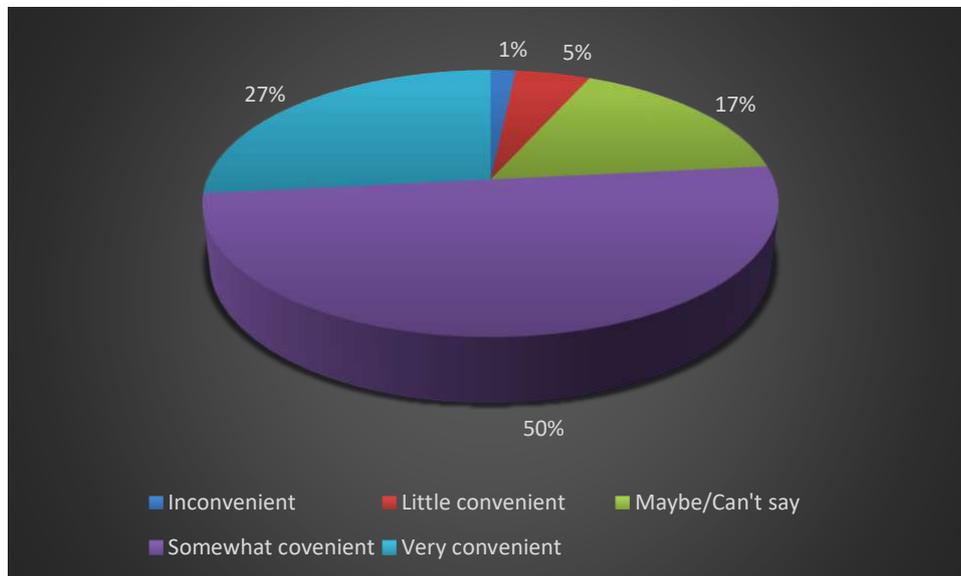


**GRAPH 8**

**QUESTION 9 :** **How often do you shop?**



**GRAPH 9**

**QUESTION : 10** **What is the maximum distance you are prepared to travel to your preferred store?**



**GRAPH 10**

**QUESTION 11 :** **How have the pandemic affected your buying behavior of day-to-day products/groceries?**
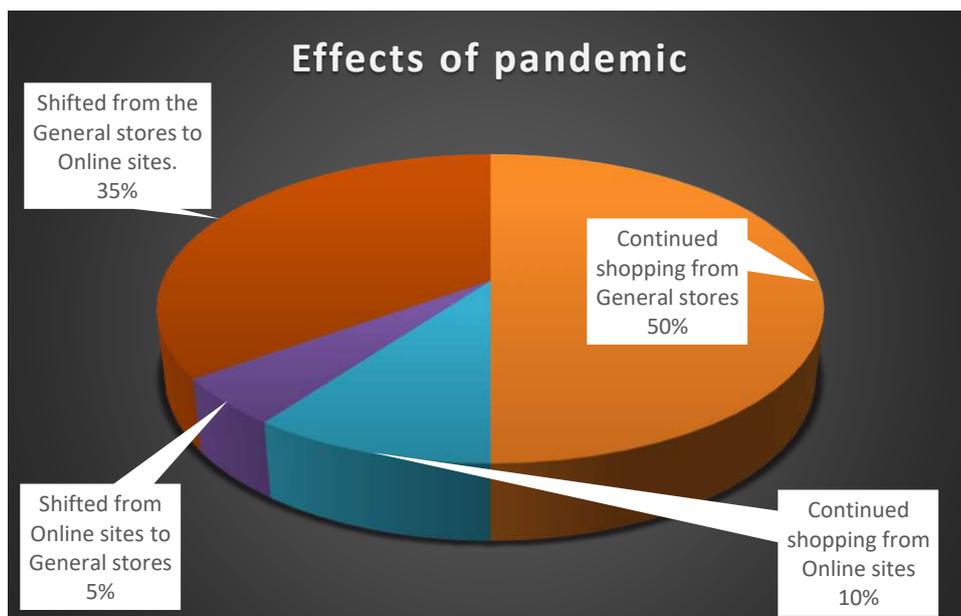


**GRAPH 11**

# CONCLUSION

The factor convenience is the most important store attribute for the choice of a traditional supermarket and for the choice of an online supermarket, while it covers very different issues. There is no location or distance issue, but the ease and speed of using the website are very important. Also, a short ordering time and delivering time have a strong influence on the choice of the customer for an online supermarket. All though the customer service quality is not a very important for the choice of a traditional supermarket, it is a very important factor for the choice of an online supermarket. Since there is no physical store in an online supermarket the service becomes very important. Online supermarkets must act responsiveness, be contactable and offer good compensations which are comparable aspects to traditional supermarkets. The privacy of the customer differs greatly in an online supermarket and becomes very important for the choice of the customer. Since there is no physical store environment as in a traditional supermarket and all the purchases are ordered via the website, the website is the store environment of the online supermarket. It is important that the system is available and accessible for customers to avoid frustrations. Also, the visual communications and the quality of the information on the website are important. These all influence the choice of the customer. There is the same positive relationship between the assortment size and the customer choice in an online and offline supermarket. The importance of brands increases, because the internet is a more uncertain environment, and more risks are perceived by the customers. This perceived risk can be made a little smaller by offering a lot of information on the website. The target group of customers who shop online, because of time pressure, is less price sensitive in an online supermarket because their main goal is to save time. The effect of price promotions on the customer choice is for both online and offline supermarkets weak. The delivery charge has not a strong influence on the choice of a customer for an online supermarket.

## 5.1 Recommendations :

The convenience of an online supermarket is very important. By promoting, an online supermarket should focus on the time savings gained and the quick service. The website should be simple to use and offer browsing and order instructions. Customers should be able to use their own online shopping lists. It should take no more than 20 minutes to place an order and the groceries should be delivered within 24 hours.

Online supermarkets should pay lots of attention to a good customer service quality. They should have a good responsiveness problem resolution system. Online supermarkets should fully compensate problems that occur. They must provide privacy and security policies; satisfaction guarantee information; return and exchange policy information available on the website. The online supermarket must offer interactive help and contact information such as telephone numbers and email addresses.

The website of an online supermarket must function technically correct, must be well-organized, well-structured, an offer advanced search function, FAQs and at least three browsing options. They should offer a lot of information about the product attributes, but also about the service and the process.

Online supermarkets should offer well-known brands to reduce the perceived risk, as well as a lot of information to reduce this risk. They should offer in-stock status information and order status/tracking information on the website.

**5.2 : Limitations and future research**

This research has several limitations. It is an exclusively literature research and the hypothesis are not tested by an analysis. There are several store attributes that determine the choice of a customer for a supermarket, but since the limited time and space of this research a choice have been made for five relevant and important attributes. Further research on the effect of all attributes should be examined to get a complete view of the choice for an online supermarket.

The different customer target groups and demographics, such as income level and gender are not considered. These differences may have a big influence on the results, because for example income level will have a big influence on the price sensitivity of the different customers.

Future research should test the findings of chapter 4 with empirical data to draw significant results. The topic „online supermarkets" needs more research since online shops are rapidly growing while online supermarkets are growing slowly

DECCAN EDUCATION SOCIETY'S

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE



A PROJECT REPORT ON

## RESEARCH STUDY ON ATYPICAL AGRO-BUSSINESS TECHNIQUES IN MAHARASTRA

PREPARED BY

### GAYATRI G. YEOLE

### TY BBA-IB

### ROLL NO. 76

UNDER THE GUIDENCE OF

### MS. MANJUSHA WADEKAR

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY FOR THE PARTIAL FULFILMENTS OF REQUIREMENTS OF THE BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS DEGREE

**2020-2021**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **GAYATRI G. YEOLE**

................................................................................................................

of B.B.A.I.B. Exam Seat No. ......**76**...... has satisfactorily completed the

project work.

Title **RESEARCH STUDY ON ATYPICAL AGRO-BUSINESS TECHNIQUES IN**

**MAHARASHTRA**

Date : **JUNE 2021**                                                                        Place - Pune
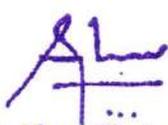
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**External Examiner**       **Internal Examiner**       **Principal**       **B.B.A.I.B Incharge**

# DECLARATION

I, **Miss Gayatri G. Yeole** of class **TYBBA-IB** hereby declare that the report project submitted on **"ATYPICAL AGRO-BUSINESS TECHNIQUES IN MAHARASHTRA"** made under the subject of Research Methodology (RM) (subject code-3606) represents my own collection of information, original research and work, which was carried out by me at the **Brihan Maharashtra College of Commerce, Pune.**

I have completed this mandatory project work as prescribed by the University of Pune.

I further declare that the foregoing statement made by me in regard to my project report are correct and complete.

(Miss Gayatri G. Yeole)

(TYBBA-IB; ROLL NO. 76)

BMCC, Pune.

# ACKNOLEDGEMENT

I have taken efforts in making of this project. However, it would not have been light of my day without the kind support and help of man individuals. I would like to thank all of them. First, I take this opportunity to express my sincere gratitude to prof. Manjusha Wadekar who helped me right from the beginning of the project till the end. I am grateful for the guidance and help that she give me at every stage of the project. She helped to make corrections in the entire project. I am also very thankful to Mrs. Bharti Upadhaye ; coordinator of BBA(IB) Department for providing the golden opportunity to work on this project. Has helped me to understand more about the topic. Last but not the least, I also thank my family and friends for motivation and ideas that they gave me throughout the project.

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**CHAPTER I**

**INTRODUCTION**

Food ;-  Ancient men began the cultivation of food in a small area and used certain procedures for their management and improvement. Eventually the needs of the human grew from food to shelter is a basic requirement for every living being. We depend on plants and animals for cloths and so forth. But one thing didn't change that is utilization of animal and plant based resources. This art of cultivation of is called as Agriculture.

## WHAT ARE AGRICULTURAL ACTIVITIES?

Agricultural activities means agricultural uses and practices but not limited to: Producing, breeding, or increasing agricultural products; It also involves rotating and changing agricultural crops; allowing land used for agricultural activities to lie fallow in which it is ploughed and tilled but left unseeded. Allowing land used for agricultural activities to lie dormant as a result of adverse agricultural market conditions; allowing land used for agricultural activities to lie dormant because the land is enrolled in a local, state, or federal conservation program, or the land is subject to a conservation easement; conducting agricultural operations; maintaining, repairing, and replacing agricultural equipment; maintaining, repairing, and replacing agricultural facilities, provided that the replacement facility is no closer to the shoreline than the original facility, and maintaining agricultural lands under production or cultivation.

In agriculture, there are certain parameters to be considered such as the type of crop, properties of soil, climate etc. Depending upon these parameters, farmers decide which agricultural practice is to be performed at what time of the year and place. Moreover, to yield a high-quality product, suitable soil, climate and season are not sufficient. It requires a set of procedures which needed to be followed.

The measures which are followed to raise a crop or undergo an agricultural activity are called agricultural practices.

1. LAND PREPARATION, preparation before raising a crop, the soil in which it is to be grown is prepared by ploughing, levelling, and manuring. Ploughing is the process of loosening and digging of soil using a plough. This helps in proper aeration of the soil. After ploughing, the soil is distributed evenly and levelled in the process called levelling.

2. SOWING Selection of seeds of good quality crop strains is the primary stage of sowing. After the preparation of soil, these seeds are dispersed in the field and this is called sowing. Sowing can be done manually, by hand or by using seed drilling machines. Some crops like paddy are first grown into seedlings in a small area and then transplanted to the main field.

3. MANURING Crops need nutrients to grow and produce yield. Thus, the supply of nutrients at regular intervals is necessary. Manuring is the step where nutritional supplements are provided and these supplements may be natural (manure) is added. Manure is the decomposition product of plant and animal wastes. Apart from providing nutrients to crop, manure replenishes soil fertility as well. Other methods for soil replenishment are vermi-compost, crop rotation, planting of leguminous plants.

4. IRRIGATION irrigation is the supply of water. Sources of water can be wells, ponds, lakes, canals, dams etc. Over irrigation may lead to waterlogging and damage the crop. This frequency and interval between successive irrigation need to be controlled.

5. WEEDING Weeds are unwanted plants which grow among crops. They are removed by using weedicides, by manually pulling them with hands and some are removed during soil preparation.

6. HARVESTING once the crop is matured, it is cut and gathered, this process is called harvesting. Followed by harvesting, grains are separated from the chaff either by threshing, or manually in small scale (winnowing).

7. STORAGE Output yielded are stored at warehouse for later use and marketing further. Therefore, methods of crop protection need to be better. In order to protect grains from pest and rodents- cleaning, drying, fumigation, etc., are done prior to storing.

8. MARKETING, The appropriate market is an important aspect of agricultural activity. The product/ output must get the right price, hence finding proper market for the respective good is an essential step. In Maharashtra, lack of market to the agriculture goods is a major issue.

## AGRICULTURE IN MAHARASTRA

Maharashtra is a leading State in agriculture. Principal crops grown in the State are rice, jowar, bajra, wheat, tur, mung, urad, gram and other pulses, organic vegetables, flowers, fruits, supplementary edibles, etc.

The State is a major producer of oilseeds:- Groundnut, sunflower, soyabean are the major oil seed crops.

The important cash crops are cotton, sugarcane, turmeric and vegetables. State is pioneer in onion production in the country.

It is today emerging as an important horticultural State in the country. Different types of soil, diverse agro climatic conditions, adequate technical manpower, well developed communication facilities, increasing trend in drip irrigation, green house, use of cool chain facilities and vibrant farmer organisation offer wide opportunities to grow different horticultural crops in the State. Best quality grapes produced in the State are now exported to other countries. Mango, particularly 'Alphanso', grown in Konkan, has already established name in the international market. Also the Oranges of Nagpur is widely demanded. The State has an area of 13.66 lakh hectares under various fruit crops like mango, banana, orange, grape, cashew nut, etc are grown.

## GEOGRAPHY OF MAHARASHTRA

Maharashtra is the third largest state in area and second largest state in population of India. It has an area of 307,713 sq. km. with 36 districts, 357 talukas and 43722 villages and a population of 12.62 crore. The 45.22% population of the state is urban. All the districts of Maharashtra are grouped into six divisions: Aurangabad Division, Amravati Division, Konkan Division, Nagpur Division, Nashik Division and Pune Division. The major rivers are Godavari, Krishna and Tapi. Indravati, Wardha, Mnajira, Penganga and Purna. The Godavari is the principal river of Maharashtra. Official language of the state is Marathi.

Important basics at a Glance

- Capital Mumbai
- Area (sq km) 307,713 sq. km
- Population 12.62 crore
- Male 5,83,61,397
- Female 5,40,11,575
- Females per 1000 males 925 (Census 2011)
- Literacy 88.31 % Male 89.82 % (2011)
- Female 75.87 % (2011)
- Rural Population 6,15,45,441
- Percentage to Rural Population to Total Population 54.77 %
- Urban Population 5,08,27,531
- Percentage of urban population to Total Population 45.23% (Census 2011)
- Density of Population 365 per sq km
- Growth of Population (2001-2011) 15.99 %
- Principal Languages Marathi

## CLIMATIC CONDITIONS IN MAHARASHTRA

Maharashtra has typical monsoon climate, with hot, rainy and cold weather seasons. Tropical conditions prevail all over the state.

Summer: March, April and May are the hottest months.

Rainy Season: Rainfall starts normally in the first week of June. July is the wettest month in Maharashtra, while August too gets substantial rain. Monsoon starts its retreat with the coming of September from the state.

Winter: Cool dry spell, with clear skies gentle breeze and pleasant weather prevails from November to February. But the eastern part of Maharashtra sometimes receives some rainfall. Temperature varies between 12°C-34°C during this season.

Rainfall: Rainfall in Maharashtra differs from region to region. Thane, Raigad, Ratnagiri and Sindhudurg districts, receive heavy rains of an average of 200 centimeters annually. But the districts of Nasik, Pune, Ahmednagar, Dhule, Jalgaon, Satara, Sangli, Solapur and parts of Kolhapur get rainfall less than 50 centimeters. Rainfall particularly concentrates to the Konkan NeGP-Agriculture Mission Mode Project Software Requirement Specifications Maharashtra State Agricultural Portal and Sahyadrian Maharashtra. Central Maharashtra receives less rainfall. However, under the influence of the Bay of Bengal, eastern Vidarbha receives good rainfall in July, August and September.

**TYPES OF AGRICULTURAL PRACTICES IN MAHARASHTRA**

- FOOD PROCESSING:- Food processing industries in Maharashtra consists of very basic processing. The main processing industries in the State are in the sectors of sugar, milk, poultry, rice mill, flour mill, meat, edible oil, vanaspati, fruit and vegetable units, milk processing units etc. Rice, wheat, soyabean, jawar, grapes, pomegranates and mangoes are the main crops that are available in the State for primary and secondary process. Similarly, there is a vast potential for development and setting up processing units for tomatoes, onion, cabbage, okra and cauliflower.



**FigureI.1: Food Processing Products (Courtesywww.Pinterest.com)**

- FLORICULTURE:- Maharashtra is a major producer of floriculture products with more than 7000 hectares of area under various flowers. The major traditional flowers grown in Maharashtra are rose, chrysanthemum, marigold, jasmine and tuberose. Whereas, gladioluses, aster, zinnia, Stacie, lilies, gerberas and carnations are grown among the non-traditional flowers. Maharashtra has emerged as a leading State for production, export and consumption of flowers in the country. The most important features of floriculture development in the State is setting up of large number of Export Oriented Units with foreign collaboration and investment.

**FigureI.2 Floriculture business in Maharashtra (Courtesy www.Pinterest.com)**

- COMMERCIAL DIARY FARMING:- It had its origin in Europe from where it spread to other areas. Close proximity to the market and temperate climate are the two favourable factors. Countries like Denmark and Sweden have witnessed the maximum development of this type of farming.



**Figure I.3   Commercial dairy farming of goat and cow (Courtesy www.Pinterest.com)**

- LIVESTOCK RANCHING:- It is practised mainly in extensive temperate grasslands but up to some extent it is also practised in tropical savannas (I.e. Campos and Llanos of South America). In the permanent ranches, large number of cattle, sheep, goats and horses are kept. They are used to produce beef, mutton and wool for both home market and export.
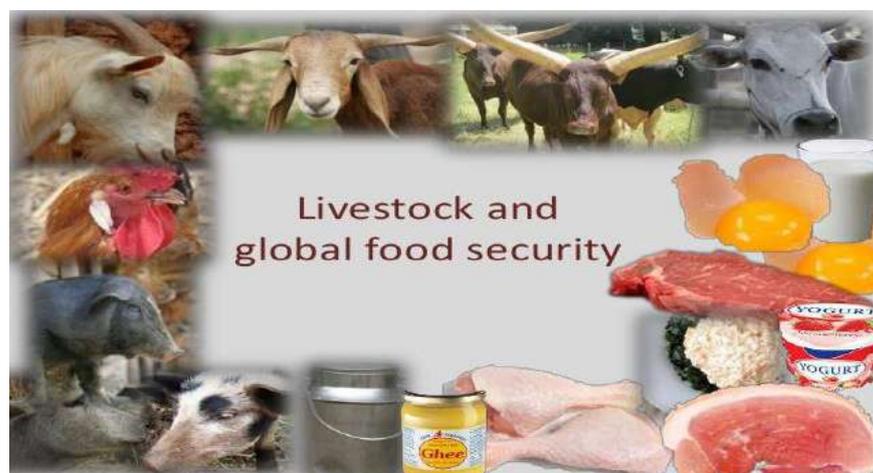


**FigureI.4 Livestock Ranching (Courtesy www.Pinterest.com )**

- MARKET GARDENING AND HORTICULTURE:- It is practised mainly in the same region as that of mixed farming that consists of cultivation of vegetables fruit and flowers solely for the urban market. It is well-developed in the densely populated industrial districts of north-western Europe (Britain, Denmark, Netherlands, Belgium, and Germany) and in North-Eastern USA. It is also called Truck Farming.



**FigureI.5 horticulture saplings (Courtesy www.Pinterest.com )**

- COMMERCIAL PLANTATION:- This type of farming has developed in parts of Asia, Africa and Latin America, where the influence of the Europeans have been important during the colonial period. Though, practiced over a rather small area, this type of farming is quite important in terms of its commercial value. Tea, coffee, rubber and oil palm are the major products of this type of farming. Most of the plantations were developed to provide some of the important tropical crops to the European markets. This is a highly capital intensive farming and most of the crops are tree crops.

**FigureI.6 palm oil tree (Courtesy www.Pinterest.com**

SERICULTURE:- Maharashtra is a non-traditional mulberry silk producing state in the country occupying 1st position amongst non-traditional state. Mulberry sericulture is practiced in 24 districts of Vidharbha, Marathwada and Western Maharashtra by 5397 families having 6932.50 acre plantation. The main districts are Pune, Solapur, Satara, Sangli, Ahamadnagar, Aurangabad, Osmanabad, Beed, Buldhana, Jalna, Nanded, Latur, Akola, Nagpur, Wardha.



**FigureI.7 Sericulture (Courtesy www.Pinterest.com**

- APICULTURE:- It is the scientific rearing of honey bee for the commercial production of honey and other bee products like wax, pollen, bee venom and royal jelly. It is also called Bee keeping. Bee keepers are known as apiarist and place were bees are maintained is called an apiary.



**FigureI.8 Apiculture technique (Courtesy www.Pinterest.com)**

- OYSTER GRAFTING:- The operation that involves operating an oyster or mussel so as to induce nacre secretion and the growth of a cultured pearl is termed grafting. It is also called nucleation or seeding.



**FigureI.9 Oyster Grafting Courtesy www.Pinterest.com)**

- FISHERY:- Maharashtra has 720 km. of coastline with the continental shelf area of 111512 sq. km. There are as many as 32 inland varieties of fish produced in this state. Among these varieties, shrimps, prawns, harpodon neherias, ribbon fish, otalithes, pomfrets, anchoviella, mackeral and cattle fish put together account for over 70 per cent share in total inland fish production of Maharashtra.



**FigureI.10 Fishery Technique (Courtesy www.Pinterest.com )**

## CURRENT SITUATION OF AGRICULTURE SECTOR IN MAHARASHTRA

- By the end of 2020-21, the 'Agriculture & allied activities', 'Industry' and 'Services' sectors for the State are expected to grow by 11.7 per cent, (-)11.3 per cent and (-)9.0 per cent respectively.

- Among the three major sectors of the economy, 'Agriculture and allied activities' sector was the only sector contributed positively to GSVA in 2020-21 and was least impacted during Covid-19 pandemic due to timely and proactive measures taken by government.

- The real GSVA (Gross State Value Added) of 'Agriculture & allied activities' sector is expected to grow at 11.7 per cent due to overall good monsoon (113.4 per cent of the normal). Due to overall increase in the estimated agricultural production, the real GSVA of the 'Crops' sector is expected to grow by 16.2 per cent. 'Livestock', 'Forestry & Logging' and 'Fisheries & Aquaculture' sectors are expected to grow at 4.4 per cent, 5.7 per cent and 2.6 per cent respectively.

- The State received 113.4 per cent of the normal rainfall during monsoon 2020. Out of 357 talukas (excluding talukas in Mumbai City & Mumbai suburban districts) in the State, 139 talukas received excess rainfall, 173 received normal and 45 received deficient rainfall.

- The percentage of fiscal deficit to GSDP is 2.1 per cent and debt stock to GSDP is 19.6 per cent as per 2020-21 (BE) .

- The Maharashtra's share in aggregate deposits and gross credit of scheduled commercial banks as on 31st March, 2020 was 20.0 per cent and 27.0 per cent respectively at All-India level

- Average size of operational holding as per Agriculture Census 2015-16 is 1.34 ha whereas as per Agriculture census 2010-11 it was 1.44 ha. The total area of small & marginal operational holdings (upto 2.0 ha) was 92.20 lakh ha constituting 45 per cent of the total area of operational holdings whereas number of small and marginal operational holdings were 121.55 lakh which were 79.5 per cent of the total number of operational holdings.

- During kharif season of 2020-21, sowing was completed on 156.89 lakh ha area. The production of cereals, pulses, oilseeds, cotton and sugarcane is expected to increase by 60 per cent, 14 per cent, 28 per cent, 33 per cent and 40 per cent respectively over the previous year.

- During Rabi season 2020-21, by the end of December sowing was completed on 53.64 lakh ha. The production of cereals and pulses is expected to increase by one per cent and 12 per cent respectively while production of oilseeds is expected to decrease by 18 per cent over the previous year.

- The area under horticulture crops is 19.20 lakh ha and production is expected to be 278.75 lakh MT during 2019-20.

**Agricultural Infrastructure of Maharashtra**

- Villages (43722)connected by
    - All weather roads - 38483,
    - Fair weather roads - 1397
- APMCs - 294, 608 sub-markets
- Cotton Ginning Units - 459
- Ginning & pressing Units - 405
- Primary Agriculture Societies (PACs) - 21000 (Members- 120 lakh)
- Agricultural Universities - 4
- Agricultural colleges - 88 ( 25 Govt., 61 Pvt., 2 aided)
- Centers for capacity Building –
    - State agriculture Extension Management Training Institute –SAMETI, Nagpur
    - Regional Agriculture Extension Management Training Institute– RAMETI (7)
- Six National Research Centres - Cotton, Orange, Pomegranate, Grape, Onion & Soil Survey
- Post Harvest Training Centre at Talegaon, Dist-Pune, One of its kind in Country
- Crop based organisations – MAHA GRAPE, MAHA MANGO, MAHA BANANA, MAHAGRAPE, Pomegranate, Floriculture association, Orange
- Residue Testing Labs – 6
- Fertiliser testing labs – 8
- Pesticide Testing Labs – 4
- Seed Testing Labs – 7
- Soil Testing Laboratory – 429

**The Major Developments Of Agriculture In Maharashtra**

- First State to adopt Dry Land Farming Technology
- Emphasis on the development of horticulture along with Agriculture
- State Seed Corporation – First farmers company in seed sector
- Pioneers in Co-operative network - Sugar factories, Dairies, Water user associations

- Four State Agricultural Universities
- Presence of very effective and research based Farmers Organisations
- Acceptance of latest technology by Grape farmers like Eurepgap, Agmark, Bar-coding & Residue Monitoring system etc
- Concept of contract farming & corporate farming is in the way of promotion
- An area of 13.66 lakh hectares under horticultural and 4 lakh ha under vegetables
- Largest producer of seedless Grapes (78%) banana (75%) Mandarin oranges (75%) Onion (63%), Tomatoes (42%) of the total production in India. Alphanso Mangoes accounts for 90% of India's export in mangoes.
- The highest number of poly houses (1271) owned by small farmers for cultivation of flowers
- Leads the sugar industry sector with 200 sanctioned and 150 productive cooperative sugar mills
- 40% turnover of the seed industry in the country
- More than 60% of the area under drip irrigation, thus stands first in the country
- Implementation of Agriculture Export Zones

## AGRICULTURAL POLICIES AND SCHEMES IN MAHARASHTRA

The Agriculture Policy of the State Government aims at the following:

- Development of the sector on a sustainable basis by using the available resources economically, efficiently, effectively and in an environmentally sound manner with a view to increase farmers income and production.
- to envelope the needs of vulnerable sections, generate both skilled and unskilled employment and make a positive intervention towards poverty alleviation.
- to promote agriculture development on commercial and industrial lines.
- to prepare plan of action for full exploitation of the limited water resources.
- to improve the working of Agricultural Universities.
- to promote farm and infrastructural facilities for post harvest management, storage, transport, marketing and export to ensure that farmers will get due price for their produce.
- to improve the systems relating to Agricultural Produce Market Committees.

## 10 MAJOR SCHEMES

### I. E-NAM

National Agriculture Market (eNAM) is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities.

Small Farmers Agribusiness Consortium (SFAC) is the lead agency for implementing eNAM under the aegis of Ministry of Agriculture and Farmers' Welfare, Government of India.

**Vision** To promote uniformity in agriculture marketing by streamlining of procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real time price discovery based on actual demand and supply.

**Mission** Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment.

### II. National Mission For Sustainable Agriculture (NMSA)

National Mission for Sustainable Agriculture (NMSA) has been formulated for enhancing agricultural productivity especially in rainfed areas focusing on integrated farming, water use efficiency, soil health management and synergizing resource conservation.

NMSA will cater to key dimensions of 'Water use efficiency', 'Nutrient Management' and 'Livelihood diversification' through adoption of sustainable development pathway by progressively shifting to environmental friendly technologies, adoption of energy efficient equipments, conservation of natural resources, integrated farming, etc.

**Schemes under NMSA**

- Rainfed Area Development (RAD): RAD is being implemented by RFS Division
- Soil Health Management (SHM): SHM is being implemented by INM Division
- Sub Mission on Agro Forestry (SMAF): SMAF is being implemented by NRM Division
- Paramparagat Krishi Vikas Yojana (PKVY): PKVY is being implemented by INM Division
- Soil and Land Use Survey of India (SLUSI): Being implemented by RFS Division
- National Rainfed Area Authority (NRAA): Being implemented by RFS Division
- Mission Organic Value Chain Development in North Eastern Region (MOVCDNER): Being implemented by INM Division
- National Centre of Organic Farming (NCOF): Being implemented by INM Division
- Central Fertilizer Quality Control and Training Institute (CFQC&TI): implemented by INM Division

### III. Pradhan Mantri Krishi Sinchai Yojana (PMKSY)

*Har Khet ko Pani "Prime Minister Krishi Sinchayee Yojana"*
Government of India is committed to accord high priority to water conservation and its management. To this effect Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) has been formulated with the vision of extending the coverage of irrigation 'Har Khet ko pani' and improving water use efficiency 'More crop per drop' in a focused manner with end to end solution on source creation, distribution, management, field application and extension activities.

### IV. Paramparagat Krishi Vikas Yojana (PKVY)

The Paramparagat Krishi Vikas Yojana (PKVY), an initiative to promote organic farming in the country, was launched by the NDA government in 2015.

According to the scheme, farmers will be encouraged to form groups or clusters and take to organic farming methods over large areas in the country.

The aim is to form 10,000 clusters over the next three years and bring about five lakh acres of agricultural area under organic farming. The government also intends to cover the certification costs and promote organic farming through the use of traditional resources.

To avail the scheme, each cluster or group must have 50 farmers willing to take up organic farming under the PKVY and possess a total area of at least 50 acres. Each farmer enrolling in the scheme will be provided INR 20,000 per acre by the government spread over three years time.

### V. Pradhan Mantri Fasal Bima Yojana (PMFBY)

Pradhan Mantri Fasal Bima Yojana (PMFBY) is the government sponsored crop insurance scheme that integrates multiple stakeholders on a single platform.

**Objectives**

1. To provide insurance coverage and financial support to the farmers in the event of failure of any of the notified crop as a result of natural calamities, pests & diseases.
2. To stabilise the income of farmers to ensure their continuance in farming.
3. To encourage farmers to adopt innovative and modern agricultural practices.
4. To ensure flow of credit to the agriculture sector.

### VI. Gramin Bhandaran Yojna

**Objective of this Scheme:**

- Create scientific storage capacity with allied facilities in rural areas.
- To meet the requirements of farmers for storing farm produce, processed farm produce and agricultural inputs.
- Promotion of grading, standardization and quality control of agricultural produce to improve their marketability.
- Prevent distress sale immediately after harvest by providing the facility of pledge financing and marketing credit by strengthening agricultural marketing infrastructure in the country.

## VII.    Livestock insurance Scheme

This scheme aims to provide protection mechanism to the farmers and cattle rearers against any eventual loss of their animals due to death and to demonstrate the benefit of the insurance of livestock to the people and popularize it with the ultimate goal of attaining qualitative improvement in livestock and their products.

## VIII.    Scheme on Fisheries Training and Extension

It was launched to provide training for fishery sector so as to assist in undertaking fisheries extension programmes effectively.

## IX.    National Scheme on Welfare of Fishermen

This scheme was launched to provide financial assistance to fishers for construction of house, community hall for recreation and common working place. It also aims to install tube-wells for drinking water and assistance during lean period through saving cum relief component.

## X.    Micro Irrigation Fund (MIF)

The government approved a dedicated Rs5,000 crore fund to bring more land area under micro-irrigation as part of its objective to boost agriculture production and farmers income.

The fund has been set up under NABARD, which will provide this amount to states on concessional rate of interest to promote micro-irrigation, which currently has a coverage of only 10 million hectares as against the potential of 70 million hectares.

### Agri-Tourism Training-

1. Economic development of agri-tourism centre
2. Entrepreneurship and skills development in rural areas
3. To create employment opportunities in rural areas through agro-tourism
4. Financial strengthening of co-operative societies, farmer producing companies, self help groups and job creation.
5. To guide the agri-tourism and agri-supplement processing industries in financing in the form of loans and investments

Objectives of Training Programmes:-

1. To increase the value of agricultural produce and the source of income of the farmers.
2. Creating opportunities for entrepreneurship and skills development in rural areas.
3. Financial strengthening of co-operative societies, farmer producing companies, self-help groups and job creation.

4. To guide co-operative processing industries in financing in the form of loans and investments.
5. To provide guidance on increasing exports of agricultural commodities.

Residential Training: - 3 to 5 days

Online Webinar: - 1 to 3 days

Training Batch Size: - 25 to 30 Participants/Batch

## AIM AND OBJECTIVES OF THE RESEARCH

Aim:-
- To encourage young generation and make them aware about Agro-Based Business, with certain efficient and effective techniques. So that agriculture in India is considered more profitable business.

Objectives:-
- To introduce Atypical Agro-Based Business Techniques to as many individuals as   possible.
- Also encourage them for growing more commercial crops.
- To make them aware about the Agricultural laws and policies of India including different subsidies.

# CHAPTER II

# LITERATURE REVIEW

*B.H.Jain,*

*Chairman,*
*Jain Irrigation Systems Limited, Jalgaon*

*"Agriculture has progressed a long way in India from an era of frequent droughts and vulnerability to food shortages, to become a significant exporter of a diversified basket of agricultural commodities. Maharashtra accounts for nearly 9% of the total agricultural income of the country. The state has major area under jowar. Forty three per cent of the total area under jowar is in Maharashtra. The productivity of some of the food crops like wheat, paddy and cash crops such as cotton has however remained low. The net sown area of 18 million ha is distributed among nearly 10 million farm holdings. The state government have invested substantial amount in agriculture infrastructure like irrigation, fertiliser industry. However, only 16% of the land is under irrigation. As much as 76 % of the irrigation water is used for sugarcane grown on 3 % of the cultivated area.. In the last 10 to 12 years, drip irrigation has become most popular, particularly in crops like grapes, pomegranate, banana, sugarcane, cotton etc.. Sixty percent of the area under drip in the country is located in Maharashtra.*

*The new developments in biotechnology are revolutionising agriculture. Traditional microorganisms like moulds and yeasts are being geared to increase productivity. Tissue culture techniques are used to micropropogate elite clones of banana, ornamental plants, agroforestry crops like teak, bamboo etc. Genetically modified plants like cotton, soyabean are becoming popular. New formulations of bio-pesticides and bio-fertilizers are increasingly popular in the state."*

The above mentioned statements gives an overview of current scenario of agriculture in the state.

The water resources are scarce in the state, therefore improved methods of water management is imperative. The increased water use efficiency helps conserve scarce resources including capital investment for additional water storages as well as brings additional area under irrigation at much lesser cost. The development in biotechnology is a very essential aspect for the state and also for the country. The upcoming initiatives aims the potential and suggests exploiting the exemplary capabilities of the progressive farmers, so as to lead the state to brighter 21st century.

# CHAPTER III

# RESEARCH AND METHADOLOGY

**What is Research & Methodology**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

**Sampling Technique Used**

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population.

Hence, All the individuals of Maharashtra had equal chance of getting studied. As the motive is to study the Agricultural pattern and to make them aware about Atypical techniques that should be followed to make ampent use of the government schemes and policies provided for agricultural activity.

During the research the whole state was considered as a pool of study, and the E-questionnaires were circulated to different corners of the pool of study.

Hence, this method of sampling proved to be the most suitable one for this research.

**Sampling Method Used**

The sampling method incorporated is simple Random Sampling Method. An attempt shall be made to cover survey of Faculties and administrators of Distance Learning education as well as students doing distance learning management education programs from various universities and Institutions from India

**Sample Size**

The sample size is a term used in research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study. In this research the sample size is 98

**Population Under Study**

In research terminology the Population can be explain as a comprehensive group of individuals, institutions, objects and so forth with have a common characteristics that are the interest of a researcher. The common characteristics of the groups distinguish them from other individual, institutions, objects and so forth.

The population of the study consisted of Youth population, Farmers, Government officials, Individuals practicing Agricultural activity and etc.

**Geographical Location**

Geographical location refers to the physical place where statistical unit is located and for which the data is collected and studied .Geographical location used is Maharashtra.

**Statistical Tools Used**

MS Excel is one of the best statistical tools for data analysis. It offers cutting edge solutions to data analytics professionals. Also used for data visualization as well as simple statistics. It is the best statistical tool performing basic data analysis techniques on data.

Key Features of MS Excel
- It offers the best graphical user interface for best data visualization solutions, and can create many types of graphs with the help of excel.
- MS Excel offers almost every feature to perform every single data analysis operation.
- It offers necessary calculations to an advanced one.
- There are lots of inbuilt formulas in excel that makes it a reliable option to perform big data tasks.
- Excel allows to manage the work. Most of the SMEs are using excel daily to run the smooth operation of their enterprises.

**Challenges Faced During The Data Collection,**

- Identifying most appropriate research methodologies for collecting data required.
- Organising the data
- Analysing the collected data to reach required conclusion.
- Scope was restricted to certain extent,

**Method Of Collection Of Data.**

Online Google Form, a online google form was generated containing 15 questions to be answered by the population of study.

**Analytical Tools Used.**

● Pie charts: A pie chart is a type of graph that represents the data in the circular graph. The slices of pie show the relative size of the data. It is a type of pictorial representation of data. A pie chart requires a list of categorical variables and the numerical variables. Here, the term "pie" represents the whole, and the "slices" represent the parts of the whole.

● Table of content: The table of contents is an organized listing of your document's chapters, sections and, often, figures, clearly labelled by page number. Readers should be able to look at your table of contents page and understand immediately how your paper is organized, enabling them to skip to any relevant section or sub-section.

● Bar graph: A bar graph can be defined as a chart or a graphical representation of data, quantities or numbers using bars or strips. Bar graphs are used to compare and contrast numbers, frequencies or other measures of distinct categories of data.

# CHAPTER IV

# DATA ANALYSIS AND INTERPRITATION

**Data Interpretation:-** It is the process of making sense out of a collection of data that has been processed. This collection may be present in various forms like bar graphs, line charts and tabular forms and other similar forms and hence needs an interpretation of some kind.

Here a column graph and pie charts are being used to present the processed data.

The data collected for this presentation is through a primary data collection method i.e though Google Forms and Personally contacting them.

GENDER- WISE DISTRIBUTION OF RESPONDENTS:
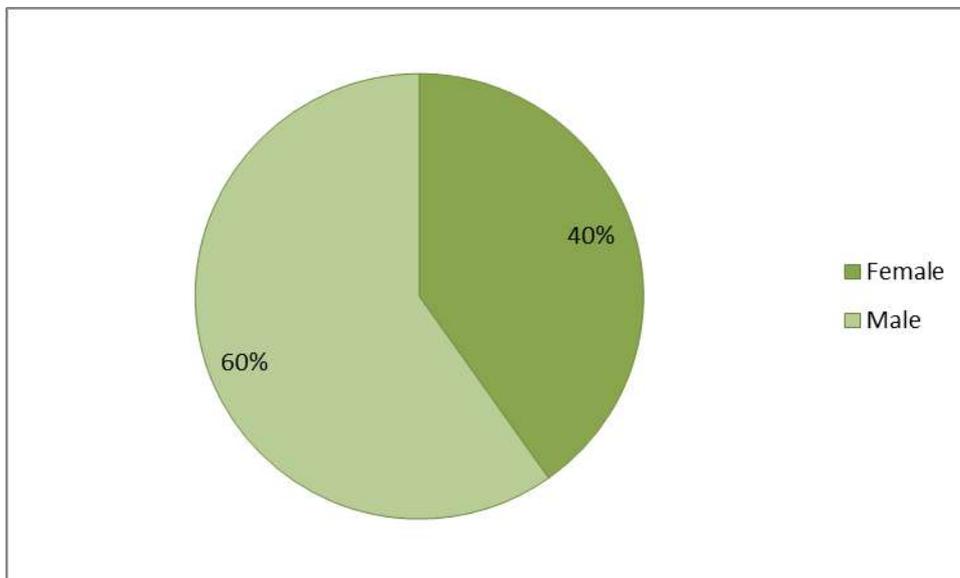


Figure IV.1 GENDER REPRESENTATION OF THE SAMPLE

The chart above represents the gender wise distribution of the respondents who took part in the survey. The respondents include both male and female. And the majority being male respondents are about 60% and the remaining 40% being female respondents.

AGE-WISE DISTRIBUTION OF THE RESPONDENTS:
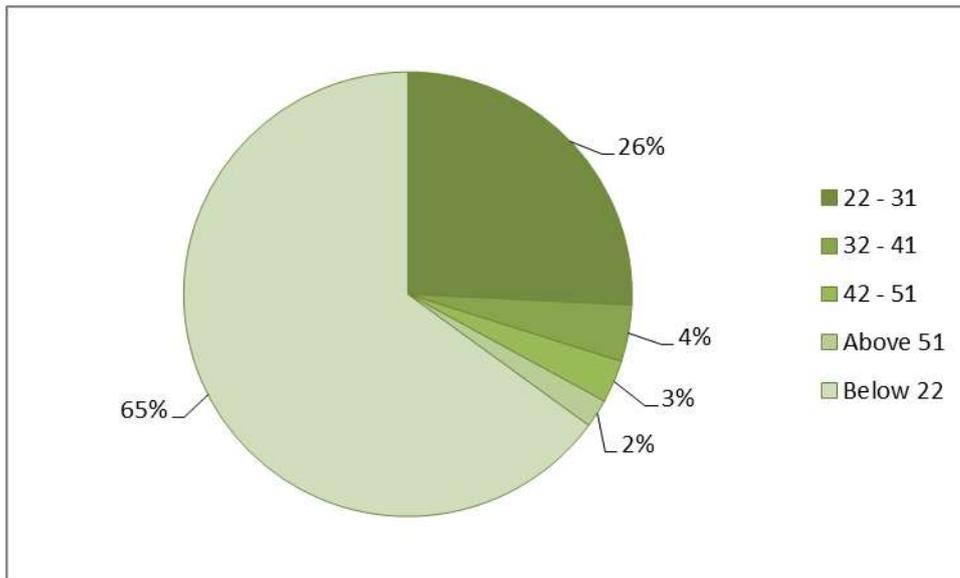


Figure IV.2 AGE REPRESENTATION OF THE SAMPLE

The respondent's age groups. Majority belonging to the age group of age below 22 (65%). Followed by people who are the age between 22-32 (26%), 32-41 (4%), 42 to 51 (3%) and above 51 (2%).

DIFFERENTIATION ON THE BASIS OF ANNUAL INCOME FROM AGRICULTURE
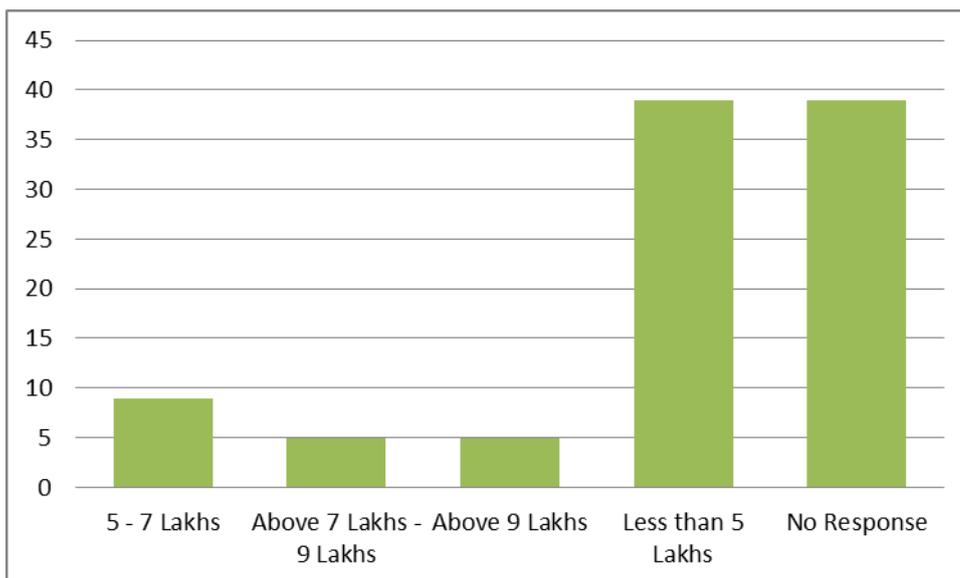


Figure IV.3 DIFFERENTIATION ON THE BASIS OF ANNUAL INCOME FROM AGRICULTURE

The graph above represents Annual income ranges of the respondents. Among this 39 respondents earns/believes to earn below 5 lakh per annum from agricultural activity. 9 respondents earns/believes to earn between 5 – 7 Lakhs per annum. 5 of them earns/believes to earn above 7-9 Lakhs per annum. And other 5 respondents earns/believes to earn above 9 lakhs per annum. 39 respondents are not indulged/ neither looking forward for agricultural activity.

This clearly shows that the there is a severe need to encourage the generations and implement certain attractive measures/ policies so that population gets involved in agricultural activities.

AWARENESS OF POPULATION TOWARDS GOVERNMENT POLICIES/SCHEMES
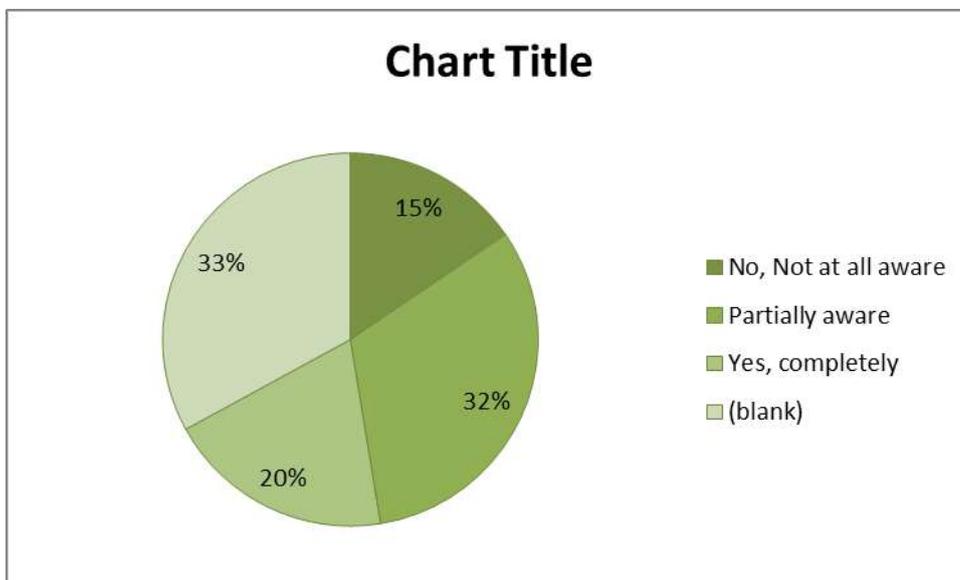


Figure IV.4 AWARENESS OF POPULATION TOWARDS GOVERNMENT POLICIES/SCHEMES

The graph above represents the % count of the population towards the government policies and schemes. 15% of population is not at all aware about it. 32% population is partially aware about it. And 20 % of population studied is aware about the govt. policies/ schemes. Also 33% population have not responded i.e they are not interested neither looking forward nor currently involved in agricultural activities.

REPRESENTAION OF RESPONONDENTS FOR APPROACHING GOVERNMENT OFIICIALS OR EXPERTS REGARDING AGRICULTURAL HELP.
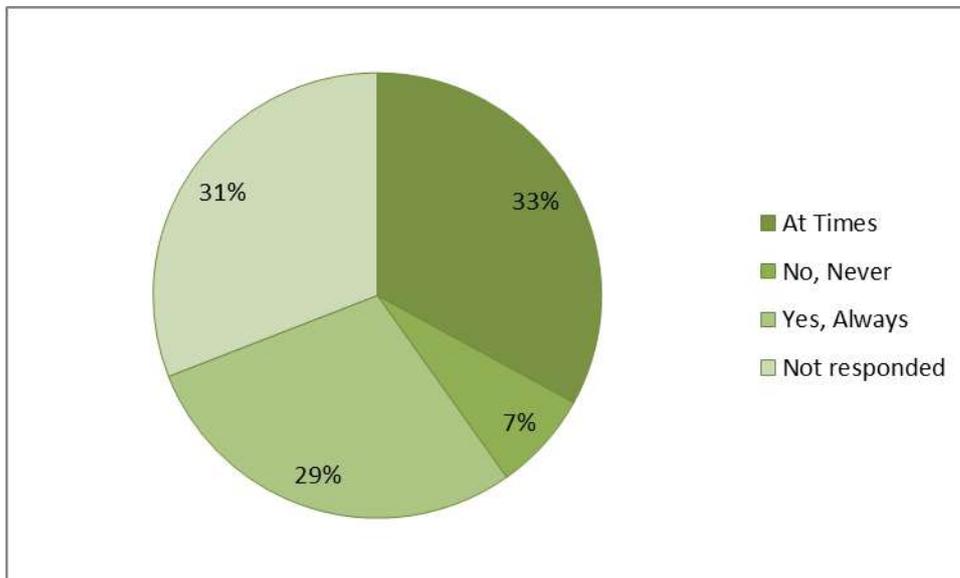


Figure IV.5 REPRESENTAION OF RESPONONDENTS FOR APPROACHING GOVERNMENT OFIICIALS OR EXPERTS REGARDING AGRICULTURAL HELP.

The above graph shows the % count of population willing to approach the government officials or the agricultural experts for any support or help in same. Where in 33% population would prefer it at times, 7% population will never approach, 29% population will always do/does, 31% of population have not responded.

Hence, there is only 29% population who are adequately and efficiently using the resources under the experts advices. This behaviour Of the population is the major reason, that agricultural activity is still considered as huge risky, and non-attractive business activity.

Maharashtra is the second largest state in India in terms of population and geographical area. Like other states about 55 percent population is directly or indirectly depends on agriculture.

Through Maharashtra is one of the richest states in terms of per capita income, its agriculture performance is not up to the mark. This is mainly due to predominant cultivation of the crops under rainfed conditions and thereby having its low productivity. The share of different sectors in the state income is undergoing major changes over the years. Secondary and tertiary sector has played major role in the

economic development of the state. However employment continued to perpetuate in the agriculture sector leading to low productivity in this sector.

Strength

The major strengths include

- Major producer of milk (7.4 million tons), eggs and poultry meat;
- Long cost-line of 720 kms. facilitates fishing; and
- Strong road network of 2,37,668 kms road length that connects 97 per cent villages

Weakness

The weaknesses include-

- Predominantly rain-fed agriculture (only 18 per cent of Gross Cropped Area is irrigated)
- Scattered rainfall across regions with one-third area receiving scanty rainfall – State has 24 per cent of drought-prone area of the country
- Well-irrigation accounts for 65 per cent of State's gross irrigated area
- Despite heavy investments in surface irrigation, unsatisfactory irrigation potential created and delay in project-completions.

Opportunities

The opportunities include

- Rising demand for horticulture products as consumption pattern shifts in favour of fruits & vegetables
- Huge urban population can serve as a driver of State's agricultural and horticultural development by providing ready markets
- Large-scale production of grape-verities with high demand at world-level presents export opportunities
- Being largest producer of fruits in the country, food-processing units have great scope, as a ready market exists due to huge urban population
- Floriculture provides scope of high-income generation to farmers due to huge demand for flowers in urban areas and presence of export-market.
- There exist immense opportunities for modernising food processing units in the State. In particular, fruit juice pulp and concentrated units, winery, distillery, pickles, rice mill, flour mill, dal mill, soyabean extraction and refining units etc. can be set up in the industrial areas of the State.
- State is setting up of large number of Export Oriented Units with foreign collaboration and investment.
- The climate of Pune and Nashik region, facilitate the setting up of such units without heavy investment on environment control. Maharashtra is offering

state of the art infrastructure for floriculture industry to grow. Also, peaceful and non-hazardous environment is responsible for successful operation of these units. Besides, the State Government is promoting a Floriculture Park at Talegaon near Pune.

Threats

The threats include

- Scarcity of water for irrigation as well-irrigation is the major source of irrigation and a number of districts have experienced depleting water tables
- Cultivation of water intensive crops has led to water logging
- Natural calamities such as cyclones, erratic rainfall, long dry spells lead to huge farm losses
- Inadequate infrastructure like roads, markets, communications and electricity to support horticultural growth
- High pesticide residues in crops are resulting in export consignments being rejected in some cases.

**CHAPTER V**

**CONCLUSION**

As agriculture is the back bone of the country, any change in agriculture sector, positive or negative has multi fold effects on the entire economy.

Agriculture is a vast field and there is vast scope for skill development. This could be for improving crop production, value addition, better farming system approach, on farm income like Agro-tourism, Supply Chain Management & etc.

PROBLEMS LEADING TO STAGNITION OF AGRICULTURAL SECTOR

- The major problem faced by the marine fisheries of Maharashtra is relating to depletion of resources due to illegal presence of foreign vessels and vessels belonging to other states, which appeared to have created pressure on the coast line. As a result, the marine fish production of Maharashtra has grown at very low pace during the last two decades

- Stagnation has gripped the agricultural sector, and it is losing cultivable land to other uses. This is accompanied by a sharp increase in small and marginal holdings.

- Un-availability of proper market to the output. Agriculturers have to travel to others states to sell their product, hence the storage, transportation, tools, taxes, service charges of other state's market leads to decline in profit margins.

These are certain serious problems that state needs to look more deeply and provide the current agriculturers a safer and better place to produce and trade.

There is only 29% population who are adequately and efficiently using the resources under the experts advices. This behaviour Of the population is the major reason, that agricultural activity is still considered as huge risky, and non-attractive business activity

Also it can be concluded that there is a severe need to encourage the generations and implement certain attractive measures/ policies so that population gets involved in agricultural activities.

# DECCAN EDUCATION SOCIETY'S

## BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

### (AUTONOMOUS)

### PUNE

## A PROJECT REPORT ON:

## BULLYING- UNDERSTANDING AND TACKLING IT

## SUBMITTED TO

## SAVITRIBAI PHULE PUNE UNIVERSITY

## FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE

## BACHELOR OF BUSINESS ADMINISTRATION

## INTERNATIONAL BUSINESS (B.B.A. I.B.)

## (YEAR 2018-2021)

## SUBMITTED BY

## GITANJALI BHAVSAR

## UNDER THE GUIDANCE OF

## PROF. MANJUSHA WADEKAR

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **GITANJALI BHAVSAR** ...........

.............................................................................................................

of B.B.A.I.B. Exam Seat No. ........**78**........ has satisfactorily completed the

project work.

Title  **BULLYING - UNDERSTANDING AND TACKLING IT** ............

.............................................................................................................

Date : **JUNE 2021**                                               Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I hereby declare that the project work entitled **'Bulling- Understanding and Tackling it'** submitted towards partial fulfilment of requirements for the award of the degree of **BACHELORS OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS** is a record of bonified project work carried out by me under the guidance of **PROF. MANJUSHA WADEKAR**. I further declare that this is my original work and the dissertation has not formed the basis for award of any degree, associate ship, fellowship or any similar title to the best of my knowledge.

**GITANJALI BHAVSAR**

# Acknowledgement

In the present world of competition , there is a race among all willing to put forward their best in order to survive and succeed . I've been very fortunate to be granted the presence of many talented and supportive individuals who made working and succeeding in this project possible .The first entity being god , who blessed me with all the means to succeed in this journey . Then I'd like to express my immense gratitude to Ms Manjusha Wadekar , who helped me throughout , right from guiding me through all the steps and clearing all my doubts . Her wide knowledge and her reasonable insight has helped me immensely . Then I'd like to thank my college for granting me this wonderful opportunity to help me learn which will help me in the next chapter of my life . And lastly I wish to thank my family and friends for their support , help and love throughout this journey and my life .

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**Abstract**


The purpose of this research is to study bullying , the meaning and working of it and how to tackle and eradicate it . Bullying is a very common, complex and potentially damaging form of violence among children and adolescents and adults. Bullying is defined as unwanted, aggressive behaviour, which involves a real or perceived social power imbalance. The behaviour is repeated, or has the potential to be repeated, over time (therefore, the definition excludes occasional or minor incidents). These actions are purposeful and intended to hurt or make the victim uncomfortable. This research will include terminology and meaning of bullying , the effects of bullying on the victim and the bully , how the environment plays a role in this and how to eradicate and stop it with safe measures .

# Executive summary

Bullying is unwanted, aggressive behaviour among school aged children that involves a real or perceived power imbalance. The behaviour is repeated, or has the potential to be repeated, over time. Both kids who are bullied and who bully others may have serious, lasting problems. Bullying includes actions such as making threats, spreading rumors, attacking someone physically or verbally, and excluding someone from a group on purpose. When it comes to identifying bullying, it helps to have a clear definition in mind. For instance, not every mean action is bullying. In fact, some people have a tendency to label every rude thing a child says or does as bullying. The danger with this belief is that it can dilute the message about bullying. When that happens, people become immune to the severity of bullying and the problem escalates. Meanwhile, other people do not realize that there are several types of bullying. As a result, they may believe that only physical aggression constitutes bullying and forget about the other forms such as relational aggression, cyberbullying, verbal bullying, and sexual bullying. If anyone becomes a victim of bullying during childhood and adolescence, there is increased risk of behavioural problems, emotional problems, depression and poor school performance. Being bullied is associated with increased risk of suicidal attempts. The effects of bullying aren't temporary and last long into adulthood. Effects vary depending on role of the person n bullying situation. The long-lasting psychological impacts are due to the short-term impacts that children experience as a result of being bullied consistently. Depression and anxiety affects the emotional outlook well beyond the bullying years, extending into their adult lives where they become chronic, sometimes lifelong problems. Children are not born bullies. Bullies are made - which means they can be unmade. They often are taught from an early age that the way to get what they want is through force. They learn to respond to challenges through confrontation, and to express themselves with their fists rather than with words. As they get older, bullies are at risk for further acts of violence, including frequent fighting and carrying weapons. The connection between victimization and bullying emerges in classroom environments. Further, students say that classrooms where they have little room to express views or demonstrate autonomy are more conducive to bullying.

# Chapter 1 – Introduction

 Bullying is unwanted, aggressive behaviour among children , adolescent , adults that involves a real or perceived power imbalance. The behaviour is repeated, or has the potential to be repeated, over time. Both parties who are bullied and who bully others may have serious, lasting problems. While hazing also involves aggression over a period, bullying excludes the victim from a group while hazing is part of initiation of the victim into a group. It is further characterized by the bully repeatedly using higher social status over the victim to exert power and to hurt the victim. When the harassment, name calling, gossiping, outing, rumour spreading, threats, or other forms of intimidation expand from being done in person or by phone to the use of emails, chat rooms, blogs, or other social media over the Internet, it is referred to as cyber bullying or online bullying. People usually think of bullying as taking place between children at school. However, it can also occur at work and include aggressive behaviours like verbal abuse, sabotaging the victim's job or work relationship, or misusing authority. Adult bullies who engage in these behaviours are males 60% of the time. While men who bully tend to victimize both genders equally, women bullies target other women about 80% of the time. Twenty-eight % of young people have been the victims of bullying. Among adults, bullying can take more subtle forms than it does with kids: Rather than threatening to beat someone up or calling someone nasty names, the adult brand of bullying can include political backstabbing, the silent treatment, publicly belittling or humiliating someone, social ostracism or undermining him or her.

These statistics merely establish more need of this research to study bullying , to make people aware of this topic , to know the different types of bullying . People are unaware of the concept of bullying and if they are aware they tend to avoid conversing about it. More boys -54% -reported physical harassment and complained of beating and fighting among themselves, compared to girls – 46% across the country. The other major concerns reported in the study are interpersonal relations of student with peers, friends, and teachers. Even though bullying has been a persistent problem for centuries, it's only in the last few decades that psychologists and educators have begun to look at its lasting psychological impact. Bullying behaviour is a serious problem among school-age children and adolescents and even adults; it has short- and long-term effects on the individual who is bullied, the individual who bullies, the individual who is bullied and bullies others, and the bystander present during the bullying event. Internalizing symptoms include problems directed within the individual, such as depression, anxiety, fear, and withdrawal from social contacts. Externalizing symptoms reflect behaviour that is typically directed outwards toward others, such as anger, aggression, and conduct problems, including a tendency to engage in risky and impulsive behaviour, as well as criminal behaviour. Externalizing problems also include the use and abuse of substances. If no intervention takes place, eventually individuals can develop what is known as "learned helplessness." Learned helplessness means that the targets of bullying believe that they cannot do anything to change the situation. As a result, they stop trying. Then, the cycle down into depression becomes more severe. This leads to a feeling of hopelessness and the belief that there is no way out. they may continue to

struggle with self-esteem, have difficulty developing and maintaining relationships, and avoid social interactions. They also may have a hard time trusting people, which can impact their personal relationships and their work relationships.They may even start to believe lies about bullying, such as convincing themselves that the bullying wasn't as bad as they remember. They also may engage in self-blame.

Victims of bullying can be singled out by bullies for an infinite number of reasons with the Aggressive behaviour leaving its mental mark well after school. Being bullied is both heartbreaking and miserable for those targeted. But many adults, unless they too have been bullied, have a hard time understanding just how much kids can suffer. They fail to realize that the consequences of bullying are significant and can have a lasting impact.

This lack of understanding is often called the "empathy gap." Working to close this empathy gap is one of the best ways to improve bullying policies and prevent bullying.

A popular opinion is that bullies harass other people because they are emotionally insecure or socially incompetent. They resort to harassment and intimidation because they can't think of any better way of getting attention. The reality is more complicated than that. There are two types of bullies, the ones who feel like social misfits, the ones who feel depressed, anxious, or lonely. However, these bullies usually belong to a special category–bullies who are also the victims of other bullies. In contrast, there are the "pure" bullies. These are the people who always occupy the dominant role. They don't get victimized by other bullies. And they seem to reap the benefits of their position. Bullies aren't necessarily high-strung, insecure, socially clueless, or academically inept. Other research supports the idea of the confident bully. Studies conducted in various countries including India have all found that kids who bullied were more likely to have positive self-concepts.

If pure bullies aren't suffering from deficits in social reasoning, self-esteem, self-control, or social status….then just what is missing? New research points to an old-fashioned answer. Bullies may simply have trouble with moral reasoning. One study found that bullies scored low on a test of empathic reactivity. Other studies report that bullies are more likely to justify their behaviour in terms of the consequences for themselves, rely on rationalizations that make anti-social behaviour seem acceptable. Kids who bully others on a daily basis are at a greater risk of developing anti-social traits particularly if they also exhibit other behavioural problems.

In fact, efforts to advocate on behalf of victims will not be effective unless people truly comprehend how painful and traumatic bullying can be. Bullying may have been viewed in the past as something that ended with grade school, but research has proven that is not the case. Parents, educators, students, employers and employees can help to prevent bullying by talking openly about it, discussing issues of cultural diversity, and developing bullying intervention strategies. It's crucial that these parties learn to spot what bullying behaviours look like and send a strong message that it's unacceptable behaviour that will not be tolerated.

The need for this research is further established when the important element of time is considered . With the time all the factors that affect bullying will change – for the better or worse – that is unknown . The methods used ten years before cannot be applied today which further proves the point , which means the solutions and even the problems will change with time hence new and more effective measures need to be taken in order to completely eradicate such behaviour for the good . The purpose of this research is to understand the types of bullying , helping understand what behaviour is considered to be bullying , creating

awareness , removing the taboo coming along with the topic also adjacently establishing the need and importance of maintaining good mental health .

# Chapter 2 – Literature Review

- **Introduction / Meaning**

*" Getting people to care is the first step to changing anything" – Misha Collins.*

Bullying is an ongoing and deliberate misuse of power in relationships through repeated verbal, physical and/or social behaviour that intends to cause physical, social and/or psychological harm. It can involve an individual or a group misusing their power, or perceived power, over one or more persons who feel unable to stop it from happening.

Bullying can happen in person or online, via various digital platforms and devices and it can be obvious (overt) or hidden (covert). Bullying behaviour is repeated, or has the potential to be repeated, over time (for example, through sharing of digital records).Bullying of any form or for any reason can have immediate, medium and long-term effects on those involved, including bystanders.

When it comes to identifying bullying, it helps to have a clear definition in mind. For instance, not every mean action is bullying. In fact, some people have a tendency to label every rude thing a child says or does as bullying. The danger with this belief is that it can dilute the message about bullying. When that happens, people become immune to the severity of bullying and the problem escalates. Meanwhile, other people do not realize that there are several types of bullying. As a result, they may believe that only physical aggression constitutes bullying and forget about the other forms such as relational aggression, cyberbullying, verbal bullying, and sexual bullying. When it comes to defining bullying, the best alternative is to look for the three most common components of bullying such as power imbalances, repetitive actions, and intentional acts. The bullying relationship is characterized by an imbalance of power, such that the victim of bullying finds it hard to defend him- or herself and begins to feel powerless against the bully. The child who bullies typically is bigger, older, stronger, or more popular than the victim of bullying, and his or her intent is to exert power over the victim. For example, girls who bully through exclusion and other forms of relational aggression tend to have more social power than their victims. The bully is aware that his or her behaviour causes distress, the bully enjoys the victim's reaction, and the bullying continues and escalates. Bullies hurt others in order to feel strong and powerful at a given moment. Some adults and children rationalize bullying because victims are overly sensitive, cry easily, or act in ways that set them apart from other people. Even if the victim does show these characteristics, adults and children must know bullying is not a healthy coping response—it signals that the individual needs to learn how to manage his or her emotions, release anger and frustration in more healthy ways, and learn more constructive strategies for getting along with others.

Bullying is not a single act of meanness or rude behaviour. Instead, it is usually on going and sustained. Bullies often target their victims multiple times. Sometimes the bullying will be the same act over and over . Other times, it will include a variety of actions such as calling the target names, tripping them in the halls, and posting mean comments online. Even patterns of relational aggression are repeated over time. This can involve excluding a person from activities, posting mean things online, spreading rumors, and other subtle methods of emotional bullying. A situation becomes bullying when the torment is consistent and happens more than once.

Another aspect that sets bullying apart from other mean or rude behaviours is that the bully intends to harm the target. Bullies harass other people on purpose. Their behaviour is not accidental and it is not a "joke."There is nothing funny about bullying for the victim. Instead, the consequences of bullying are steep. Victims may feel embarrassed, ashamed, upset, afraid, sad, or even angry. Additionally, bullying can become so mean that the target can begin to feel anxious and worry about going to their respective home / school / college / workplace.

- **Types of Bullying**

1. **Physical Bullying –**
   The most obvious and apparent form of bullying, physical bullying is what most people think of when they consider this concept. This occurs when people use their physical force and actions to take control of someone else. Though it isn't always the case, physical bullies are often bigger, stronger and more fit than their peers. Knowing this, they use their strength and power to their advantage, using their body to weaken their target. While some forms of bullying can be more difficult to discern or identify, physical bullying tends to manifest itself in visible wounds and abrasions.
   Some of the physical attacks inflicted during physical bullying include:

   - Kicking
   - Punching
   - Hitting
   - Shoving
   -Slapping
   -Slamming

   **2. Verbal Bullying**

   Name-calling might be a centuries-old way to hurt and embarrass someone, but it doesn't mean it's gotten any less painful over the years. From children who get picked on at recess to spouses who are repeatedly lashed out at by their partner, verbal bullying can take many forms. Unlike physical bullies who use their bodies to inflict harm, verbal bullies use words, language, and painful statements to bring a similar level of shame.Most of these perpetrators will choose targets who are weaker or impaired and hurl insults at them to belittle them. For instance, it's not uncommon for verbal bullies to pick on students with special needs who cannot defend themselves or share a biting comment back. This kind of bullying can be quite difficult to identify , since most of the bullies

chose to assault the victims in isolated areas , private areas when people aren't around . This often leads to a case of he-said, she-said where it's one person's word against another. In addition , since no physical harm is caused , most of the people advice the victim to " to get over it " or " ignore it " opening an unhealthy way to deal with a very real and important issue. Verbal bullying can leave permanent internal wounds that impair a target for life. In addition, many bullies who use their words to harm others also use their bodies, so physical and verbal bullying often go hand-in-hand.

2. Cyberbullying

It's no secret that we're raising a generation who are more tech-savvy and connected than ever before. Thanks to chat groups, social media, and other online forums, people can communicate and collaborate with each other in real-time. Unfortunately, it's all too easy for cyberbullies to hide behind the protection of a screen. When they don't have to face their target in person, they're more comfortable using words or actions that they might not use in real life. Cyberbullying occurs when someone uses the internet to share hurtful comments, slander, embarrass, threaten, harass or otherwise harm someone else. If the event takes place with an adult present, the term changes to cyber-harassment. It can also be called cyberstalking. Though the issue is wide and varied, there are some activities that have become the trademark of cyberbullies. Like verbal bullying, cyberbullying can leave long-lasting scars of hurt and shame. It's also almost impossible to escape this form of harassment, as those with smart devices are almost always attached to them.
A few examples include:

-Posting hurtful comments
-Sharing hurtful or embarrassing images
-Making threats online
-Sending hurtful emails or text messages

4. Emotional Bullying

Also called relational aggression, emotional bullying often goes unnoticed by unassuming parents and teachers alike. That's because it can be difficult to identify, but it's present everywhere you look.In short, emotional bullying occurs when students try to ostracise one of their peers by changing their social standing, putting themselves in a more powerful and popular position in the process. Any parent whose child has ever come home from school upset and feeling left out, claiming that they're no longer a part of their former social circle, has felt the brunt of this kind of attack.This is a very calculated type of social manipulation that can leave targets feeling isolated and alone. As a result of these actions, a victim on the receiving end of this situation will often feel insulted, teased, ganged up against, excluded or ignored. In some cases, this isolation can trigger a retaliation that leads to a vicious cycle of ongoing bullying. For the most part, this kind of bullying is more present in female social groups than male ones, although this doesn't apply to every situation. However, it helps shed light on some of the most popular terms in this age group's vernacular: mean girls and frenemies.

The ways that an emotional bully might achieve his or her aim include:

-Spreading lies about the target

-Sharing secrets told in confidence

-Exposing embarrassing aspects of the target's life

-Manipulating social situations

-Breaking trust

## 5. Prejudicial Bullying

Any time that someone is bullied because of his or her race, religion, or sexual orientation, this is prejudicial bullying or racism bullying. It's called this because the root of the attack is the bully's preconceived prejudices against the other person or persons. While this might be where it all begins, prejudicial bullying is rarely an isolated event. Usually, it escalates into physical bullying, verbal bullying, or cyberbullying. Anyone who targets someone who looks or acts differently than they do is a prejudicial bully. Though it can seem insignificant at first, this is arguably the most serious form of bullying, as it can open the door to much more serious events, such as hate crimes. That's why it's critical to take every instance seriously.

## 6. Sexual Bullying

There are many different forms that sexual bullying could take. In addition to physically harming someone in a sexual manner, it can also include any verbal or emotional attacks that seek to humiliate or shame them sexually. From name-calling and crude remarks to obscene gestures and uninvited exposure or touching, there are myriad actions categorised under this umbrella. When such comments about a target's appearance or sexual development turn physical, the issue turns from sexual bullying into sexual assault.This kind of bullying most often targets girls, though boys can be targets, too. And, it's important to keep in mind that the attacks don't only happen between people of opposing genders. It's common for girls to sexually bully other girls, shaming them with hurtful labels that expose or insinuate their promiscuity. Sometimes, cyberbullying and sexual bullying occur at the same time. For instance, two parties could engage in sexting while in a relationship. Then, when they break up, one party shares the personal and humiliating messages with a larger crowd. In response, peers begin sexually bullying that person, calling them names and hurling insults in their direction.

- Effects of bullying – a . On the victim
                                    b . On the bully

a . On the victim .
It is impossible to predict who will get bullied on the basis of age, sex, race, class, sexual orientation, national origin or any other factor. Bullying occurs to people in all of these categories and no one combination of traits can guarantee that a child will or will not be bullied. However, those who frequently get bullied do exhibit some common characteristics. These may include a personality that tends towards caution and shyness, introversion, low self-confidence, unhappiness and anxiety. Bullies usually don't have a large support network of friends or may not have even a single friend and may seem to relate better to adults than peers. The prevalence of bullying

varies considerably among countries. In an international survey of adolescent health- related behaviours, the percentage of students who reported being bullied at least once ranged from as low as 15% to 20% in some countries to as high as 70% in others. Bullying is the most common form of violence in Indian society as well. Studies have found that approximately 30% of students in grades 6-10 are involved in bullying as a perpetrator, victim, or both. If anyone becomes a victim of bullying during childhood and adolescence, there is increased risk of behavioural problems, emotional problems, depression and poor school performance. Being bullied is associated with increased risk of suicidal attempts. The effects of bullying aren't temporary and last long into adulthood. Effects vary depending on role of the person n bullying situation. The long-lasting psychological impacts are due to the short-term impacts that children experience as a result of being bullied consistently. Depression and anxiety affects the emotional outlook well beyond the bullying years, extending into their adult lives where they become chronic, sometimes lifelong problems. These issues make eating, sleeping, working, exercising and engaging in interesting hobbies more difficult. The person being bullied sometimes also face difficulty in making and keeping relationships, whether with friends or romantic partners. Bullying results in the bully victim's inability to trust himself or herself as a capable individual. In particular, this shows effects during tough or difficult times, where the victim has been taught they are too weak or hopeless to persevere, and so they do not. This can have major repercussions on work, relationships and other life situations that require persistence and grit to overcome or succeed in. adults bullied at different places including work were more likely to report being depressed, anxious and under stress. These problems tended to persist, with workplace bullying related to mental health complaints over time. While workplace bullying seems to be common, it is difficult to quantify or reduce because of the fear many employees have that they will be fired if they complain. In addition, since "workplace bullying" is not a hot topic, many bullied employees don't conceptualize their situation that way. Instead, they will complain about co-workers or bosses who are rude, unhelpful, impossible to please, demoralizing or denigrating — not "bullying." Sexual harassment also can be a form of bullying, but it usually is not defined as such. Fortunately, a few successful lawsuits against large corporations have attracted the attention of employers, thus providing an incentive for managers to address the problem of workplace bullying more appropriately. For adults, there is little information about available programs and no systematic evaluation of effectiveness. Many online articles express opinions, but data are sorely lacking. Most articles extrapolate what is known about bullying prevention for children to develop similar strategies that could be suitable for adults.

b. On the bully .

A good research always teaches individuals to understand both the sides of the coin. The side of the victim has been thoroughly explained, now the fairness demands to explore the side of the bully to better understand the concept of bullying. Children are not born bullies. Bullies are made - which means they can be unmade. They often are taught from an early age that the way to get what they want is through force. They learn to respond to challenges through confrontation, and to express themselves with their fists rather than with words. As they get older, bullies are at risk for further acts of violence, including frequent fighting and carrying weapons.

A bully's education in aggression usually begins at home. Often, bullies come from households where there is little parental supervision and a lack of warmth and attention. Their parents might model aggressive behaviour as a way of solving problems, and/or discipline through a combination of angry outbursts and corporal punishment. The message the children receive is that "might makes right." Those kind of parents might support their child's bullying behaviour by their failure to disapprove of it, or their outright endorsement of it. families of bullies frequently have little closeness and unity, as well as being focused on power over one another. These children often report more negative family functioning than non-bullies. Because of the lack of parental and family support, many adolescents use bullying as a form of control and attention. These children do not know the correct form of asking for attention, love and support from others, including their peers. In addition, they often fail to model non-violent ways of dealing with social problems, so that their children don't learn the social skills needed to resolve conflicts through cooperation. Bully-victims, they are both bullies and victims. Such victimized aggressors suffer from a distinctive set of problems. Compared to pure bullies, they may be more: anxious, depressed, lonely and high-strung. what lies behind the bully is fear. One study states that that they are all easily overwhelmed with fear. They are afraid of getting hurt, they are afraid of not being liked, and their list of fears are usually lengthy. The truth is that fear is an important feeling to experience, but it is not healthy to be obsessed with fear. It appears that these kids have come to believe that they should never experience any type of discomfort in their lives. Those who have thoroughly bought into this concept, believe strictly in following a protocol on how to live their lives in exchange for being rewarded with things going their way. Adult bullies target their victims in many of the same way children who bully do. While many people think that bullying only occurs amongst children, it can also happen in the workplace among adults. No matter what the age of a bully, they are opportunistic and tend to prey on people they perceive as a threat or that they dislike because of differences. Adult bullies almost always bully others continuously and when one target leaves, quickly pick another. The following traits are common in adult bullying victims and usually make the bully feel insecure or threatened. Adult bullying can be more of a challenge to handle because it is harder to recognize and not as widely accepted as the bullying that occurs with children. Adult bullies target people who are good at their job and excel beyond them. Bullies want to eliminate their competition and make their work seem better than it is. While bullying is not acceptable no matter the age of the person doing it, adults will still bully others if they see it as the only way to solve their problems. Adult bullies target people who put them in danger of looking bad in an attempt to sabotage their work. Adult bullies target people who are popular and well liked as well, especially if they are not too popular themselves. The more well liked and competent a person is, the bigger the threat they are to an adult bully. If an adult bully is seeking attention, they will target people who receive the most attention and try to make them seem less valuable. Many adult bullies have had problems forming their own friendships their entire lives. Adult bullying is often overlooked and misunderstood in the workplace. While bullying among children is more common, adult bullying does take place.

- Environmental and other factors that play a part in bullying

   Identifying early factors that may increase young children's risk for becoming involved in bullying may guide prevention strategies for reducing bullying behaviours and has the potential to change the trajectory of children at risk for becoming involved in persistent bullying. In turn, this could help to reduce mental and physical health problems in youths. Broader socio-environmental

contexts, such as school, neighbourhood, and family contexts, may also bear influences on children's risk for being involved in bullying. A further consideration when investigating risk factors for bullying involvement is the effect of children's behaviours that may predispose them to become involved in bullying. Behavioural problems have been linked to school, neighborhood, and home environments. Greater behavioural problems have been found in disadvantaged neighbourhoods. Child maltreatment, domestic violence, and low maternal warmth are associated with childhood depression and anxiety. Thus, individuals characteristics may be further confounding variables that could explain the relation between socio-environmental factors and children's likelihood of being involved in bullying. bully-victims and bullies experienced low parental warmth and rejection compared with victims and children not involved in bullying. They were also more likely to come from low socioeconomic background and have a family risk for externalizing disorder. However, after controlling for children's characteristics, only low socioeconomic background and family risk for externalizing disorder remained associated with being a bully-victim. Parenting was not associated with victims of bullying, and it did not influence bullying behaviour over and above children's characteristics. It remains unclear whether school and neighbourhood factors would exert an influence on young children's bullying involvement over and above family and individual factors. A peer group factor that differentiates bullies from victims is a shared belief that

normalizes and approves of bullying; this normative belief has been found to be a strong predictor of bullying. Thus, peer groups provide bullies negative social support. Bullies tend to be friends with other bullies, increasing the likelihood of engaging in bullying behaviours. Larger peer groups seem to increase prevalence of bullying and membership in these groups can influence adolescent aggression for bullying. The more friends, the more likely to bully . Not surprisingly, bullying has been linked to positive social competencies such as popularity within one's peer group; however, bullying has also been linked to deficiencies with social problem solving, similar to victims. Peer group dynamics involve the role of bystanders. Greater bullying within peer groups in middle school is highly predictive of less bystander willingness to intervene to stop the bullying . Bystanders can fuel and reinforce bullying simply through their presence as an audience or in the more active role of joining in on the bullying. Bystanders can have a powerful effect on either stopping or encouraging bullying, depending on the peer group norm they ascribe to . Therefore, the role of bystanders has been the focus of several bullying intervention programs.

The adults in the school who have the most frequent and consistent contact with students are teachers; therefore, their role in the bullying dynamic deserves attention. Although there is litt le research in the area of teacher-student bullying, there is enough to establish that it exist. Teachers can either intensify, encourage, or limit bullying depending on their approach. power is inherent to the teacher-student bullying dynamic, where the imbalance is most apparent in the traditional roles of teacher as authority and student as obedient follower. Further, such teacher behaviour can model bullying behaviour to students, who may feel free to engage in bullying condoned by the teacher. Teacher mistreatment of students can have a ripple effect where children who feel that they are being treated badly or unfairly by teachers, may in turn treat other children badly, either as a way of relieving their hurt or frustration or as a way of re-taking a sense of control through the construction of a relationship where they have power. The connection between victimization and bullying emerges in classroom environments. Further, students say that classrooms where they have little room to express views or demonstrate autonomy are more conducive to bullying.

- Gender differences in bullying

There is much speculation as to whether gender differences exist in bullying. Data found from several researches found that boys engaged in and were the target of traditional bullying more than girls. Research suggests that boys not only bully more but also fall victim to bullying more so than girls. Both men and women aggressive tendencies but both in distinct forms of behaviour.

This proposes that both males and females do bully at comparable rates, but the styles in which

the use to bully may be different. Men choose a more direct approach aggression whereas women choose an indirect approach. Research and data collected further adds to the point that physical bullying wherein the bully uses physical aggression towards victim was found more in males in consideration of being bullied and being a bully. Women use relational aggression alongwith emotional and social bullying when targeting their victims. But, discovering that males used relational aggression just as much as direct aggression was not previously known. Females are more inclined to use indirect/relational aggression because of their social structure. For females, close and strong relationships between friends tend to emerge whereas in males larger and more diffuse social networks exist. Therefore, threatening or manipulating those friendships can do more harm for females than it can for male. Additionally, females tend to have more concern for interpersonal problems which can make them more inclined to reacting negatively to relational problems. Females may also be predisposed to use indirect aggression because they mature faster verbally than males. Because females tend to acquire verbal skills at an earlier stage, the use of indirect aggression is simply facilitated . In regard to males, it is a social norm for them to be aggressive and display dominance, therefore males typically may display a more direct aggression type of bullying.

Children and adults also have a dual way of looking at the situation of bullying. Females were more likely than males to refer to the effects on the victim when discussing bullying. Boys are inclined to focus on the externalizing bullying behaviour while females focus on the internalizing or concealed effects on the victim. It is clear that there are distinct but questionable gender differences in the styles of bullying used. In addition, some interesting findings into how individuals perceive bullying as a result of their gender have been found. Whereas male bullies are driven by a desire for dominance, girls are claimed to bully from a need for reassurance. The different types of social networks formed by boys,large and loosely structured, and girls, smaller and more intimate, are linked to this distinction. However dominance and reassurance can be seen as complementary; both male and female bullies are obtaining status in their own eyes and the eyes of others, through the exercise of power. Their worth is enhanced through the devaluing of other individuals or social groups. Gender differences may lie more in what is valued by the groups, with girls putting a higher premium on sociability and intimacy; boys on toughness, self-confidence and physical prowess. There were differences in all the victimization behaviours, with boys experiencing more physical violence, being insulted or called names and being threatened, while girls are subjected to more relational behaviours, like the spread of rumours or being excluded or ignored by others. In the case of perpetration, boys show higher rates than girls in almost all the differences found: executing more physical violence, insulting, and threatening others.

- Solutions

Preventing and stopping bullying involves a commitment to creating a safe environment where everyone can thrive, socially and academically, without being afraid. The people in positions of authority , who can take corrective measures need to be aware that although bullying generally happens in areas - bathroom, playground, crowded hallways, and school buses , classrooms , grounds, dorm rooms in cases of bullying in schools and colleges and bathroom , secluded areas , parking lot , cubicle without any witnesses, cabins in cases of bullying in workplaces as well as mobiles , laptops , computers from any location in cases of cyberbullying . If the people with the power observe or witness an incident , they need to report it and take corrective measures confirming that any sort of abusive or hurtful behaviour wont be tolerated. After the measures are taken , even proper help should be provided in order for both – the bully and the victim to process their behaviour and situations with a professional counsellor or a psychiatrist , with appropriate charges in case the parties have financial problems .

In order to completely eradicate bullying , kindness needs to be taught to children from a young age , a strict no bullying mentality should be enforced in small children when they are of age of absorbing information. Positives healthy mechanisms and manners should be taught to everyone. Until something can be done on an administrative level, work with the victim to handle bullying without being crushed or defeated. Practice scenarios at home where the victim learns how to ignore a bully and/or develop assertive strategies for coping with bullying is also recommended . Help children identify teachers and friends that can help them if they're worried about being bullied. Boundaries need to be set when it comes to technology among children , their exposure to various sites , apps should be limited . Children need to be educated about the concept and the meaning of bullying , it's pattern , how it works to better identify and how to deal with it . A healthier line of communication needs to established among the parents , teachers , children , bosses creating a safe space where the victims and even the bully can confide and trust to get help . Victimisation regarding bullying should be changed , it's a given that bullying is a very real and serious issue which needs to be acknowledged . The short term and long term effects of bullying needs to reach the general public to help understand the severity of the topic. Wrong behaviour should be punished fairly to let the bullies know that their actions have consequences . Aggressive and toxic behaviour should be punished and healthy behaviour should be encouraged among not only in children but also adults . There is a need of shifting the goal from "how to defeat the bully" to "how to defeat the fears and learn through the experience". Having happiness and peace of mind attached to events and the whims of others places everyone out of control. Giving away control , can render the victims helpless. Attaching happiness to people's behaviour and actions, which are out of control should be avoided. The reality is that other people and events are seldom in anyone's control. When children and adults learn that they do not control how others behave or how life unfolds they are more likely to detach from attachment to such things, they are taught to have high expectations for themselves, their own morals and conduct, understanding that their happiness is not fixed to how others treat them and that they have control over their thought and hence their feelings is important. There are ways of reducing bullying , it starts with empowering everyone .

**Chapter 3 – Research Methodology**

Both primary and secondary data were chosen to collect the data that were used in analyzing the research study. Primary data was obtained through questionnaire given to respondents. While secondary data was gathered through various mediums.

Structured questionnaire were distributed to people of various age groups via emails , personal messages with links .A sample size of 134 participants were chosen.

The secondary data was collected through various mediums such as websites through various articles , research projects .
The questionnaire was designed to translate the information needed into a set of specific questions. The purpose of questionnaire was to understand the participants knowledge about bullying , how they respond to it , what their personal insights are about the topic. The questionnaire also helped understand exactly how much knowledge do the participants have about how to handle a victim and how to approach and deal when confronted with bullying.

The concepts used in the research study are translated into simple and clear questions to obtain the information regarding concepts such as meaning , frequency , responses to solutions established before , environmental factors affecting the topic and personal insight of the participants regarding the topic .

- Literature review data -

In May 2021, the survey was sent out via email and whatsapp to a portion of people age groups. Moreover, this includes not only Indian people but also people of other nationalities. As the survey was intended for various age groups, the sample size of potential respondents were 134 individuals. The respondents were given one month to answer the survey. The participation to the survey was completely voluntary and anonymous, and the questions were in English.

- Data quality (validity and reliability)

In order to ensure the validity and reliability of the research method, the questionnaire was refined by the researcher. Friends and family were consulted in order to gain insights into formatting of the questions and relevance. Finally, before sending the survey, the researcher consulted the thesis supervisor and after a few alterations the survey was approved by the thesis supervisor. The data collection from the research is done by presenting and analysing actual numerical and qualitative data from the survey. For reliability, ideally the sample group should consist of as many respondents as possible.

However, due to time constraints of the researcher and losing time due to a mailing list issue, the respondent amount consisted of 134 respondents, which perhaps does not represent a large enough sample group, hence could potentially affect the reliability and validity of the research.

- Statistical Data

For the research, statistical method of hypothesis was used by the researcher. The most common method used for Hypothesis is CHI-SQR test that assesses if a certain premise is actually true for the data set or population.

- Limitations

    The researcher wants to specifically bring to attention the limitations that affected the choice of methodology.
    Personal interviews were not possible due to covid-19 lockdown which would have helped get a deeper insight on the participants understanding of the topic.
    As the colleges were closed due to the pandemic the libraries weren't accessible for deeper understanding of the research topic.

    Due to time constraints for the research project, there were minor challenges faced which proved to be unfathomable such as a deeper view on the topic , not getting the proper resources to conduct the research , no groundwork which have helped get more authentic data from individuals.

## Chapter 4 – Data analysis and Interpretation

Data analysis based on the questionnaire will be listed below with appropriate graphs and figures.

Q1. Please state your age.
134 responses



Below 18
18 - 25
25 - 50
Above 50

55.2%
35.1%
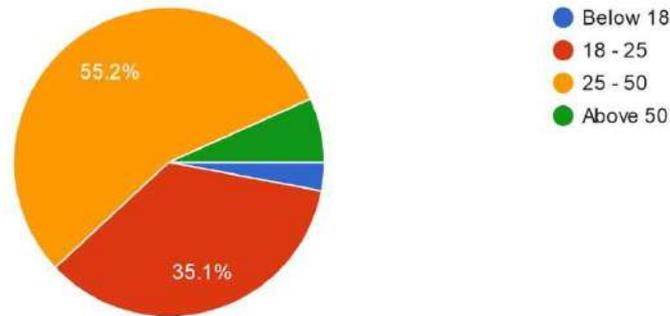
Fig 1.1 − Figure showing age of the respondents.

Data shows that responses from all age groups have been involved , helping conduct a wider research of the topic to better help access the problem and get better solutions.

Q2. Please state your gender.
134 responses



Male
Female
Other

51.5%
48.5%
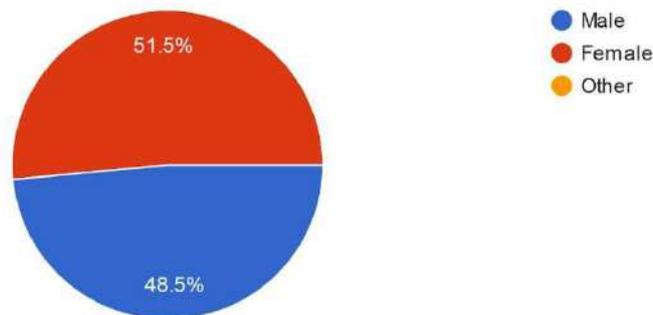
Fig 1.2 – Figure showing the gender of the respondents

Data shows that most of the respondents were female with a percentage of 51.5 and male with 48.5% .

Q3 . What would you say to a bullying victim ?

134 responses
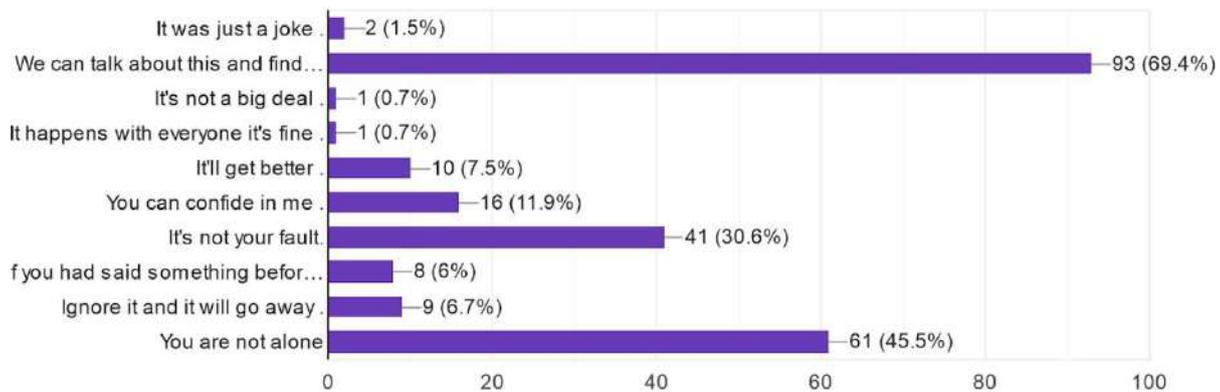


Fig 1.3 – Figure showing participants responses on how to handle a bullying victim.

Most of the data recorded showed that majority of the respondents chose a more empathetic way of approaching a bullying victim . With 93 respondents wanting to talk and find a solution on the problem . The respondents showed preparation to listen to the victim and assure them that it's not fault and that they are not alone further proving that encouragement and support from people around them , confidence can be built self esteem can be improved and courage can be found to report the incidents to the authorities. Reluctance on giving support and help was also found in the responses where respondents recorded responses where traces of victimization , not understanding the severity , lack of knowledge on how to help the victims was seen.

Q4 - a. Have you ever been teased , harassed or hurt in your home/ school / college / work / other ?
(if your answer is no please move to Q4 )

129 responses
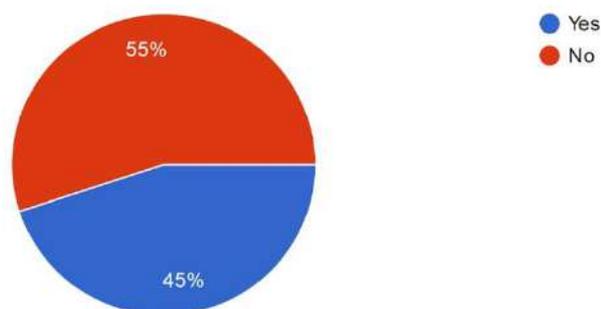


Fig 1.4 – Figure showing responses to bullying .

45% of the respondents had been bullied or harassed in their schools / colleges / workplaces / home showing that bullying is indeed an issue in various countries including India . The need for this research project was further established looking at the data found as almost half of the respondents had gone through or have been going through bullying in places that were supposed help them grow and learn .

Q4 - b . What was the frequency of the bullying ?
116 responses
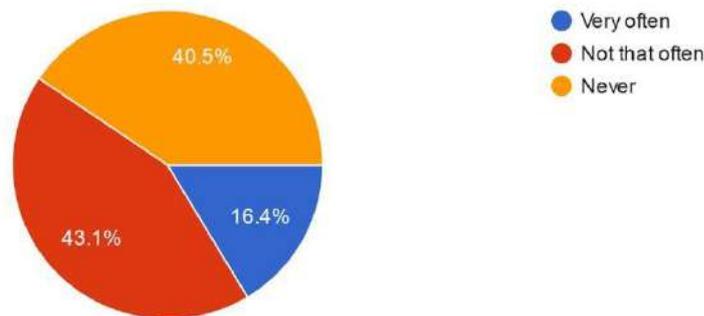


Fig 1.5 – Figure showing frequency of the bullying .

59.5% , occupying more than half of the respondents have gone through bullying with the frequency ranging from not that often to very often portraying how severe the situation really is . Through this data severity and importance of establishing correct solutions can be seen .

Q4 - c. Have you ever reported the incident to authorities if yes then what was their response ?
89 responses
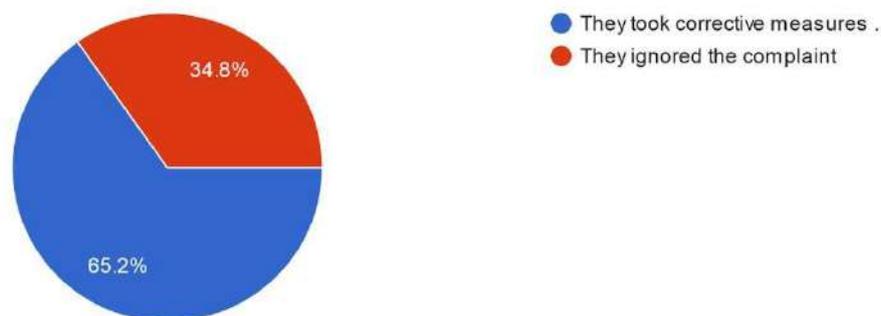


Fig 1.6 – Figure showing the responses where bullying was reported with responses from authorities .

Data shows that 65.2% of the authorities took corrective measures further helping the victims who came forward and reported the incident which shows that the solutions and practices established in the respective respondents school / college / workplace / home was well received and practiced . Data also showed that 38.4% respondents did not receive the same support and help that a person with authority should have given which depicts ignorance that allows bullying to be carried out further proving the people in power to be bystanders to the abuse carrying out in front of them .

Q5 . Have you ever witnessed bullying ?
134 responses



- Yes
- No

50.7%

49.3%
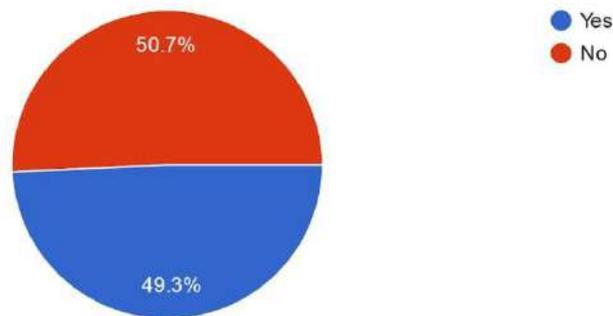
Fig 1.7 – Figure showing how many respondents witnessed bullying .

While 50.7% of the respondents have not witnessed bullying 49.3% of the respondents have witnessed bullying , which shows the frequency of bullying in the respective places creating a group of witnesses who may or may not respond and report the incident.

Q6 . What is your immediate response when you witness someone getting bullied in front of you ?
134 responses



- Take matters in your own hand and help the victim .
- Contact the authorities and report the incident .
- Ignore the incident .

62.7%

6%

31.3%

Fig 1.8 – Figure showing responses of witnesses to bullying .

Most of the respondents showed the capacity to report the incident to authorities which would further help the victims get fair justice and also help the authorities know and manage bullying happening in their respective places . 31.3% of the respondents showed the capacity to take the matters in their own hands and try to help the victims right there and then rather than reporting the incident which put the person in danger without the authorities possibly not knowing about the incident. 6% of the respondents even chose ignoring the incident creating a bystander effect where no help is provided to the victim and the lack of response would make the bully think their actions would not have any consequences .

Q7 . How would you describe the environment in your home ?
134 responses
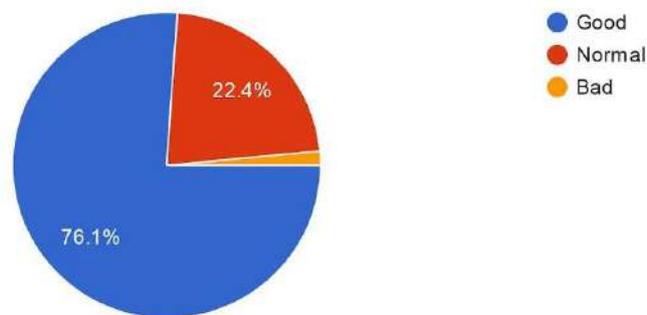


Fig 1.9 – Figure showing the atmosphere in the respondents home .

76.1% of the respondents have a good atmosphere in their homes adding a safe space where they could confide in to share problems , while 22.4% of the respondents have a normal atmosphere in their homes where they may or may not be able to open up about their problems and lastly 1.5% of the respondents have a bad atmosphere in their homes where they cannot confide in or lean in for support regarding their problems .

Q8 . How would you describe the environment in you college/ workplace / other ?
134 responses
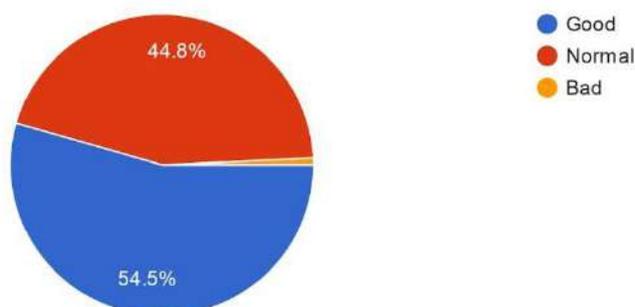
Fig 1.10 – Figure showing the atmosphere in the respondents college / workplace / other .

54.5% of the respondents have a good atmosphere in their college / workplace / other depicting a supportive environment which is mentioned in solutions of eradicating bullying and having a safe environment to grow with empathy and kindness . 44.8% of the respondents have a normal atmosphere in their college / workplace / other with only one respondent with a bad atmosphere in their college or workplace .

Q9 . Have you ever witnessed violence at any time of your life ?
134 responses
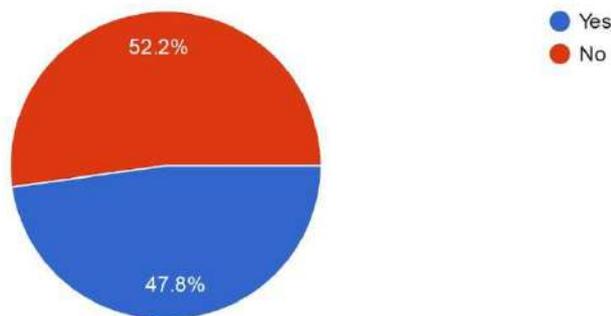


Fig 1.11 – Figure showing respondents being a witness to violence .

Violence is an important factor in bullying , 47.8% of the respondents have witnessed violence showing that they were directly or indirectly affected by the show of violence which is an important part of bullying , helping understand the psychology of why the bully bullies and what effect it has on people . Witnessing violence can affect people in various ways , even allowing one to think that it is the only answer creating a circle of violence adding up to the severity of violence . 52.2% of the respondents have not witnessed bullying which shows a supportive and safe atmosphere where no violence was depicted.

Q10 . Do you think bullying is a serious issue ?
134 responses

95.5%

Yes
No
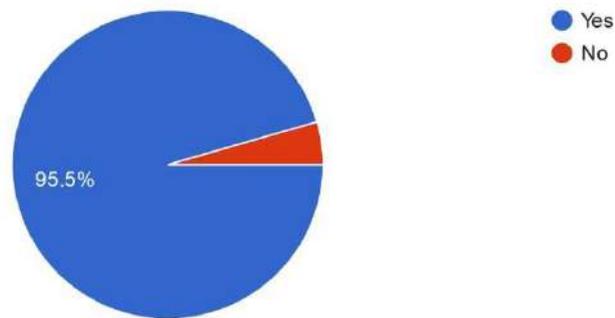
Fig 1.12 – Figure showing respondents to the importance of the topic .

95.5% of the respondents agreed to bullying being a serious issue which portrays the awareness about the topic , the severity and the knowledge of the impact and effects that the respondents are aware of which will help tackle bullying with corrective and effective measures.

| SUM of CTR | Q2 . Please state your gender . | | |
|---|---|---|---|
| Q4 - a. Have you ever been teased , harassed or hurt in your home/ school / college / work / other ? (if your answer is no please move to Q4 ) | Female | Male | Grand Total |
| | 2 | 3 | 5 |
| No | 34 | 37 | 71 |
| Yes | 33 | 25 | 58 |
| **Grand Total** | **69** | **65** | **134** |

| | | | |
|---|---|---|---|
| Expected value | 2.574626866 | 2.425373134 | 0.5189293896 |
| | 36.55970149 | 34.44029851 | |

29.86567164 28.13432836

Fig 1.13 – Figure showing the results from CHIS.Q Test .

In personal insights from the respondents , a majority of them responded with various ideas and tactics to handle bullying , including contacting the authorities and standing up for yourself , getting educated on the topic , training yourself to be strong and brave . A few even suggested awareness campaigns , explaining the effects on the victim to everyone to better understand the severity of the subject. Stricter rules and punishments along with understanding and behaving with kindness and learning self defence and conducting friendly debates to understand the topic better from multiple points of view , showing that the respondents do take bullying to be a serious issue which should be handled effectively with right corrective measures in place .

# Chapter 5 – Conclusion

 Each day hundreds of thousands of individuals dread going to school / colleges / workplaces / others and facing the taunts, jeers, and humiliation wrought by bullies. When we think of bullying, the easily identifiable physical and verbal harassment comes to mind, including teasing, taunting, threatening, and hitting. Relational bullying is more difficult for adults to observe and identify. Bullying is not a normal part of growing up. Victims of bullying suffer psychological and sometimes physical scars that last a lifetime. Victims report greater fear and anxiety, feel less accepted, suffer from more health problems, and score lower on measures of academic achievement and self-esteem than students who are not bullied. Victims often turn their anger inward, which may lead to depression, anxiety, and even suicide. The experience of bullying is also linked with violence . Through primary and secondary data , various information was collected which reflected that not people are aware of bullying but the ones who are have a good knowledge of how to tackle it and how bullying works .

One of the creative ideas included having a friendly debate on the subject which help get perspective of many people on the topic and how to deal with it appropriately . While the data also showed that bullying does happen and it's a serious issue it also showed empathy and support from the respondents willing to help and show kindness to the victims which is one of the ways to completely eradicate bullying .

*"Be kind to yourself so you can be happy enough to be kind to the world." Before you can really start to be kind to others, you have to start by being kind to yourself. If you're not happy with who you are, it'll be hard to spread that sort of thought." – Misha Collins .*

**Appendice**

https://docs.google.com/forms/d/e/1FAIpQLSfmgOLByEEZ0k5zL1xPdMevgeh16U4-O-BH8ajrytxWVrtwVg/viewform?usp=sf_link

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**A PROJECT REPORT ON:**
**"RECRUITMENT PROCESS AT FUJI ELECTRIC CONSUL NEOWATT"**

**SUBMITTED TO:**
**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
(**Autonomous**)

**AFFILIATED WITH SAVITRIBAI PHULE UNIVERSITY PARTIAL**
**FULFILLMENT OF REQUIREMENT OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**INTERNATIONAL BUSINESS (BBA IB)**

**(2020-2021)**

**SUBMITTED BY**

**HARDIK CHIKHALIKAR**
**TY BBA IB ROLL NO (91)**

**UNDER THE GUIDANCE OF**
**Prof. MANJUSHA WADEKAR**

# CERTIFICATE

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss.  **HARDIK CHIKHALIKAR**

of B.B.A.I.B. Exam Seat No. **91** has satisfactorily completed the

project work.

Title  **RECRUITMENT PROCESS OF FUJI ELECTRIC CONSUL NEOWATT**

Date : **JUNE 2021**                                                      Place - Pune
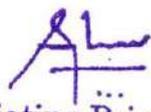
Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004
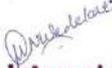
**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I **Hardik Chikhalikar** hereby declare that this project report entitled
**"RECRUITMENT PROCESS AT FUJI ELECTRIC CONSUL NEOWATT"**
submitted to **SAVITRIBAI PHULE PUNE UNIVERSITY**, is the record of
original work done by me under guidance of **Prof. Manjusha Wadekar**
This project work is submitted in the partial fulfilment of the requirements for the
award of the degree of Bachelors of Business Administration. The results
embodied in the thesis have not been submitted to any other University or Institute
for the award of any degree or Diploma. My intention to understanding this project
lies towards enhancing my knowledge in the field of Human Resource
Management.

Hardik
Chikhalikar

 TY, BBA

# ACKNOWLEDGEMENT

This acknowledgement is not merely a catalogue of names but an expression of my deepest sense of gratitude to all those who helped me in undertaking this Human Resource Project
I would like to express my sincere thanks to Savitribai Phule Pune University and Principal – MR CN Rawal, Head of department- Bharti upadhya mam and Brihan Maharashtra College of Commerce for giving me the opportunity to prepare and present this report. I take this opportunity to express my profound gratitude and deep regards to my guide **Prof. Manjusha Wadekar** for her exemplary guidance, monitoring and constant encouragement throughout the course of this project. The blessing, help and guidance given by her time to time shall carry me a long way in the journey of life on which I am about to
embark. "There is a good saying that the work is successfully completed if the person is guided properly at the right time by the right person", with that the good opportunities that we receive as well as the efficient supervision and the most valuable the internal guidance
I also thank all the respondents who have given their valuable time, views and authentic information for this project

Hardik
Chikhalikar

TY, BBA IB

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# CHAPTER NO. 1
# INTRODUCTION

## 1.1  Introduction

The human sources are the maximum vital assets of a corporation, the success or failure of a corporation is basically depending on the human beings working therein. Without positive and innovative contributions from people, businesses can't development and prosper. So as to attain the goals or the sports of an employer, consequently, they need to recruit humans with considered necessary competencies, qualifications and experience. At the same time as doing so, they should preserve the existing in addition to the future requirements of the enterprise in mind.

## Recruitment

Recruitment is distinct from Employment and Selection. Once the required number and kind ofhumanresourcesaredetermined,themanagementhastofindtheplaceswheretherequired human resources will be available and also find the means of attracting them towards the organization before selecting suitable candidates for jobs. All the process is generally known as recruitment. Some people use the term "Recruitment" for employment. These two are not oneandthesame.Recruitmentisonlyuseofthestepsintheentireemploymentprocess.Some others use the recruitment for selection. These are not the same either. Technically speaking, the function of recruitment precedes the selection function and it includes only finding, developing the sources of prospective employees and attracting them to apply for jobs in an organization,whereastheselectionistheprocessoffindingoutthemostsuitablecandidateto the job out of the candidates attracted(i.e., recruited). Hiring a professional by first understanding the exact skill set and then matching it with the various applicant resumes and then short listing and screening the best fit out of the lot is what is required. Understanding of all the technology is must and other determining factors like education background certifications skills and domain type of industry work experience etc for hiring or recruiting a right professional. Recruitment can be defined as the process of finding our prospective candidates for filling actual and projected vacancies in an organisation. Recruitment enables the organization to obtain the types of individual required for its continuous working. Normally, it is an effort to gain the interest of the candidates looking for job, find the candidatesinterestinthejobandcreateagroupofpotentialemployees,withthehelpofwhich the management can choose the suitable person for the job. Recruitment refers to the overall process attracting, shortlisting, selection and appointing suitable candidates for the job within an organisation. Recruitment can also refer to process involved in choosing individuals for unpaid roles. Managers, human resource generalist and recruitment specialists may be tasked withcaringoutrecruitment,butinsomecasespublicsectoremploymentagencies,commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process.Internetbasedtechnologieswhichsupportsalltheaspectsofrecruitmenthavebecome widespread.

Recruitment is the process of attracting the most suitable people for the position, selection is theprocessofchoosingthebestpersonfortheposition,andinductionisintroducingtheperson to the position. This module describes a series of well-tested steps to help to identify the right person, to ensure he or she will fit well with your business, and to meet the various legal obligationsofanemployer.Iftherecruitmentisdonewell,thebusinessbenefitsfromhappier andmoreproductivepeople,reducedstaffturnover,goodworkingrelationshipsandultimately a more profitable. The process of recruitment is one the most significant aspect for operating a business successfully. The quality of the worker determines the performance of an organisation, and therefore, individuals who efficiently manage all the functions of the organisationaremoresuitableforit.Byappointingtherightpersonontherightposition,great amount of time, energy and money can be saved. Therefore, it is necessary for manager to recruit high quality employees in order to fulfil the organisation needs. This module is about how to approach recruitment, selection and induction of the people in your business. It is designed for people starting to introduce a more formal business approach, perhaps as more staff are take on the complexity of the business grows, and for those employees wishing to improve their current approaches. In human resource management, "recruitment" is the process of finding and hiring the best and most qualified candidate for a job opening, in a timely and cost-effective manner. It can also be defined as the "process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation." When we speak of the recruitment process, we immediately think of activity suchastheanalysisoftherecruitmentsofaspecificjob,attractingcandidatestoapplyforthat job, screening the applicants and selecting among them, hiring the chosen candidates to becomenewemployeesoftheorganization,andintegratingthemintothestructure.Obviously, themainreasonwhytherecruitmentprocessisimplementedistofindthepersonwhoarebest qualified for the positions within the company, and who will help them towards attaining organisational goals. Recruitment is done well, the business benefits from happier and more productive people reduced staff turnover, good. When more persons apply for the job then there will be a scope for recruiting better person. The job seeker too, on the other hand, are in search of organisation offering them employment. Recruitment is a linkage activity bringing togetherthosewithjobsandthoseseekingjobs.Thescientificrecruitmentprocessleadstothe higher productivity, better wages, high morale, reduction in labour turnover and enhanced reputation. It stimulates people to apply for jobs; hence it is a positiveprocess.

Recruitmentisconcernedwithreachingout,andattracting,andensuringasupplyofqualified personnel and making out selection of requisite manpower both in their quantitative and qualitative aspect. It is development and maintenance of adequate manpower resources. This is the first stage of the process of the selection and is completed with the placement. It means to estimate the available vacancies and to make suitable arrangement for their selection and appointment. Recruitment is understood as the process of searching for and obtaining applicantsforthejobs,fromamongwhomtherightcandidatecanbeselected.Inrecruitment,

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information is collected from interested candidates. For this different sources such as newspaper, advertisement, internal promotion, etc. are used. It is strategic function for HR department.

## 1.2    Statement of TheTopic

**1.3**    The statement of the topic is Recruitment procedure at Fuji electric powered Consul Neowatt

**1.4**    In simple idea in the back of selecting the subject of "Recruitment process" is to take a look at how personnel are hired. Now days businesses are coming up with the brand new strategies and those. therefore to observe how the real technique is going inside the agency.

## 1.5    Objectives ofRecruitment
- To understand the recruitment process in Fuji Electric ConsulNeowatt
- To provide employment opportunities for fresher as well asexperienced
- To study the various sources ofrecruitment.
- To identify how does the company search for a talent globally and not just within the company.
- To learn what is the process of recruitment that should befollowed

## 1.6    Scope of theStudy

- 30+ Years of field experience in developing power quality solutions for critical equipment &applications.
- 1000+ MW of power backup & power conditioning productsdelivered.
- 250K+ Installations across India, Middle-East, Africa andAsia.
- 90+ Customers with more than 1MW of our products andsolutions.

## 1.7    Research MethodologyAdopted

The data analysis for this study was carried out using the quantitative approach. Physical questionnaire were created and were distributed to them through Google Forms.

Research Area : Fuji Electric Consul Neowatt,Holkarwadi, Pune

Primary sources: Data was collected from 25 employees using questionnaire method.

Secondary sources: website of Fuji Electric Consul Neowatt, books and magazinesfor recruitment definitions, advantages and limitations.

Sampling technique: Simple random samplings.

## 1.8    Limitations ofResearch

1. Time and cost during the research the researcher was exclusively restricted to 25 employees only because of time constraints and cost constraints. It was slight difficult to choose only 25 employees out of 600 employees in the company. Time span taken by research was only for 15 days, hence it was quite difficult to do research on large quantity of employees.

2. Simple random technique as the word "simple" implies producing a simple random sample is much less complicated than other methods such as stratified random sampling, etc. but in the simple random sampling it is difficult to access list of full population. An accurate statistical measure of large population can only be obtained whenafulllistofentirepopulationtobestudiedasavailable.Simplerandomsampling is time consuming, costly and also it is supposed to be a biased for some instance. Simple random is used for disadvantaging or limiting factor that employee has been chosen randomly by the researcher using judgement or those employees who were willing to co-operate to give the data have been selected for the researchstudy.

# CHAPTER NO. 2
# REVIEW OF LITERATURE

## 2.1 Introduction ofRecruitment

Theprocedureoffindingandhiringthebestqualifiedcandidate(fromwithinoroutofdoors of an enterprise) for a task starting, in a well timed and value powerful way. This module is ready a way to method recruitment, selection and induction of the human beings for your commercial enterprise. it's miles designed for human beings beginning to introduce a greater formal enterprise approach, perhaps as extra body of workers are taken on and the complexity of the farm commercial enterprise grows, and for the ones employers wishing to enhance their modern-day tactics. Recruitment is the method of attracting the most appropriate people for the location, selection is the technique of selecting the high-quality character for the placement, and induction is introducing the person to the location. This module describes a sequence of well-examined steps that will help you to identify the right person, to make sure he or she will suit nicely with and to fulfill the various felony responsibilities of a corporation. If recruitment is carried out well, the enterprise advantages from happier and greater productive human beings and reduced team of workers turnover.The process of recruitment is one of the most significant aspect for operating a business successfully. The quality of the workers determines the performance of an organisation, and therefore, individuals who efficiently manage all the functions of the organisation are more suitable for it. Despite the fact that, modifications can be bought in a few incompetent employees via schooling rigorous supervision, recruitment of successful and passionate people is surely favored. By means of appointing the right character at the proper function, wonderful amount of time, power and money may be saved. Therefore, it is necessary for a manger to recruit excessive best employees in an effort to fulfill the organisation needs. This module is ready a way to technique recruitment, choice, and induction of the humans in your commercial enterprise. Recruitment is a linkage hobby bringing together people with jobs and those seeking jobs. In easy phrases, the time period recruitment refers to coming across the assets from where potential personnel can be decided on. The scientific recruitment technique leads to the better productiveness, better wages, high morale, reduction on labor turnover and greater recognition. It stimulates human beings to use for jobs, therefore it's miles high qualitysystem.

## Definitions of the term Recruitment

**1. According to Keith Davis,** "Recruitment is the process of finding and attracting capable applicantsforemployment.Theprocessbeginswhennewrecruitsaresoughtandendswhen their applicants aresubmitted."

**2. According to Edwin B. Flippo,** "Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in theorganisation."

**3. According to Mart and T. Telsang,** "Recruitment is the generating of applications or applicants for a specificposition."

**4. According to Prof. R. W. Griffin,** "Recruitment is the process of attracting individuals to apply for jobs that areopen."

**5. According to Decenzo and S.P. Robbins,** "Recruitment is the process discovering the potential for actual or anticipated organisationalvacancies."

## 2.2 Importance ofRecruitment
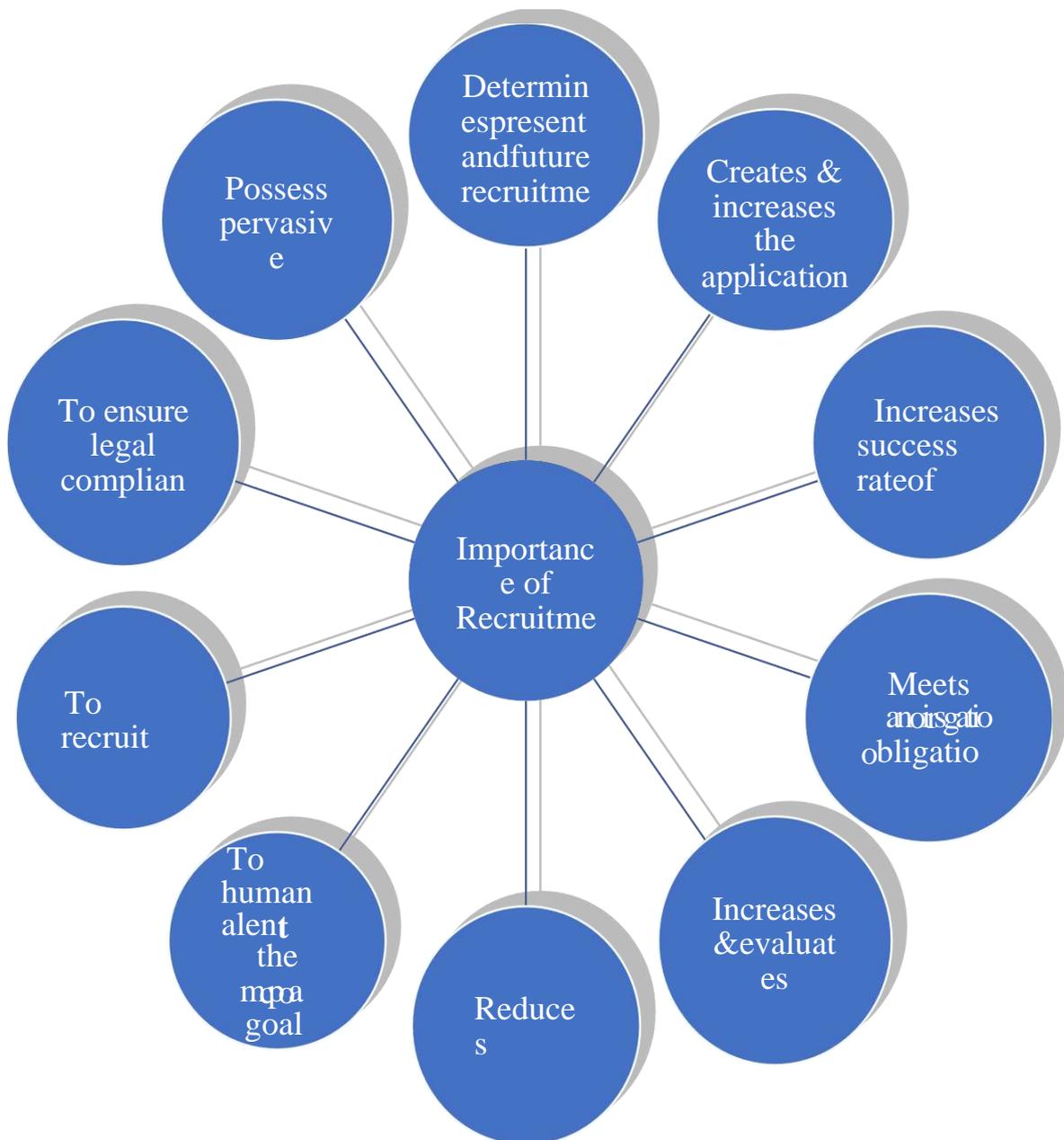
1. **Determines present and future recruitment:** It involves identifying and preparing potential job applicants for higher position. It is significant for every organisation to find out the existing and future needs of the organisation as per the human resources planning and job analysisactivities.

2. **Creates and increases the application pool:** Recruitment develops a pool of talent candidates to facilitate the selection of the most suitable candidates for the organisation. It helps to gather an appropriate number of acceptable applicants for each job position at the minimum cost. It has been observed that the worth of selection to an organisation rises with the increases the pool of potential candidates. Infact, a larger group of qualified applicants indicates that there are more suitable applicants available for the vacant jobposition.

3. **Increases success rate of selection:** By lowering the percentage of the applicants who are either less qualified or who have undesired knowledge, skills and ability for recruiting organisation, recruitment increases the success rate of selection process. Staff time, material and physical facilities are needed by tis kind of processing. If the recruitment programme brings the applicant which do not match the requirement of thevacantjobposition,theresultcanbeterrible.Theexpensesdoneonassessingthe inappropriate candidates can go in vain. Furthermore, the extra time required for persistent human requirement and selection increases the organisational expenses as well.

4. **Meets organisational obligations:** the objectives of recruitment is to meet the organisationallegalandsocialobligationsconcerningthedemographiccompositionof its judged by the demographic features of those recruited and selected. The demographic feature of selected candidates are directly proportional to the feature of applicantpool.Ifrecruitmentprogrammefailstoprovidethedesiredpoolofapplicant, then it is quite obvious that the selection programme will not be able to fulfill the required set of skilledpersonnel.

5. **Increases and evaluates effectiveness:** The present as well as the future effectiveness oftheindividualandtheorganisationgetsincreasedduetorecruitment.Italsoassesses the effectiveness of a variety of recruiting methods and sources for all types of job applicants.

6. **Reduces turnover:** Once recruited and selected, the recruitment process minimise the chances that job applicants will quit the organisation in the initial phase of placement. This in turn result in retention of potentialemployees.

7. **To align human talent with the company's goals:** Through strategic recruitment, companies can make sure they have the right set of skills to support the business both now and in the future. Recruitment is not just about putting bodies in chairs. Its about identifying the skills, expertise and leadership that the business needs to grow and outperform thecompetition.

8. **To recruit efficiently:** Efficiently does not always mean at the lowest cost, but obviously,abusinesswillnotwanttospendmoreonrecruitmentandhiringthanithas to. Efficient recruiting means placing the right job advertisement in the right place to attract the right candidates at the right time. It involves creating application processes thatencouragecandidatesratherthandeterthemsoyouarenotwastingdollarsonpay-  per-clickadvertisingthatdoesn'tconverttojobapplications.Byestablishingaprocess, thereisamuchgreaterchanceyouwillgetthebestpersonforthejobascosteffectively  as possible.

9. **Toensurelegalcompliance:**humanresourcesmanagementisaminefieldoflawsand regulations that aim to support workers and stop employers from abusing their power. Anti-discrimination laws and equal opportunity employment are just two of them. Following a formalized recruitment process cuts the risk of violations and supports the business in staying fair and transparent in itshiring.

10. **Possess pervasive function:** Recruitment is a pervasive function as all organisation engage in recruiting activity. But the volume and the nature of recruitment varies with the size, nature and the environment of the particularorganisation.

## 2.3 Methods ofrecruitment

Methods of Recruitment

**Traditional Methods**
**1.** Transfer &Promotions
**2.** Advertisements
3.Radio&Television
4.Job posting
5.Scouting
6.Schools, colleges and professionalinstitutions
7.Recruitment at the factory gate
8.Unconsolidated application
9.Voluntaryorganisations
10.Previousapplicants

**Modern Methods**1.Electronic recruiting 2.Social media
**3.**Smart phones
4.Air display
5.Stickers
6.Kiosks
7.Cultural or Socialevents
8.Conversion of clients as employees
9.Billboard advertising
10.Glow signboards

Despite the fiercely competitive nature of recruiting, many employers still use traditional recruitmentsources,atleastinitially.Someofthesearereactiveinnature.**Varioustraditional methods of recruitment are asfollows:**

1. **Transfer & Promotions:** This is a method of filling vacancies from within through transfers andpromotions.

   A transfer is an internal movement within the same grade, from one job to another. It may lead to changes in duties & responsibilities, working conditions, etc., but not necessarily salary.

   Promotion on the other hand, involves movement of employee from a lower level position to a higher level position accompanied by changes in duties, responsibilities, status and value.

2. **Advertisements:** The ads generally give a brief outline of the job responsibilities, compensation package, prospects in the organisation, etc. This method is appropriate when the organisation intends to reach a large target group and wants a fairly good number of talented people who are geographically spreadout.

3. **Radio & Television:** Radio and television are used to reach certain types of job applicantssuchasskilledworkers.Radioandtelevisionareusedbutsparingly,andthat too, by government departments only. Companies in the private sector are hesitant to use the media because of high costs and also because they fear that such advertising will make the companies look desperate and damage their conservativeimage.

4. **Job posting:** Job posting is an internal method of recruitment in which notices of availablejobsarepostedincentrallocationsthroughouttheorganisationandemployees are given a specified length of time to apply for the availablejobs.

5. **Scouting:** This is one of the oldest methods. In this method the personnel department sends their representatives to potential candidates seeking employment. Preliminary screening/ interviews are arranged at selected places wherein the candidates present themselves.Intheseeffortlocal/consultantsagents/institutions/collegesplaytheliaison work. Organising conventions, indoctrination seminars, fairs, etc., are other means in thismethod.

6. **Schools, colleges and professional institutions:** They offer opportunities for recruiting their students. These general and technical/professional institutions provide blue-collar applicants, white-collar and managerialpersonnel.

7. **Recruitment at the factory gate:** It is a method of direct recruitment by placing a notice at the factory gate, specifying the details of the jobsavailable.

8. **Unconsolidated application:** For positions in which large numbers of candidates are not available from other sources, the companies may gain in keeping files of applications received from candidates who make direct enquiries about possible vacancies on their own, or may send unconsolidatedapplications.

9. **Voluntary organisations:** Voluntary organisations such as private clubs, social organisations, might also provide employees- handicaps, widowed or married women, old persons, retired hands, etc., in response to advertisements.

10. **Previous applicants:** Although not entirely an internal source, those who have previously applied for jobs can be re-contacted by mail, a quick and inexpensive way to fill an unexpected opening. Applicants who have just "walked in" and applied may be considered also. These previous walk-ins are likely to be more suitable for filling unskilled and semi-skilled jobs; but some professional openings can be filled by turning to such applicants. One firm that needed two cost accountants immediately contacted qualified previous applicants and was able to hire two individuals who were disenchanted with their current jobs at other companies.

**Modern or scientific recruitment methods** are a new-age solution designed to overcome problems in traditional recruitment methods like demand prediction, and critical skill-set supply. This method is used when there is no or less output by traditional methods. Modern sources of recruitment are the sources that can be used at a limited work atmosphere.

1. **Electronic recruiting:** It is also known as e-recruiting/web-based/internet recruitment. It makes use of technology to assist the recruitment process. It is one of the fastest-growing recruitment methods. Internet recruiting can be extremely effective in generating applicants due to its low cost, speed, and ability to target applicants with technical skills.

2. **Social media:** Most young professionals use Facebook and twitter more commonly than they read the newspaper. Facebook and twitter are used for everything from news to family updates. Even sports recruiters have used Facebook and twitter for scouting. Companies can maximise the benefit of social media and other e-recruiting strategies by ensuring that they engage with customers, employees, and job candidates through these channels.

3. **Smart phones:** Smart phones access to countless applications and virtually any web page. Job candidates all over the world are glued to their phones. Companies interact in their space by optimising their career portals, providing ample information about the company online, and even leveraging older phone features like SMS for recruiting.

4. **Air display:** It includes new methods of display of vacancy in the organisation through air balloons or banners display by airplanes.

5. **Stickers:** Most companies use stickers for display of vacancy. Generally there is the post name and the phone number of the company. These are stuck on cars and walls.

6. **Kiosks:** Kiosks are seen at malls, airports, or in large stores. Kiosks can contain marketing and branding message and engage user with voice, video and interactive exercise such as aptitude test. It looks like a video game. They can collect candidate information and integrate with the talent pools. When a candidate applies for work and passes whatever skills and aptitude tests the organisation administers. The kiosks is

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interactive both online and offline. If the message compels a candidate to seek more information, they can pick up the attached phone and speak to the recruiter directly.

7. **CulturalorSocialevents:**Nowadaysthereisagreatparticipationofcompaniesinthe social and cultural events. In the event there is a stall of the particular company which has the brochures containing information about the job andprofile.

8. **Conversionofclientsasemployees:**Mostofthecompanieshaveoptedthistechnique of recruitment. Now the companies give job offers to their respective clients and ask themtobeanemployeeoftheirfirm.Regularcustomersgenerallyhavetheknowledge of product chain of the company. So it is less painful for the company to give product knowledge to the clients or their newemployees.

9. **Billboardadvertising:**Itisusuallylimitedtoanenlargedlogowithcompanyname,a statement about employment advantage, and available jobs and a phone number. It helpsinprovidingalimitedamountofinformationsothattheaveragedrivercaneasily understand and retain the information provided. For example, hotel, restaurants, airlines.

10. **Glow sign boards:** Many companies use glow sign board for displaying jobs and vacancies. Glow sign board can be easily viewed at night also whiledriving.

## 2.4 Sources ofRecruitment

### 1. Externalsources:

Whilst someone is wanted to fill a vacant organisational role, the person might also come from inner or out of doors the corporation. a few organizations prefer to recruit from inside, on account that this enables in enhancing employee morale, loyalty and motivation. other organizations prefer to recruit externally to prevent in-breeding and inspire new ways of thinking. although recruitment policy varies from agency to corporation, there are sources of recruitment : (1) inner and (2)external.

### 2. Internalsources:

Inner assets include the cutting-edge work force, this is, those who are already on the pay-roll of the organisation. on every occasion any vacancy happens somebody from within the enterprise is promoted or demoted to fill the vacant put up. every now and then "sideways" appointments can be made through shifting anyone of similar seniority from another department. internal resources additionally encompass employees who had been once on the pay-roll of the enterprise but who plan to go back or whom the organisation would love to re-hire, e.g. married males and females who resigned because of domestic commitments which can be nowfulfilled.

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┌─────────────────────────────────────────────────────┐
│                  Sources of recruitment               │
└─────────────────────────────────────────────────────┘
```

**Internal sources**

- Size oforganisation
- Recruitmentpolicy
- Image oforganisation
- Image ofjob
- Costs
- Existingemployees
- Formeremployees
- Employeereferrals

**External sources**

- Media advertising
- Recommendations by present employees for their friends &relatives
- ☐ Government employment agencies
- ☐ Private employment agencies
- ☐ On-campusrecruiting
- ☐ Labour unions
- ☐ Casual applicants
- ☐ Leasing
- ☐ Head-hunting
- ☐ Data Banks

Internal recruitment carries a number of advantages for the employer. There will be obvious benefitsinappointing,particularlytoseniorposts,thosewhoalreadyhavedetailedknowledge of procedure and structures and whose personal contacts may prove invaluable. Such appointments can cultivate and enhance the moral of the employees of the organisation since it encourages executives in lower ranks to look forward to rising to higher levels. It promotes loyalty among the employees by giving them a sense of job security and opportunities of personal growth and advancement. Internal transfers help to develop and broaden the individuals experience and thereby it becomes possible to make better provision for management succession. It ensures stability and continuity in the organisation. Recruitment frominternalsourcesmaybefoundusefulsincetheemployerisinabetterpositiontoevaluate thosepresentlyemployedthanoutsidecandidates.Theinternalappointeeandtheorganisation are "know" to each other; hence the "tired and tested" parties can rely on each other. Internal recruitment is usually less expensive since it reduces costs of advertising, recruitment, induction, andtraining.

However, internal recruitment has certain which include the following:

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- If often to inbreeding and the organisation may stagnate without "new blood".
- The internal candidate may not be the best in the market.
- Internal sources may tend to "dry up" and it may be difficult to find the necessary manpower from within the organisation especially when expansion is taking place rapidly creating numerous vacancies.
- Internal promotions may cause friction amongst existing staff – If promotion is made automatic, or based only on seniority, complacency sets in and standards deteriorate.
- Likes and dislikes of management may play an important role in the selection of personnel.

The factors that can be regulated by the organisation itself are called the internal factors. These are various factors in the organisation which influenced the recruitment programmer.

i. **Size of the Organisation:** The size of an organisation affects the recruitment process. Experience suggests that larger organisations find recruitment less problematic than organisations with smaller in size.

ii. **Recruitment policy:** The recruiting policy of the organisation i.e., recruiting from internal sources (from own employees) and from external sources (from outside the organisation) also affects recruitment process. Generally, recruiting through internal sourcing is preferred, because own employees know the organisation and they can well fit into the organisation's culture.

iii. **Image of the organisation:** Image of organisation is another internal factor having its influence on the recruitment process of the organisation. Good image of the organisation earned by a number of overt and covert actions by management helps attract potential and competent candidates. Managerial actions like good public relations, rendering public services like building roads, public parks, hospitals and schools help earn image or goodwill for the organisation. That is why bluechip compa- nies attract large number of applications.

iv. **Image of the job:** Just as image of organisation affects recruitment so does the image of a job also. Better remuneration and working conditions are considered the characteristics of good image of a job. Besides, promotion and career development policies of organisation also attract potential candidates.

v. **Costs:** Recruitment expenses are borne by the employer, therefore, organisation try to make use of that sources of recruitment which gives more output in less cost.

vi. **Existing employees:** The most common source of internal recruitment is through existing employees. Organisations normally maintain inventories of qualifications to choose employees performance, educational background and suitability. The usual method of creating a pool of internal applicants is through job postings. A job posting refers to the process of advertising available positions to the employees. They evaluate job opportunities relative to their skills, experience, interests, & career goals & indicate

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their interest formally to their immediate supervisor or through the HR department. Promotions and transfers from among the existing employees are examples of internal sources of recruitment.

vii.  **Former employees**: Former employees are also considered as an internal source of recruitment for they are acquainted with the policies and practices of the organisation. Besides, they enjoy familiarity with the present employees in most cases. It is now increasingly common to take back employees who left the firm for various reasons. This is because the ex-employees performance and attitude are well known to the organisation and the risk involved in choosing them is relativelyless.

viii.  **Employees referrals**: This method refers to the practice of the present employees providing information about the candidates who are willing to be considered for the present vacancies. The applicants may be the friends or relatives of the referring employees. Referral is also a cost-effective source of recruitment. Its effectiveness lies in the assumption that the present employees will recommend only suitable candidates forthevacantjobslesttheirowncredibilitybeaffected.Employeereferralsarealsoan effective tool to stem the tide of attrition. When friends work together, they are less likely to leave a company soon. However, employee referrals may prove to be major sourceofirritationintheemployer-employeerelations,ifsuchreferralsarerejected.

## 3. Externalsources:

Organisations usually go to external sources for lower-entry level jobs; for positions whose specifications cannot be met by present personnel; for diversifying into new avenue; and for merging with another organisation. Among the external sources, following are included:

i.  **Media advertising:** Today all forms of media advertising are used in recruiting employees. Most typical are newspapers, trade and professional journals, radio and television. This can have the advantage of reaching very large numbers of potential candidates as well as more specialised audience but can also be costly. When advertisingbringsinlargenumbersodcandidates,costsofscreening maybeheavy.

ii.  **Recommendations by present employees for their friends and relatives:** Introductionsbyexistingstaffcanbefruitfulsourcesincetheyarelikelytorecommend somebody who will live up to their recommendations. However, the candidates should be carefully screened asothers.

iii.  **Government employment agencies:** Employment exchanges are regarded as good source of recruitment for unskilled, skilled, or semi-skilled jobs. The job seekers get their names registered with employment exchanges managed and operated by the central and state governments. The employers notify the vacancies to be filled in by them to such exchanges and the exchanges refer the names of prospective candidates to them. The service provided is free but the degree to which applicants are assessed and matched to vacancies may also belimited.

iv. **Private employment agencies:** In the technical and professional areas private agencies are providing great services. They maintain files of both individuals interested in employment and organisations seeking new personnel. They provide a variety of vocational interest and aptitude testing in order to better understand the candidates ability to perform in a particular line of employment. In recent years they are also using computer technology to the linking of individuals with employers. Computer systems are used for data storage as well as in the ultimate matching process. For this service they receive either a flat sum payment from the employer or a percentage of annual salary from the employee. In every private bureau, a commission is usually charged for a successful introduction.

v. **On-campus recruiting:** Schools, Colleges, Universities and Technical institutions are very useful source of recruitment for a full range of jobs. Recruitment from education institutes long been a well-established practice of many public and private organisations. Campus recruiting in an expensive operation. However, even in India, many of leading universities and institutes of management and technology provide a variety of placement services to both to their own students and industries.

Most of the industries are maintaining detailed statistics regarding the campus recruiting process. Comparisons are made from year to year as follows:

a. $\dfrac{\text{Number of invitations to visit}}{\text{Number of campus interviews}}$

b. $\dfrac{\text{Number of invitation acceptances}}{\text{Number of invitation to visit}}$

c. $\dfrac{\text{Number of job acceptances}}{\text{Number of decisions to hire}}$

Many industries have found on-campus college-recruiting to be an excellent way of locating new sales and managerial personnel.

vi. **Labour unions:** Labour unions also serve the recruiting needs of the individual and the organisation. Their sense of co-operation helps in developing better labour relations. In some of the skilled jobs, the vacancies are filled through the union placement service. This saves recruitment costs.

vii. **Casual applicants:** "Kindly consider me for a suitable vacancy in your organisation" type of letters is a common occurrence in most of the organisations. Such unsolicited applicants, both through the mail and at the gate, constitute a much-used source of personnel.

viii. **Leasing:** To adjust to short-term fluctuations in personnel needs, leasing of personnel is done for some specified period. This practice is particularly well-developed in the office administration field. The avoids any obligation in pensions, insurance, and other

fringe benefits. Public sector organisations usually borrow the personnel of requisite calibrate from the government departments. At the end of their term they are given an option to choose either their parent services or the present organisation.

ix. **Head-hunting:** The executive search agencies, which are also known as head-hunters, haveaparticularvaluewhenveryseniororspecialistappointmentsaretobemadeand thenumberofsuitablepeopleisknowntobeverylimited.Whenapersonofparticular talent or rare expertise is required, the head hunters search out somebody already in employment and induce him to change jobs. Although this practice is considered unethical in some quarters, it is generally accepted that it may be the only option open where a particular type of expertise is required. Those who employ head-hunters have topayheavychargesbuttheseareusuallyjustifiedinthelightoftheresultsachieved.

x. **Databanks:**Themanagementcancollectthebio-dataofthecandidatesfromdifferent sources like employment exchange, educational training institutes, candidates etc; and feed them in the computer. It will become another source and the company can get the particulars as and when it needs to recruit.

There are all kinds of variations and two or more methods can ofcourse be used simultaneously. The advantages and disadvantages of external recruitment are basically the converse of those we have discussed in respect of internal recruitment. The major disadvantages is usually mentioned to be the "braindrain" problem when experienced people are "raided" or "hunted" by concerns.

Amongtheadvantagesofexternalrecruitment,themajoradvantageisthattheintroductionof new blood makes the organisation dynamic through the inflow of new ideas or fresh viewpoints. Since wider field of recruitment is available, the best candidate having requisite skill, experience, knowledge, and outlook can be chosen to fill the vacancy. In the long run, thissourcemayprovetobeeconomicalbecausepotentialemployeesdonotneedextratraining for theirjobs.

## 2.5 Advantages ofRecruitment

1. **Improves employee moral and productivity:** When employees know that they can apply for positions and take control of their career advancement, it automatically improves productivity fuelled by a desire to perform better on the current jobs. This motivates them and boosts employee morale. On the contrary, positions that are predominantly filled externally send a message to employees that no matter how hard they work, their credentials and experience are just not good enough to grow within the company. Internal recruitment also improves employee productivity. Its easier for internal employee to succeed in a new role as they have pre-established connections andknowledgeofhowthingsgetdoneinthecompany.Theyalsotendtoworkharder if they know that the company believes in promoting fromwithin.

The central circle reads "Advantages of recruitment" surrounded by: Improves employee morale & productivity; Carries low risk; Cheaper than external recruitment; Quicker results; Increased chances; Competitive advantage; Qualified candidates; Freasher skill & input; Generation of creative ideas; Lesser internal politics.

2. **Carries low risk:** Companies that prefer recruiting internally understand that the risk within internal hires is lesser compared with ones recruited externally. They have detailed records of employee performance reviews, compensation, recognition or awards, along with peer and manager reviews that are reliable predictors of performance. Since these jobs are usually filled via self-nomination where candidates express their interest to move, the risk of turnover is also considerably lower as employees tend to staylonger.

3. **Cheaper than external recruitment:** It is common knowledge that hiring is an expensiveactivity.Thisincludesexternalcostssuchasagencyandrecruiterfees,and internal expenses like recruiter salaries and the money spent on the referral program. When companies hire from within, they skip all the external costs and most of the internal costs. Internal recruitment is significantly easier in the company's pockets. There is also the cost of a bad hire, the likelihood of which is higher with an external recruit.Thisisbecause,unlikeaninternalhire,thereisn'tfirst-handinformationon

the employee's work ethic, critical thinking, leadership abilities, etc., making it difficult to predict the employees performance.

4. **Quicker results:** Internal hired employees tend to assimilate and deliver results faster. They are either nominated by the hiring manager or might know someone from the team, which helps them get comfortable with the team faster. For projects that have imminent deadlines, hiring someone internally results in quicker turnaround times as they are already aware of the processes, systems, and company expectations. Companies also spend less time on-boarding them which saves a lot of time and associated costs.

5. **Increased chances:** In this increased chance, the company receives a variety and number of candidates who owns knowledge and ability to handle that job. If the company enters a selection procedure with an external recruitment, then there are increased chances of finding a suitable candidate for a job. This increased chance providesbetteravailabilityofskilledandqualifiedemployeesforthebyusingthe external recruitmentmethod.

6. **Competitive Advantage :**Skilled employees influence your organization's ability to innovateeffectively.Therecruitingprocesscanhelpyoufindanidealcandidateswho could be the keystones in the success of your business. Recruiting outsourcing supports you to complete better with the leading companies by recruiting exemplary candidates.

7. **Qualified candidates :**Nowadays, when a company posts an advertisement in the social media or newspaper. One common thing they look for is a well experienced and qualified candidate. With external recruitment advertising, the company can find a variety of qualified candidates for the post offered. And eventually, this process helps to identify the best candidates in a lot pf skilledcandidates.

8. **Fresher skill and input :**When an company goes with an external recruitment method, there is a quite better possibility of finding and identifying a fresher candidatewhoiscapableofdeliveringnewskillsandinputsforthebettermentofthe company. Therefore, hiring a candidate with an external recruitment makes things clear and better for the company who is in desperate need of fresher skills and inputs for the overall growth of thecompany.

9. **Generation of creative ideas:** Most probably when the company is in need of those candidates who can provide creative ideas for the growth of the company, then the companyneedstogowithanexternalrecruitmentprocessforoveralldevelopmentof the company. Therefore, once the company understands the working nature of an external recruitment then there is a possibility that the company might select a candidate with new and better creativeideas.

10. **Lesser internal politics:** In the external recruitment process, there is a very less possibility that the candidate might face internal politics of existing candidates. And theselesserinternalpoliticsavoidsanumberofinternalissuesandrequestsofthe

existing employees of the company. Once the candidate is selected, then the company can be aware of all the political and internal disputes of the company as well. Therefore, it is a process with a high potential candidate who is capable of handling any type of situations in the company. So, outsourcing the recruiting process may actually help your business grow better while saving your time and money.

## 2.6 Limitations ofRecruitment
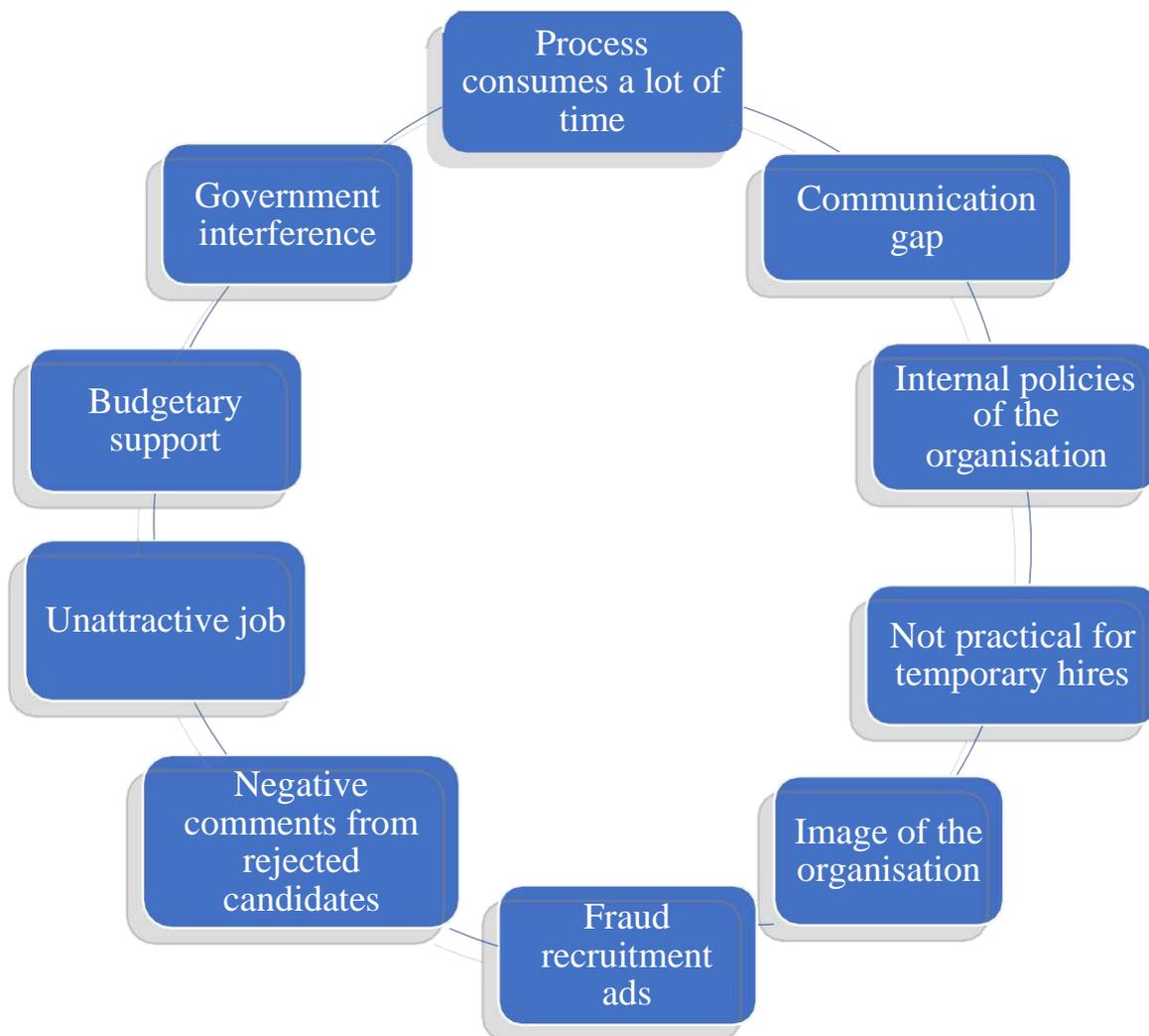


**Fig no.2.5**

1. **Process consumes a lot of time:** Recruitment is a lengthy process, and the recruitment agency take a lot of time to find the correct candidates. A recruitment team isn't helpful when you want a candidate to fill a vacant position immediately. Hence, recruitment is a very timeconsuming.

2. **Communication gap:** The only way to communicate with the recruitment team is via emails or telephones. There can be times where the team doesn't properly understand what the company wants and finds a wrong candidate. On the other hand, the company's HR department is always there so, they can proactively search according the company's need. They understand thebusiness model in a better way as well.

3. **Internal policies of the organisation:** The policy of filling job vacancies through internal sources can restrict the organisation to select the talented candidates from the external sources. For e.g., in organisation where trade unions have the power in hand, management have to forcefully make selection of the candidates on the basis on the case,religion,race,friendshipetc,withoutconsideringthequalityoftheapplicants.

4. **Not practical for temporary hires:** Hiring a recruitment team for finding candidates for project work isn't ideal since the person is only going to work for a limited time. So, you will only have to bear the load of finding employees on a temporary basis. In such circumstances, the cost of operating goes higher than the benefits the company gets on by making thehire.

5. **Image of the organisation:** Sometimes the appropriate candidates may not be willing toapplyforthejob becauseofthenegativeimageoftheorganisationintheirmind.

6. **Fraud recruitment ads:** Sometimes the individuals may fall prey to online scams when applying and giving personal information to the people who are not genuinely trying to recruit. These hackers may perform data and identitytheft.

7. **Negative comments from rejected candidates:** After receiving too many job applications on social media, it is natural to reject a large number of individuals who do not fulfill the requirements as per the job. Some of the individual may get angry, spread a negative image of the company amongst their friends and may post negative comments about the company on differentwebsites.

8. **Unattractivejob:**Theimageoftheorganisationmaybegood,butiftheconcernedjob itself is not attractive, it would not attract suitable and qualifiedcandidates.

9. **Budgetary support:** Recruitment of candidates from outside requires money. Sometimes, because of limited budget available, the organisations may not carry out the recruiting efforts for longer periods of time. This may constrain the HR managers efforts to attract the best person for thejob.

10. **Government interference:** Government can interfere in the working of organisations particularly in the government,( central & state) local bodies and quasi-government organisations. For example, reservation for special groups has to be observed while recruitingthecandidatesforjobsregardlessofthefactthatmorequalifiedandsuitable candidates are available. This ties the hands of the recruitmentmanagers.

## 2.7 Process ofRecruitment

Recruitment is a process consisting of various activities, through which search of prospective personnel- both in quality- as indicated by human resource planning and job description and job specification is made. Recruitment process is a process of identifying the job vacancy, analysing the job requirements, reviewing applications, screening, shortlisting and selecting therightcandidate.Itsourcesthecandidateswiththeabilitiesandattitude,whicharerequired for achieving the objectives of anorganisation.
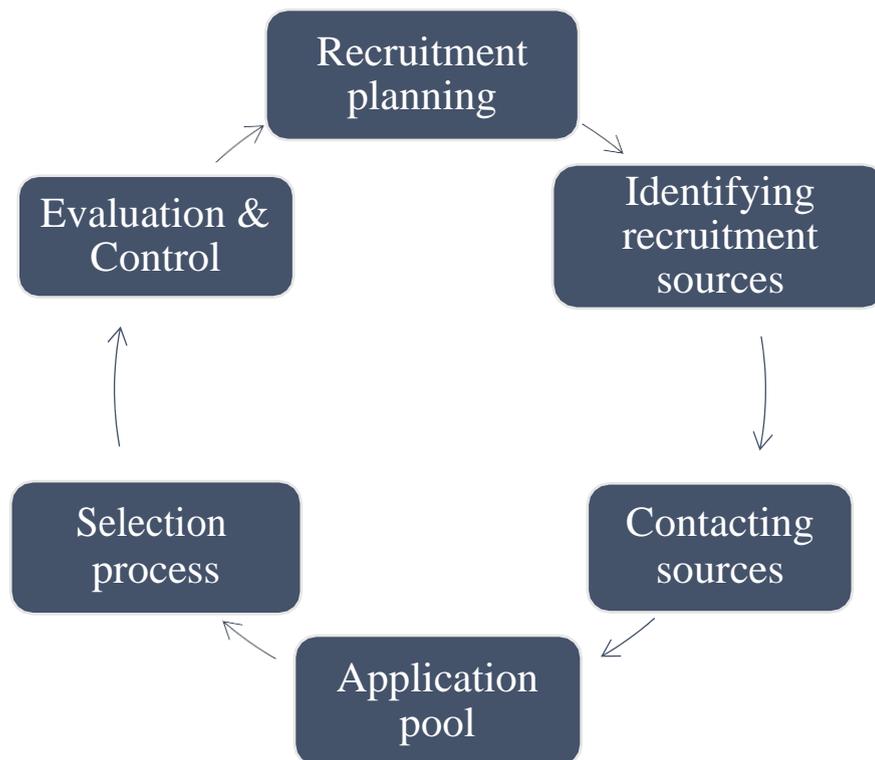
1. **Recruitmentplanning:**Recruitmentprocessstartswithitsplanningwhichinvolvesthe determination offollowing:
   i. **Number of contacts:** Organisations, generally, plan to attract more applicants than what they intend to select as they wish to have option in selecting the right candidates. The option is required because some of the candidates may not be interested in joining the organisation; some of them may not meet the criteria of selection. Therefore, each time a recruitment programme is contemplated, the organisation has to plan about the number of applications it should receive in order to fulfil all its vacancies with rightpersonnel.
   ii. **Type of contacts:** This refers to the type of personnel to be informed about the job openingsbasedonjobdescriptionandjobspecification.Thetypeofpeopledepends on the tasks and responsibilities involved and the qualifications and experience expected.
2. **Identifying recruitment sources:** After the finalisation of recruitment plan indicating the number and type of prospective candidates, they must be attracted to offer themselves for consideration to their employment. This necessitates the identification of sources from which these candidates can beattracted.
3. **Contacting sources:** After the finalisation of sources from where the prospective candidates will be selected, the process of contacting these sources starts. Recruitment is a two-way street; it involves recruiter and recruitee. A recruiter has the choice of whomtorecruit,basedontheinformationaboutthecandidates.Inthesameway,a

recruitee must have information about the organisation to decide whether to join it or not. Therefore, before making the contact with the sources, particularly the external ones, the organisation must decide the information which must be shared with the candidates.

4. **Application pool:** Whatever the method of recruitment is adopted, the ultimate objectiveistoattractasmanycandidatesaspossiblesoastohaveflexibilityinselection. When the sources of recruitment are contracted, the organisation receives applications from prospective candidates. The number of application depends on the type of organisation,thetypeofjobs,andtheconditionsinspecifichumanresourcemarket.

5. **Selection process:** Selection is the process of differentiating between applicants in ordertoidentifythosewithagreaterlikelihoodofsourcesinajob.Inselectionprocess, only personnel with specific skills like expertise in using selection tests, conducting interviews, etc, areinvolved.

6. **Evaluation and Control:** Evaluation and control is essential to improve the efficiency of future recruitment efforts. It should be borne in mind that recruitment is a costly process that includes costs such as the recruiters salary, advertising costs, managers salaries and other direct and indirect costs. It is therefore essential that the recruitment process should beevaluated.

# CHAPTER-3
# ORGANISATIONAL PROFILE

# Fuji Electric Consul Neowatt

## 3.1 Introduction

Founded in 1981, Fuji Electric Consul Neowatt is today, the No.1 Indian Power Electronics Company. We design, manufacture and supply of a full range of power conditioning & power back-up products, services and solutions - Online UPS, Industrial Inverters, Solar Inverters, Industrial Systems, Stabilizers, Isolation Transformers, Active Harmonic Filters, Static Transfer switches and customized power electronic solutions.

Fuji Electric Consul Neowatt solutions and products are backed with more than 3 decades of field experience in developing standard and customized power quality products that meet the exacting standards of clients in supporting critical and sensitive equipment in various industrial, datacenter and commercial applications. Fuji Electric Consul Neowatt also assists customers optimize their power protection & energy consumption through tailor made products &solutions.

The company acquired Pune based Megatech in 2013 and merged with Neowatt in 2014. The company name was changed from Consul Consolidated Pvt. Ltd. to Consul Neowatt Power Solutions Pvt. Ltd. in 2014.

With our strong domain expertise, dedication to serve the power electronics market and the desire to bring in world-class solutions, Fuji Electric Consul Neowatt is the leader in the Indian Power Electronics market.

## 3.2 Specializedin:

- The company offers specialized products like seismically qualified UPS for nuclear power plants, modular UPS for data centres as well as a full range of Three phase UPS, Active Harmonic Filters, Static Transfer Switch, Solar inverter and ServoStabilizers.

## 3.3 Capabilities:

**WORLD CLASS R&D IN INDIA**

We are very proud to design and manufacture in India. Our R&D facility is approved by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India. Our R&D team has delivered many of India's First in Power Electronics like:

- 600KVA IGBT Front End UPSsystem.
- 500Amp Active Harmonic powerConditioner
- 500Amp Intelligent Static TransferSwitch
- String Type Solar Inverter
- Transformerless Three Phase UPSSystems

## 3.4 Fuji Electric Consul NeowattHistory

The company was founded as Consul Consolidated over 35 years ago, through a series of mergers and acquisitions the company was renamed as Consul Neowatt Power Solutions and was the No 1 Indian Power Electronics company. The company has been acquired by Fuji Electric in 2019 and renamed as Fuji Electric Consul Neowatt. All solutions and products are backed with more than 3 decades of field experience in developing standard and customized power quality products that meet the exacting standards of clients in supporting critical and sensitive equipment in various industrial, datacenter and commercial applications. Fuji Electric Consul Neowatt also assists customers optimize their power protection & energy consumption through tailor made products &solutions..

## 3.5 How ItBegan

Consul Consolidated was founded in 1981 by four promoters — N Ramesh Sankaran, KN Raja, N Sunder and NP Krishnan. Peepul Capital acquired a majority stake in 2012 with an investment of $25 million and hired Sriram Ramakrishnan as CEO. In 2014, Consul was merged with Pune-based Neowatt Energy.

Consul Neowatt offers a wide range of power electronics products spanning online UPS, stabilisers, isolation transformers, industrial inverters and solar inverters. In 2013, the company had acquire ..

## 3.6 Fuji Electric Consul Neowatt LogoMeaning



Our Logo **FUJI ELECTRIC CONSUL NEOWATT** represents the coming together of two leading companies FCN & NEOWATT in the Power electronics industry in India. FCN has over three decades of proven track record as a "Power Advisor" (Counsellor) for customers across the length and breadth of our country served by a Pan India Sales & Service network.NEOWATT founded by Technocrats with decades of proven track record of developing reliable & industry leading power electronic products for the Indian market providing the "New Energy" toFCN.

The Logo indicates how with the merger of FCN and NEOWATT, this combined new force will bring about a new energy in the power electronics industry.

• The Italic font represents the futuristic outlook of thecompany.

•  Blue colour represents the enormous possibilities for thecompany.

•  Green colour emphasizes the environmental consciousness and reliability of all offering from thecompany.

- The circular graphic lines in blue & green converge at the top and bottom of the names Indicating the strong bonding of capabilities, values, strengths and cultures to offer cost effective, innovative, reliable & energy efficient solutions to ourcustomers.
- Generating ripples in the power electronics industry and become a viable alternative to MNCs for our customers.
- Providing unlimited scope for expansion and diversification in products, solutions and footprints across theglobe
- Realizing the dream of be an Indian multinational to take on the world with Made in India – Make for the worldconcept

## 3.7 Values

- **Proactive andpurposeful**
  Embrace change and new thinking, take on challenges with continuous learning and innovation to achieve our Vision & Mission.

- **Eagles eye onQuality**
  Do it right the first time to avoid wastages and unnecessary costs. Be obsessed with Quality of products and services to ensure best in class solutions delivery to our Customers.

- **Value addition to commandpremium**
  All our actions must be focused on delivering more value to our customer. Only when they realize enhanced productivity and better return on their investments from our products & services will they consider us as a Premium partner in their business growth and continue to have long term partnership.

- **Doing the Right Thing. The RightWay**
  Be honest, sincere and ethical in all that we do. Avoid taking short cuts for short term gain which may lead to long term pain. Have open, honest and transparent communication and treat colleagues, partners, customers and suppliers with respect, fairness and trust.

- **One Team. OneAim**
  Work as one Team with One aim to establish FUJI ELECTRIC CONSUL NEOWATT as the Premier Company in the Market. Every team member will encourage, challenge constructively and support each other to achieve our Vision.

- **Results Matter**
  Focus on our goals and achieve them with passion, meticulous planning, accurate and faster execution, taking full ownership for results. Company growth provides growth platform for every deserving individual associated with the company –be it employees, business partners and suppliers.

## 3.8  Fuji Electric Consul NeowattProducts

**1. Single PhaseOnlineUps**

**2. Three Phase OnlineUps**

**3.IndustrialSystems**

**4.Static TransferSwitches**

**5. ActiveHarmonicFilters**

**6. Solar Inverters**

**7.IndustrialInverters**

**8. ServoStabilizers**

**9.Transformers**                                    **10.IPS**

    

The company ensure that they add value and inspire their customers because they recognise that they come to us by choice. They dare to lead with a focus beyond tomorrow and take opportunities to learn and grow.

## 3.9  Quality &Innovation

The company do not compromise on quality they relentlessly drive for better, fit-for-purpose solutions and breakthroughinnovations.

Satisfy product quality, delivery performance requirements and other requirements related to lMS.

- Eliminate hazards and reduce OH&SRisks.
- Eliminate significant environmental aspects and reducepollution
- Fulfil all complianceobligations.
- Manufacture energy efficient and safeproducts.
- Consult workers and ensure theirparticipation.
- Continual improvement of quality and EOHS managementsystems.

This policy is documented and is available to all employees and interestedparties.

## 3.10 ISO Certification for manufacturingFaculty



All the Fuji Electric Consul Neowatt manufacturing facilities in Chennai and Pune are ISO 9001 and 14001 certified. The Pune facility (Megatech Power Equipments Pvt. Ltd - 100% subsidiary of Fuji Electric Consul Neowatt Power Solutions) is also ISO4 5001 certified.

- ISO 9001:2015 IAFCertificate

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- ISO 14001:2015 IAFCertificate
- ISO 45001:2018Certificate
- IMSPolicy

## 3.11 ProductCertifications

Products are tested to both National and International Standards

- ROHSDeclaration
- CE certificate for ML33 Series (MegalineAS)
- CE certificate for Servo Voltage Stabilizer (AirCooled)
- IEC Conformity Certificate for PoweronInverters
- Solar PCU 1,2,3,5,8,10kVA are tested as conforming to IEC 60068 and IEC61683
- WAPCOS (Water and Power Consultancy Services, a Government of Indiaundertaking - Ministry of Water Resources) has tested & certified "Fuji Electric Consul Neowatt" Oil Cooled Stabilizers ( 350 KVA and 125 KVA).
- CPRI (Central Power Research Institute, autonomous society under the Ministry of Power, Government of India ), tested 100 KVA Oil Cooled Stabilizer and verified it as per standard of of IS 9815 -1981.
- Reliability check has been made by the CFR (Center for Reliability, Dept of Electronics & Information Technology) for Stabilizers
- ETDC (Electronics Test and Development Center, Dept of Electronics & Information Technology), has tested the Oil Cooled 3 phase Servo Controlled VoltageStabilizer.
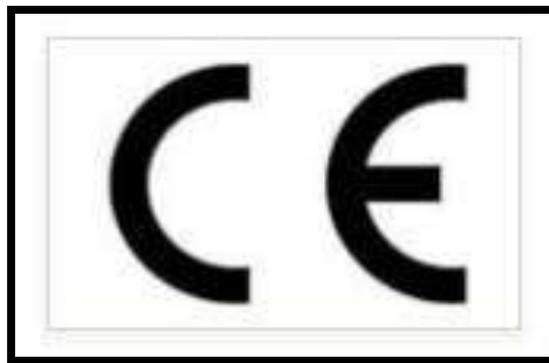
## 3.12 Services Provided By Fuji Electric ConsulNeowatt

- RemoteMonitoring
- CAMC
- Labour-AMC
- Battery ReplacementServices
- PowerAudits
- StabilizerRetrofits
- Rental UPS &Stabilizers
- Stabilizer Oil Replacement

## 3.13 CompanyVision

Company's is to become India's Premier provider of power backup and conditioning products, services and solutions and become the preferred power partner for our customers.

## 3.14 CompanyMission

Company's Mission is to add value to our customers with cost effective, innovative, energy efficient and reliable power backup and power conditioning products, services and solutions
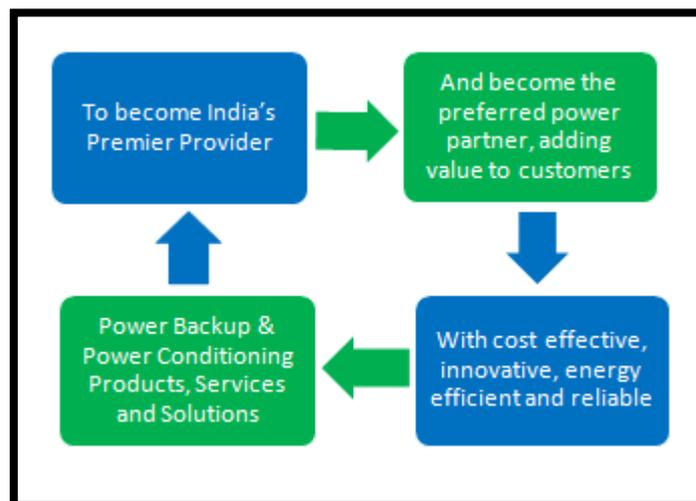
## 3.15 Clients of Fuji Electric ConsulNeowatt

### 1. Corporate



### 2.Bank/Finacial/Insurance



### 3.Healthcare



### 4.Automobile



### 5.Retail/ FoodChains



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# CHAPTER 4

# RESEARCH METHODOLOGY

## 4.1 ABOUTRESEARCH:

Research means finding answers to questions. It is a systematic search for truth. Through research new and original information is obtained. To get them researcher has to think logically, combine theories and ideas and use their creativity. This is done by following set rules and procedures and by repeating steps so that the results obtained are reliable and valid. Thus research is a collection of methods used systematically to produce knowledge. Thus research starts off with the problem, collection of data or facts, analysing them critically and reaches decisions based on the actual evidence.

**Definitions of Research:**

- "Researchisacareful,patient,systematic,diligentenquiryorexaminationinsomefield of knowledge undertaken to establish facts or principles." – Webster's Twentieth CenturyDictionary.

- "Research is a systematic, controlled, commercial and critical investigation of hypothetical propositions about the presumed relations among natural phenomenon." – Kerlinger.

- "Research is defined as a careful investigation or inquiry especially through search for new facts in any branch of knowledge."- Advance Learner's Dictionary of Current English(Oxford)

- "Research is defined as the process which includes defining and re-defining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data, making conclusions and at last carefully testing the conclusions to carefully determine whether they fit the formulated hypothesis."- Cliffordwoody

## 4.2 RESEARCH METHODOLOGY:-

## Definition of ResearchMethodology:

"It is the pathway or an approach to get the needed information by locating the data from different sources which are primary and secondary."

## Primary Data: -

Primary data is the data is the data which the researcher collects for himself, for the first time which is original in nature. It is also known as basic or fresh data. It is obtained through observation or direct communication or by performing surveys or descriptive research. It is the data a researcher collects to address the specific problem at hand.

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                    ┌─────────────────┐
                    │                 │
                    │   Primary Data  │
                    │                 │
                    └────────┬────────┘
          ┌──────────────────┼──────────────────┐
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 │                │ │                │ │                │
 │  Questionnare  │ │  5-point Scale │ │    Interview   │
 │                │ │                │ │                │
 └────────────────┘ └────────────────┘ └────────────────┘
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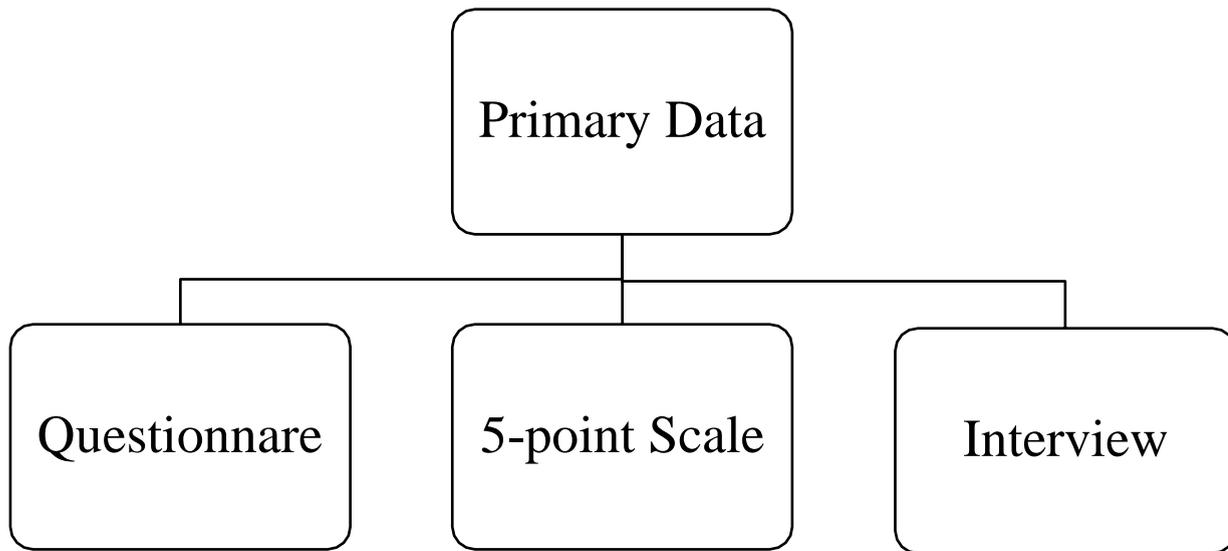
1. **Questionnaire or Schedule:** Questionnaire is the method commonly used for data collection in all branches of socialsciences.

   ▪ "Questionnaire refers to a device for securing answers to questions by using a form which the respondent fills himself." – Good andHatt
   However there is a minor difference between a questionnaire and a schedule. Questionnaire is filed up by the respondent himselfwithout any assistance from the interviewer whereas in schedule the interviewer records the respondent's answers.

2. **5 Point Scale:** The 5- Point scale method is an innovative method used for primary data collection. It is a rating in which various tangible and intangible aspects relating to one's studycanbemonitoredwiththehelpofthismethod.Themainadvantageofthismethodis that is the ratings obtained for various parameters provide a scope for comparative study. And the main limitation is that since it is based on personal views the markings may be biased.

3. **InterviewMethod:**Interviewmeans*'conversationwithapurpose'*or*'aprocessofsocial interaction'*. It is a face to face dialogue of the researcher with the respondent. Interview methodisusefulforobtainingindepthinformationandknowledgeonqualitativevariables.

   • **AdvantagesofPrimaryData:-**Thefollowing aretheadvantagesofprimarydata
     • Primarydatacollectionismorereliableascomparedtosecondaryandtertiarydata.

- Primary data is more suitable to the nature of the problem than secondary or tertiary data.
- Primarydataisthefirsthandinformationofthesituation.Itisunusedandunmodified.
- Primary data is collected by the researcher himself and therefore chances of occurrence of errors are veryless.
- Primarydataistheonlysourceforcollectionofqualitativedatalikepersonalqualities and attitudes.

- **Limitations of Primary Data:-**The following are the limitations of primarydata

- Collection of primary data is more time consuming and costly procedure as compared to secondary and tertiarydata.
- Primary data collection requires trained personnel for the purpose who are dedicated towards fieldwork.
- Primarydataalonecannotassistinacompleteresearchprocessitrequiresassistancefrom secondary dataalso.
- Primary data collection may at times involve manipulation of data by the researcher and fail to give trueresults.
- Primary data collection is not always possible and has some constrains pertaining to privacy.

- **SECONDARY DATA:-**
  Secondarydataisthedatacollectedprocessedandpublishedbysomeoneelseeitherfor hispersonaluseorforpublicuse.Thisdataisnotoriginallycollectedbytheresearcher but obtained from published or unpublishedsources.

```
              ┌─────────────┐
              │  Secondary  │
              │    data     │
              └──────┬──────┘
        ┌────────────┼────────────┐
   ┌────────┐  ┌────────────┐  ┌──────────┐
   │ Books  │  │ Periodicals&│  │ Internet │
   │        │  │  Journals  │  │          │
   └────────┘  └────────────┘  └──────────┘
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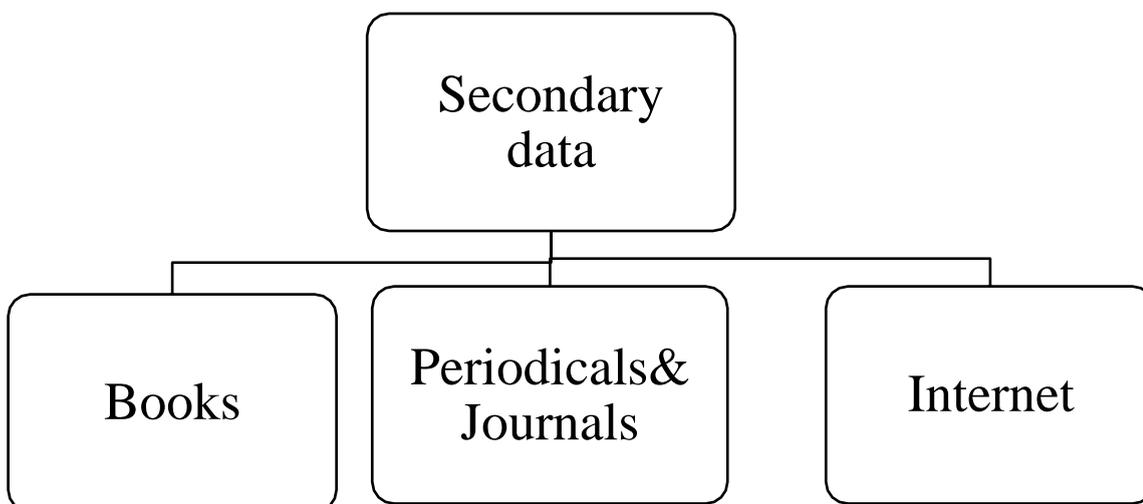
- **Advantages of Secondary Data:-** The advantages of secondary dataare:

  - Secondarydatacollectioniscosteffectiveandlesstimeconsumingascomparedto primary or tertiarydata.
  - Secondarydatahelpstounderstandtheproblemandbecomefamiliarwiththetopic.
  - At times primary research is not possible due to time, cost constrains and security reasons secondary data then aids theresearcher.
  - Secondary datacanhelptorelatewith thesocial ethosofaparticularperiod.

- **Limitations of Secondary Data:-** The limitations of secondary dataare:

  - Secondarydataisthedatacollectedbyothers fortheirneedsandmaynotsuitus.
  - It is also difficult to test the accuracy of the data as this data is always old and may at times beoutdated.
  - In case of over information and fake information authenticity of information is questionable.
  - Compilation of secondary data is difficult as the previous researcher has modified it to suit hisneeds.

The topic for project study is:

A Study of Recruitment process at FUJI ELECTRIC CONSUL NEOWATT

The topic of the project was selected at FUJI ELECTRIC CONSUL NEOWATT to identify the recruitment process within the organization.

The research methodology used for collection of data is:-
1. Questionnaires/schedule was filled by selected employee within the work from homemode.
2. Books, references, periodicals internet for the theoreticalbackground.

# CHAPTER 5
# DATA ANALYSIS AND INTERPRETATION

1. Since how many years have you been working with thisorganisation?
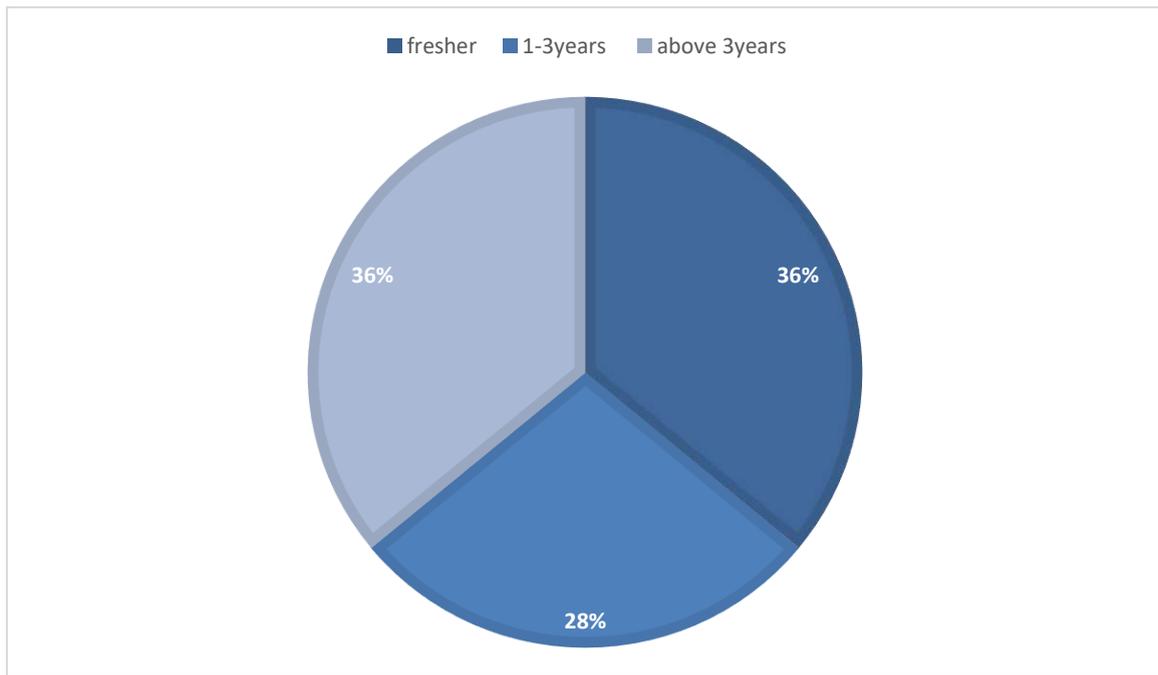


**Fig no. 5.1 –Percentage of years worked with the organization.**

**Inference:** In the following figure 5.1 the employess working in the organization as a Fresher are 30% employess working from 1-3 years are 28% and Above 3 years are 42%. Hence, most of the employess working in this organization is above 3 years.

2. What are the sources of recruitment process by which you areselected?
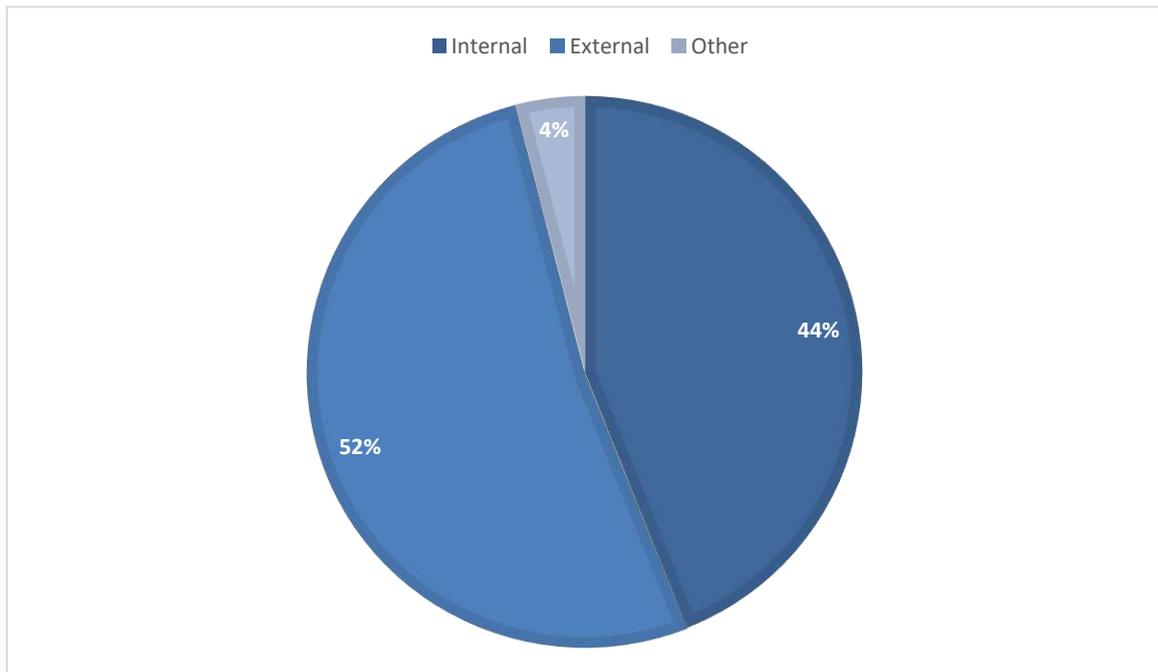


**Fig no. 5.2 –Percentage of sources of recruitment**

**Inference: :**In the following figure 5.2 the sources of recruitment by which employees are selected are from Internal- 44%, External- 52% and 4% others. Hence, most of the employess selected in this organization are from External sources .

3. Are you satisfied with the recruitmentprocess?
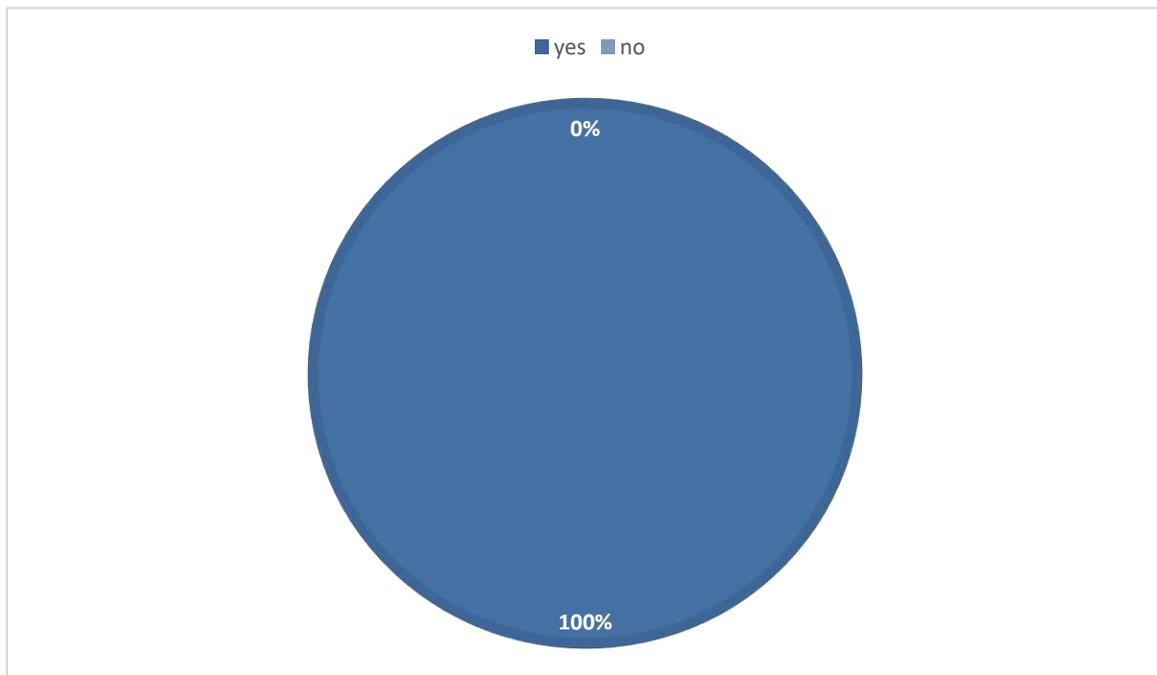


**Fig no. 5.3 –Percentage of satisfaction with the organization.**

**Inference:** In the above figure 5.3, it is shown that the recruitment process used by the organisation is satisfactory. Hence, according to 100% employees recruitment process used bytheorganisation is satisfactory.

4. How was the approach of management during recruitment?
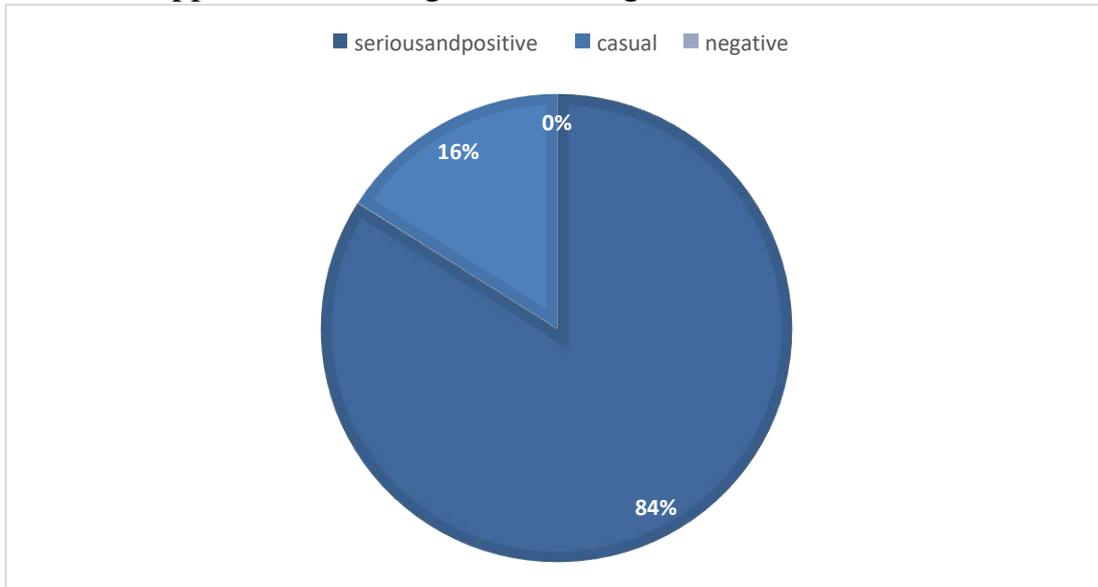


**Fig no. 5.4 –Percentage of approach of management.**

**Inference:** In the above figure 5.4, According to the employees of the organization, 84% of the employess say that the approach of management during recruitment was Seriousand positive , while 16% of the employees say that it was Casual. Hence, majority of the employees say that the approach of management during recruitment was Serious and positive.

5. Which is the most important quality the organization looks for in a candidate?
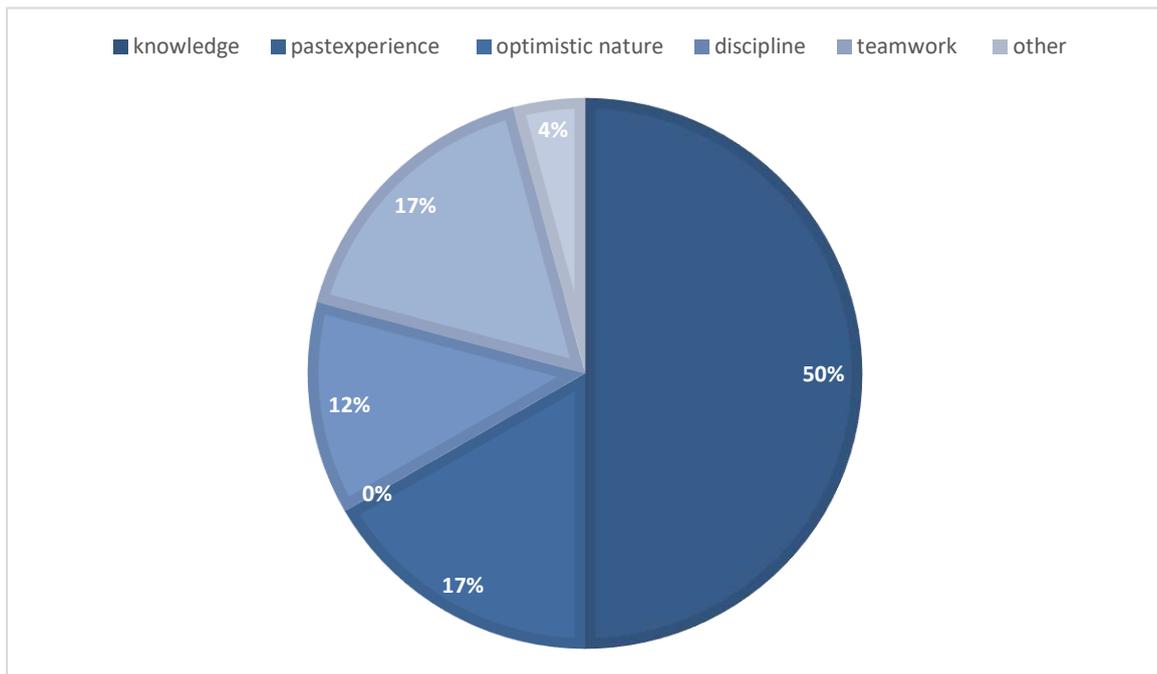


**Fig no. 5.5 –Percentage of important quality in candidate.**

**Inference:** In the above figure 5.5, According to the employess of the organization , 48% employess think Knowledge, 16% think Past experience, 12% think Discipline, 16% Team work abilities and 4% think others.

6. Doyouthinkorganisationlooksforexperiencedemployeesinrecruitmentprocess?
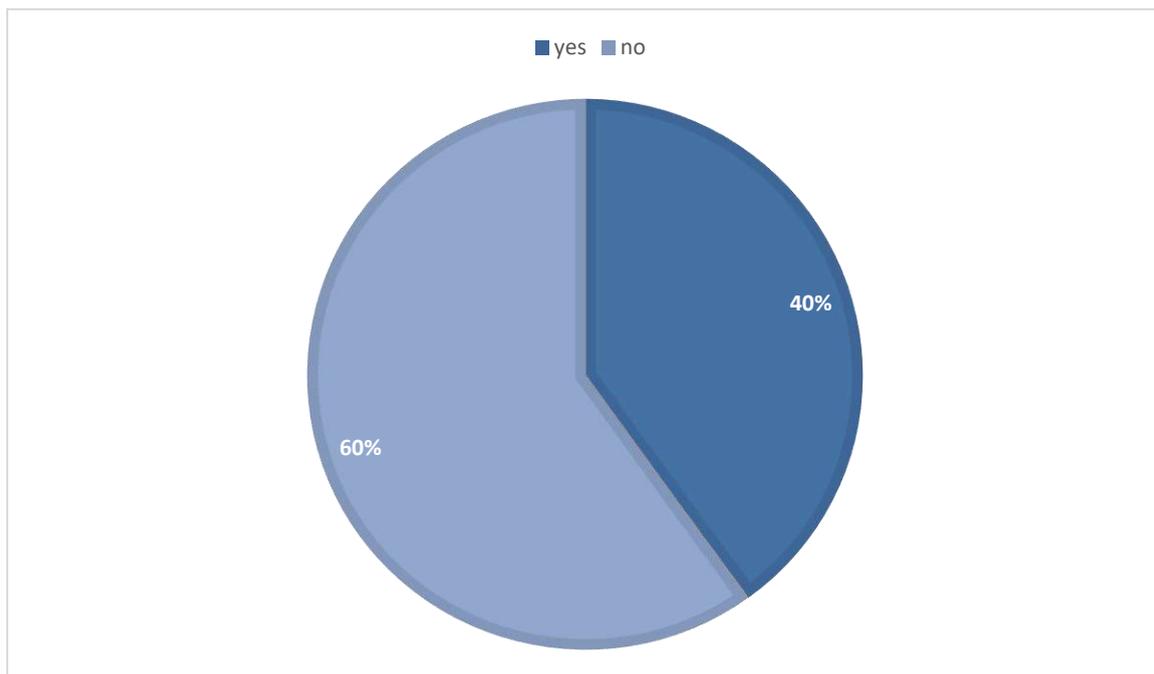


**Fig no 5.6- Percentage of experienced candidates**

**Inference:** In the above figure 5.6, 6o% of the employees think that organization does not look for experienced employess , but it also gives chance to the freshers. 4o% employees think that the organisation looks for experienced employees.

7.  How would you rate the HR departments performance in recruitment andselection?

**SERIES 1**

1 ■ 2 ■ 3 ■ 4 ■ 5

0%4%
8%
44%
44%
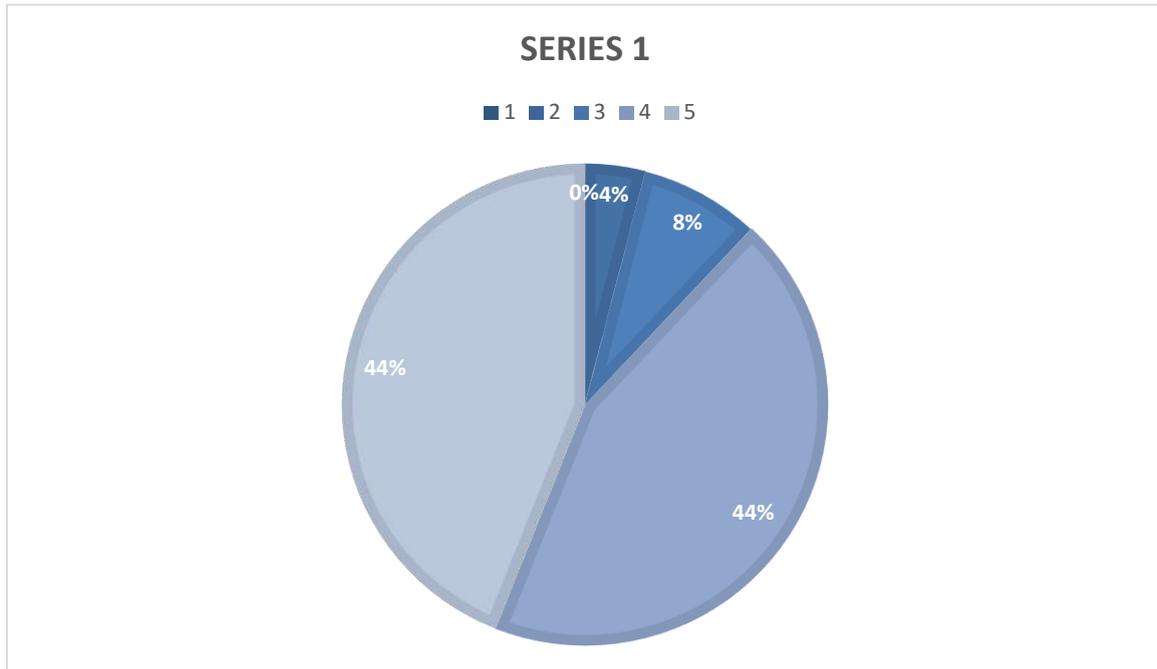
**Fig no 5.7- Percentage of HR departments performance in recruitment and selection.**

**Inference:** In the figure 5.7,According to the employees of the organization, 44% have rated 5, 44% have rated 4, 10% have rated 3, 8% have rated 2. Hence the most employess have given 5% and 4% rating to the HR department in recruiting and selection.

8. Do you think organizations is using satisfactory methods of interview?
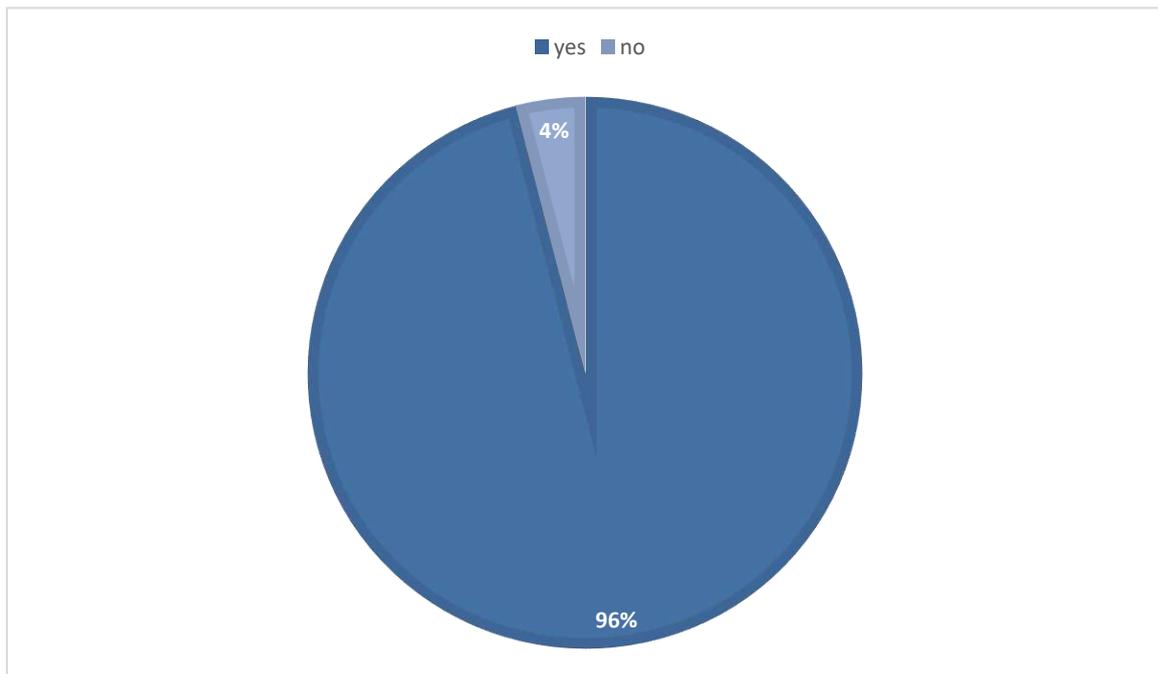


**Fig no 5.8- Percentage of satisfactory methods of interview.**

**Inference:** In the above figure 5.8, According to the employees of the organization, 96% of the employees think that the organization is using satisfactory methods of interview. 4% of the employess disagree.

9. In your interview how many rounds did you phase during recruitment?
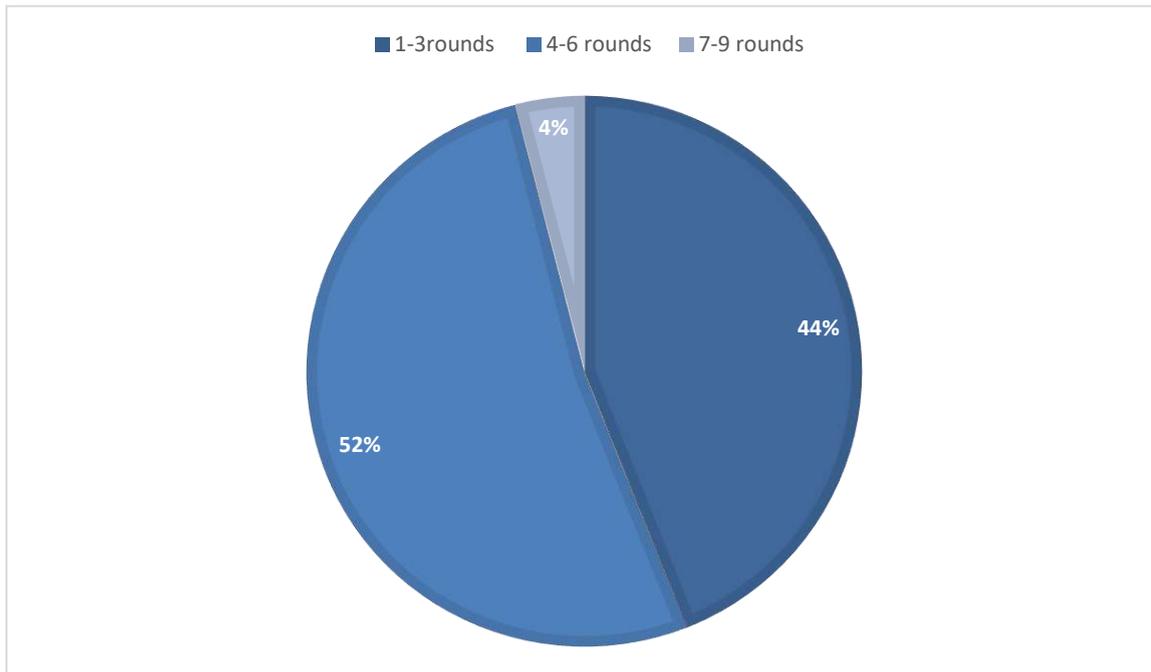


**Fig no 5.9- Percentage of number of rounds faced during recruitment**

**Inference:** In the above figure 5.9, the employees faced atleast 4-5 rounds during the interview,the following figure shows it. 40% employees faced 1-3 rounds , 56% of the employees faced 4-6 rounds and 4% 7-9 rounds.

10. What form of interview have you gonethrough?
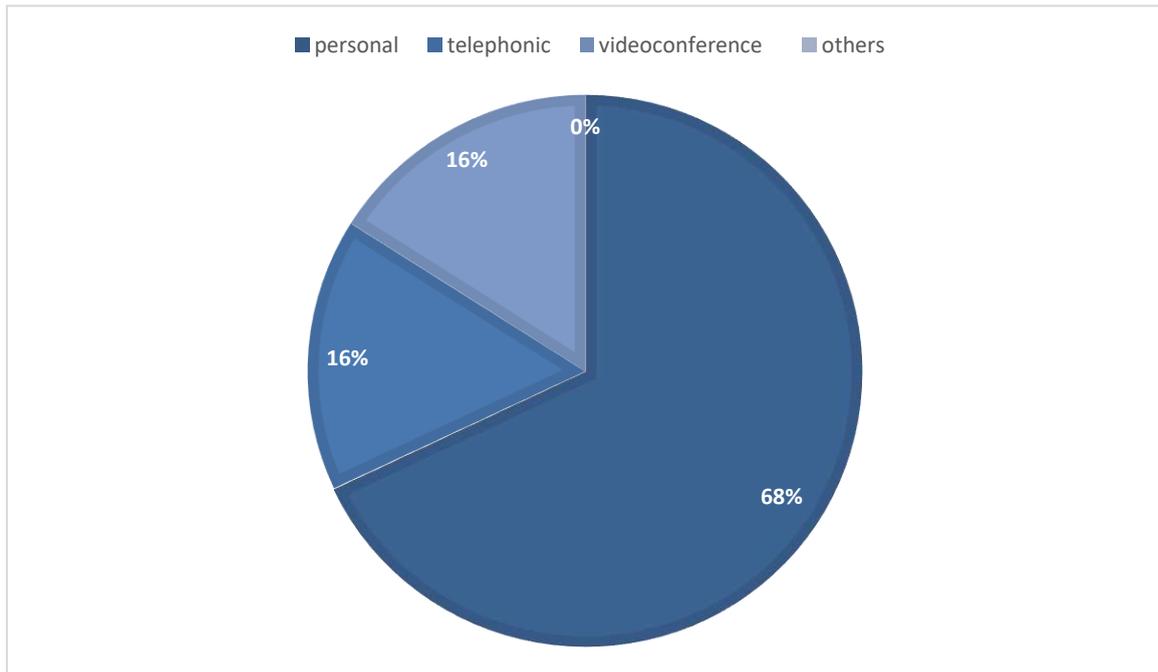


**Fig no 5.10- Percentage of form of interview.**

**Inference:** In the above figure 5.10, According to the employees of the organization, 68% of the employees have gone through personal interview, 16% of the employess have gone through telephonic interview, and 16% of the employess have gone through video conference interview.

11.Is the criteria for short listingsatisfactory?
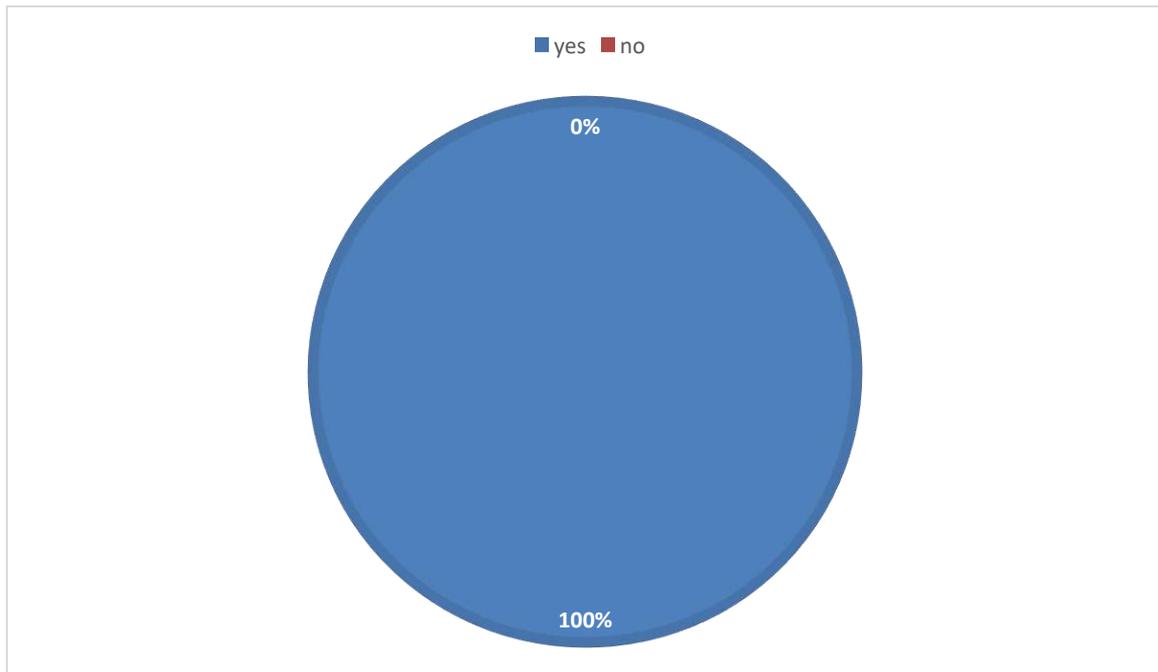


**Fig no 5.11- Percentage of criteria for short listing.**

**Inference:** In the above figure 5.11, According to the employees of the organization , there is 100% satisfactory result of short listing.

12.Does the recruitment process brings the correct employee for theorganisation?
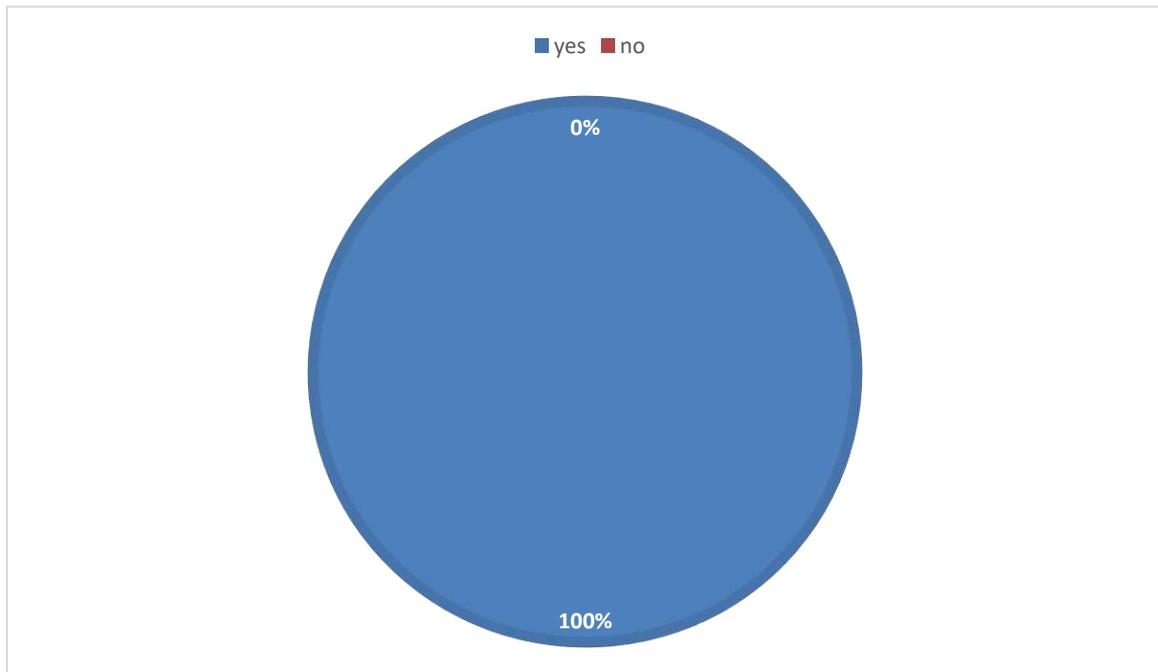


**Fig no 5.12- Percentage of bringing the correct employee for the organization**

**Inference:** In the above figure 5.12, According to the employees of the organization, 100% there is satisfactory result that the correct employee is chosen from the recruitment process.

13.Rate the effectiveness of interviewing process?
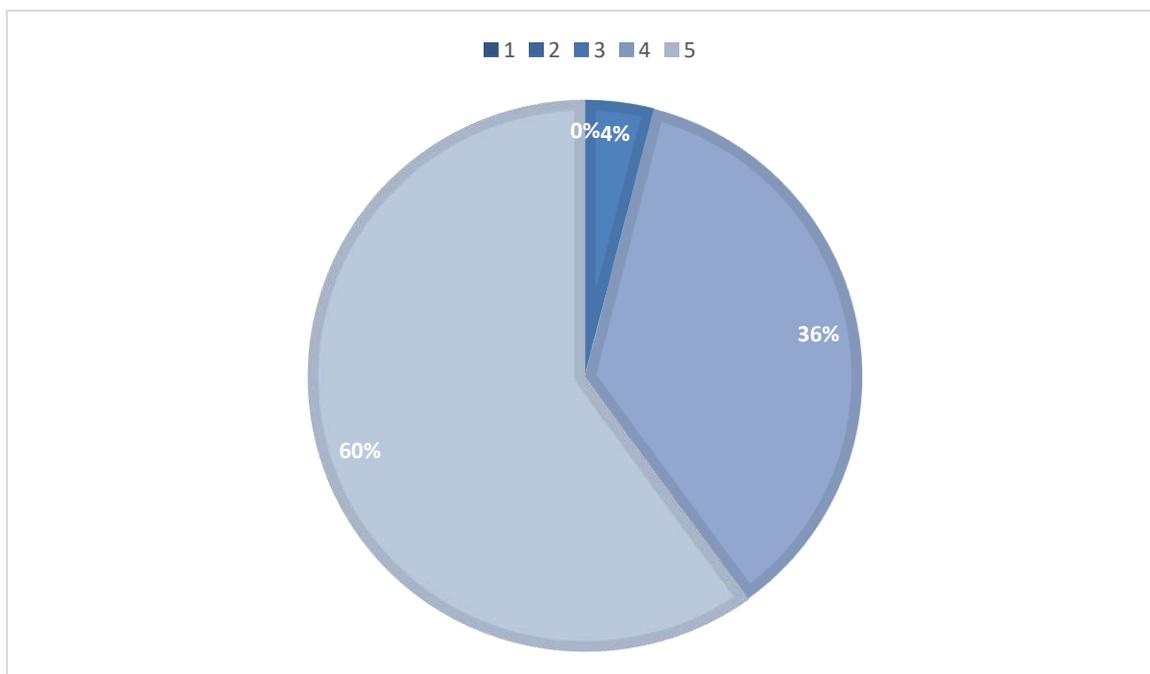


**Fig no 5.13- Percentage of effectiveness of interviewing process**

**Inference:** In the above figure, 60% employees of the organization have rated 5 & 36% have rated 4 whereas 4% have rated 3.

14. What are the sources of external recruitment preferred?
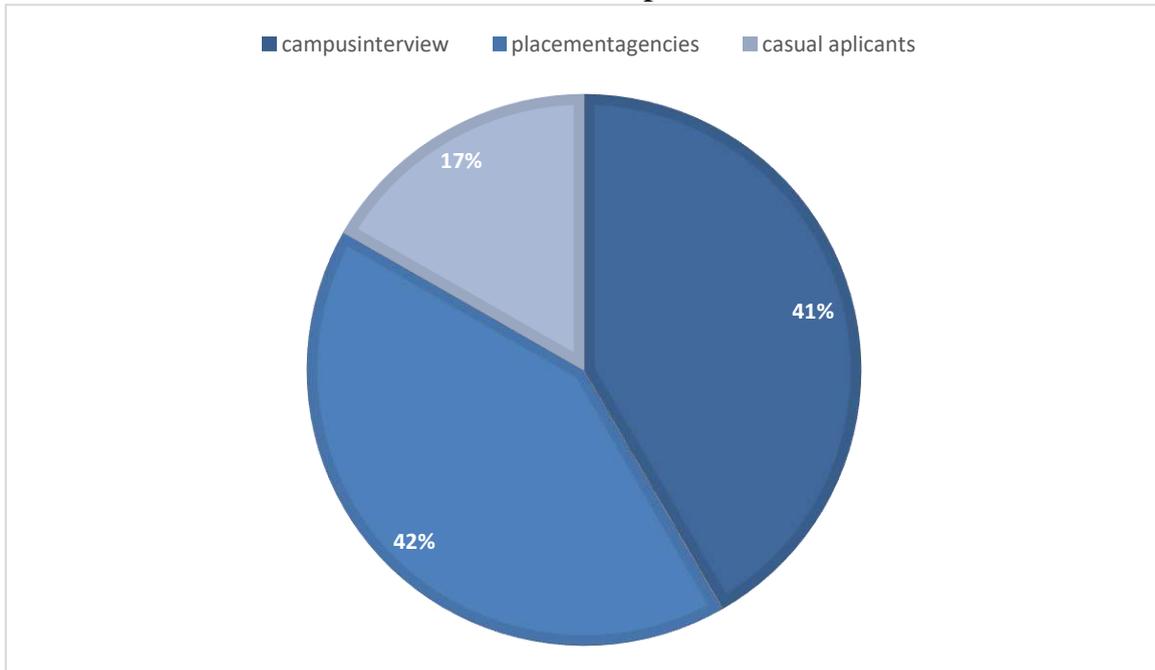


**Fig no 5.14- Percentage of sources of external recruitment preferred.**

**Inference:** According to the above fig. the external sources preferred are 41% from campus interview, 42% from placement agencies & 17% from casual applicants.

15. Does the organization clearly define the job position objectives in the recruitment process?
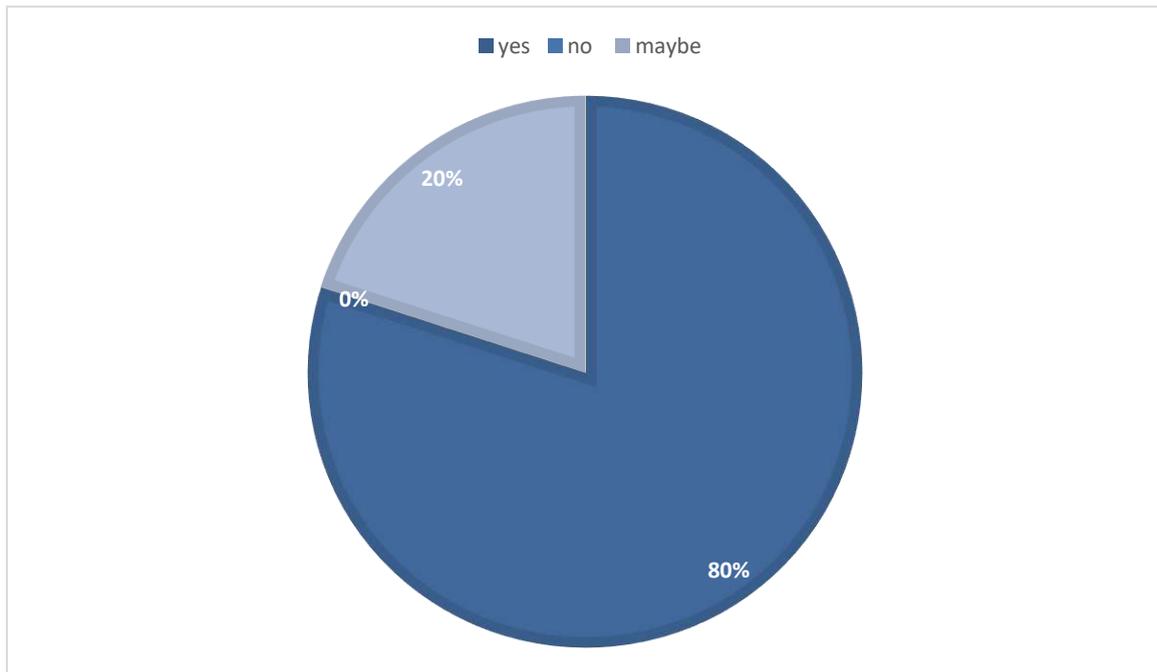


**Fig no 5.15 - Percentage of clear job position objectives in the recruitment process**

**Inference:** In the figure, it is shown that 80% employees get a clear job position objectives in the recruitment process whereas 20% people think that they do not get a clear objective regarding the job position objectives.

16.Is the organization doing timeless recruitment and selectionprocess?
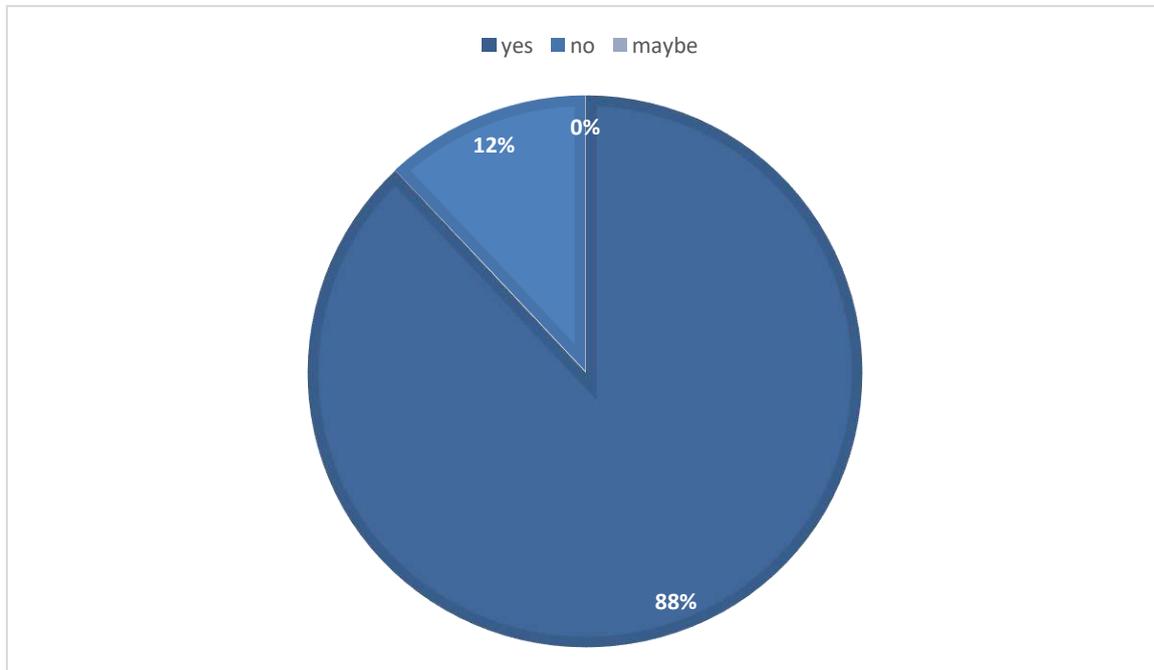


**Fig no 5.16- Percentage of timeless recruitment & selection process**

**Inference:**According to the fig. 88% employees think that there is timeless recruitment and selection process whereas 12% employees think there is not.

17. How much time did the company take to respond to your application?



legend: ■ less thanaweek  ■ 10-15 days  ■ more than 20days

8%

32%

60%
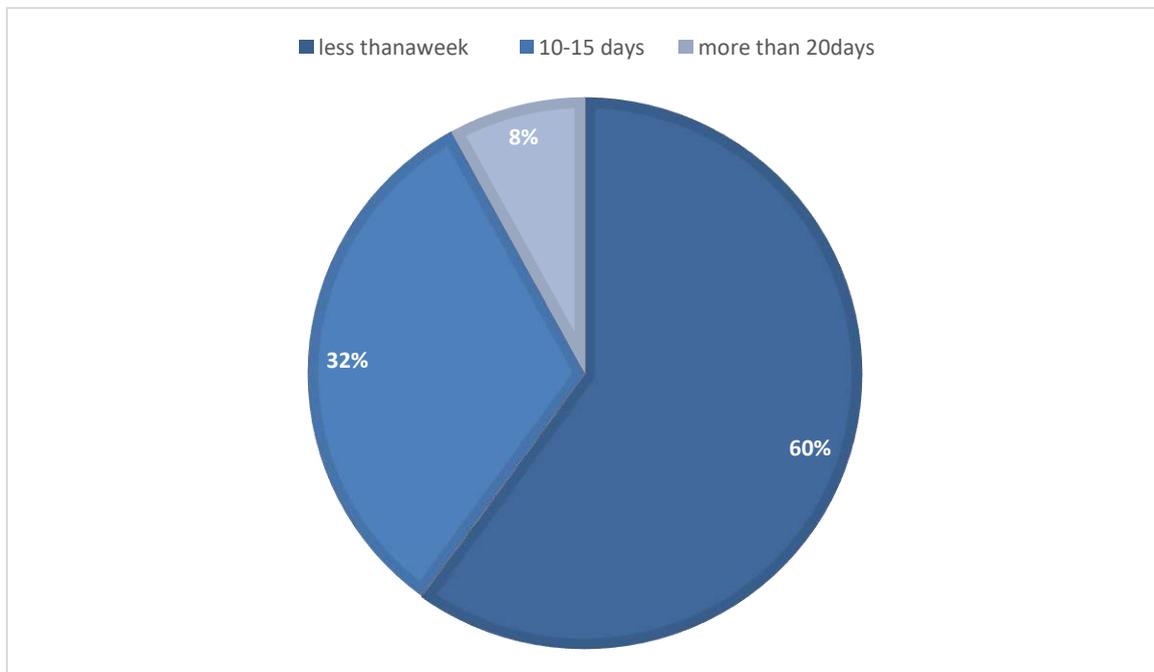
**Fig no 5.17- Percentage of response to the application**

**Inference:** In the above fig. 60% of the employees got their response of the application in less than week, 32% of employees got in 10-15 days of span whereas 8% of employees got their response after 20 days.

18.How did you track the source ofcandidate?
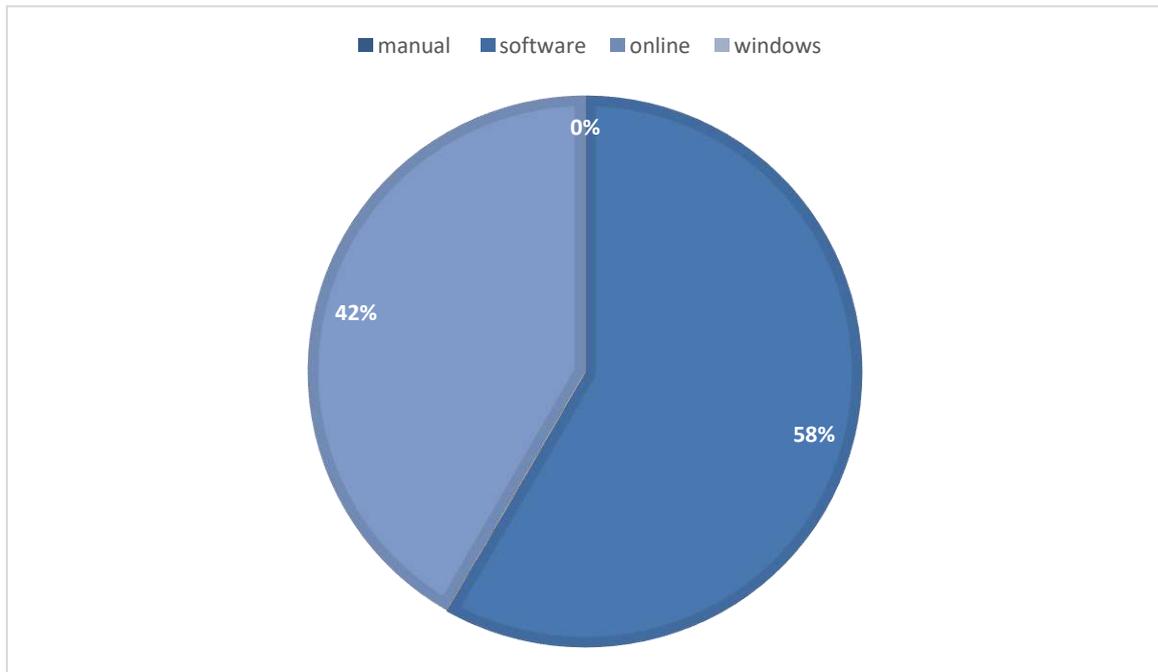


**Fig no 5.18- Percentage of tracking the source of candidate**

**Inference:** In the above fig. 58% employees think that the tracking of candidate is much more of manual whereas 42% of employees think that it is much more of a software based.

19. Is your company aware of the concept of videoresume?
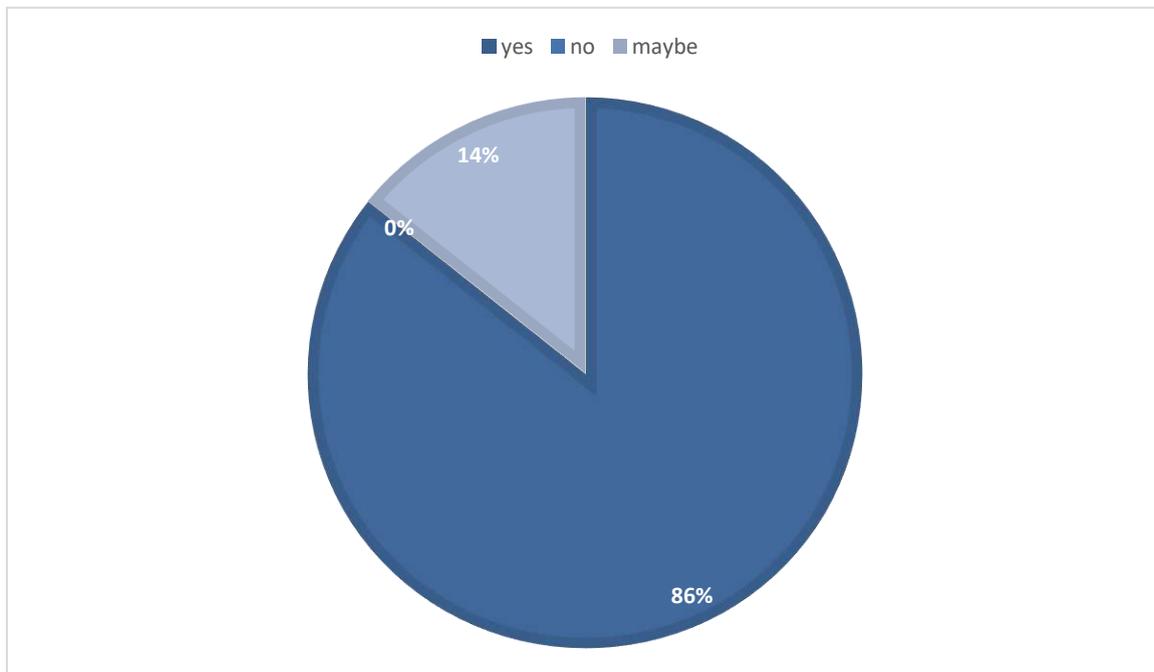


**Fig no 5.11- Percentage of concept of video resume**

**Inference:** In the above fig. 86% of employees think that their company is aware of the concept of video game whereas 14% of employees still are not sure about it.

20. When to prefer to go for manpowerplanning?
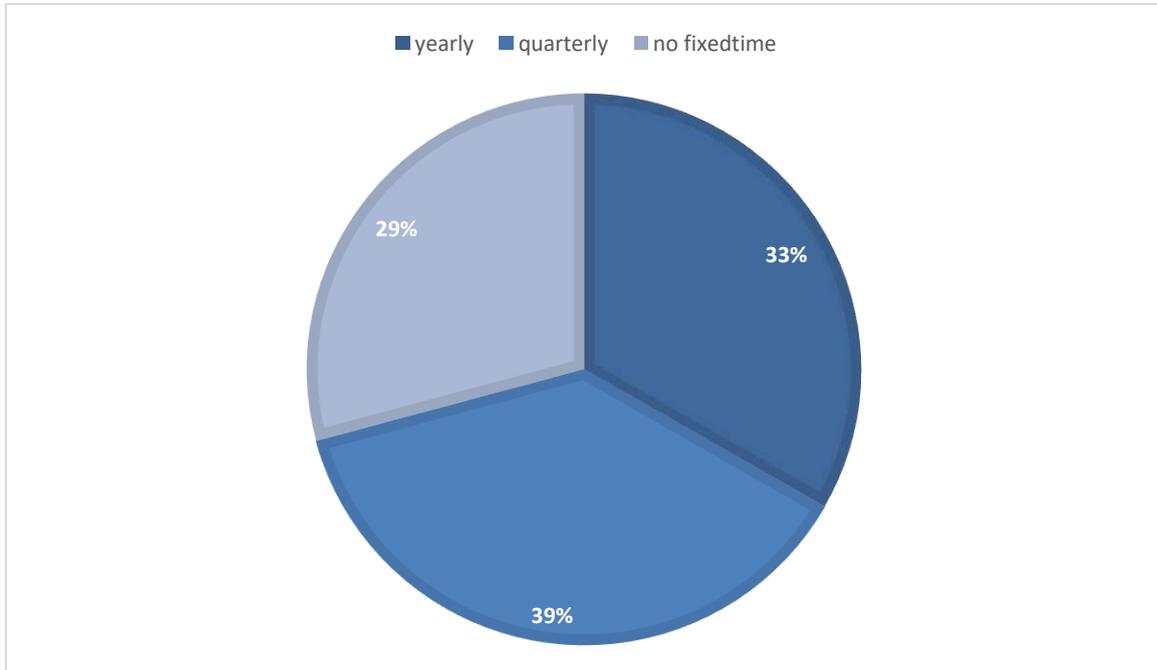


**Fig no 5.20- Percentage of manpower planning**

**Inference:** In the above fig. 39% employees think it is better to go for manpower planning quarterly whereas 33% of employees prefer quarterly and rest 29% of employees prefer that there is no fixed time to go for manpower planning.

21. Does the recruitment process used by the organizationreliable?
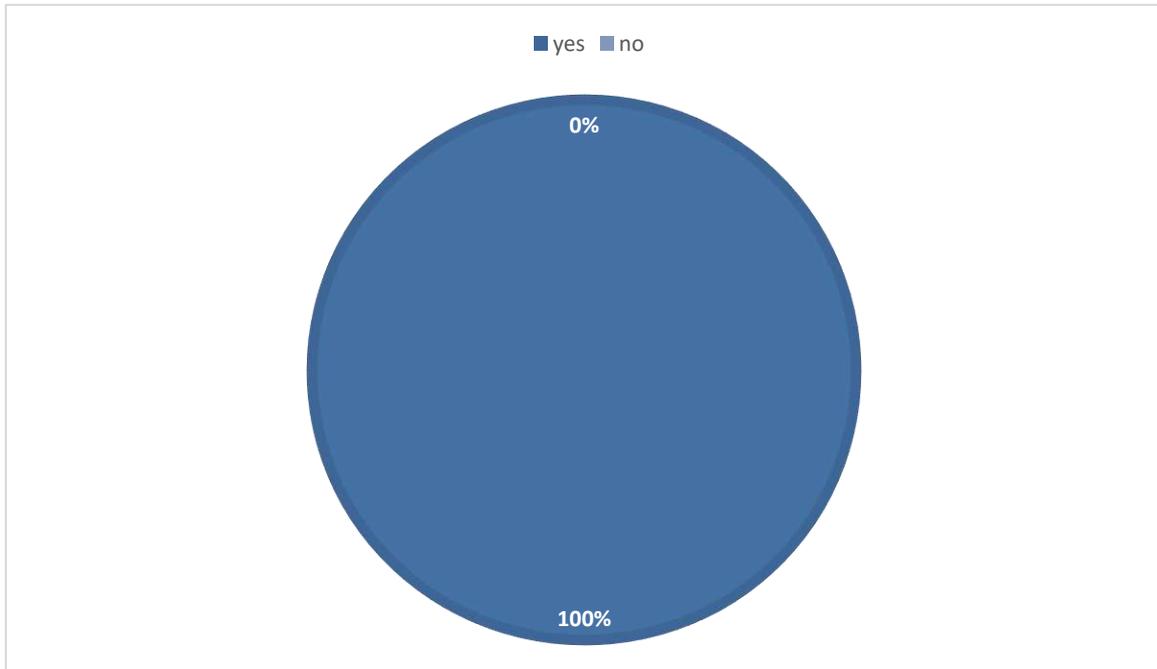


**Fig no 5.21- Percentage of recruitment process used by the organization reliable**

**Inference:** In the above fig. 100% of employees think that the recruitment process used in the organization is very much reliable.

22. Does the recruitment team do the proper job analysis before selection processbegins?
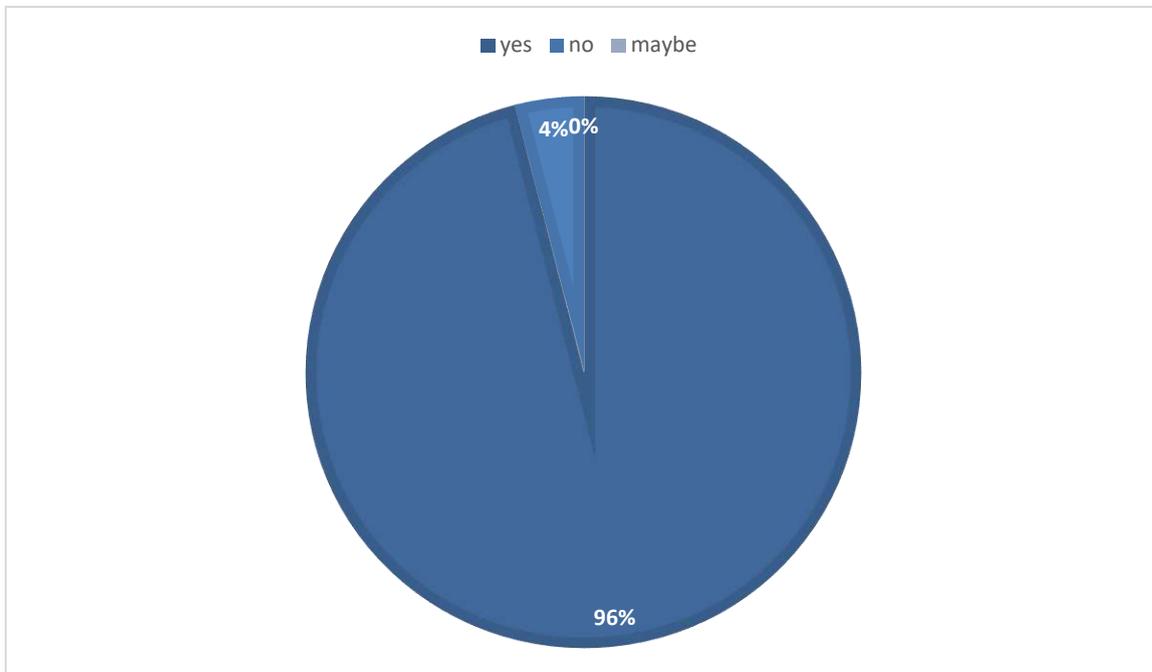


**Fig no 5.22- Percentage of proper job analysis before selection process**

**Inference:** In the above fig. 96% of empolyees think that the recruitment team does perfect job analysis before selection process begins whereas 4% of employees do not agree with that.

23. Do you think that innovative techniques like stress test and

personality test used forselection?
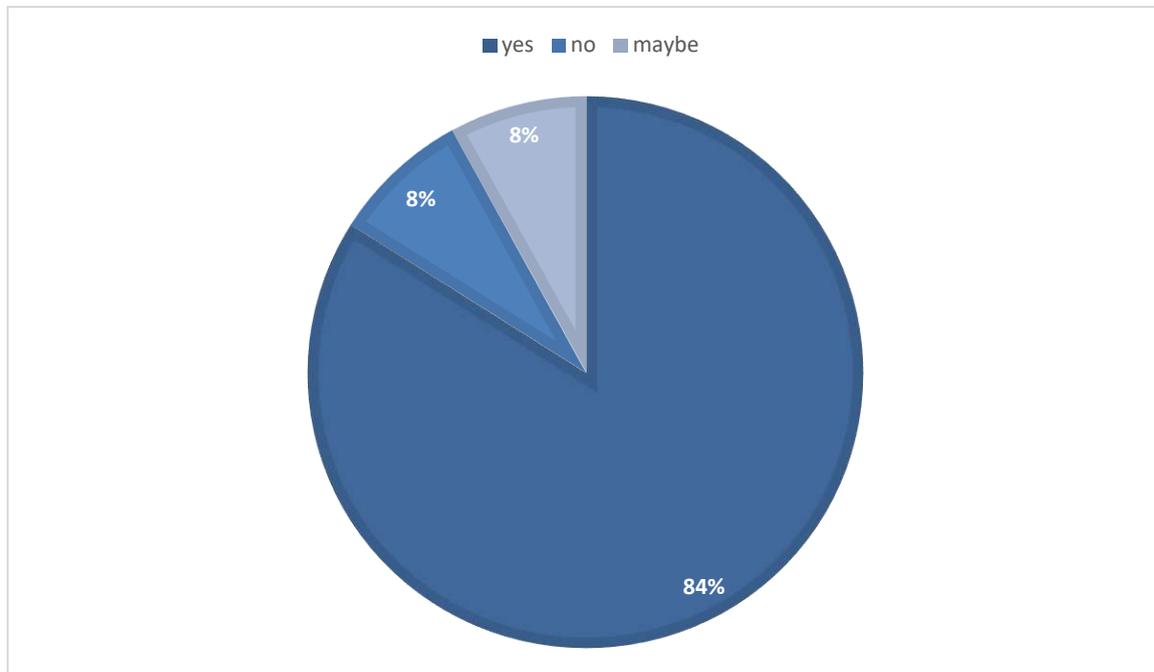


**Fig no 5.23- Percentage of Innovative techniques used for selection**

**Inference:** In the above fig. 84% of employees think innovative techniques like stress test and personality test should be used whereas 8% of employees think it should not be used**.**

24. Is there any contract signed by the employees while joining theorganization?
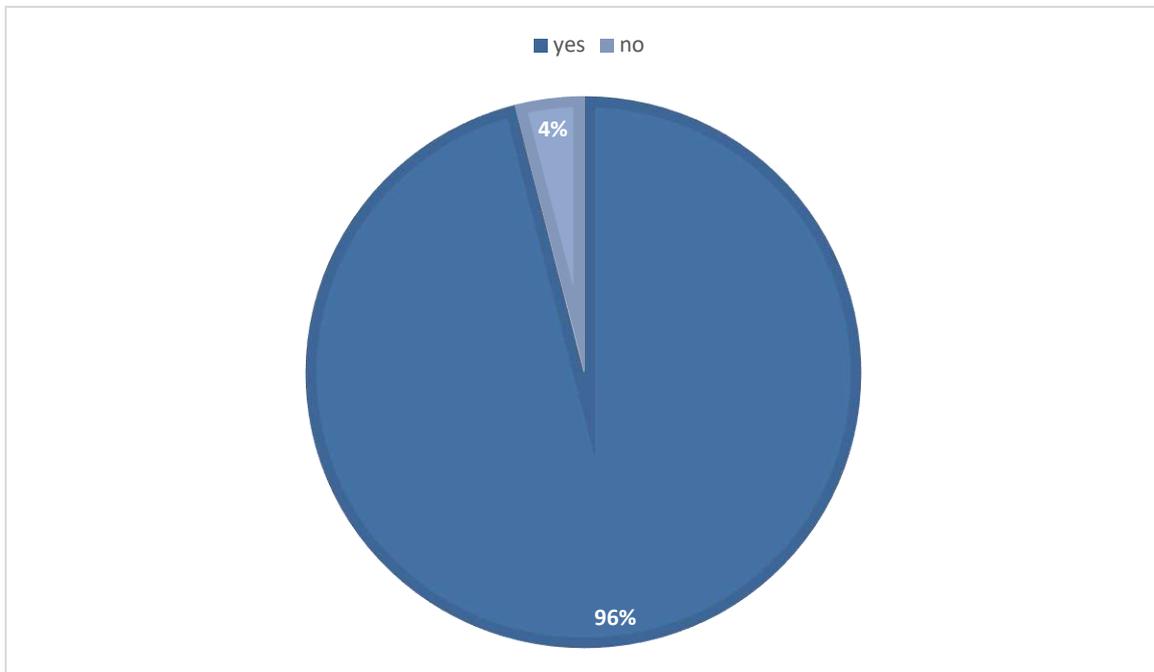


**Fig no 5.24- Percentage of contract signed by the employees while joining the organization**

**Inference**: In the above fig. 96% of employees agree that there is a contract to sign while joining the organisation where 4% do not agree to it.

25. Are you comfortable with the HR policies of

company?
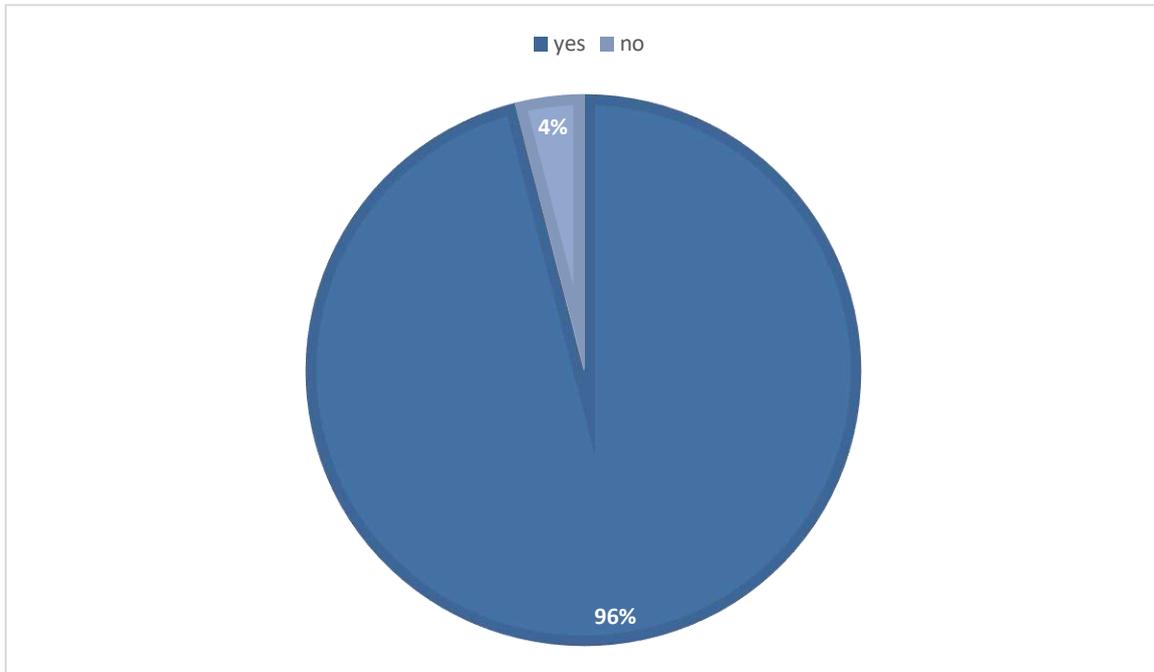


**Fig no 5.24- Percentage of HR policies of company**

**Inference:** In the above fig. 96% of employees are very comfortable with the HR
policies and 4% do not agree to it.

# CHAPTER-6

# CONCLUSION & SUGGESTIONS

## 6.1   Conclusions

This end is drawn from the observe and survey of the corporation concerning recruitment technique carried there most of the personnel have been glad but modifications are required steady with the converting state of affairs as recruitment approach has a incredible effect at the working of the agency at a easy blood, new thoughts enters within the business organization.

- Employees working in the organisation are more in parameter Above 3years.

- The sources of recruitment process by which employees are selected isExternal.

- The employess aper to be 100% satisfied with the recruitmentprocess.
- Employess think that the approach of management was serious and positive during recruitmentprocess.
- The effectiveness if the interviewing process isexcellent.
- The company does not specifically look for experiencedemployess.
- Satisfactory methods are used by theorganization.
- Employees working in the organisation has cracked 4-6 rounds ofinterview.
- Theemployeeshadmostlygonethroughpersonalinterview.
- Organisationalismostlyfocusedonexperiencedemployees.
- Themostimportantqualitytheorganisationlooksforinacandidateisknowledge.
- There are 3 sources of recruitment but the organisation is using more of placement agencies.
- The company's recruitment process brings out the correct employess for the organization.
- The manpower planning has no fixetime.
- Resume screening and shortlisting of candidates issatisfactory.
- The organization is doing timeless recruitment and selectionprocess.
- Recruitment process brings correct employee at the right time at rightposition.
- The method of recruitment isreliable.
- The company is well aware of the concept of videoresume.
- The recruitment team does proper job analysis before selection process and also employee verification isdone.

# 6.2 Suggestions

From the findings I can suggest Fuji electric consul Neowatt, following things for the more effectiveness of recruitment:

- ➢ Recruitment must be executed by using analyzing the task firstly if you want to make it much less complex and may be beneficial from the enterprise agency's point of view.

- ➢ More emphasis need to simply accept on internet and industrial in order that more and more candidates follow for the roles and it's miles going to be easy to discover the right employee amongst them.

- ➢ The recruitment technique should not be too extended and time eating.

- ➢ Organization ought to try to use the net recruitment system first because it incurs much much less fee and acts as a motivational issue to the worker.

- ➢ Manpower recruitment of each department inside the comply is recognized nicely in advance.

- ➢ It ought to also supply hazard to the freshers for the pastime.

- ➢ The business enterprise have to additionally look after the beyond revel in and optimistic nature of the worker.

- ➢ Communication, non-public and technical talents want to be examined for personnel.

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| 2.Human Resource Management | P. Subba Rao | 2006 |
| 3.Human Resource Management | C.B Gupta | 3rd |

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- www.fujielectric.com

# Annexure

1. Since how many years have you been working with thisorganisation?
   a. Fresher      b.1-3 years      c. Above3years      d.Others

2. What are the sources of recruitment process by which you areselected?
   a. Enternal      b.Internal      c.Other

3. Are you satisfied with the recruitment process by which you areselected?
   a. Yes      b.No      c.Other

4. How was the approach of management during therecruitment?
   a. Seriousand positive      b.Casual      c.Negative

5. Which is the most important quality the organization looks for in candidate?
   a. Knowledge    b. Past experience    c. Optimistic nature
   d.Disiplinee.Team work abilities f.Others

6. Do you think organisations look only for experiencedemployees?
   a. Yes      b. No      c.Other

7. How would you rate the HR department's performance in recruitment and selection?
   a.1    b.2    c.3    d.4    e.5

8. Do you think organization is using satisfactory methods ofinterview?
   a. Yes    b.No    c.Others

9. In your interview how many rounds did you face duringrecruitment?
   a. 1-3rounds    b. 4-6rounds    c. 7-9 rounds

10. What form of interview have you gonethrough?
    a. Personal      b.Telephonic      c.Videoconference

11. Is the criteria for short listingsatisfactory?
    a. Yes      b.No      c.Others

12. Does the recruitment process bring the correct employee for the organization?

    a.Yes                 b.No

13. Rate the effectiveness of  the  interviewing  process

    a.1        b.2       c. 3     d.4      e.5

14.What are the sources of external recruitmentpreferred?

    a.Campusinterview    b.Placementagencies    c.Casualapplicants

15. Does the organization clearly define the job position objectives in the recruitmentprocess?

    a. Yes          b. No        c.Maybe

16. Is the organization doing timeless recruitment and selectonprocess?

    a. Yes    b.No    c.Maybe

17. How much time did the company take to respond to your application?

    a. Less thanaweek    b.10-15 days    c. More than 20days

18. How do you track the source ofcandidate?

    a.Manual      b.Software      c.Online     d.Windows

19. Is your company aware of the concept of videoresume?

    a. Yes    b.No    c.Maybe

20. Went to prefer to go for man powerplanning?

    a. Yearly    b.Quaterly    c. No fixedtime

21. Does the recruitment process used by the organisationreliable?

    a. Yes             b.No

22. Does the recruitment team do a proper job analysis before selection processbegins?

    a. Yes    b.No    c.Maybe

23. Do you think that innovative techniques like stress test and personality test used forselection?

    a. Yes         b. No        c.Maybe

24. Is there any contracts signed by the employees while joining organisation?

    a. Yes               b. No

25. Are you comfortable with the HR policies of thecompany?

    a. Yes               b.No

Deccan Education Society`s

# Brihan Maharashtra College of Commerce

A PROJECT REPORT ON

**IMPACT OF LOCKDOWN ON NATURE/ENVIRONMENT**

PREPARED BY:

HARSHAL CHAPTE

TYBBA(IB)

ROLL NO:89

UNDER THE GUIDANCE OF

**PROF.MANJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY FOR
THE PARTIAL FULFILLMENT OF REQUIREMENTS OF THE
BACHELOR OF BUSINESS MANAGEMENT IN
INTERNATIONAL BUSINESS DEGREE

2020-2021

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **HARSHAL CHAPTE**

of B.B.A.I.B. Exam Seat No. **89** has satisfactorily completed the

project work.

Title **IMPACT OF LOCKDOWN ON NATURE / ENVIRONMENT**

Date : **JUNE 2021**
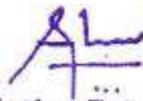
Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I, Mr. Harshal Vasant Chapte of TYBBA(IB) herby declare that the project report submitted on "IMPACT OF LOCKDOWN ON NATURE/ENVIRONMENT" made under the subject of Project Report (subject code-606) represents my own collection of information, original research and work, which was carried out by me

At the **BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, PUNE**

I have completed this mandatory project work as prescribed by the university of pune .

I further declare that the foregoing statement made by me in regard to my project report are correct and complete.

Mr. Harshal chapter

TYBBA(IB)

BMCC

# ACKNOWLEDGEMENT

Project report required co-operation of many people; I would like to take this opportunity to thank all those who have helped me in this project work. I am very thankful to –

**Mrs., Bharati Upadhye**, coordinator, (BBA & BBA(IB) BMCC **Prof. Manjusha Wadekar**

For their help and valuable guidance in choosing the subject, sharing,

Contacts, collecting the information and arranging the same in proper manner.

I am deeply grateful to management of the various organizations for giving me an opportunity to visit their organization

I would also like to thank my Family, friend and classmates who helped and supported me in preparing this project report

Date: 8$^{th}$ June 2021

Place: BMCC, Pune

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# Abstract

As the transmission of novel corona virus (COVID-19) increases rapidly, the whole world adopted the curfew/lockdown activity with restriction of human mobility. The imposition of quarantine stopped all the commercial activity that greatly affects the various important environmental parameters which directly connected to human health. As all the types of social, economic, industrial and urbanization activity suddenly shut off, nature takes the advantages and showed improvement in the quality of air, cleaner rivers, less noise pollution, undisturbed and calm wildlife. This research aims to discuss the COVID-19 effect on the global environment. The outcome of this research says *that "Although coronavirus vaccine is not available coronavirus itself is earth's vaccine and us humans are the virus".*

# INTRODUCTION

The outbreak of coronavirus disease-2019 (COVID-19) first emerged at the end of December 2019, from the Hunan seafood market in Wuhan City of China, and declared as an international public health emergency in a couple of weeks by the World Health Organization (WHO). It is an infectious disease caused by severe acute respiratory syndrome coronavirus-2 (SARS-CoV-2). Genomic analysis revealed that SARS-CoV-2 is phylogenetically associated with SARS viruses, and bats could be the possible primary source. Although the intermediate source of origin and transfer to humans is not clearly known, the rapid human to human transmission capability of this virus has been established. The transmission of the virus mainly occurred through person-to-person via direct contact or droplets produced by coughing, sneezing and talking. As of September 06, 2020; the virus has claimed to spread 216 countries, areas or territories with the death of 876, 616 humans from 26,763,217 confirmed cases (WHO, 2020a), and the number is increasing rapidly. The geographic distribution of COVID-19 cases (Figure 1), and the epidemic curve indicating the number of confirmed cases and deaths in different parts of the world are illustrated in (Figure 2.)
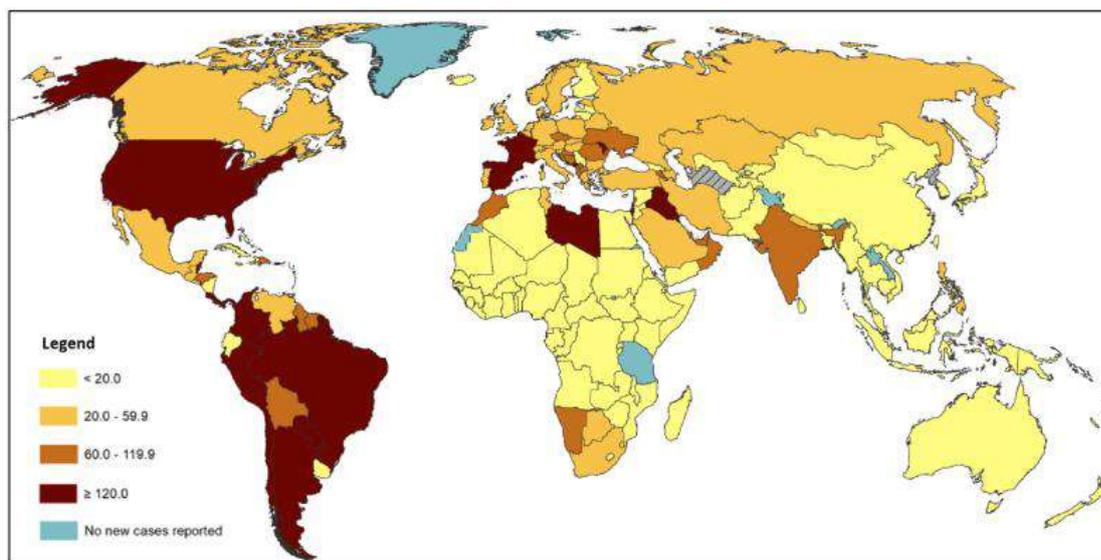


Figure.1
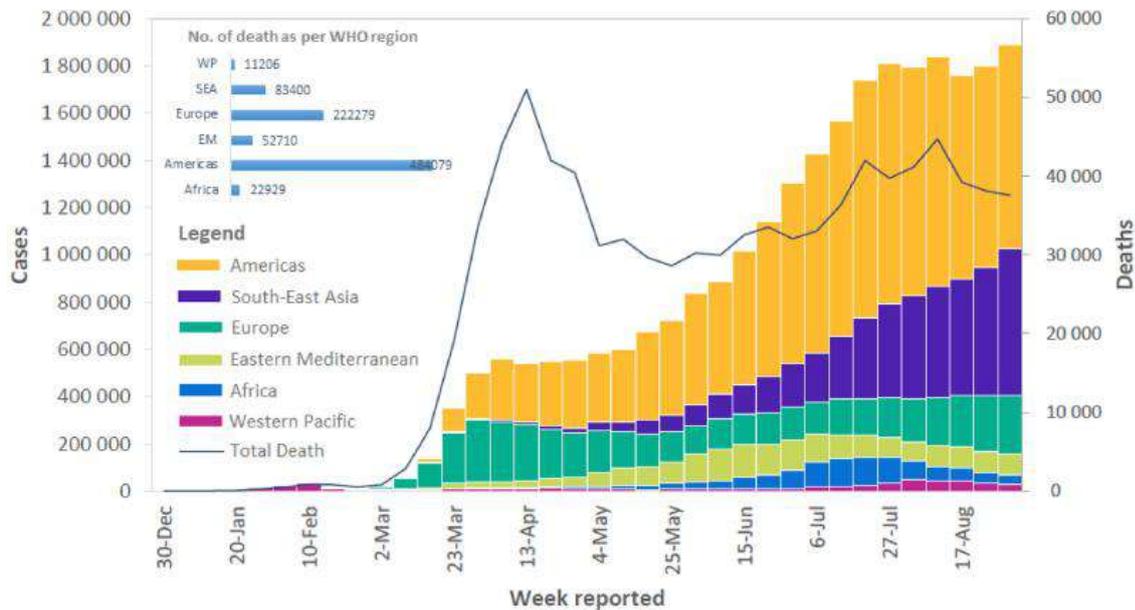
*Geographic distribution of 14-day cumulative number of reported COVID-19 cases per 100000 populations, as of September 06, 2020*

Figure.2

*Number of COVID-19 cases reported weekly by WHO region, and total deaths, up to September 06, 2020*

Usually, the symptoms of COVID-19 infection include fever, chills, cough, sore throat, breathing difficulty, myalgia or fatigue, nausea, vomiting, and diarrhea. Severe cases can lead to cardiac injury, respiratory failure, acute respiratory distress syndrome, and even death. Older people along with other underlying medical conditions are at a high risk of mortality. Till date, there has not been any significant breakthrough in the development of an effective medicine or a vaccine for this disease. National and international authorities and experts suggest the use of non-pharmaceutical measures like wearing face masks and hand gloves, washing hands with soap, frequent use of antiseptic solution and maintaining social distance. To control the spread of the virus and reduce the death rate, government of most of the affected countries initiated to restrict the movement of people. (Figure 3) illustrates global examples of the country wise number of people placed on enforced lockdown due to the coronavirus pandemic. It is found that India restricted the movement of the largest number of people (approximately 1.3 billion) as a preventive measure of COVID-19, which started from March 24, 2020. Except emergency services (e.g., medical, fire, police, food supply etc.), all other organizations including educational institutions are being closed to encourage people to stay at home. All the public transport services (e.g., bus, truck, train, airplanes etc.) were suspended, with exceptions of the transportation of essential goods and emergency services. In Italy, the most extensive travel restrictions are placed after the second World War. In London, the typically bustling pubs, bars and theatres have been closed, and people have

been advised to stay at home. As of April 7, 2020, World Economic Forum reported, nearly 3 billion people are faced with some form of lockdown globally, and movement is being restricted by respective governments to control the COVID-19 infection. Overall, the pandemic has caused huge global socio-economic disruption, which directly or indirectly affected the environment like improvement of air and water quality, reduction of noise and restoration of ecology. Moreover, the increased use of personal protective equipment (PPE) (e.g., face mask, hand gloves, gowns, goggles, face shield etc.), and their haphazard disposal creates environmental burden in these circumstances, this study intended to explore the positive and negative environmental consequences of the COVID-19 pandemic, and propose possible strategies as future guideline for environmental sustainability.
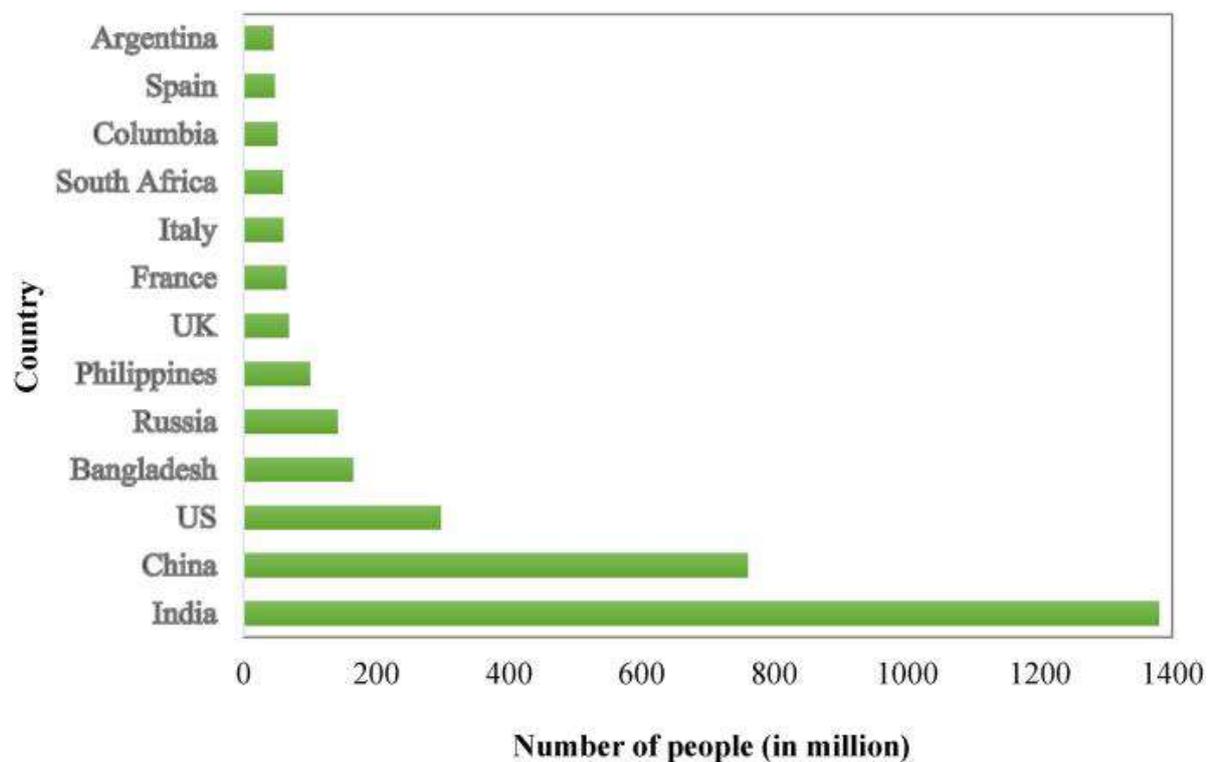


Figure.3

*Global example of the number of people (as of April 23, 2020) placed on enforced lockdown during the outbreak of COVID-19*

The global disruption caused by the COVID-19 has brought about several effects on the environment and climate. Due to movement restriction and a significant slowdown of social and economic activities, air quality has improved in many cities with a reduction in water pollution in different parts of the world. Besides, increased use of PPE (e.g., face mask, hand gloves etc.), their haphazard disposal, and generation of a huge amount of hospital waste has

negative impacts on the environment. Both positive and negative environmental impacts of COVID-19 are present in (Figure 4)
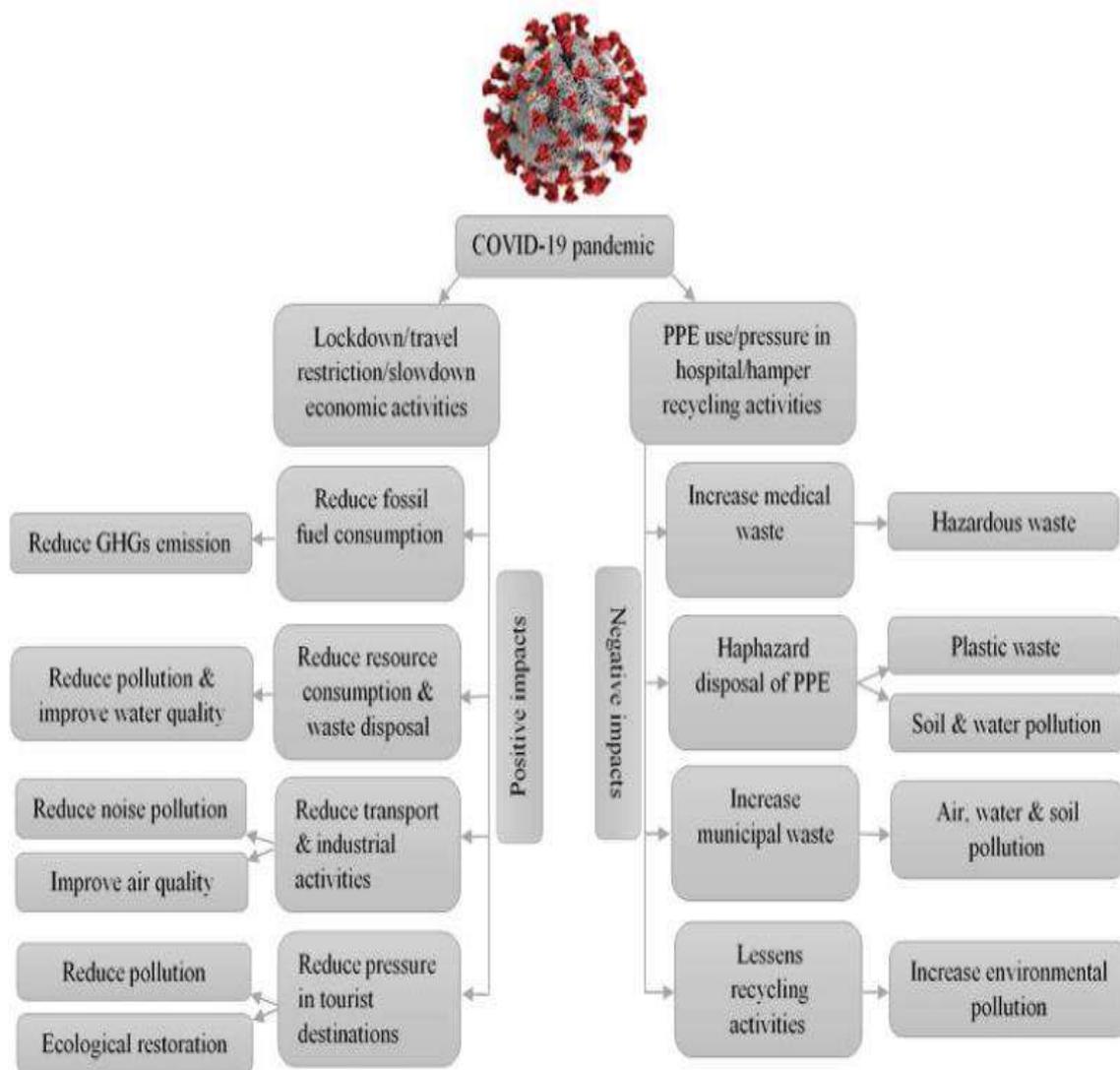


Figure.4

*Positive and negative environmental effects of COVID-19 pandemic.*

## LITERATURE VIEW

### 1.) AMBIENT AIR QUALITY DATA COLLECTION AND ANALYSIS

The ambient air quality data have been collected for the period March 25th to April 25th for three consecutive years viz., 2018–2020. The lockdown in India started on March 24, 2020. The five parameters of air pollution selected for the study are: particulate matter with diameter < 10 µm (PM10) and 2.5 µm (PM2.5), nitrogen dioxide (NO2), sulfur dioxide (SO2) and ozone (O3) for the 16 selected cities of India. These air quality parameters have had been retrieved from Continuous Ambient Air Quality Monitoring Stations (CAAQMS) maintained by the respective State Pollution Control Boards (SPCBs). A 24 h averages of all these parameters have been computed for the last three years and compared with those of the lockdown period to assess the effect of lockdown on pollution levels. The 24 h data from March 25 to April 25 for all years was converted into monthly averages to assess the overall variations in pollutant loads. The National Aeronautics and Space Administration (NASA) satellite imagery of Aerosol optical depth (AOD) levels over Indian regions were collected from NASA official website along with MODIS data sets (NASA 2020). The comparison of data sets from March 31st to April 5th was made for each year from 2017 to 2020 through NASA satellite imagery as shown in Figure 5
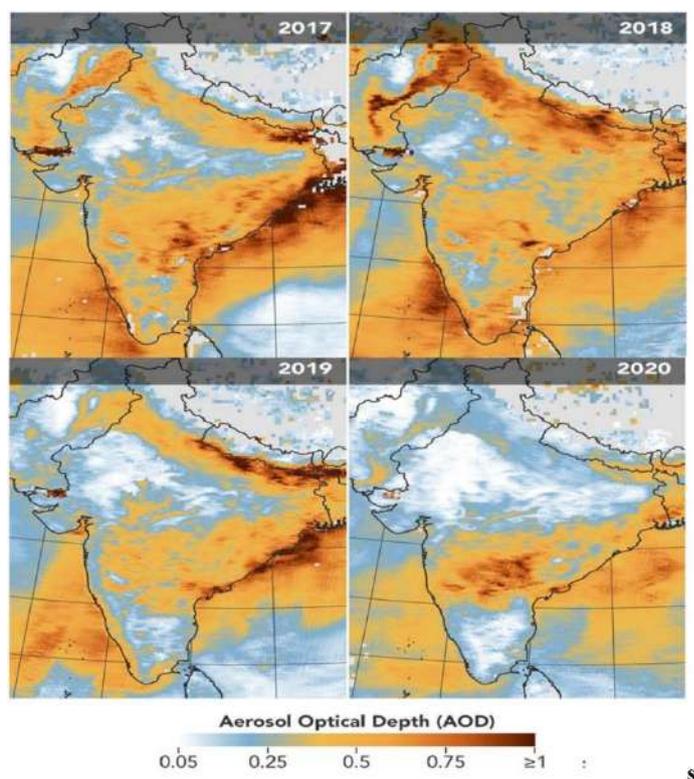


Figure 5. Satellite Imagery released by NASA showing AOD from 2017 to 2020 (NASA 2020)

The observed level (mean) of different air pollutants (PM10, PM2.5, NO2, SO2, and O3) during the selected period of March 25 to April 25 for three consecutive years 2018, 2019 and 2020 are shown in Figure 6 to understand the effect of lockdown on air quality in each city. The descriptive statistics of these pollutants are studied. One way ANOVA analysis has been performed to identify the significant variations in the pollutant levels during lockdown period in comparison to previous years. The results of significance test at 0.05 level are presented in Table 3. The results indicated that there is significant reduction in the levels of PM10, PM2.5 and NO2 concentration during lockdown period as explaining the direct effect of lockdown in reduction of these pollutant concentrations. Interestingly, a non-significant relationship has been found in SO2 and O3 level, indicated that there is not much effect of lockdown on these pollutants. The reduction found in the ground ambient air quality data in respect of particulate matter and nitrogen di-oxide are in agreement with data generated from the imageries of recently launched NASA and are shown in Figure 5 (NASA 2020).

Figure 6&7. Air Pollutant Levels during (25 March to 25 April) for each year from 2018 to 2020: (a) PM10, (b) PM2.5, (c) NO2, (d) SO2, (e) O3.
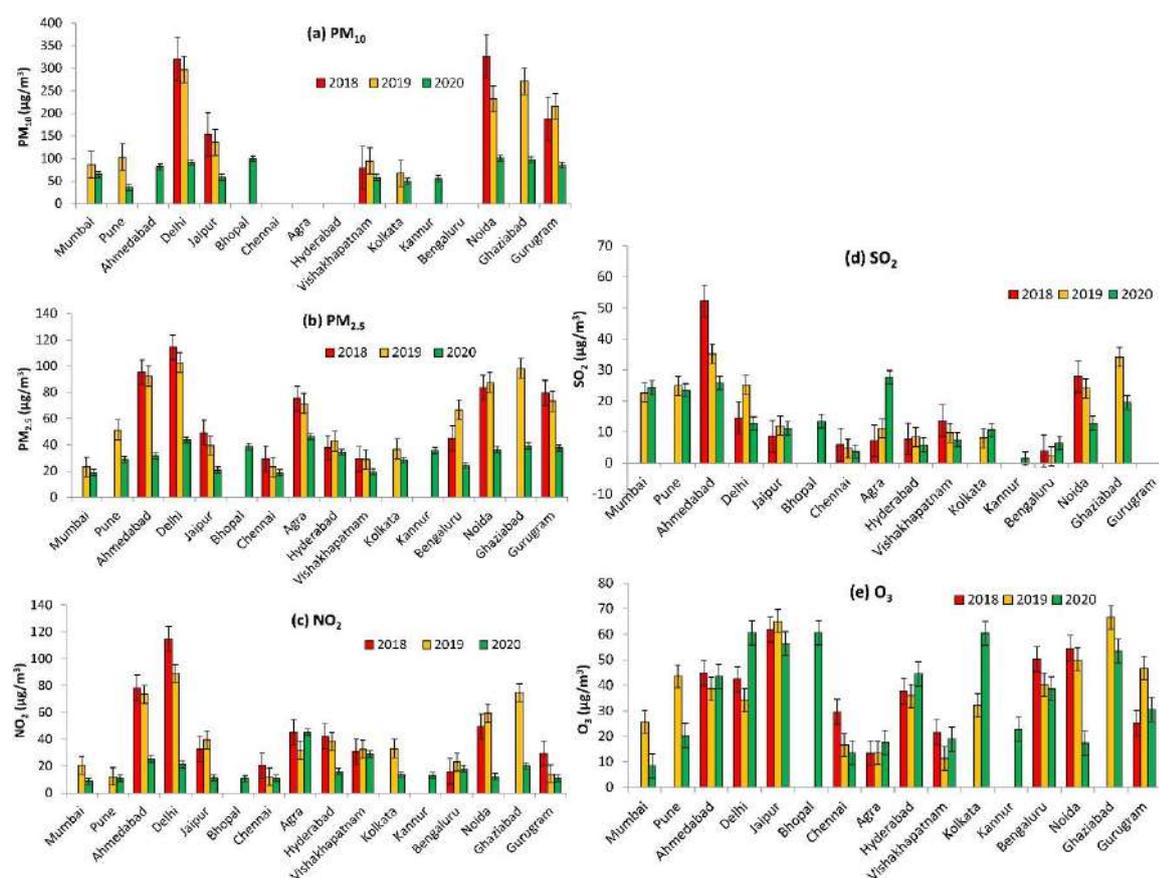


Figure.6                                                     Figure.7

**Carbon emissions**

A study published in May 2020 found that the daily global carbon emissions during the lockdown measures in early April fell by 17% and could lead to an annual carbon emissions decline of up to 7%, which would be the biggest drop since World War II according to the researchers. They ascribe these decreases mainly to the reduction of transportation usage and industrial activities. However, it has been noted that rebounding could diminish reductions due to the more limited industrial activities. Nevertheless, societal shifts caused by the COVID-19 lockdowns – like widespread telecommuting, adoption of remote work policies, and the use of virtual conference technology – may have a more sustained impact beyond the short-term reduction of transportation usage. In a study published in September 2020, scientists estimate that such behavioral changes developed during confinement may reduce 15% of all transportation $CO_2$ emissions permanently.

Despite this, the concentration of carbon dioxide in the atmosphere was the highest ever recorded in human history in May 2020. Energy and climate expert Constantine Samaras states that "a pandemic is the worst possible way to reduce emissions" and that "technological, behavioral, and structural change is the best and only way to reduce emissions". Tsinghua University's Zhu Liu clarifies that "only when we would reduce our emissions even more than this for longer would we be able to see the decline in concentrations in the atmosphere". The world's demand for fossil fuels has decreased by almost 10% amid COVID-19 measures and reportedly many energy economists believe it may not recover from the crisis.
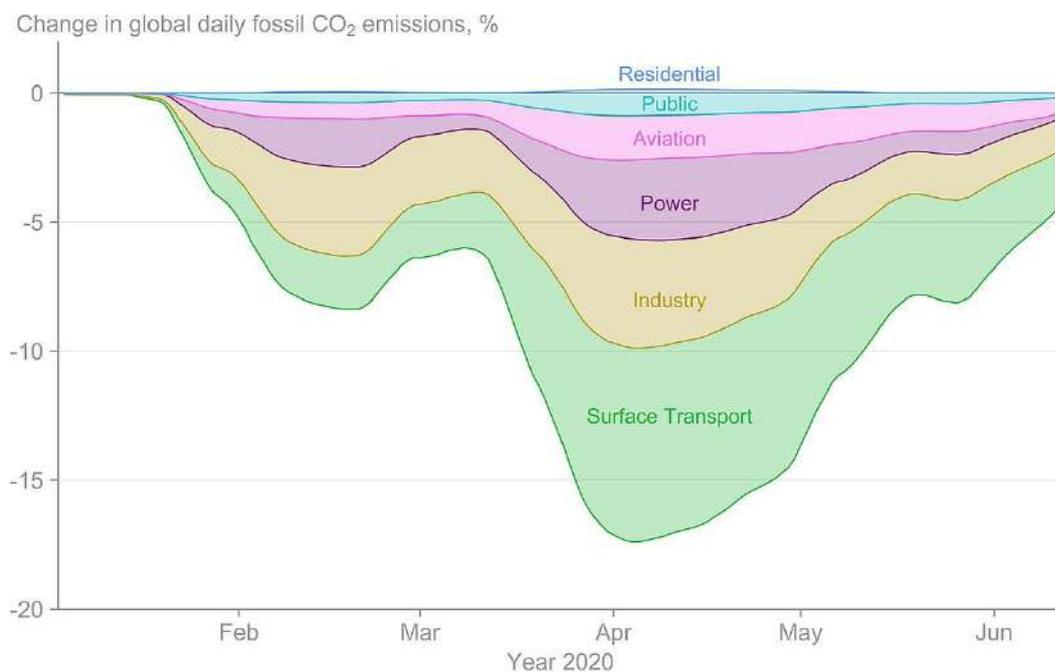


Figure 8. carbon emission

**Impact on water pollution**

The Ganga alluvial plain is one of the most densely populated regions and the largest groundwater repositories on the earth. About 43% of the population of India lives in the Ganga basin that stretches over 860,000 km2 covering 26.3% of the country's total geographical area. The basin extends over the states of Uttarakhand, Himachal Pradesh, Haryana, Delhi, Uttar Pradesh, Bihar, Jharkhand, Rajasthan, Madhya Pradesh, Chhattisgarh and West Bengal.

In 2008, Ganga River was declared as the 'National River' of India. There are over 29 cities, 97 towns and thousands of villages along the banks of the Ganga River. The bio-geomorphological functions of River Ganga have been significantly modified by various large-scale anthropogenic factors such as fragmentation of river habitats, dams and barrages, discharge of industrial and domestic wastewater and intensive agriculture relying on chemical fertilizers, pesticides and insecticides. The major contributors to pollution are tanneries in Kanpur, distilleries, paper mills and sugar mills in the Yamuna, Kosi, Ramganga and Kali River catchments.

The nationwide lockdown to contain the spread of the novel coronavirus (COVID-19) in India was announced on March 25 till April 14, 2020 (Lockdown 1.0). It was further extended by 19 days till May 3, 2020 (Lockdown 2.0). The lockdown was again extended until May 17, 2020 (Lockdown 3.0). While aerosol levels over the Indo-Gangetic Plains reported a 20-year-low during the lockdown as per the satellite data on optical depth measurements published by NASA due to restrictions imposed on industries, surface and air transport the impact on water quality in the Ganga River was arguable. Various news reports, as well as social media posts, indicated that 'life seemed to be returning to the river. It was reported that the lockdown had improved the health of River Ganga, which many projects of the government could not do during the past two decades. The water quality of Ganga River had witnessed visual improvement since enforcement of the nationwide lockdown started on March 24, 2020 that has led to a reduction in discharge of industrial effluents into it. The lockdown was extended for more than seven weeks, with its 1.3 billion people instructed to stay home in view of the coronavirus outbreak. With people staying indoors and industries shut during the lockdown period, it is crucial to assess if the water quality in the Ganga River has indeed seen a significant improvement. The paper analyses the impact of lockdown on water quality of Ganga River, and its major tributary Yamuna in Delhi, India. The paper also discusses issues and challenges to understand the magnitude of contamination and source relations and potential ways to improve the water quality. The paper finally provides important implications for future restoration strategies on Ganga River and approaches for designing appropriate control measures and action plans for river basin management.

**Impact of covid-19 lockdown on wild life**

As per the wildlife experts "The animal-borne disease is the outbreaks of the destruction of nature". Human confinement during lockdown gives space to animals and birds which was usually occupied by a human and their activities. It was noticed that many animals around and coming into the spotlight during the coronavirus period globally. Deer, peacocks, monkeys, elephants, birds, dolphins, etc. are the best examples during lockdown who came out in notice much more frequently and greater in number



Figure9.*: - An African penguin walks in the parking lot of an empty restaurant, close to popular Boulders Beach in Cape Town, South Africa, on April 14, 2020. The beach closed during the lockdown across South Africa, due to the COVID-19 pandemic*

Some experts say that during this period few birds spreading their wings and breeding in the human-occupied areas which is now-a day's having no activity. Migratory birds are returning to lakes and water bodies more in number During this period we could see the difference in how birds communicate. As traffic noise is reduced so we can hear the perceived quality of their songs with more chirping sound. Now migratory birds can fly freely without human interference. All the fishing activity has stopped so dolphins do come closer to the shore.

Lockdown Wildlife Tracker (fig 10.) app on play.google.com by Wildlife Institute of India (WII) was the great initiative to witness the real-time data using an app to share comfortable wildlife movement in human restricted zones



Figure10. Wild life tracker app

Deer is pasturing near Washington homes which is just a few miles away from the White House. Italy, Barcelona and Bergamo witnessed wild boar becoming bolder. Peacocks have strutted through Bangor and goats through Cap Town and sheep in Wales. A civet is a small, lean, mostly nocturnal mammal native to tropical Asia and Africa, especially the tropical forests. Due to the COVID-19 lockdown, Repayor in Kozhikode (India) had an unusual visitor one afternoon: a small Indian civet. Some policemen got the attention that the civet used a zebra crossing. At last, we can say that nature has pressed the reset button and rejuvenate its wildlife during the lockdown. Although this is a short-term improvement, one day we go to back to business-as-usual, so we have to restore it. We have to find ways of using natural resources and live-in harmony with it permanently.

## RESEARCH METHODOLOGY

Pune is the second-largest metropolitan city in the Indian State of Maharashtra and the eighth most populous city in India, with an estimated population of 7.4 million as of 2020.

This study was performed by reviewing the available published literatures, case studies, and different government and non-government organizations information from reports and official websites. Scientific literatures were collected through electronic means from the database of Science Direct, Springer, PubMed, Tailor and Francis, ISI Web of Knowledge, Research Gate, and Google Scholar but not in a systematic manner. From a large number of studies, this study compiles and presents the data and information which are relevant to the environmental effects of COVID-19 and meet the study goals.

A questionnaire was prepared in order to gain people's opinion on the effects of lockdown on air and water quality and wildlife. 10 different locations were identified throughout Pune. In each location the questionnaire was distributed to 10 different people through google form.

Based upon the responses on google form (questionnaire), data was calculated in terms of percentage for quality of air, water quality and effects on wildlife.

# DATA INTERPRETATION AND ANALYSIS

With the help of the data collected various aspects of the lockdown were studies
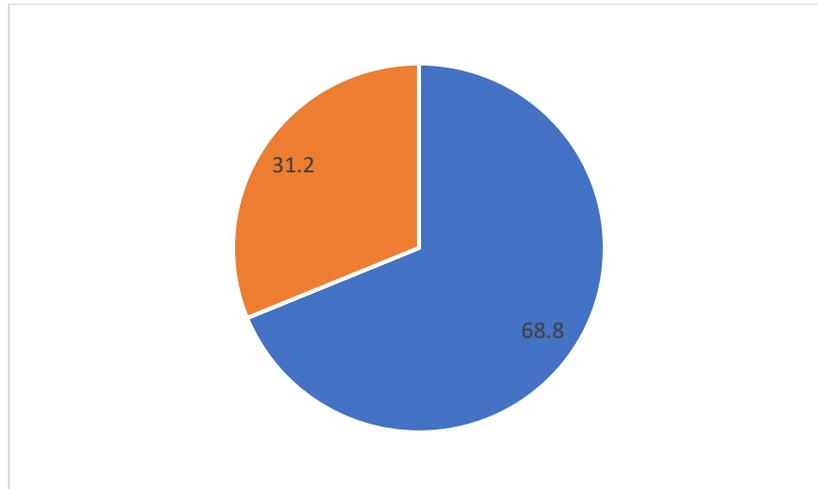


Chart.1

According to the data collected it was studied that almost 68.8% of people had a bad experience in the lockdown cause of the inconvenience and many faced depression issues and they think that it was the worse time that they had gone through but 31.2% people think that they had a good experience because they had had explored themselves better ,they tried things that they have never done before and had spent a quality time with their family they also set fitness goals which were first not possible in their fast life. For some it was the worst time and for some it was the worst time.
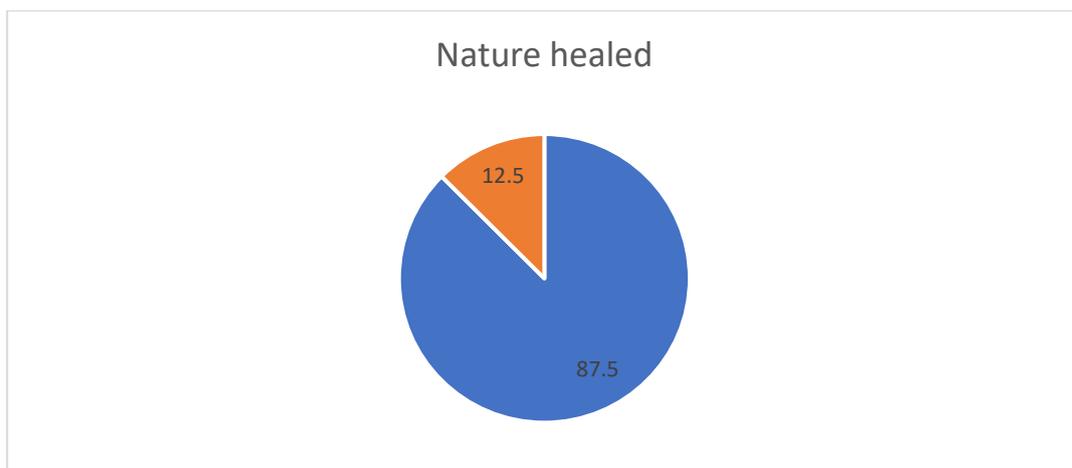


Chart.2

87.5 people thinks that the nature is been healed in the lockdown. lockdown played a vital role in healing the nature as everything was closed. Due to the less use of the vehicles and

closed factories the air pollution was reduced and the air was clean again the carbon emission was also reduced, factories play an important role in polluting the water as the waste is released in the water but after lockdown it was seen that the water is also been clean again and so aquatic animals were also seen after a long time. but 12.5% thinks that there was no impact on nature.



air quality
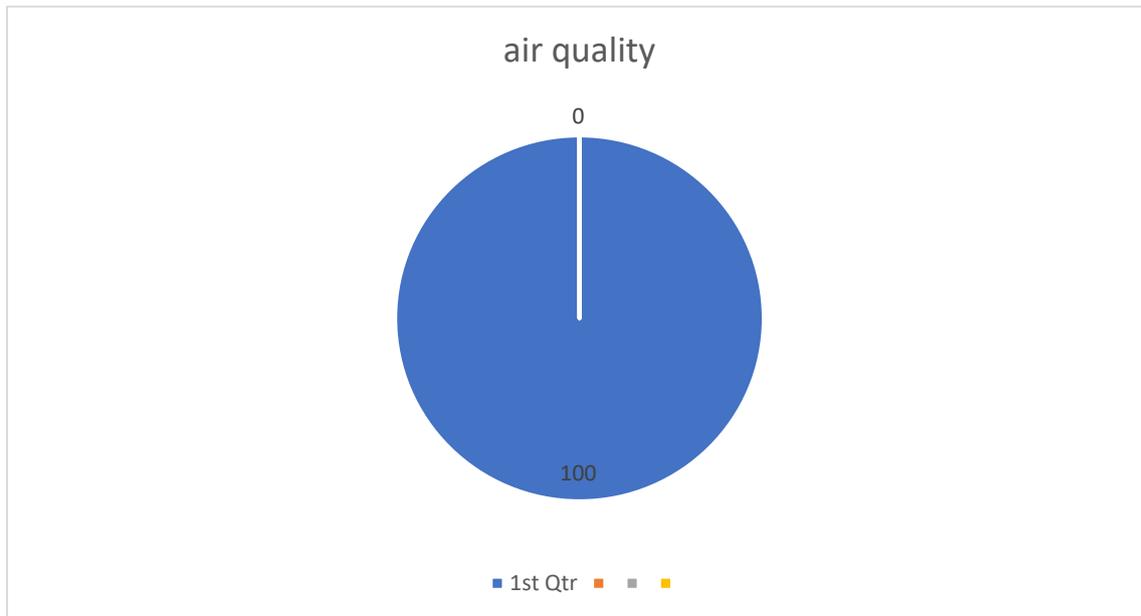
Chart .3

The research revealed a significant reduction in Nitrogen Dioxide (NO2), a greenhouse gas emitted from the combustion of fossil fuels, which equated to an average decrease of 12 per cent throughout India and 31.5 per cent over the six cities. There was a 40 per cent reduction over the national capital, New Delhi. In India alone, every one's opinion about the air quality was that they had experienced a quality of air in the lockdown.
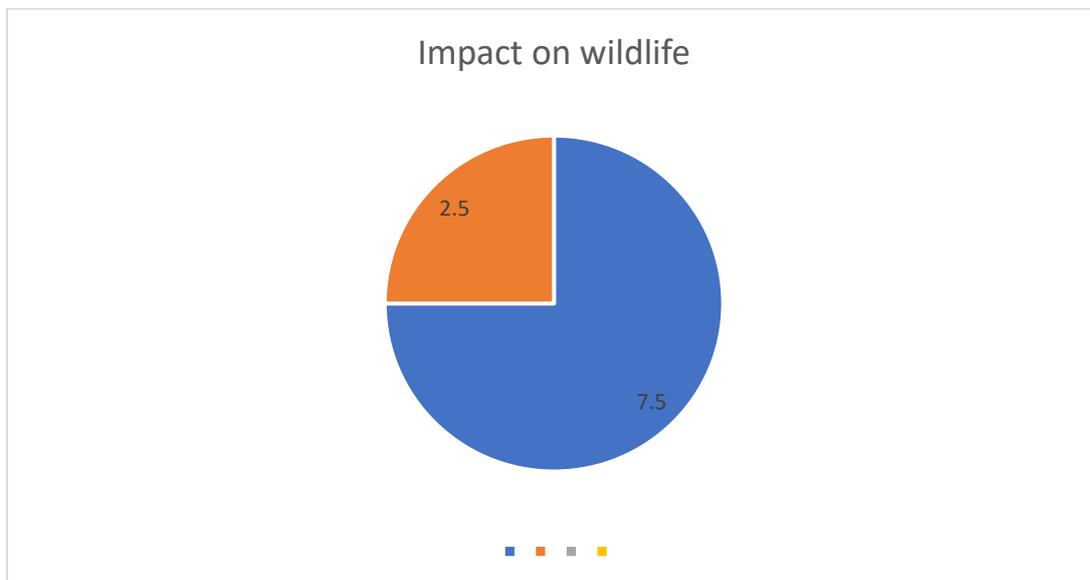


Impact on wildlife

Chart.4

As per the study almost 75% of peoples think that the lockdown had a good impact on the wild life .as the animals were able to explore the cities without any restriction as the humas were experiencing the lockdown. and 25% of peoples thinks that there was no impact on the wild life
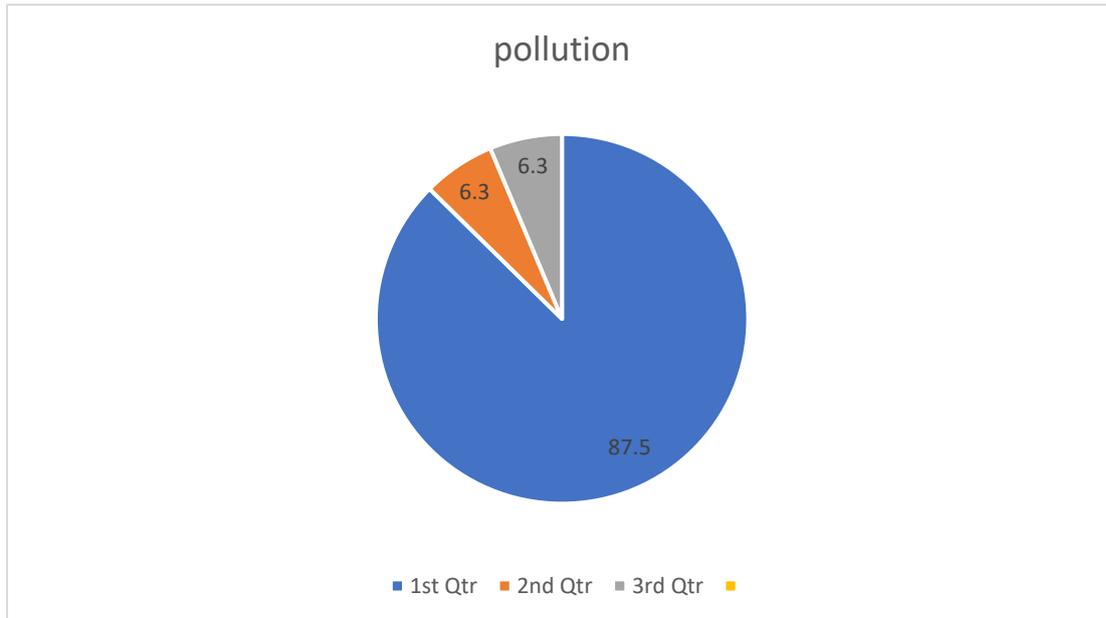


Chart.5

In the lockdown almost 87.5% of people think that the pollution level has been decreased.

As the air quality was good and air pollution level has been decreased and water pollution too. And 6.3 percent thinks that there was no effect and 6.3 think that it was tentative.
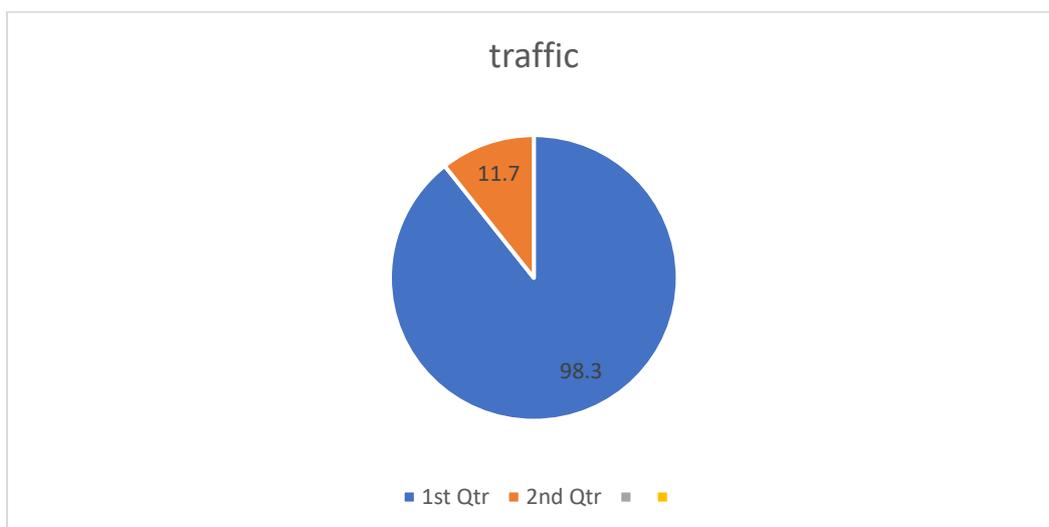


Chart.6

Various people thinks that due to the lockdown the traffic was reduced due to which they experienced various changes like they used to reach the location without traffic and early.
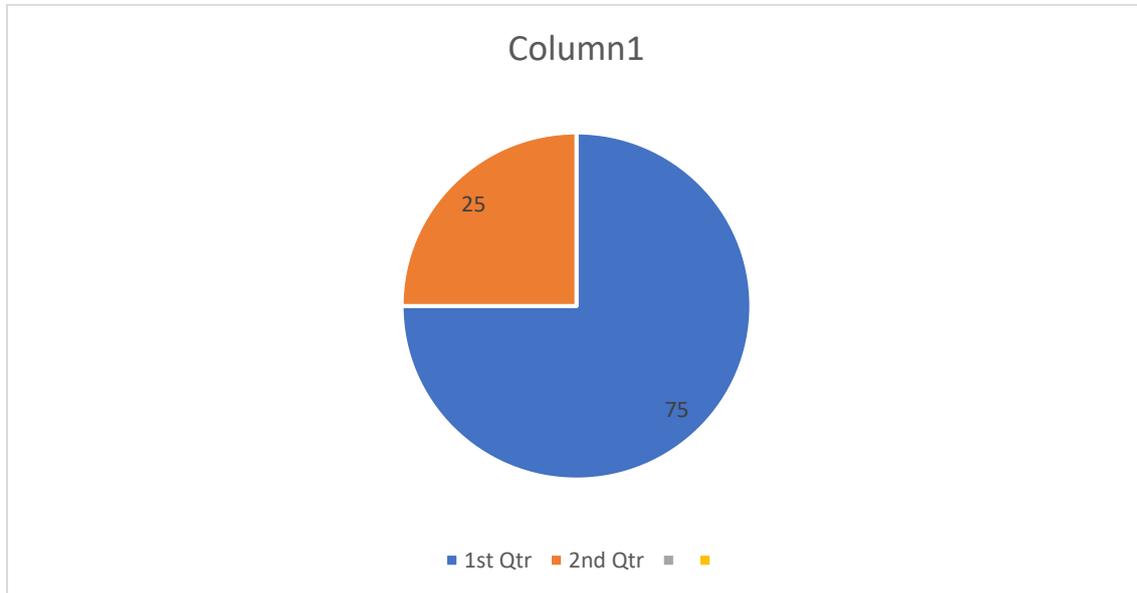


Chart.7

Peoples view on the lockdown every year for a week

Almost 75% of peoples thinks that there should be lockdown every year for a week so that the nature can be healed and 25% of people thinks that maybe it should happen.

# CONCLUSION

As the human activities are restricted in most of the areas, the natural environment of country has started healing itself. Factories, transport, vehicles and aviation have all ground to a halt. Carbon emissions have decreased and the quality of air has seen an unprecedented improvement.

The Air quality index (AQI) in all the states of India is now in two figures (indicating moderately good quality of air) after this lockdown. Not only air but the rivers have become clean and clear and marine life is visible. After reviewing various reports as cited earlier, it can be summarised that undoubtedly COVID-19 has brought a fearful devastating scourge for human being but it has emerged as a blessing for natural environment providing it a "recovery time".

The nation-wide lockdown is the only preventive measure to control community transmission of COVID-19. Obviously global economic growth declined due to lockdown measure; but there are certain positive impacts on atmospheric environment and sustainable ecosystem. Due to long time mass confinement, the major pollutants like oxides of nitrogen and carbon reduced significantly. The concentration of $NO_2$ dropped down up to 45 to 54% in different populated countries, and reduced around 40–45% identified at the thermal power location in India and Bangladesh compared to same time frame of previous years. The total carbon emission would be reduced by 7% at end of this year. In the lockdown period, the level of $NO_2$ and carbon emission remarkably decreases in atmosphere due to restricted consumption of fossil fuel by industries, thermal power station and transportation. The intensities of particulate matters like $PM_{2.5}$ and $PM_{10}$ decreased by 43% and 31%, respectively, at lower atmosphere and improved air qualities in different parts of world caused by less traffic and construction activities. SPM lowered down up to 15.9% causes the improvement in surface water quality. A very rare deserted bank observed to develop at the confluence of the rivers 'Ganga' and 'Yamuna' in India in river basin during lower river activity. Noise pollution remarkably dropped below 60 dB even in crowded cities. So, it may be concluded that the atmospheric environment has resumed some extent in all respect by means of such global-wide lockdown aiming to control COVID-19 pandemic. The behavioural changes of wild animals, birds, butterfly, pets and street animals indicate the interference of human activities on lives of natural creatures. There is certain correlation between atmospheric changes with the behavioural changes of natural creature during lockdown period. The research focused on the impact of human confinement in lockdown on sustainable atmospheric environment and its effect on lifestyle of natural creatures in their respective ecosystem. It offers a scope to assess the degree of devastation of environment we do in the process of normal civilization. This research identified a scope of research and analysis on atmospheric environmental and life style of natural creatures in absence of human being.

# APPENDIX A

Name: -

Age: -

Occupation: -

Q1) how was your experience in the lockdown?

a.     good   b. bad

Q2) do you think that nature has been healed in the lockdown?

a.     Yes   b.no

Q3) how was the air quality in the lockdown?

a.  good   b. bad

Q4) do you think that the lockdown has an impact on the wildlife?

a.  yes   b.no

Q5) do you think that the pollution had been decreased in lockdown?

a.  yes   b.no    c. maybe

Q6) due to less traffic in lockdown did u experienced some changes?

a.  yes   b.no

Q7) do you know about the dolphins that were seen at the Arabian ocean near marine drive?

    a.  Yes   b. no

Q8) do you know about the Himalayan range that was seen from Dharamshala after many years

    a.  yes   b.no

Q9) do you think that lockdown should happen for a week every year so the nature can bounce back?

    a.  yes   b.no

Q10) what are the changes that you have experienced in lockdown?

# WEBLIOGRAPHY

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# Glossary

Genomic: - relating to the haploid set of chromosomes in a gamete or microorganism, or the complete set of genes in a cell or organism.

Non-pharmaceutical: -action that people and communities can used to help prevent or limit the spread of illness

No2: - nitrogen dioxide

Phylogenetic: - relating to the evolutionary development and diversification of a species or group of organisms, or of a particular feature of an organism.

Pm (particulate matter): - Using a nationwide network of monitoring sites, EPA has developed ambient air quality trends for particle pollution, also called Particulate Matter (PM). $pm_{10}$ describes inhalable particles, with diameters that are generally 10 micrometres and smaller.

So2: - sulfur dioxide

# List of pictures

# List of charts

DECCAN EDUCATION SOCIETY'S

BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)



PUNE-411004


A PROJECT REPORT ON:

INFLUENCE OF MEDIA ON TEENAGERS


SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE

BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL BUSINESS (B.B.A. I.B.)


SUBMITTED BY

HARSHAL RAUT


UNDER THE GUIDANCE OF

PROF. MANJUSHA

WADEKAR

# CERTIFICATE

**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **HARSHAL RAUT** ..............................................................

..............................................................................................................................................

of B.B.A.I.B. Exam Seat No. ......**80**...... has satisfactorily completed the

project work.

Title ...**INFLUENCE OF MEDIA ON TEENAGERS**...................................................

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Date : **JUNE 2021**                                                                          Place - Pune
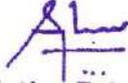
Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A.I.B Incharge**

# DECLARATION

I hereby declare that the project work entitled **'INFLUENCE OF MEDIA ON TEENAGERS:** 'submitted towards partial fulfilment of requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS** is a record of bonified project work carried out by me under the guidance of **PROF. MANJUSHA WADEKAR**. I further declare that this is my original work, and the dissertation has not formed the basis for award of any degree, associate ship, fellowship, or any similar title to the best of my knowledge.

**HARSHAL RAUT**

# ACKNOWLEDGMENT

I have taken efforts in making this project. However, it would not have seen light of the day without the kind support and help of many individuals. I would like to extend my thanks to all of them.

First and foremost, I take this opportunity to express my sincere gratitude to Prof. Manjusha Wadekar (Research Methodology Faculty), who has helped me right from the selection of topic till the very end. I am grateful for the guidance and value addition at every stage of the project. Her wide knowledge and their reasonable ways of thinking have been of great value for me. She has gone through the pain of going through the entire project and making correction as and when needed.

I am thankful towards our Head of Department, Bachelor of Business Administration in International Business, Mrs. Bharati Upadhyay for her constant encouragement and wholehearted support.

I would like to thank all the respondents that took part in collecting valuable data towards this research.

I also thank my family and friends for constant motivation and brilliant ideas throughout the formulation of the project**.**

**HARSHAL   RAUT**

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# EXECUTIVE SUMMARY

Using social media Web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, Myspace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyberbullying, "Facebook depression," sexting, and exposure to inappropriate content.

# CHAPTER 1

# INTRODUCTION

# CHAPTER 2

# LITERATURE REVIEW

# CHAPTER 3

# RESEARCH METHODOLOGY

# CHAPTER 4

# DATA ANALYSIS & INTERPRETATION

# CHAPTER 5

# CONCLUSION

# APPENDIX

1. How often do you spend on social media a day?
- 1 hour or less
- 2-3 hours
- 4-5 hours
- 6 hours or more
- Never

2.Gender
1. Male
2. Female

2. How dependent are you on technology?
- I can't live without it
- I use it regularly but not all day
- I rarely use technology

3. Do you feel like you spend too much time on social media?
- Yes, I'm constantly checking messages, status updates, posts, pictures, etc.
- I use it moderately and check it every once and a while
- I rarely check social media
- I don't have any social media

4. How do you feel when you are without social media for a long period of time?
- Anxious, depressed, lonely, like I'm missing out on things
- I feel like I might be missing out but it's not a big deal
- It doesn't affect me in any way

5. Have you ever been subjected to cyberbullying while on social media?
- All the time
- Rarely
- Sometimes
- Never

6. How much personal information do you share on social media?

○ Everything
○ I share a lot
○ Some things, but most is hidden from public
○ I share very little information
○ I don't share any information

7. Do you feel like the number of "likes" you get on photos or posts makes you feel better about yourself?

○ Yes
○ A little bit
○ Not at all

8. Do you ever get jealous of other people's seemingly extravagant lives on social media?

○ All the time, I'm constantly comparing lives
○ Sometimes, but it doesn't bother me too much
○ Not really, I don't pay attention

9. Do you feel that social media has more positive or negative effects?

○ Negative
○ Positive

10. Do you think that social media has affected your life positively or negatively?

○ More positively, I can stay connected with friends and family and be updated about world events
○ More negatively, I spend too much time comparing my life to others and feel lonely without social media or technology
○ I think that social media has affected me both negatively and positively

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# INTRODUCTION

The presence and intensity of media influences—television, radio, music, computers, films, videos, and the Internet—are increasingly recognized as an important part of the social ecology of children and youth, and these influences have become more visible and volatile in recent decades. Research that explores the level and effects of media influences calls for measurements of the quantity and character of exposure to a variety of potentially overlapping media sources, an analysis of the content of the media output, and examination of the social context and relationships that are associated with the media experience.

Additional effort is needed to develop theories that can identify underlying processes and mechanisms that link media influences to outcomes. Outcomes in turn call for tools that can measure, evaluate, and help explain how certain media experiences influence, and are influenced by, health and behavioural factors as well as cognitive and developmental processes. Methodologies from a variety of disciplines— communications, economics, neuroscience, pediatrics and psychology, to name a few— have been applied to these questions, and a strong body of research and valuable findings has emerged. Nevertheless, the field is relatively young and many methodological and theoretical questions remain, even as new digital technologies continue to pose unique challenges to researchers.

**FIGURE: 1.1**



*https://www.google.com/url?sa=i&url=https%3A%2F%2Fraisingchildren.net.au%2Fpre-teens%2Fentertainment-technology%2Fmedia%2Fmedia-influence-on-teens&psig=AOvVaw1WBu_dQP4NxRQrr1Zdao11&ust=1623171878082000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKivjtyAhvECFQAAAAAdAAAAABAD*

While current media studies focus on the social environment of the millennium generation, there is nothing new in adults being worried about corrupting influences on young people. Early Greek philosophers argued about the relative merits of a focus on rhetoric in the education of their youth at the expense of reason and understanding. When novels were first published during the eighteenth century, many people were concerned that readers, especially the young, would be corrupted by the licentious and immoral behaviour described, as well as by the indolent lifestyle they perceived novel readers to follow. By the twentieth century, the potential causes for concern had proliferated dramatically. Today, media experiences seem to expand by the month, and while much of the concern about their influence on young people may represent older worries in new forms, the media ecology of today's children and youth also present a new frontier that offers unique challenges for research studies.

A child born in the 1930s might have spent as much as several hours a week listening to the radio; reading comic books, newspapers, or magazines; or watching a film at a local theatre. Since television was first introduced in the 1950s, the number of hours young people spend interacting in some way with media, as well as the range and capabilities of the many devices and activities that could be considered media experiences, have increased to an extent far beyond the imagining of today's grandparents when they were young. Children today use electronic media from two to five hours daily, and infants—even in utero—are regularly exposed to a variety of media.

## Aims &Objectives

- To understand why teenagers, use social networking sites.
- To what extent social networking sites are affecting on teenagers' studies
- To analyse whether the teenagers trust the information obtained via social Networking sites.
- To explore the impact of SNS on teenagers.

# LITERATURE REVIEW

Despite the interruption from the research, youth are forming pleasant and social links with the community that exists around. One of the critical consequences of these platforms is the students' academic success, and many longitudinal studies have found that excessive uninventive time spent on social media has had a poor influence on the student's degrees.

It was observed that 82.6 per cent of young people believed that social media had a strong effect on their social behaviour, many young people use the internet before or after anything they do, do not engage with their peers, but connect with their social friends and become less social. The majority of young people use social media for social rather than educational reasons. Social networking sites influence the vocabulary of young people to some degree. 65 per cent claim that social media lets them establish a connection with their socially linked peers, and 33 per cent agree that social media sites Most of the young people use social media before or after every activity they do, they do not interact with their fellows but communicate with their social friends and are becoming less social.

**FIGURE:1.2**



*https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.psychologytoday.com%2Fus%2Fbl og%2Fin-excess%2F201805%2Faddicted-social-media&psig=AOvVaw2hmpZdrzjewd6Vi0qaqa5x&ust=1623176539769000&source=images&cd=vf e&ved=0CAIQjRxqFwoTCIDipYOShvECFQAAAAAdAAAAABAE*

**CNN, "Social Media Use May Harm Teens' Mental Health by Disrupting Positive Activities, Study Says"**

CNN) Social media use has been linked to depression, especially in teenage girls. But a new study argues that the issue may be more complex than experts think.

The research, published Tuesday in the journal The Lancet Child & Adolescent Health, involved interviews with almost 10,000 children between the ages of 13 and 16 in England. The researchers found that social media may harm girls' mental health by increasing their exposure to bullying and reducing their sleep and physical exercise.

"Our results suggest that social media itself doesn't cause harm, but that frequent use may disrupt activities that have a positive impact on mental health such as sleeping and exercising, while increasing exposure of young people to harmful content, particularly the negative experience of cyber-bullying," study co-author Russell Viner of the UCL Great Ormond Street Institute of Child Health said in a statement.

In other words: social media itself might not be to blame for mental health issues; rather, it takes away from girls' sleep quality and exercise while exposing users to cyberbullying, and that's what leads to lower well-being and problems with mental health.

Bob Patton, a lecturer in clinical psychology at the University of Surrey, said this means strategies focusing only on reducing social media use as a tool to improve well-being or mental health might not help.

"Building strategies to increase resilience to cyberbullying and that promote better sleep and exercise behaviours may well be what is needed to reduce both physical and psychological harms," Patton, who was not involved in the research, said in a statement.

For boys, the impact on their mental health seems to be due to other reasons, so further research is needed, the authors said.

**The difference between boys and girls**

The research was conducted by interviewing teenagers once a year from 2013 to 2015. They would report the frequency that they checked or used social media, including Facebook, Instagram, WhatsApp, Twitter and Snapchat. More than three times daily was considered "very frequent."

The researchers noted that they did not capture how much time participants spent on these websites, which is a limitation of the study.

In 2014 and 2015, researchers asked about the teens' psychological distress and their personal well-being, things like life satisfaction, happiness and anxiety.

The researchers found that, in both sexes, very frequent social media use was associated with greater psychological distress. The effect was especially clear among girls: The more often they checked social media, the greater their psychological distress.

But nearly 60% of the impact on psychological distress in girls could be accounted for by low sleep quality and greater exposure to cyberbullying, with decreased physical activity playing a lesser role. But for boys, those factors explained only 12% of the effects of very frequent social media use on psychological distress.

4

**Shedding light on how to help teens**

Social media has been linked to mental health issues. Just last month, research out of Canada showed that higher levels of social media use were linked with increased depressive symptoms in adolescents.

With this study, the problem is put in a better context. It's not necessarily social media that's causing these issues, it's more likely the content that young people are exposed to and its hindrance of healthy sleep and exercise.

It's an important distinction, says Ann DE Smet, a professor at Ghent University in Belgium who was not involved in the research.

"If the displacement of healthy lifestyles and cyberbullying can be attenuated, the positive effects of social media use, such as encouraging social interactions, can be more endorsed," she said in a statement.

**New Studies Show Just How Bad social media Is for Mental Health**

Some people may be starting to come to grips with the fact that social media isn't so great for mental health. Others may think that getting on it will give them a boost—but especially depending on how you spend your time on it, you may well feel worse after using. Plenty of studies have found correlations between higher social media use and poorer mental health, including depression, anxiety, feelings of loneliness and isolation, lower self-esteem, and even suicidality.

But two new studies underline this reality by showing not just correlation, but causation—in other words, that tweaking your time on social media actually has measurable effects on mental health.

The first study, carried out at the University of Pennsylvania and published in the Journal of Social and Clinical Psychology, asked 140 undergraduates to either continue their regular use of Facebook, Snapchat, and Instagram, or to limit each one to 10 minutes per day (30 minutes total). The participants also provided data from their phones to show precisely how much time they were actually spending on the apps, rather than relying on memory, which can be unreliable.

Before and after the "intervention," the participants also filled out questionnaires so the researchers could understand how they were doing psychologically—they were particularly interested in anxiety, depression, loneliness, and the famous "fear of missing out," or FOMO.

As the researchers expected, people who limited their social media use to 30 minutes felt significantly better after the three-week period, reporting reduced depression and loneliness, especially those who came into the study with higher levels of depression. Interestingly, both groups reported less FOMO and less anxiety in the end, which the team suggests may just be a resulting benefit of increased self-monitoring.

"Here's the bottom line," said study author Melissa G. Hunt in a statement. "Using less social media than you normally would leads to significant decreases in both depression and loneliness. These effects are particularly pronounced for folks who were more depressed when they came into the study."

The results confirm what others have suggested, with the added bonus of being one of the few studies to use a real experimental design, which has the power to show causation. Additionally, it seems to suggest that we don't need to cut out social media use completely, but just to curtail it.

"It is a little ironic that reducing your use of social media actually makes you feel less lonely," said Hunt. "Some of the existing literature on social media suggests there's an enormous amount of social comparison that happens. When you look at other people's lives, particularly on Instagram, it's easy to conclude that everyone else's life is cooler or better than yours."

Indeed, the other new study, from York University in Canada, found that young women who were asked to interact with a post of someone whom they perceived as more attractive felt worse about themselves afterwards. The 120 undergraduate women were either asked to find on Facebook and Instagram a peer who they felt was more attractive, or a family member who they did not feel was more attractive, and leave a comment. They reported that they felt worse about their own appearances only in the first condition, with peers, but not family.

"The results showed that these young adult women felt more dissatisfied with their bodies," said study author Jennifer Mills in a statement. "They felt worse about their own appearance after looking at social media pages of someone that they perceived to be more attractive than them. Even if they felt bad about themselves before they came into the study, on average, they still felt worse after completing the task."

What's also important to point out, but was not studied here, is that making any kind of comparison—not just to people who you think are more attractive or smarter, but also people who you think are less attractive or smart (or anything) than you—is linked to poorer well-being. A really neat study a few years ago illustrated this, finding that the link between social media and depression was largely mediated by this "social comparison" factor. And again, this was true in either direction, "upward" or "downward."

The bottom line is again what researchers—and even some of the developers of social media apps themselves—have been saying for a while now. Social media, especially spending long periods of time on it, is just not that good for us. We may not need to quit it completely, but limiting our time on social media considerably, and reconnecting with friends and family in real life, is definitely the way to go.

**How does social media and other media influence teenagers?**

Teenagers can be very smart consumers of media messages. They don't just take on board everything they see and hear on social media or in other media. You can help them develop the skills they need to handle media influence.

Media influence on teenagers can be deliberate and direct. For example, advertising is often directed at children and teenagers. This means that children and teenagers are increasingly conscious of brands and images.

Media influence can also be indirect. For example, this might include sexualised images and content on Instagram, Snapchat, Facebook and YouTube. It might also include violent imagery and coarse language in news media, documentaries, video games and some song lyrics. This kind of media influence can suggest to teenagers that certain ways of behaving and looking are 'normal'.

**Impact of social media on the youth**

Social media refers to all applications and websites or blogs that enable people around the globe to interconnect via the internet, chat, and share content, video call among many other functionalities it offers to its users. For a person to be a member of any social media, he or she has to first signup and then sign in to access content and be able to share and chat with other users of that social media platform. Some of the common and widely used social media platforms include Facebook, Twitter, WhatsApp, Snapchat many among others.

Over the past two decades, social media have gained so much growth and fame worldwide to an extent that many researchers are now interested in learning more about these social platforms and their effects on the community. Despite the fact that almost everyone in the community is connected to at least one social media platform, the youth and teenagers are the leading and most fanatic of these social platforms to the point that they even social network while in class or even church. It is to this light that researchers have found that these social sites impact the lives of our youth in a society a great deal in terms of morals, behavior and even education-wise.

The use of social media has both negative and positive impacts on our youths today. In this paper, I aim to bring to light the impacts of social media specifically to the youth of this generation. These impacts are both positive and negative.

The positive impacts of social media on the youth today include making them up date on the events happening around the globe and also enables them network and stay connected with their fellow youths and friends without physical meetings. It bridges the gap between friends since a person say in Africa can network and interact with his or her friend in the United States. This in turn helps in strengthening relationships say amongst classmates in high school or college, who after finishing school, moved to different locations around the world. Additionally, youths can create pages and groups in the social media platforms based on their professions, faith among other dimensions of their lives and this leads to more connections being built and more opportunities being opened for their respective disciplines. This can even lead to more employment opportunities being created for the unemployed youths. From the many interviews carried daily, youths say that social media platforms make their lives enjoyable, efficient and easier and has also become their lifestyle.

Even though social media sites seem to connect more people and make them stay up to date, it leads to isolation socially according to a BBC News report. It reduces the number of face-to-face interactions amongst the youths because they normally spend most of their time on these online social platforms. An evaluation from a number of studies done by various scientists show that social isolation can cause a number of effects such as physical, emotional, mental and psychological issues in these youths. This can in turn lead to depression, anxiety and many other problems. It also leads to misspelling of words and misuse of words and tenses through the use of short forms and abbreviations. This has a high negative impact more so on students because it affects their language capabilities directly and this led to poor grades in languages.

Also, it exposes young teens say below eighteen years to online predators who get to woo them into sexual acts such as lesbianism and other general sexual misconducts. It also exposes these teens to pornographic content being spread in some the social groups online. This in turn leads to early pregnancies amongst young girls causing them to drop out of school. It also can lead to contraction of sexually transmitted diseases such as HIV and this can lead to early deaths of our young generation. The morals of these teens are also tampered with as they now get access to immoral literature and videos.

Spending long hours chatting in social media sites also decreases productivity amongst the youths. This in turn causes the youths not to be self-dependent and instead depend on their parents and families for upkeep. The long hours wasted online on social media can be channeled to productive activities that can enable one earn a living or even acquire an education for instance through online tutorials and make good use of online research materials.

Social media also provides a good platform where cyber theft and bullying is done and this increases the chances and incidences of identity theft. This has a number of risks to the youths as their personal information can get stolen since it is stored in some locations they do not know about or whose security is in not known or is questionable.

Social platforms also encourage the spread of wrong information and news majorly aimed at tainting other peoples' names or other groups of interest such as political or religious groups.

This in turn leads to fights and enmity between the concerned parties and this can lead to divisions amongst tribes or people from different ethnicities and tribes.

It can also lead one to join groups of cults and illuminati people, which in turn can also lead to frequent killings of people in society especially loved ones as a sacrifice to these cults.

In conclusion, social networking has been proved to have both positive and negative effects on our youths. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Parents should guide and advise their children on current matters like the usage of social media and warn them of its negative impacts to them when misused or overused. The education curriculum also should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage.

**Aggressor Effect**

Perhaps most important, short- and long-term exposure to violent media increases aggression. Hundreds of studies have been conducted on this topic, and the findings are clear. Consuming violent media influences people to act more aggressively, both immediately after exposure as well as hours, days, months, years, and even decades later.

The tendency to act more aggressively is increased after short-term exposure. For example, immediately after watching violent media content, people are more willing to give painful electric shocks to others; children are also more apt to attack others.

Long-term exposure can alter belief structures, which in turn can affect behavior. Children, who are still developing their own beliefs about the world, are especially prone to changing their ideas and behaviors due to constant media exposure. Children who are exposed to high amounts of violent media can come to believe that acting violently is socially acceptable. This belief can influence them to act more aggressively later in life. In one longitudinal study by Huesmann et al. (2003), for example, it was found that men who watched violent media as children were more likely to assault their wives and be arrested for crime 15 years later. Likewise, women who watched a lot of violent media as children were more likely to throw things at their husbands 15 years later.

New forms of media such as video games may have an even greater effect on behavior than more traditional, passive forms of media such as TV and film. Violent games also explicitly reward players for violent acts. Constant reward for violent actions can condition players to believe that violence is good, and this can carry over to other real-life situations. The Internet also presents the opportunity for people to create and distribute their own content. If people receive positive feedback for posting violent content, they may continue to post violent content, which may negatively affect those who s

# RESEARCH METHODOLOGY

The research was conducted to know how far the tennagers are addicted towards social media .It was a type of survey research, The approach was to examine the usage of social media applications for how many time of period does they spend on social networking sites.

What all they watch, share their activites with their friends. For collecting the data from the youths the method which was used was the questionnaire, there were different types of questions framed and were uploaded on google form and were sent to the teenagers.

By going through the questionnaire the teenagers responded to each and every question as per their method. It was little easy to collect the data because it was in multiple choice questions. My rationale for choosing this method was to study on the young generation students how are they connected to the social world, what is their point of view towards the media, are they using it in limit, how is their behaviour after using this applications.

The data was analysed by bar graphs , pie charts etc.

# DATA ANALYSIS & INTERPRETATION

**FIGURE:2.1**



3. Do you feel like you spend too much time on social media?
106 responses

- Yes, I'm constantly checking messages, status updates, posts, pictures, etc.
- I use it moderately and check it every once and a while
- I rarely check social media
- I don't have any social media

49.1%

9.4%

40.6%
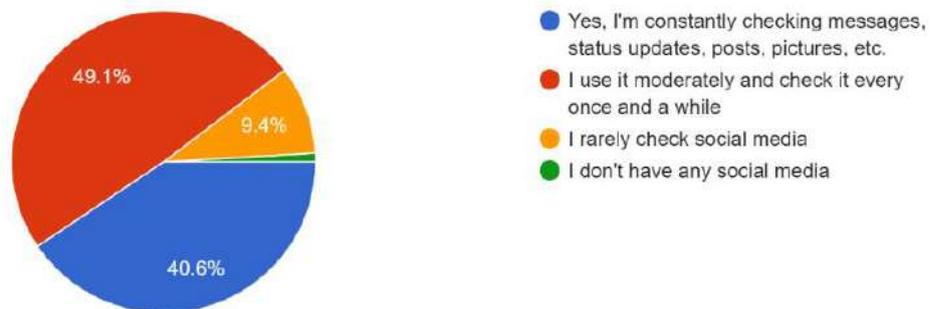
As per above pie chart 49.1% teenagers spend much time on social media, they use moderately & check it every once & while. The addiction towards social media is increasing day by day, only 9.4% teenagers check social media rarely, day by day the number is decreasing who are using social media rarely. There are both positive and negative impacts on excessive use of media. There are also many of them who use it constantly. There should be control on usage of social media applications, by using Time Limit for every application etc.

**FIGURE:3.1**

6.How much personal information do you share on social media?
106 responses
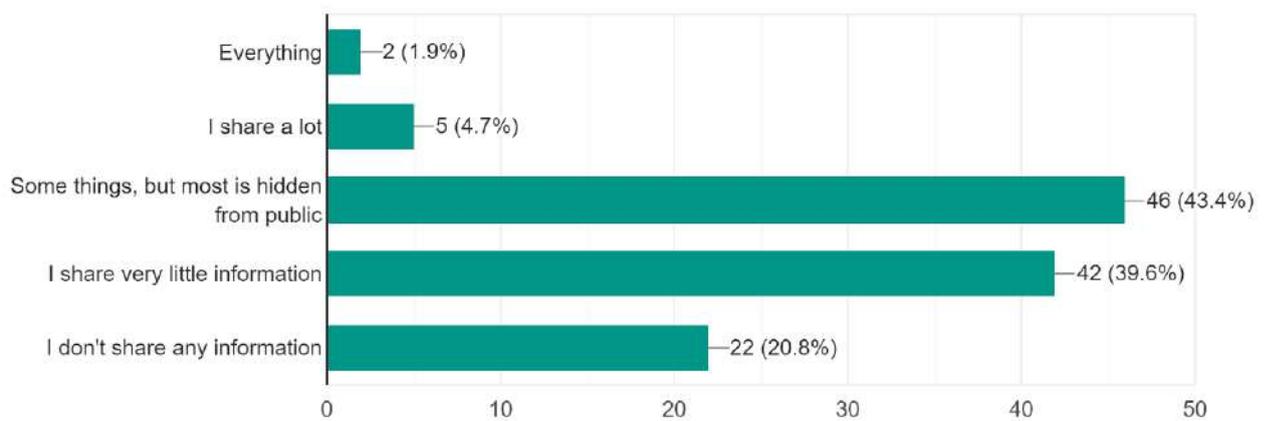


The above graph tells us about how much personal information is shared on social media by teens. Only 1.9% of them say that they share every movement of their life on social media. Majority of them share little information, many of them doesn't want to share their activity with everyone so they mostly hide it from public and only shares with their close friends.
It is not always good to share our personal information on SNS because someone can make misuse of our information. Only 20.8% of them doesn't share any information on social media there are very few of them who must be away from these sites. Overall graph shows that not everyone is habitual to social media.

**FIGURE :2.2**

5. . Have you ever been subjected to cyberbullying while on social media?
104 responses
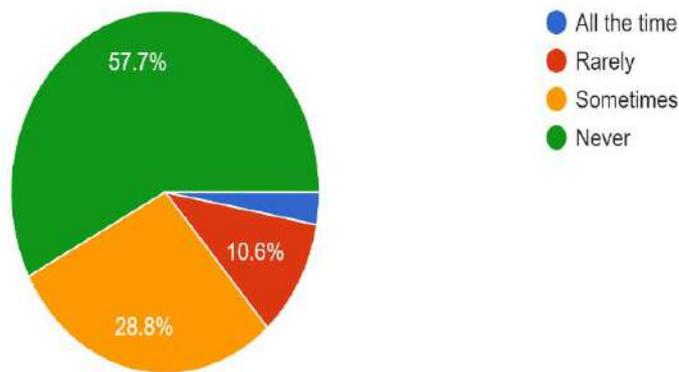


Above chart examine that have you ever been subjected to cyberbullying while on social media. 57.7 % of them say that they have never faced this kind of problem on social media. It tells us that it is little bit safe to use such social networking sites. Some of them have faced this problem they are 28.8% this percentage shows that this may happen with anyone but in rare case not every time, cyberbullying is basically sharing of negative, harmful & false content about someone else. Everyone should be aware about such things while using social media.

**FIGURE:2.3**



2.How dependent are you on technology?
105 responses

73.3%

21%

- I can't live without it
- I use it regularly but not all day
- I rarely use technology
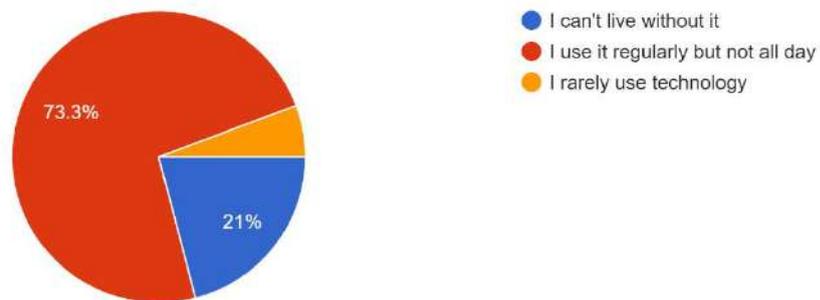
The above chart represents that how dependent are they on the technology.
73.3% of them are regularly dependent on it but not all day, it seems that it is used at regular basis by many of them. Many of them are highly dependent upon the technology, and there are also some of them who literally can't live without it.

**FIGURE:3.2**



4. How do you feel when you are without social media for a long period of time?
105 responses
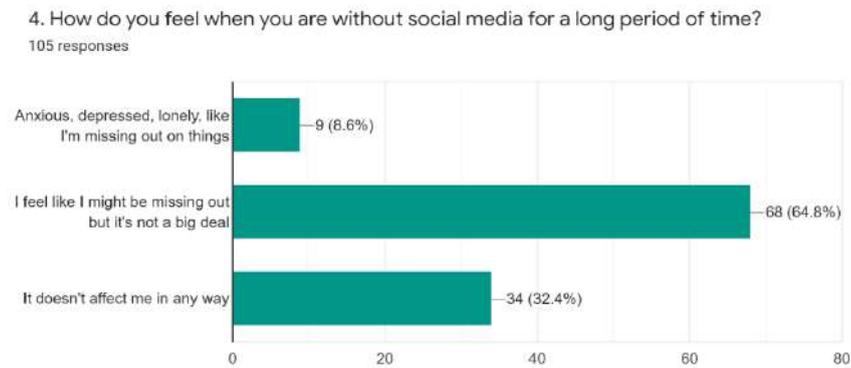
The above graph represents that how do teenagers feel without social media for a long period of time. Around 8.6% feels anxious, depressed, lonely this happens because many of them are habitual of using SNS. There are also some of them who does not get affected in any way, it is good to see that there are some of them who are not so addicted to social media.

# CONCLUSION

In conclusion, social networking has been proved to have both positive and negative effects on our youths. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Parents should guide and advise their children on current matters like the usage of social media and warn them of its negative impacts to them when misused or overused.

The education curriculum also should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage.

Suggestion's

1. Consciously choose which **media** you will consume: ...
2. Form your own opinion about issues you care about: ...
3. Chew on it: ...
4. Connect meaningfully with other humans: ...
5. **Avoid** "ain't it awful" at all costs:

**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)**



**PUNE-411004**


**A PROJECT REPORT ON:**

**RETAIL OPERATIONS AT RELIANCE RETAIL LTD.**


**SUBMITTED TO**

**SAVITRIBAI PHULE PUNE UNIVERSITY**

**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE**

**BACHELOR OF BUSINESS ADMINISTRATION**

**INTERNATIONAL BUSINESS (B.B.A. I.B.)**


**SUBMITTED BY**

**HIREN**

**BHOMAWAT**

**UNDER THE GUIDANCE OF**

**PROF. MANJUSHA**

**WADEKAR**

# CERTIFICATE

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

## Completion Certificate

This is to certify that Mr. / Miss. **HIREN BHOMAWAT**

of B.B.A.I.B. Exam Seat No. **10** has satisfactorily completed the project work.

Title **RETAIL OPERATIONS OF RELIANCE RETAIL LTD.**

Date : **JUNE 2021**                                                                 Place - Pune
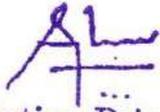
Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# <u>DECLARATION</u>

I hereby declare that the project work entitled **'RETAIL OPERATIONS AT RELIANCE RETAIL LTD** 'submitted towards partial fulfilment of requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS** is a record of bonified project work carried out by me under the guidance of **PROF. MANJUSHA WADEKAR**. I further declare that this is my original work, and the dissertation has not formed the basis for award of any degree, associate ship, fellowship, or any similar title to the best of my knowledge.

**HIREN BHOMAWAT**

# ACKNOWLEDGEMENT

I have taken efforts in making this project. However, it would not have seen light of the day without the kind support and help of many individuals. I would like to extend my thanks to all of them.

First and foremost, I take this opportunity to express my sincere gratitude to Prof. Manjusha Wadekar (Research Methodology Faculty), who has helped me right from the selection of topic till the very end. I am grateful for the guidance and value addition at every stage of the project. Her wide knowledge and their reasonable ways of thinking have been of great value for me. She has gone through the pain of going through the entire project and making correction as and when needed.

I am thankful towards our Head of Department, Bachelor of Business Administration in International Business, Mrs. Bharati Upadhye for her constant encouragement and wholehearted support.

I would like to thank all the respondents that took part in collecting valuable data towards this research.

I also thank my family and friends for constant motivation and brilliant ideas throughout the formulation of the project**.**

**HIREN BHOMAWAT**

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# EXECUTIVE SUMMARY

The project entitled reliance retail store operations carried out was the result of extensive study of the reliance retail stores .My subject of study  was analyzing catchment area ,football and customers average ticket size.

### Catchment area
It is  defined as the area from where the customers are mostly attracted in the stores in my project ,the catchment are included.The major residencial areas involved and etc.

### Football
Football can be described as a no. of people who visit the stores .These may not necessarily
be the buyers. Window shoppers are also included in this.the average football of reliance stores are 500 to 600 per day.

### Ticket size
Ticket size refers to the billing amount of the customers .It includes what they purchase.Thois means revenue of the store.

The scope of project allows a two way approach to learn about the functioning of Reliance Retail outlets .Firstly it provides an opportunity how in and out of the functioning of reliance retail stores.

# CHAPTER 1

# INTRODUCTION

# CHAPTER 2

# LITERATURE REVIEW

# CHAPTER 3

# RESEARCH METHODOLOGY

# CHAPTER 4

# DATA ANALYSIS & INTERPRETATION

# CHAPTER 5

# CONCLUSION

# **APPENDIX**

Questionnaire for the survey.

1.Have you ever visited to any of the Reliance retail store?

a.Yes

b.No

2.If yes for the above, then which store have you visited?

a.Reliance fresh

b.Reliance digital

c.Reliance smart

d.Reliance trends

3.What is your purpose for visit in the reliance store?

a.Quality brand

b.Price

c.One stop shopping

d.All of the above

4.Are the stores conveniently located?

a.Yes

b.No

5.Did you find store timings appropriate for your shopping needs?

a.Yes

b.No

6.Are the prices of reliance store lower than the market price?

a.Yes

b.No

c.Similar

7.Are you aware about the in-store brands of reliance retail store?

a.Yes

b.No

8.What do you mostly shop at its stores ?

a.Groceries

b.Digital products and home appliances

c.Clothing

d.Fruits

e.All of the above

9.Do you feel reliance store provides value for money?

a.Yes

b.No

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# INTRODUCTION

Reliance Retail is the retail initiative of Reliance Industries Limited and is central to the group's consumer facing businesses. Reliance Retail has been at the forefront of bringing about Organized Retail revolution in India.Reliance Retail's operating model unleashes the aspirational energy of the new, resurgent India. Reliance Retail's guiding philosophy rests on the tenets of enabling inclusion, growth and building sustainable societal value for millions of Indians.In a short period, it has forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality and unmatched shopping experience across all its stores.
Reliance Retail's growth over the years has triggered a large socio-economic transformation on an extraordinary scale in India.

Reliance Retail has been ranked as the fastest growing retailer in the world. It is ranked 56th in the list of Top Global Retailers and is the only Indian Retailer to feature in the Top 100. It is the largest and the most profitable retailer in India with the widest reach.

Reliance Retail has more than 140 million loyal customers buying across all its formats. It recorded more than 640 million footfalls across all its stores in FY20, a scale unmatched by any other retailer in India. With over 160,000 transactions per hour, Reliance Retail operates at a scale unparalleled in the Indian retail industry and continues to enrich the quality of lives of millions of Indians every day.Reliance Retail has adopted a multi-prong strategy and operates a wide array of store formats which cater to planned shopping needs as well as daily or occasional needs of the customers across major consumption baskets of Grocery, Consumer Electronics and Fashion & Lifestyle.

In Grocery consumption basket, Reliance Retail operates Reliance Fresh, Shree Kannan Departmental stores, SMART and Smart Point store formats focused on food, fresh produce, bakery, dairy products, home and personal care products, as well as general merchandise items.In Consumer Electronics consumption basket, Reliance Retail operates Reliance Digital and MyJio Store formats offering a wide range of consumer electronics, home appliances, computing and mobility products, latest gadgets and accessories. These stores are backed by ResQ, a full-fledged service organisation and India's only ISO 9001 certified electronics service brand.

In Fashion and Lifestyle consumption basket, Reliance Retail operates a portfolio of formats that serves customers across value, mid, premium and luxury segments. Reliance Retail operates Trends, Trends Woman, Trends Man, Trends Footwear, Project Eve, Reliance Jewels, Hamleys formats and a portfolio of more than 40 marquee international brands such as Armani, Burberry, Diesel, GAS, Marks & Spencer, Superdry, Brooks Brothers, Steve

Madden and more.

Reliance Retail has a strong presence in digital commerce channels through AJIO.com, a curated fashion & lifestyle store bringing best of national and international brands to customers doorsteps and Jiomart, India's largest hyperlocal retail solution that leverages the wide network of Reliance Retail's grocery stores and well-established supply chain infrastructure.

Reliance Retail reported a turnover of Rs. 1,62,936 crore (US$ 21.7 billion) for the financial year 2019-20.

Indian retailing is a rapidly growing industry, amounting to nearly 10% of the overall GDP. It has a potential market of nearly a trillion dollars. The point really is on the share of the unorganized sector in Indian retailing, nearly 90% of the market. Nevertheless, the trend is shifting more towards the 'Organized Retail' and 'E-commerce'. The modern retailing is expected to grow at a CAGR of 20% and the traditional retailing at 10% per annum in the coming years. E-commerce is set to grow at an even faster rate. Therefore, the potential for players like Reliance Retail, which spreads its wings through most of the consumer space, is huge. Furthermore, with the organized sector expanding into rural areas, the opportunities are huge. With the changing aspirations and preferences, consumers are moving towards the modern retail shops, in turn prioritizing quality.

The Mukesh Ambani led 'Reliance Retail' is the largest retailer in India with a pan-India presence. There are 10,644 stores across 6700 towns and cities in India. Reliance Retail is looking to expand to tier-3 and tier-4 markets. It has started its operations in 2006 and branched into various divisions of the consumer space.
• Reliance Trends: Clothing
• Reliance Fresh: Food and Groceries
• Reliance Digital: Consumer Electronics (TV sets, mobiles, tablets, washing machine, etc.)
• Reliance Footprint: Footwear
• Reliance Market: A wholesale cash and carry store chains for supporting the local Kirana shops.
• Reliance Jewels: Jewellery.
• AJIO: An e-commerce platform for clothing.
• Reliance Mall: It hosts all the divisions of Retail together.

# LITERATURE REVIEW

In the digital age, retail store operations face a variety of novel challenges and complexities. In order to assist researchers and practitioners in tackling challenges and exploiting opportunities, we collect 255 articles on retail store operations from 32 operations research, management science, retailing, and general management journals over the period 2008-2016. We review the current state of research within the context of retail store operations based on operations decisions and research themes. By discussing the limitations present in these papers, we identify the existence of a number of research gaps and propose several opportunities for researchers seeking to advance our understanding of operational performance.

Reliance Retail is the retail initiative of the group and an epicentre of our consumer facing businesses. It has in a short time forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality and unmatched experience across all its retail stores.

Since its inception in 2006, Reliance Retail has grown to cater to millions of customers, and thousands of farmers and vendors. Reliance Retail serves over 100,000 customers every hour, and has the patronage of more than 117 million registered customers. Our nationwide network of retail outlets delivers a world-class shopping environment and unmatched customer experience powered by our state-of-the-art technology and seamless supply-chain infrastructure.

Reliance Retail has adopted a multi-prong strategy and operates neighbourhood stores, supermarkets, hypermarkets, wholesale cash & carry stores, specialty stores and online stores and has democratized access to all types of products and services across all segments for all Indian consumers.

Reliance Retail has achieved the distinction of being the largest retailer in the country. Reliance Retail's commitment to bettering lives has been embodied in its pursuit to make a difference on social socio-economic issues in India. The initiative has brought large number of farmers and small producers to the forefront of the retail revolution by partnering with them for growth.



Deep insight into India's economic, cultural and consumption diversity drives Reliance Retail's vision in the retail universe. The operating model is based on customer centricity,

while leveraging common centres of excellence in technology, business processes and supply chain. More importantly, it has built a strong and unwavering foundation through its extraordinary people.

Reliance Retail has emerged as the partner of choice for international brands and has established exclusive partnerships with many revered international brands such as Armani Exchange, Burberry, Canali, Pottery Barn, Diesel, Superdry, Hamleys, Ermenegildo Zegna, Marks and Spencer, Paul & Shark, Brooks Brothers, Steve Madden, Grand Vision and many more.

Reliance Retail operates over 11,300 stores pan India with ~26 million square feet of retail space and is growing rapidly.

Reliance Retail Limited is an unlisted public company incorporated on 29 June, 1999. It is classified as a public limited company and is located in Mumbai, Maharashtra. It's authorized share capital is INR 15,000.00 cr and the total paid-up capital is INR 5,790.42 cr.

Reliance Retail Limited's operating revenues range is Over INR 500 cr for the financial year ending on 31 March, 2020. It's EBITDA has increased by 55.82 % over the previous year. At the same time, it's book networth has increased by 43.92 %. Other performance and liquidity ratios are available here.

Description: The company operates supermarkets, hypermarkets, wholesale cash and carry, convenience and specialty stores.

Products & Services: business centers, hypermarkets, departmental stores, supermarkets, shopping malls, discount stores, specialty stores, shopping outlets, convenience stores, etc. Its retail outlets offer foods, groceries, apparel and footwear, lifestyle and home improvement products, electronic goods, and farm implements and inputs. The company's outlets also provide vegetables, fruits, and flowers. It focuses on consumer goods, consumer durables, travel services, energy, ente...
Category: Service provider
The current status of Reliance Retail Limited is - Active.
The last reported AGM (Annual General Meeting) of Reliance Retail Limited, per our records, was held on 30 September, 2020. Also, as per our records, its last balance sheet was prepared for the period ending on 31 March, 2020.

:

# RESEARCH METHODOLOGY

Research methodology is the master plan for conducting research study.It should be noted that a research methodology is unique to a research design.The research was conducted to analyze the reliance retail operation system and challenges to a retail sector in india.It was actually a type of survey research.Descriptive research method has been used in the present study.The main purpose of the study is to find out the current performance of the retail stores operated by reliance industries in and around(western suburbs and south).An attempt is made to find whether the operations held at reliance retail chain stores are operated with full up to extent efficiency and satisfaction on consumer.

By going  through the questionnaire the people responded to each and every question as per their method.It was  bit simple to collect information and data regarding this project.this research was also conducted to know consumer response regarding operations performed in reliance retail are efficient and systematic.The data  also analysed by charts,graphs and pie dygrams and etc.The research data gathering was through primary and secondary sources.I interviewed consumers through means of questionnaire and observed their behaviour towards store.I interviwed the consumers and analyzed the given data through my own method.

# DATA ANALYSIS & INTERPRETATION

**If yes for the above, then which store have you visited?**

29 responses



- ● Reliance fresh
- ● Reliance digital
- ● Reliance smart
- ● Reliance trends

27.6%

13.8%

51.7%
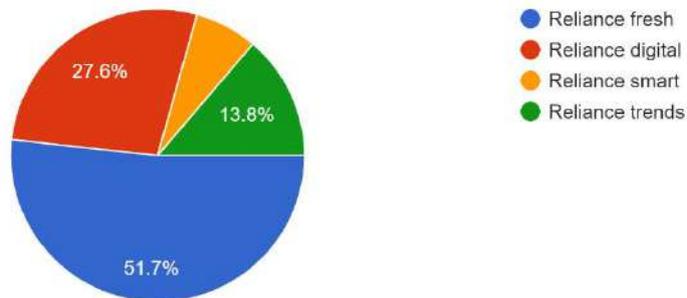
As per the above pie chart 51.7% people have visited reliance fresh store.The reliance fresh is the most trending store from the other stores of reliance retail and has highest counting of visit as per my data or information collected .Whereas 27.6% have visited reliance digital.Reliance digital is also one of best retail store of reliance retail ltd and in electronic sector.Only 13.8% people have visited reliance trend.Reliance trend is visited at less percent as compared to other two retail stores mentioned above.Now only hand full amount of have visited reliance smart as per my response collected from consumers .

**What is your purpose for visit in the reliance store?**

29 responses



- ● Quality brand
- ● Price
- ● One stop shopping
- ● All of the above

58.6%

13.8%

13.8%

13.8%
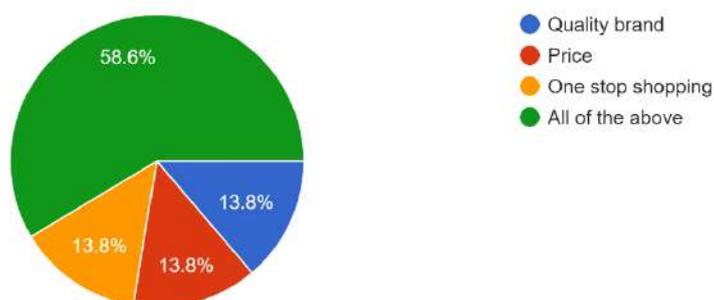
As per the above pie chart 58.6% of people visit reliance retail stores for all of the above i.e that means they visit store for all purposes quality branding,price and etc as it is but natural that they get all the benefits on visiting one store.Whereas the rest three options have same percentage of response by the some customers.As it is each and every person has his/her purpose for vsisting stores.

7

Are the stores conveniently located?
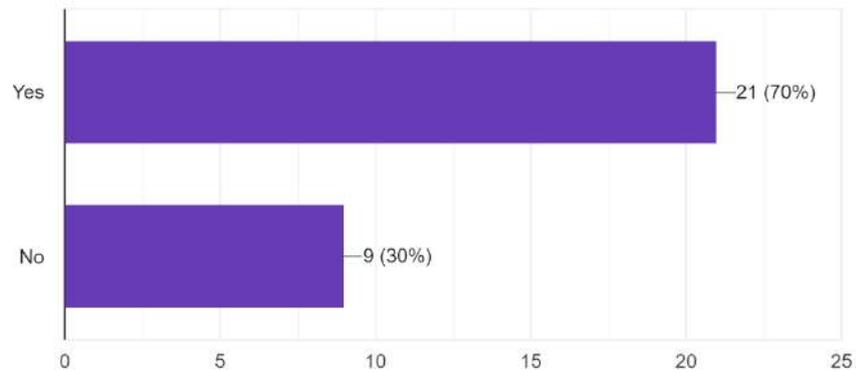
30 responses



As per the above graph 70% of people feel that the following reliance retail stores are convenient for them ,whereas 30% of people feel that the store are inconvenient for them. Hence the data collected by the folowing response shows that more than half population feels that the reliance stores are convenient.

What do you mostly shop at its stores ?

29 responses
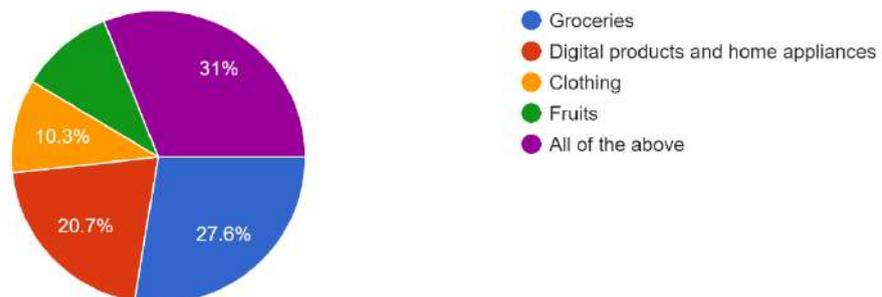


As per the above pie chart 31% of people shop all the products given above  from the stores.And 27.6%  of people shop groceries from the reliance retail stores.Whereas 20.7% of people visit shop to buy digital products and home appliances.only 10.3% of people visit reliance retail stores to shop for clothing .And a handfull sum of people only visit to buy fruits .

# <u>CONCLUSION</u>

With the consumer spending that is prevalent in the economy, due to various reasons, 'Reliance Retail' is bound to grow. It has established a brand image in the minds of consumers, the modern Indian family, the youngsters and the local shops as well. However, competition is intense, be it from players like Amazon, Wal-Mart or D-Mart. Reliance Retail has to stay ahead of its peers in order to grow and maintain a competitive advantage. Finally, with its expansion into mid and low tier cities, it has a tremendous opportunity to capitalize on the growth of consumerism in those markets.

The differentiators, I hope 'Reliance Retail' will sustain in the coming decades, are its reach, exclusivity, reputation, and value proposition for everyone

**DECCAN EDUCATION SOCIETY'S**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS)
## PUNE

A PROJECT REPORT ON:

# RESEARCH STUDY OF WORK FROM HOME VS WORK FROM OFFICE DURING COVID-19

SUBMITTED BY:

**HUSSAIN MOHAMMED**

TY.BBA (IB)

ROLL NO: 32

UNDER THE GUIDANCE OF:

**PROF. MANJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS DEGREE

**(YEAR 2018-2021)**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss.  **HUSSAIN MOHAMMED** ........................

.................................................................................................................

of B.B.A.I.B. Exam Seat No. ....... **32** ....... has satisfactorily completed the

project work.

Title  **RESEARCH STUDY OF WORK FROM HOME VS WORK FROM OFFICE**

**DURING COVID-19**

Date :  **JUNE 2021**                                                      Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I, **HUSSAIN MOHAMMED** OF **TY.BBA(IB)** hereby declare that the project report submitted on "RESEARCH STUDY OF WORK FROM HOME VS WORK FROM OFFICE DURING COVID-19" made under the subject of research methodology represents my own collection  of information, original research and work, which was carried  out by me at the **BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, pune.**

I have completed this mandatory project work as prescribed by the university.

I further declare that the foregoing statements made by me in regard to my project report are correct and complete.

**HUSSAIN MOHAMMED**

**TY.BBA(IB)**

**BMCC**

# ACKNOWLEDGEMENT

I have taken efforts in making this project. However, it would not have seen light of the day without the kind support and help of many individuals. I would like to extend my thanks to all of them.

First and foremost, I take this opportunity to express my sincere gratitude to **Mrs. Bharati Upadhye**, Coordinator, ( BBA AND BBA –IB), BMCC.  **Prof. Manjusha Wadekar (**Research Methodology Faculty), who has helped me right from the selection of topic till the very end. I am grateful for the guidance and value addition at every stage of the project. Her wide knowledge and their reasonable ways of thinking have been of great value for me. She has gone through the pain of going through the entire project and making correction as and when needed.

 I also thank my family and friends for constant motivation and brilliant ideas throughout the formulation of the project.

**HUSSAIN MOHAMMED**

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# EXECUTIVE SUMMARY

Telecommuting, also named as telework, remote work or work-from-home (WFH), has become increasingly popular in recent years. It promises flexible work schedules, greater autonomy and job satisfaction, and can be occasionally enforced when circumstances dictate such as during public health emergencies.

Excluding the area of WFH ergonomics, for which there have been publications and guidelines available for long, this report focuses on the prevalence and frequency of telecommuting, individual differences, mental health and well-being, the role of interactions and isolation, work-family balance, possible telework disruptions due to home-based factors, organizational  considerations about the degrees of flexibility and autonomy along with technological support, and effective management strategies from the corporate and employee perspectives. Although the areas covered in this report represent the spectrum of WFH considerations adequately, we cannot eliminate the possibility of additional factors influencing telecommuting.

The principal conclusion from the literature review is that commonly agreed, clear, transparent, and mutually respected WFH arrangements can benefit both employees and employers. Due to the particularities of telework, such arrangements cannot precisely replicate the settings and expectations usually set for work commuters. Similarly, organisations must account for personality differences and preferences, and the provision of equal opportunities. Other considerations include provisions for part-time telecommuting, goal-oriented work, flexible working hours, the creation and respect of work-family boundaries and, importantly, arrangements to minimise isolation, including effective periodical on-site and off-site communications and opportunities for social interactions beyond work. Importantly, support should be provided with suitable working environments at home, with reliable and high-quality technology. The above constitute combinations of conditions which organisations can contemplate while establishing WFH arrangements.

There has been a radical change in work practices and culture, There has been a steep rise in the number of employees working flexibly during lockdown with almost all employees in our survey having worked from home and 70% of employees working flexitime (flexible starting and ending times of work).

Line managers have generally been supportive of home-working, most of the respondents who worked from home felt that managers were supportive of this arrangement. Respondents suggest that managers have become more aware and more understanding of their responsibilities outside the workplace since the COVID19 lockdown and mass homeworking. Respondents also suggest managers/organisations have become much better at providing the support and tools needed for effective homeworking since lockdown.

In sum, the experience of mass working from home during the COVID-19 lockdown has shifted attitudes and preferences around flexible working of managers and workers, and also has the potential to impact cultural norms around the gendered division of housework/care.

# CHAPTER -1  INTRODUCTION

# INTRODUCTION

The pandemic sweeping the world, COVID-19, has rendered a large proportion of the workforce unable to commute to work, as to mitigate the spread of the virus. This has resulted in both employers and employees seeking alternative work arrangements, a critical insight and related recommendations have been developed for future policy decisions. It will also critically investigate if this work arrangement will remain as a transitory element responding to the exceptional circumstances, or whether it could be a permanent arrangement.

Conceptual Background Working from home (WFH) is also known as telecommuting, teleworking, and remote working. It has been identified as a flexible work arrangement that enables employees to work from their residence or a remote location. 34% of business leaders have predicted that more than half of their full-time workers will be telecommuting by 2020. This prediction seems to have come true due to the COVID-19 spreading like wildfire and forcing countries to lockdown. Working from home (WFH) has turned into a necessity to keep companies rolling.  Also, telecommuting engagement is much higher than in pre-pandemic times. However, many companies allow employees to telecommute without analyzing the benefits, challenges, and implications involved in this type of arrangement. Due to the pandemic, most if not all workers experienced work from home (WFH). Hence WFH has become a policy priority for most governments. In doing so, the policies must be made keeping in mind the practicality for both employers and employees. However, this current situation provides unique insight into how well working from home works, and may play a vital role in future policies that reshape the current structure of working hours, possibly allowing for more flexibility.



([https://www.google.com/url/https%www.moneydonut.co.uk](https://www.google.com/url/https%www.moneydonut.co.uk))

Over the years, there has been a belief throughout the city that workers need to be physically present in the office to carry out the job. Now that the pandemic has forced a trial run for WFH in the city, for many, it is their first time to work remotely and to a large extent it is proving to be successful. Therefore, a unique opportunity to assess the possibility of having WFH as one of the future working models for such a densely populated city has high impact.

Being one of the first studies in this area, we aim to analyze three different dimensions. Firstly, this study attempts to enhance the understanding of WFH, including the factors that influence WFH and the practicality

and effectiveness of this work arrangement. Secondly, the scrutiny of the WFH's potential outcomes on workers' work and life domains, such as flexibility and work motivation.

The novel corona virus (COVID-19), a pandemic sweeping across the globe, has challenged society in ways once considered unimaginable, forcing people to reconsider a wide variety of practices, from work, to leisure, to basic travel and daily tasks. Not only has this had individual impacts, but it has also impacted countries as a whole from an economic standpoint, bringing an array of economic sectors to a complete standstill. While there was a lot anticipated and there were countless warnings, especially from those working in public health, the challenge remained as a substantial change which requires planning, training, and facilitating. While the society did mentally prepare, the extent and solution still remained unthinkable and remains to be a big challenge. COVID-19 is a new disease that has begun circulating in the human population since December 2019.

As the corona virus continues to spread across the world, some governments worldwide have imposed and re-imposed strict lockdowns with the closure of non-essential businesses and banned non-essential gatherings from keeping hospitals from the threats of being overwhelmed due to COVID-19. Many of their counterparts have urged their citizens to stay at home as much as possible and practice social distancing to limit face-to-face interactions with others.In some places, WFH guidelines were given by governments, where government employees WFH while advisory notices were sent to employers of private organizations, as a precaution to prevent further spread by reducing social contact.

Before the pandemic, discussions on the future of work-life were unclear and often questioned. COVID-19 forced a decision upon people, and with the world having to adapt quickly, many businesses opted to try WFH. The WFH practices have been employed widely, before the pandemic, the idea of WFH was a fantasy to many people, but such practice was considered not practicable for heavily populated cities. This is principally because home working requires a quiet and dedicated space to perform work duties, which can be a real challenge for those living in tiny homes.
In other words, this lockdown has led to mass home-working across the economy almost overnight and has
Provided a unique opportunity to understand how working from home on such a scale may have changed people's perceptions and attitudes to home-working and flexible working in general.

The repercussions of working employees are similarly various in relationships of efficiency, other activity, and total safety. The occurrence of the innovative coronavirus (COVID-2019) and the consequent WFH is more requirements. They lockdown period have lead the significant economic is usually troubles about their organizational domain and lot of employees across the miscellaneous sections are enquired about the self-quarantine. There were some accommodating to influence the shifts, qualification and other policies develops serious. They comprehensions are previous trainings for the effects of work from home preparations does not spread to the recent situation. Even since there is some preparations were frequently restricted by particular organizational employees and some of the IT sectors to be situated repeatedly selected the employees. Telecommuting has become a necessity to keep companies rolling. Owing to rapid advancements in technology, it is now possible to serve business interests with the internet's power. Therefore, the present study has been undertaken to examine the impacts of working from home (WFH) during the COVID-19 pandemic regarding employee satisfaction, challenges, and perceived productivity.

Research Objectives

This study's broad objective is to investigate the working patterns of telecommuting professionals during the COVID-19 pandemic.

To optimize the overall aim of the study, the specific goals have been derived from the research questions as follows:

- To determine the satisfaction level among teleworkers.
- To explore the challenges related to telecommuting.
- To investigate the perceived productivity of working from home (WFH).
- To analyze the quality of life of WFH employees in lockdown period.
- To evaluate the willingness of respondents continuing their work from home.
- To identify the opinion of respondents to the work from home.

# CHAPTER -2 LITERATURE REVIEW

# LITERATURE REVIEW

The COVID-19 pandemic started as a health crisis but has become the greatest global humanitarian crisis since World War II (UNDP, 2020).. A crisis is deemed predictable if how it occurs is knowable and the probability of its occurrence is not neglected. A crisis is considered influenceable if responses to reduce damages by provoking the causes of the crisis are not only known but also possible to execute.. COVID-19 was predictable because of its characteristics of a contagious viral infection. However, its spread could not be contained for several reasons including the presence of a large fraction of asymptomatic cases that escaped detection and the rate of spread was accelerated due to massive worldwide air- travel. Thus, such a crisis makes response difficult, preparedness hard, and impedes countermeasures due to conflicts of interest of stakeholders facing the crisis.

Given the gravity of the intractable crisis, countermeasures by a single entity are rarely effective. Since COVID-19 has impacted people globally, strict and internationally applicable regulations have been enforced. Amidst a situation with unknown mechanisms of action, societies have deployed safety protocols of physical distancing and mobility reduction through lockdown, as immediate countermeasures to reduce the rate of virus spread. Lockdown is considered an emergency protocol that restricts an individual's movement. People must not leave a given area (usually their home) except for procuring essential supplies. All public places are shut down, non-essential activities discontinued, and travel by air, rail, and buses remain suspended during this period (Economic Times, 2020). The aim of the lockdown is isolation i.e. the separation of people who have been diagnosed with a contagious disease from people who are not sick.

Businesses were least prepared for a black swan event such as the current pandemic which lead to a sudden and complete closure of offices worldwide. To survive the upcoming economic crisis, most organizations (where possible) required their employees to work from home. Wherein organizations react and respond to the pressures of the immediate situation. While under normal circumstances work from home was an option provided by employers to few employees, the COVID-19 lockdown left work from home as the only viable option for organizations to survive. Although remote work facilitates business functioning it is known to create psychological impacts on employees.

The literature on teleworking and employee isolation cites emotional challenges confronted by employees who work in virtual environments. Employee isolation is a psychological construct that describes employees' perception of lack of opportunities for social and emotional interaction with other organizational members. Telecommuting may be associated with negative effects such as psychological and physical isolation as it dramatically limits workers opportunities for direct contact and interaction. Psychological isolation "*is a feeling that one is disconnected from others, lacking desired social and influential network connections, and that the need for support, understanding, and other social and emotional aspects of interaction are not fulfilled"* (Shepherd-Banigan et al., 2016). Failing to meet this need can lead to negative consequences such as depression, anxiety, and psychological isolation. Physically isolated telecommuters tend to feel frustrated and untrusted, prone to loneliness. They also have a lower sense of 'belonging' and organizational identification and may find it impossible to maintain meaningful relationships with co-workers Workplace interactions help employees assimilate into the organizational culture and enable coordination and cooperation, whereas, in virtual work environments, employees often perceive themselves as a sole entity rather than as part of an organizational framework. Isolation could be perceived professionally and/or socially by the employee.

4

Feelings of professional isolation create a fear that being out-of-sight will limit opportunities for career advancement, whereas, social isolation is felt when employees miss the informal interaction they garner by being around others at the workplace. Interpersonal networking, spontaneous discussions, and face-to-face communication facilitate information sharing and build trust. These key mechanisms are thwarted during isolation. Feelings of isolation, thus, diminish employee's self-efficacy and confidence in their abilities.

Equally important, several organisations may assume that the flexibility provided within WFH arrangements is coupled with availability of telecommuters beyond standard work hours. which undermines work-life balance. Moreover, it has become harder for several people to disconnect and recover from work outside typical work hours, a trend linked to work vs home conflicts, stress and mental illness. Workers who successfully 'integrate' work at home might be less likely to experience such strife as they are better at allocating preferred/required time to home roles In the present scenario, organizations have enforced work from home wherever possible.

There is no historical precedence where societies have been locked down yet employees were required by their organizations to continue work remotely. Though the present study context is different from teleworking as examined in the past, we believe that the psychological impacts of virtual work environments will hold significance. Confinement, loss of usual routine and reduced interpersonal contact will engender feelings of work-related isolation. Such perceptions coupled with anxiety about career progression, doubts of employment security, risk of infection, fear of death or of losing loved ones, will influence employee's stress levels and well-being.



([https://www.google.com/url/indianexpress.com](https://www.google.com/url/indianexpress.com))

2.1. Telecommuting across the Globe
The concept of working remotely from home is something that has been embraced by different cultures. Developed countries such as the US have around 3.7 million employees who telecommute half of the time or more, which equates to 2.5 % of their workforce. It is mostly prevalent among managers and administrative workers operating in the professional services and finance industry. As for developing economies like Argentina, 2.7% of the workforce consists of Working from Home during the COVID-19 Pandemic. It is predominant among large multinational companies who operate in the service sector (Lister and Harnish, 2019). The variety and scale of telecommuting vary across countries. However, mass-scale telecommunication is still an emerging concept and has recently been adopted due to the spread of the COVID-19 pandemic.

2.2. Internet Applications Driving Remote Work
The internet is the driving force behind the concept of working from home. Numerous online applications allow teleworkers to collaborate remotely. Skype, Google Talk, and Microsoft teams have been popularly used for

communication. Finally, Google and Yahoo Calendars have been used as time management applications to assign remote teams activities. It remains to be seen whether the target group of this study conforms to these platforms or not. Newer online applications are expected to be utilized.

2.3. Challenges of Working from Home

The boundary theory can help understand the challenges associated with working from home (WFH) absent in traditional work environments. According to the boundary theory, individuals make and keep up boundaries to simplify and order the environment. As people crossover from one sphere of life to another (e.g., from work to home), they cross multiple physical, temporal, and psychological boundaries. However, telecommuting changes the traditional boundaries between work and non-work. With the absence of such limitations, the chances for work and non-work roles to conflict are relatively high, which results in undesirable consequences. The altered physical, temporal, and psychological boundaries essential to remote working pose challenges to traditional jobs. While telecommuting, the physical boundaries between home and work are often non-existent as homes are the most common off-site work location. The eradication of the physical boundary between Working from Home and work might make remote workers engage more hours per week, especially during the time that is saved by not traveling to work. These extra work hours might be stressful and challenging for telecommuters, along with isolation from colleagues.

2.4. Telecommuting and Productivity

As for productivity during telecommuting, self-efficacy is the most commonly associated concept. It is a person's beliefs about his chances for effectively fulfilling specific responsibilities. Any individual who possesses a high level of self-efficacy will have superior productivity and performance. Apart from the teleworking system, it has also been pointed out that a high degree of self-efficacy among workers has a positive impact on their work productivity and performance. It is suggested that self-efficacy is an enormously crucial factor when it comes to achieving success at work. Self-efficacy is a vital mechanism where an objective or purpose will impact an individual's performance and productivity. Therefore, a goal established by the organization will not be practical if the workforce does not accept it and have a firm commitment to accomplishing that goal. Correspondingly,. As a result, the present study has aimed to establish whether the employees of professionals perceive themselves as productive. Moreover, it has also attempted to determine that professionals are getting more work done remotely than on-site locations.

Thus, the present study is guided by the research question:
- What is the impact of work from home on employees during the COVID-19 lockdown?
- How much is the level of satisfaction among of work from home employees?
- Which challenges are involved with telecommuting?
- What is the perceived productivity of working from home?

# CHAPTER -3 RESEARCH METHODOLOGY

# RESEARCH METHODOLOGY

he research is focused on studying the impact of covid-19 on employees who are working from home. pre and post the outbreak of the coronavirus. This research is entirely based on primary and Secondary Data. All the data is collected individually as well as from the internet, which makes it efficient to analyse the information. All the data about COVID-19 and its impacts is available on the official websites of the country. Along with That, viable data can be collected from the official websites of organizations. The data is administered by government and reputed institutes, in an attempt to make the accurate information accessible to the public. In this period of uncertainty wrong information can be spreaded easily leading to unnecessary panic. The attempt is to ensure that the data presented holds relevance and rationality for future use. The purpose of presenting the basic information about the pandemic is to project the gravity of the situation without covering the reality. Millions of lives are directly or indirectly affected, may it be in the form of struggling for life or the struggle to keep a job and just survive. Actions of governments need to be understood and interpreted for the betterment of the public. The data was collected and cross verified to present maximum accuracy. The data required to present the correlation between employees and there preferred working style is available in easy and understandable format. Data for the past 6 months can be compared and distinctly analysed using the charting tools. The reason for using these tools is to present the data in an uncomplicated manner to be better interpreted and understood.

This data is collected after the widespread of the virus and after the outbreak. This has been done to imply how the employees were independent before being affected by a pandemic and how interconnected the movement of indices was after the outbreak. Globalisation has made every economy dependent on many other countries, except a few. Sourcing raw materials at the cheapest price is what every corporate aims at. One country's abundance is another country's scarcity. These situations make trade between nations a compulsory and Uniform process. However in the event of disruption of exports and imports, the people of various countries panic. The need to consider the study of socio-psychological aspects like that of greed and fear affect decisions when it comes to working. The study of the past economic setting gives an idea of what to expect from governments and central government institutions like banks and health care systems. The study of this infrastructure setting becomes a basis to be considered for the future with the present goal to improvise.

The data was collected with purpose to ascertain the positive correlation between employees and there preferred Working manner. The theory proves that many number of employees are willing to go back to the office for work but at the same many are worried to go back to the office for they are now comfortable with WFH concept.

The discussion of work from office v/s work from home has been done extensively as they still are a place where people are having many thoughts in there minds. some are afraid for there lives and loved ones other side some are comfortable because they are ready to go back to the normal with full precautions and safety. The study of the impact of this virus on various sectors helps us understand how the provisions in a specific sector are prone to an unusual situation which is capable of disrupting functions at the entire level. We can observe the actions taken by the government for every specific sector which determine the weightage of that sector in that

index and economy. It helps us understand the extent of unemployment as the disruption of a sector will displace the workforce from different positions. The inability of these individuals to repay their debt will cause stress to the balance sheet of the banks. The predetermined level of liquidity which is maintained and security in the economy keeps the government from collapsing and defaulting on itself.

An exploratory research design has been employed for this study. This means that the investigation has taken a snapshot of a specific group of people at a certain point in time. Both primary and secondary data and information have been gathered for the study. Secondary data and information have been collected from literature published in peer-reviewed journals and  books, news media, websites, etc. Primary data and information regarding occupation, hours telecommuted, types of work done, etc., have been obtained as per this study's objectives. Moreover, the sample has consisted of many professionals as respondents working from home (WFH) during the COVID-19 pandemic Owing to strict COVID-19 lockdown measures and busy teleworking schedules of professionals and due to the unavailability of the sampling frame or any accurate directory or database for determining the target professionals' population size, the probability sampling technique has been difficult to employ. Instead, a non-probability convenience sampling technique has been used to determine the sample size for primary data collection in this study. Convenience sampling, otherwise known as availability sampling, is a type of non-probability sampling technique through which data collection is done from conveniently available and wellsuited members for the study. Convenience sampling is a practical, simple and proven technique in research that involves exploration. depicts the occupations of teleworkers that have been partaken in this study.

 Among the survey, which means that A set of semi-structured (both closed-ended and open-ended) questionnaire in Google Forms has been deployed online for collecting primary data and insights for this study. Previous studies have employed this method of online survey.

# CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

# DATA ANALYSIS AND INTERPRETATION

This study's primary data and information have been collected from 48 professionals working remotely in various sectors due to the COVID-19 pandemic. Online survey created on Google Forms has been deployed to the participants accordingly, and their responses have been depicted below.

It is also worth noting that there are various questions with the provisions for multiple answers.

Microsoft Excel has been used for data analysis, which has involved calculating various aspects such as percentages, mean and standard deviation. It has also been used to calculate the total number of hours when professionals have worked from home. The following sub-sections have highlighted the information provided by the target group of respondents.

1. As illustrated in chart 1, the respondents have worked from home are 37% female and 63% male.

Figure 1
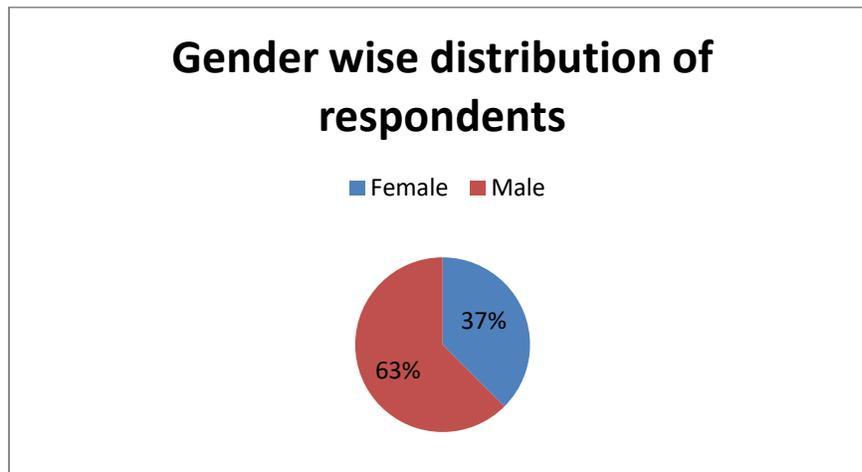


2. Telecommuting Patterns
   As illustrated in Table 2, the respondents have worked from home for an average of 12 hours per week. It can be assumed that there are five working days a week.

Figure 2: working hours of telecommuters

| Duration of work (per week) | Percentage (%) |
|---|---|
| 10-20 hours | 18.75% |
| 20-40 hours | 47.92% |
| 40+ hours | 16.67% |
| 5-10 hours | 16.67% |

3.  Modes of communication

    chart 3 illustrates various modes of communication that have been used by employees during the work from home in the COVID-19 pandemic.

Figure 3: Modes of communications
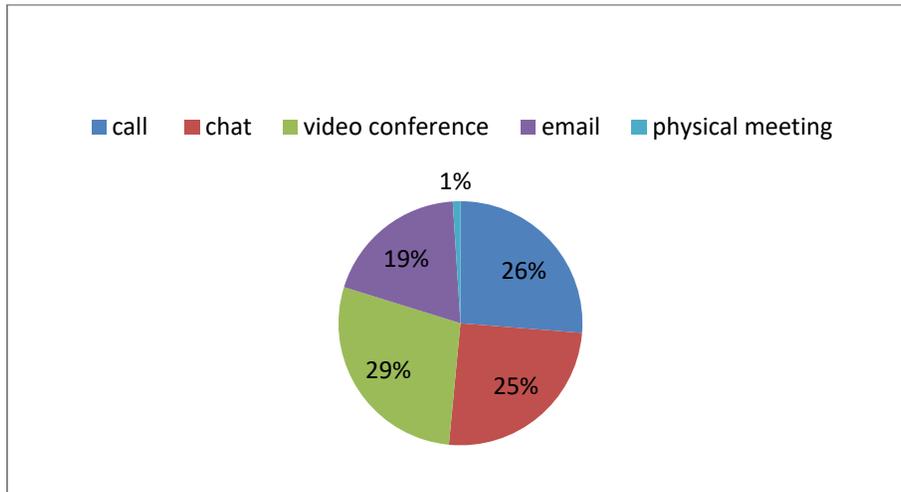


(Multiple responses were present)

4.  Types of company

    As illustrated in graph 4, various types of companies our targeted audience working in.

Figure 4 types of company
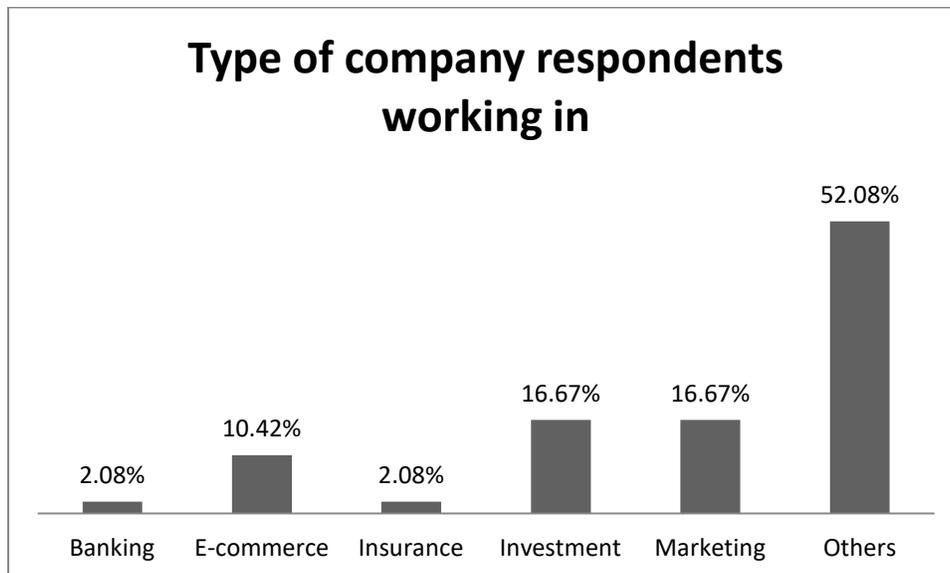
5. Perceived Level of Productivity

According to chart 5, the majority of the participants have felt that they are  productive (48%) followed by 31% who thought they are less productive and 21% felt more productive in terms of work efficiency and . This indicates that the perceived level of productivity is relatively high among the target group. According to chart 5, Thus the study can conclude that teleworking productivity levels are high among the majority of the sample.

Figure 5 level of productivity



**Level Of Productivity**

■ Less productive     ■ More productive     ■ Productive
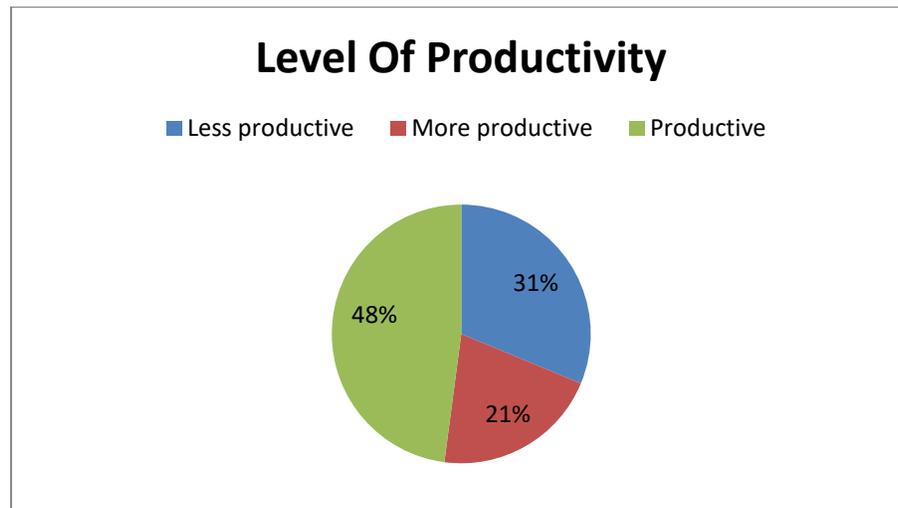
6. Challenges Faced by Telecommuters

With any work environment, challenges are involved. 41% and 35% of the respondents have reported that telecommuting's most significant challenges are internet connectivity issues and maintaining a regular schedule, respectively. Usually, professionals have a 9 to 5 work schedule, but that is disrupted while working from home. Moreover, general anxiety about the impact of coronavirus disease 2019 (COVID-19) on their lives is also highlighted by 25% of them, as depicted in Table 6.

Figure 6: Challenges Faced by Telecommuters

| Challenges faced while working from home | No. of Responses* | Percentage (%) |
|---|---|---|
| Gaining access to essentials | 12 | 25.00% |
| Too many distractions at home | 25 | 52.08% |
| More social responsibility | 12 | 25.00% |
| Communication with team | 11 | 22.92% |
| Keeping a schedule | 17 | 35.42% |
| Not enough productivity tools | 18 | 37.50% |
| Internet connectivity | 20 | 41.67% |
| Anxiety surrounding Covid-19 | 12 | 25.00% |
| Depressing news | 17 | 35.42% |
| Technological infrastructure | 10 | 20.83% |
| Workspace infrastructure | 13 | 27.08% |

(*Multiple responses were present)

7. Concerns with the idea of returning to workplace

As depicted in graph 7, biggest concern of employees about returning to a workplace is Catching the novel coronavirus at my workplace. 43% respondents felt that if they return to workplace they will catch coronavirus followed by 27% felt that they will get esposed to virus while traveling to work.

Figure 7: concerns of employees



**biggest concerns with the idea of returning to a workplace**

| A decreased flexibility after working from home | Catching the novel coronavirus at my workplace | Getting exposed to the novel coronavirus while traveling to work | Health reasons preventing me from getting back to the office | Unknowingly spreading the virus to co-workers and staff |
|---|---|---|---|---|
| 6.25% | 43.75% | 27.08% | 6.25% | 16.67% |

8. Why telecommuters prefer working from home

Figure 8 :



**why prefer work from home**

- Avoid commute
- Work on fitness
- Spend time with family
- Due to unavoidable circumstances
- I prefer being alone
- I don't need to go to the office
- others

3%
5%
9%
25%
10%
23%
25%
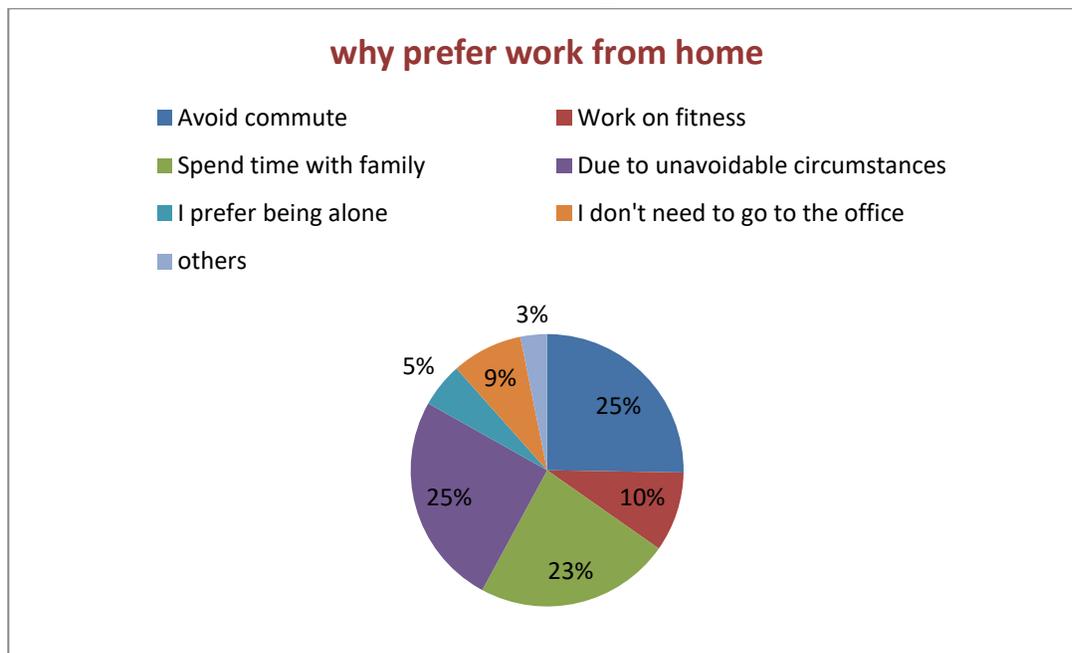
(*Multiple responses were present)

9. do telecommuters looking forward to return to the office

As depicted in chart 9, 54% of the respondents working from home are not looking forward to return to the office while 46% of the respondents are looking to return to the workplace.

Figure 9:

**look forward to return to the office**

■ No  ■ Yes

46%

54%
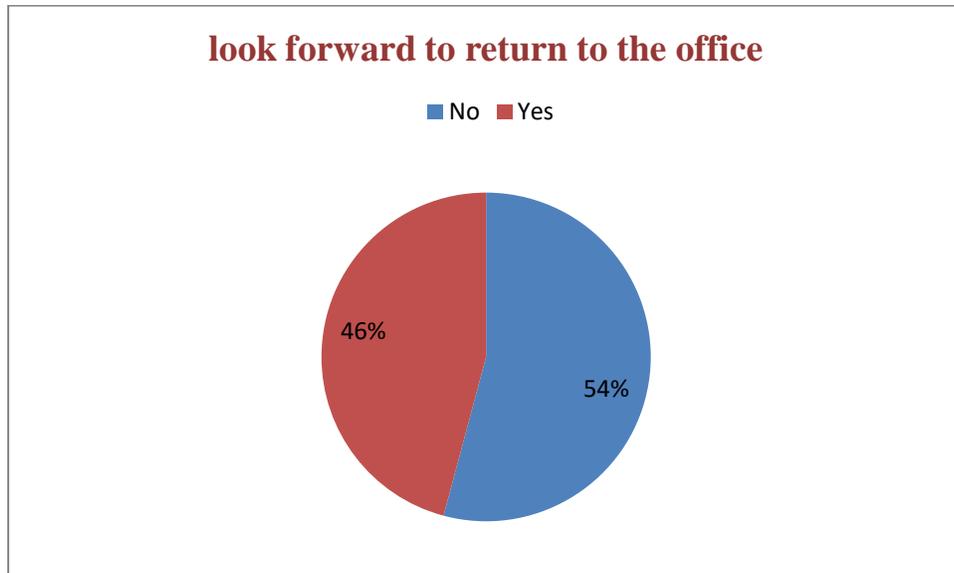
# CHAPTER-5 CONCLUSION

# **<u>CONCLUSION</u>**

In a technologically gifted era such as this, working from home (WFH) is now a reality. Telecommuting can associate employees and making sure business operations continue amid a crisis like the COVID-19 epidemic. With the blessings of such technology, businesses are now more than equipped to handle any adversity. Nonetheless, gender, income and personality differences must be accounted
when establishing WFH policies to ensure equal opportunities and respect of individual circumstances
and preferences.

Working from Home during the COVID-19 Pandemic: Satisfaction, Challenges and Productivity of Employees Overall, this study has made an effort to bring forward teleworkers' current scenario during the COVID-19 outbreak. The primary findings have shown that most of them are reasonably satisfied with their present working from home (WFH) arrangement. Additionally, challenges such as general anxiety about the COVID-19 pandemic and social isolation from fellow employees have also been highlighted. Moreover, most believe that their perceived level of productivity is higher working from home (WFH) rather than the office. It happens to be one of the few studies to be conducted on the concept of working from home (WFH) during an epidemic such as the COVID-19 pandemic. The findings have important implications for working professionals, organizations, and HR policymakers**.**

Telecommuters, in general, enjoy more flexible working hours than their commuting counterparts, especially when their outputs are goal-oriented. A sense of control and flexibility to work schedules is conducive to positive experiences of telecommuting and, consequently, favourable business and worker outcomes. A goal-focused telecommuting arrangement can benefit both telecommuters and supervisors, especially when a degree of autonomy and control is afforded to the telecommuter. On the other hand, excessive surveillance builds mistrust and increases stress on the telecommuter, and can be enormously counterproductive, encouraging control-resistance.

However, setting boundaries remains an integral part of WFH arrangements, and positive outcomes of telecommuting can only be ensured with the establishment of clear work-life boundaries which limit the negative consequences of spillover of work into home-time and minimise work-family conflicts. Advice on establishing boundaries should be provided from organisations to telecommuters, and, over time, families with telecommuters can become habituated to the telecommuter and more respectful of such boundaries.

Moreover, telecommuting comes with risks of social isolation that can hinder job performance and affect the telecommuter, including mistrust, 'being taken for granted' and low career progression prospects, with such effects possibly influencing co-workers and team members adversely as well. However, physical isolation does not have to mean psychosocial isolation. The latter can be mediated through strong relationships both at work and beyond. Efforts to reduce feelings of social isolation can lead to significant improvements in mental health indices for high sensitivity groups, especially older age groups and women.

In general, a supportive telecommuting/work environment ensures a 'normative' experience of telecommuting and builds confidence in the telecommuter, social engagement of teleworkers outside work hours can improve perceptions of 'visibility'. Equally important, telecommuting intensity is a crucial determinant of mental health and wellbeing, and part-time telework seems to be the optimum arrangement. Part-time telecommuting seems to

provide the benefits of reducing telecommuter physical isolation and improves telecommuter visibility while reaping the benefits of telecommuting.Also, co-working spaces offer a 'middle-ground' approach, where telecommuters can adopt good work-home boundaries while allowing social interaction in a positive environment.

Overall, telecommuting should not be taken for granted and explicit guidelines and effective management along with technological amenities with back-ups and proper workspace set up at home are essential to yield benefits from telework. Guidelines for telecommuting must be set up and adhered to by both the telecommuter and the organisation. Managers must respect their telecommuters and ensure their inclusion in the structure of the organisation. Effective communication between telecommuters and managers/supervisors, with the use of proper ICT platforms amongst other means, can ensure optimal work performance and build trust, while Mutually agreed boundary settings and WFH arrangements are key to effective and productive Telecommuting.

# APPENDIX-A

## Work from home survey

- NAME - _____ AGE - _____
- GENDER -    MALE _____          FEMALE _____
- MARITAL STATUS

  MARRIED_____          UNMARRIED_____

- Type of company you are working in?
    - Information technology
    - E -commerce
    - Marketing
    - Investment
    - Banking
    - Insurance
    - Others _____
- Are the WFH policies clear?

  Yes          No
- Are your work objectives clear each day? Each week?

  Yes          No
- Do you have all the support from your employer to work from home?

  Yes          No
- How often do you connect with your team?
    - Once in a day
    - Every 2 hours
    - Twice in a day
    - Once in 2 days
    - Once in a week
    - Other_____
    - NA
- How do you connect with your team?
    - Email
    - Call
    - Chat
    - Video conference
    - Other _____
- Do you have a quiet, distraction-free area at home that allows you to work efficiently?

  Yes          No
- Do you have a productive day while working from home?

  Yes          No


- Does the news related to Covid-19 affect your productivity?

  Yes          No

- How many hours a week do you prefer to work from home?
  - 5-10 hours
  - 10-20 hours
  - 20-40 hours
  - 40+ hours
  - NA
- What challenges do you face while working from home?
  - Gaining access to essentials
  - Too many distractions at home
  - More social responsibility
  - Communication with team
  - Keeping a schedule
  - Not enough productivity tools
  - Internet connectivity
  - Anxiety surrounding Covid-19
  - Depressing news
  - Technological infrastructure
  - Workspace infrastructure
  - Others_____
- Why do you prefer to work from home?
  - Avoid commute
  - Work on fitness
  - Spend time with family
  - Due to unavoidable circumstances
  - I prefer being alone
  - I don't need to go to the office
  - Other_____
- How would you prefer to work?
  - Work from home
  - Go to office
- Do you look forward to returning to the office?
  Yes                   No

# APPENDIX-B
## Work from Office survey

- Are you looking forward to returning to work?

  Yes            No

- Have you been equally as productive, less productive, or more productive while working from home?
  - Productive
  - Less productive
  - More productive
- If you have been working from home, would you prefer to continue doing so?

  Yes            No

- Do you have concerns about commuting to work?

  Yes            No

- Are you nervous about returning to work while the threat of Covid-19 remains?

  Yes            No

- How each of these safety measures affects your confidence in returning to work?
  - Not confident
  - Somewhat confident
  - Confident
  - Very confident
  - No opinion

  Strict social distancing; Staggered shift patterns, restricted access to communal areas, limited numbers of people allowed in meeting rooms, Daily deep cleaning of premises, Hand sanitizer provided, One-way walking systems, Social distancing floor markers, Face masks provided, Temperature checks upon arrival

- Which of the following would make you feel safer if returning to work?
  - Rotating employees through weekdays
  - Limiting outside visitors to the office
  - Frequent sanitization of office premises
  - Routine taking of temperature at check-in and check-out
  - Getting a vaccine for the virus
  - Nothing can make me comfortable returning to the office
  - Something else?_____

- Which of the following would bother you if you are required to follow it at the office?
  - Routine taking of temperature at check-in and check-out
  - Clean desk policy
  - Wearing a mask while working
  - Limiting the number of employees in a single shift or day
  - Bringing your own meals
  - Closing any communal spaces (e.g- gym, game room)

- o Something else? (Please specify) _____
- Your biggest concerns with the idea of returning to a workplace?
  - o Getting exposed to the novel coronavirus while traveling to work
  - o Catching the novel coronavirus at my workplace
  - o Unknowingly spreading the virus to co-workers and staff
  - o A decreased flexibility after working from home
  - o Health reasons preventing me from getting back to the office
  - o Anything else? (Please specify)
- I trust my organization to take appropriate safety measures before allowing employees to return to our workplace.
  - o Strongly agree
  - o Somewhat agree
  - o Somewhat disagree
  - o Disagree
  - o Strongly disagree

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**Deccan Education Society's**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)



**A PROJECT REPORT ON**

" **Culture of Maharashtra** "

**PREPARED BY:**

**Janvi Suryawanshi**

**BUSINESS ADMINISTRATION DEGREE - INTERNATIONAL BUSINESS**

**ROLL NO: 69**

**UNDER THE GUIDANCE OF**

**PROF.MANJUSHA WADEKAR**

**SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE (AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE - INTERNATIONAL BUSINESS 2020-2021**

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **JANVI SURYAWANSHI**

.................................................................................................................

of B.B.A.I.B. Exam Seat No. ........**69**........ has satisfactorily completed the

project work.

Title ....**CULTURE OF MAHARASHTRA**....................................................

.................................................................................................................

Date : **JUNE 2021**

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A.I.B Incharge**

# DECLARATION

I, Janvi Suryawanshi student of Brihan Maharashtra College Of Commerce, Pune hereby declare that the project report titled "Culture of Maharashtra" is prepared under the guidance of Prof. Manjusha Wadekar is of original and authentic work.

I hereby further declare that this project report is not reproduced or copied from any source and submitted to any other college/university or published anywhere.

DATE:

PLACE:

_____

Janvi Suryawanshi

# **ACKNOWLEDGEMENT**

I would like to express my heartfelt gratitude to my guide and services Professor, PROF. MANJUSHA WADEKAR for her guidance which has helped me complete this project in all respects.

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Lastly, I would like to thank my coordinator, PROF. BHARATI UPADHYE and BMCC for giving me the opportunity to work on this project.

Thank you,

Janvi Suryawanshi

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*Chapter 1*

# Introduction

# INTRODUCTION

## Culture of the World-

Culture is the mortar that bonds societies together. People worldwide practice a variety of customs, beliefs, and traditions that make them unique. Learn more about a few sorts of world cultures and the way globalization impacts them here. A cultural norm codifies acceptable conduct in society; it is a suggestion for behavior, dress, language, and demeanor during a situation, which is a template for expectations during a group. Accepting only a monoculture during a group can pose risks, as one species can wither in the face of environmental change due to a lack of functional responses.Thus, in military culture, valor is regarded as typical behavior for a private, while duty, honor, and loyalty to the group are regarded as virtues or functional responses along the conflict continuum.Within the practice of faith, analogous attributes are often identified during a group.



*Figure1: Cultural depiction on the World map*

*Source: internet*

## Culture of India-

India's culture is among the world's oldest; civilization in India began about 4,500 years ago. Many sources describe it as "Sa Prathama Sanskrati Vishvavara" — the primary and therefore the supreme culture within the world, Map of India.

Western societies didn't always see the culture of India very favorably. Early anthropologists once considered culture as an evolutionary process, and every aspect of human development was seen as driven by evolution, she told Live Science. "In this view, societies outside of Europe or North America, or societies that didn't follow the European or Western way of life, were considered primitive and culturally inferior. Essentially, this included all the colonized countries and other people, like African countries, India, and therefore the Far East.

However, Indians made significant advances in architecture (Taj Mahal), mathematics (the invention of zero) and medicine (Ayurveda). Today, India is a diverse country with 1.2 billion people, according to the CIA World Factbook, making it the world's second most populous country after China.Different regions have their own distinct cultures. Language, religion, food and, therefore, the arts are just a few of the varied aspects of Indian culture.

Here is a brief overview of the culture of India-

Language-

India has 28 states and 7 territories, consistent with the global Health Organization. There's no official language in India, consistent with a Gujarat supreme court ruling in 2010, though Hindi is the official language of the government. The Constitution of India officially recognizes 23 official languages. Many people living in India write in Devanagari. In fact, it's a misconception that the bulk of individuals in India speak Hindi. Though many of us speak Hindi in India, 59 percent of Indian residents speak something aside from Hindi, consistent with the days of India. Bengali, Telugu, Marathi, Tamil and Urdu are other languages spoken within the country. Sanskrit, an ancient Indo-European usually mentioned in action movies, came from Northern India. How the language started has been some extent of argument amongst linguists. It shares many similarities with English, French, Farsi and Russian languages. New DNA research in 2017 found that an Aryan invasion may have introduced the beginnings of Sanskrit. "People have been debating the arrival of the Indo-European languages in India for many years," said study co-author Martin Richards, an archaeo geneticist at the University of Huddersfield in England. "There's been a really long-running debate about whether the Indo-European languages were brought from migrations from outside, which is what most linguists would accept, or if they evolved indigenously."

Religion-

India is identified as the birthplace of Hinduism and Buddhism, the third and fourth largest religions. About 84 percent of the population identifies as Hindu, consistent with the "Handbook of Research on Development and Religion," edited by Matthew Clarke (Edward Elgar Publishing, 2013). There are many variations of Hinduism, and 4 predominant sectors — Shaiva, Vaishnava, Shakteya and Smarta.



*Figure2: Indian Culture depicted on the map of India*

*Source: internet*

**Culture of Maharashtra-**

Diversity comes naturally in this third-largest state by area and the second most populated state in India. Maharashtra can also be called the land of students, saints and actors as many of the people from Maharashtra have succeeded in the fields mentioned above. Maharashtra is understood for its purogami culture (forward culture). 'Maha' means big and 'Rashtra' means nation. Maharashtra is indeed 'Maha' in its size, population and culture. Maharashtra is legendary for its unique customs and practices.

A lot of factors make up the culture of Maharashtra-

Food

Attire/clothing

Architecture

Languages

Folk dance and music

Film industry

Tourism

Religion

Occupation

Festivals

Art and craft

The importance of this research is about how food plays an important part of the culture in Maharashtra from languages to the festivals. About how the culture has spread over from people to people and generation to generation from the era of shivaji maharaj to the 21st century. This research also shows how traditional, varied and beautiful the culture of maharashtra. It also allows the researcher to know more about culture.



*Figure3: Picture depicting parts of the maharashtrian culture.*

*Source: internet*

*Chapter 2*

# Literature Review

# LITERATURE REVIEW



*Figure4: Map of maharashtra*
*Source: internet*

Maharashtra is a state on the western sea coastline of India. The state is bordered by the Arabian Sea to the west, Gujarat and the Union territory of Dadra and Nagar Haveli to the northwest, Madhya Pradesh to the northeast, Chhattisgarh to the east, Karnataka to the south, Andhra Pradesh to the southeast, and Goa to the southwest. The capital and the largest city of the state is Mumbai. The Maharashtrians occupy the state of Maharashtra, which is in the western region and they basically belong to the Indo Aryan ethnic group. The Maharasthrians speak Marathi, which is a part of the peasant community of the Indo-Aryan Kshatriya Marathi class, who were previously described as Kunbi, began using the term Maratha to describe them.Thus, today, the former Indo-Aryan Kshatriya Kunbi caste as well as the 96 clan upper caste Maratha group are referred to more specifically as the Marathas. The state has an excellent physical infrastructure and it has an 82.9% literacy level.

Maharashtra consists of two major relief divisions-The plateau, which is a part of the Deccan table, and the Konkan coastal strip abutting the Arabian Sea.

Maharashtra is the third largest state in India and has a long history of Marathi saints of the Varkari religious movement, such as Dnyaneshwar, Namdev, Chokhamela, Eknath and Tukaram, which form one of the basis of the culture of Maharashtra or Marathi culture. Maharashtra had huge influence over India under the 17th-century king Shivaji

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of the Maratha Empire and his concept of Hindavi Swarajya, which translates to self-rule of people. With a relatively small army, Maratha leader Shivaji established a base at Pune and later Raigad, from where he controlled the Deccan and conquered more than 300 forts during his reign. Shivaji, still highly respected, is credited for instilling a strong, independent spirit among the region's people. From the early 18th century, the Maratha Empire came under the control of the Peshwas, who retained power until 1819 when, after much tussling, the British barged them aside. After Independence, western Maharashtra and Gujarat were joined to form Bombay state.



*Figure5: Chhatrapati Shivaji Maharaj*

*Source: internet*

Today's state has Mumbai as its capital and was formed in 1960.The state of Maharashtra spans multiple cultures, which includes cultures related to Hindus, Muslims, Buddhists, Sikhs, Christians, etc. Lord Ganesha, Maruti, Mahadeo in the form of Shivling, Khandoba, Kalubai devi, and Lord Vitthal are some of the deities worshipped by Hindus of Maharashtra.

The residents of the Maharashtra state along with their culture, language and lifestyle are known as the Marath's, whereas Maharashtrians refer to those people who have migrated to Maharashtra from other regions of India, who may or may not observe the authentic culture and language. Apart from the people living in the urban area, there are many tribal communities like Bhils, Mahadeo, Kolis, Gonds and Warlis who occupy the land in the Deccan plateau. These tribal people strictly adhere to their lifestyles and traditions for they are still not exposed to modernization.

Maharashtra is divided into various regions, such as Marathwada, Vidarbha, Khandesh, and Konkan. Each has its own cultural identity in the form of different dialects of the Marathi language, folk songs, food, and ethnicity.

The culture of Maharashtra can be best expressed as comprising the following:

**Food-**
A very small word but an integral part of the culture of maharashtra. The maharashtra cuisine plays an important role in the maharashtrian culture. Their diet is rich in carbohydrates as initially they were occupied in labour-intensive jobs like farming.
The food affects every factor involving the culture from languages to festivals.
The maharashtrian cuisine is diverse and has distinctive attributes.
Traditionally, Maharashtrians have considered their food to be more austere than others.
The maharashtrian cuisine ranges from mild to spicy. Some of the dishes like vada pav, pav bhaji, misal pav and puran poli have become famous throughout the world.



*Left to right Figure6: Vada Pav, Figure7: Puran Poli, Figure8: Pav Bhaji, Figure9: Misal Pav*

*Source: internet*

Shrikhand, yet another popular dish, is said to have originated in Maharashtra. The urban population in metropolitan cities of the state has been influenced by cuisine from other parts of India and abroad. For example, the Udupi dishes idli and dosa, as well as Chinese and Western dishes such as pizza, are quite popular in home cooking, and in restaurants. Maharashtrian cuisine includes mild and spicy dishes. Peanuts and cashews are often served with vegetables. Meat was traditionally used sparsely or only by the well off until recently, because of economic conditions and culture. But nowadays meat is also as popular as vegetarian meals.
Maharashtrian dishes include pitla, bhakri, bharleli vangi, ukadiche modak, aluchi patal bhaji, thalipeeth, pav bhaji, Puran Poli, shrikhand, basundi, vada pav, nashik chi misal pav, and Mumbai chaat. Puneri misal, nagpuri, sambar vada, kolambi bhat, malvani chciken, kolhapuri rassa  and kombdi vade are also considered to have originated from Maharashtra.
The Konkan, Varadi, Agri and khandeshi cuisines are popular with tourists. The specialty dishes of Maharashtrian cuisines are often strong in pepper and spice with a twist of curry leaves, coconut and peanuts;

Typical breakfast items include misal, pohe, upma, sheera, sabudana khichadi and thalipeeth. In some households, leftover rice from the previous night is fried with onions, turmeric and mustard seeds for breakfast, making phodnicha bhat. Typical Western breakfast items such as cereals, sliced bread and eggs, as well as South Indian items such as idli and dosa, are also popular. Tea or coffee is served with breakfast.



*From left to right Figure10: Pohe Figure11: Upma, Figure12: Sabudana khichdi*
*Figure13: Thalipeeth*
*Source: internet*

The food prepared in urban and rural areas are different.
Urban lunch and dinner menus - Wheat flatbread such as round *chapati* or *ghadichi poli* (layered triangular chapati), Boiled rice, Salad or koshimbir based on onions, tomatoes or cucumber, Papad or related snacks such as sandge, kurdaya and sabudana papdya. Dry or fresh chutney, mango or lemon pickles, Aamti or varan soup based on toor dal, other dals or kadhi. When usal is part of the menu, the aamti may be omitted.Vegetables with gravy based on seasonal availability such as egg plants, okra, potatoes, or cauliflower, Dry leafy vegetables such as spinach, Usal based on sprouted or unsprouted whole legumes
Apart from bread, rice, and chutney, other items may be substituted. Families that eat meat, fish and poultry may combine vegetarian and non-vegetarian dishes, with rice and chapatis remaining the staples. Vegetable or non-vegetable items are essentially dips for the bread or for mixing with rice.



*Figure14: Maharashtrian urban food*
*Source: Internet*

Rural lunch and dinner menus it is a typical simple Maharashtrian meal with pithla, bhakri, raw onion and pickle.



*Figure15: Maharashtrian rural food*
*Source: internet*

In the Konkan coastal area, boiled rice and rice bhakri, nachni bhakri is the staple, with a combination of the vegetable and non-vegetarian dishes described in the lunch and dinner menu.

The lunch and dinner menu also varies depending on the region the people are staying in like khandesh, vidarbha, konkan, marathwada and Paschim maharashtra.

There are a number of specialty dishes that are a part of this cuisine. They are a combination of vegetarian and non vegetarian.

Curries and gravies - anti, kadhi, solkadhi, saar, Amsulache saar

Meat dishes - taambda raise and pandhara rassa from Kolhapur, malvani chicken, popati and val papdi from raigad, and kombdi vade.



*Figure16: Kolhapuri thali showing the*
*tambda rassa and pandhara rassa*
*Source: internet*

*Figure17: Malvani chicken served with kombdi
vade
Source: internet*

Seafood dishes are a staple meal for people living in the konkan region. It includes dishes like Kolambi pulao, Stuffed crabsCrab masala Malvani fish curries Kolambi masala Prawns koliwada Stuffed pomfret Bombay duck fry Prawns fry Bangada curry Rawasache suke Fried surmai Fish koliwada



*Figure18: Fish thali
Source: internet*

Pickles and Condiments - metkut, minemul lonch, kairi lonch, limbu lonche, mixed vegetable lonch, murabba, mirachicha thecha, shengdana chutney and many more.

*Left to right Figure19: Mirchi thecha, Figure20: Kairi lonch Figure21: Shengdana chutney*
*Source: internet*

Beverages -

In Maharashtra, the traditional offering (for a guest) used to be water and jaggery (Gulpani). This has been replaced by tea or coffee. The other beverages that are served are Limbu pani, Kairi cha panha ,Piyush, Kokum sharbat, Solkadhi, Mattha, Sugar cane juice, Banana Shikran, Masala doodh



*From left to right Figure22: Kokam sarbat, Figure23: Piyush, Figure24: Solkadhi*
*Source: internet*

Desserts are important to everybody and during every festival - puran poli, aamras, Modak, anarasse, basundi, kheer, shrikhand, ladu, chirote, gulab jamun, amrakhand, pedha, chikki, Amba barfi Gul Poli ,Amba poli or mango poli, Phanas poli (Jackfruit poli) Ambavadi, Narali paak, Dudhi halw is a traditional dessert made with dudhi and milk.



*From left to right Figure25: Kheer, Figure26: Narali paak, Figure27:Aamras*
*Source: internet*

Food cooked during the festivals in maharashtra are shown as prasad to the god. This food is usually cooked with the items that haven't been touched in the house or new items are bought to prepare the food. Maharashtrians usually prepare a full balanced vegetarian meal to show to the right which is a combination of sweet and savory. It includes dishes like puran poli, chutney, saar, dal, rice, papad, koshimbir, sabji.

The food is shown as nivedya and is arranged on a banana leaf vertically or in a plate it starts with the salt placed in the centre on top. Condiments,koshimbir, papad and chapati on the left . buttermilk, sweet, anti ,and bhaji on the right. And all the types of rice are placed in the middle.



*Figure28: Nivedya*
*Source: internet*

Food in a traditional wedding in Maharashtra is curated to feed the guests to come to bless the bride And groom.

The food is mainly vegetarian with mainly multiple courses of rice dishes with different vegetables and dals. Some menus also included a course with puris. In some communities, the first course was plain rice and the second was dal with masala rice.The main meal typically ended with plain rice and mattha. Some of the most-popular curries to go with this menu and with other festivals were those prepared from taro  leaves. Buttermilk with spices and coriander leaves, called mattha, is served with the meal. Popular sweets for the wedding menu were shrikhand, boondi laddu and jalebi.

Street food in Maharashtra is another interesting part. It is enjoyed to the fullest by both the locals and tourists. mainly the metropolitan cities have adopted this. The street foods that are enjoyed are vada pav, paav bhaji, pain puri, bhelpuri, kanda pose, samosa, shev

puri dahi puri commonly known as SPDP, misal pav, bombil fry, ragda pattice, sabudana vada, kheema pav, dabeli, bhaji, sandwiches, kulfi and gola, dahi vada.



*Figure29: Dabeli*

*Source: internet*



*Figure30: Gola*

*Source: internet*

**<u>Attire</u>**

The occupation of the majority of people in Maharashtra is agriculture. The Konkani, the people who live on the Konkan Coast, are fishermen.Both of these activities require a lot of labour work. People work hours in the sun and move around from one place to the other. Thus, they wear clothes that make it easier for them to do so. In many Indian cultures, we see that women do not work outside the house. However, in Maharashtra, some did participate in various outdoor activities and even helped in agricultural activities and thus, like men, preferred to wear what made them able to move around freely and feel comfortable.

It also shows how food affects the clothing of this state because their occupation depends on agriculture and fishing. Mainly the comfort level of the clothing is looked after.

The following are the traditional dresses of Maharashtra that men wear:

*Figure31:Maharashtrian Men in their attire*

*Source: internet*

Dhoti-The men in Maharashtra usually wear a dhoti. It is a single piece of cloth that is tucked around one's waist, and it covers the entire leg till the ankle. Dhotis are secured by making five tucks on each side, and then the loose ends are put in at the back. Dhotis are usually saffron or cream or white in color. They are an unstitched piece of clothing that does not require any proper measurements as one could make it however tight or loose they wished it to be.

Maharashtrians usually have the same style for everything-work or celebration. Therefore, their clothes were made comfortable. Nagpur, a city in Maharashtra, is famous for its dhotis.

Pehta is the headdress Marathi men wear. It is a 'topi', or a head cover usually made up of cotton. Pehta, also known as pagris, are small hats that are made to cover the heads so as to protect them from the direct sun rays falling on their heads. Travelers and people working outside, under the sun, especially wear this. By preventing the direct sun rays, the individual does not feel drained or tired too quickly or easily.

Kurta/Shirt-Maharashtrian men usually wear cotton tops or Kurtas above their dhoti. The tops are made up of cotton so as to allow the garment to absorb sweat since Maharashtra has a warm to hot environment. These tops are thin and loose, generally white in color.

Waistcoat-The Maharashtrian men occasionally wear a waistcoat called Bandi. A Bandi is a sleeveless jacket or coat. They are worn above their shirts. Bandi made the Maharashtrian attire look more formal and proper. Bandis are more pragmatic, keeping in mind the climate of Maharashtra, which did not allow men to wear normal coats or overcoats due to the excessive warmth.

Footwear-Men usually wear simple but sturdy footwear. Their footwear are open sandals, making it comfortable for them to wear. The sandals are strong and are made up of leather.

The following is the traditional or cultural costume that women wear:

Maharashtrian Attire for Women

Sarees- Women wear sarees that are 9 yards (Nauvari). The saree is tucked in the middle, giving it a similar look to the dhoti. The rest of the saree is wrapped around the upper body of the woman. This type of saree is usually called Lugade. There were many variations in how women wear their saree. Some only wear knee length sarees. Some wear it in a skirt without the tuck in the middle. But the 9-yard saree is the traditional costume of women in Maharashtra.

Head Dress/Cover-Women do not have separate headwear as men do. They simply use the end of their sarees to cover their heads.

Choli-The Maharashtrian women wear choli or blouse underneath the saree. It is the 'top' or shirt that they wear to cover their upper body. The choli covers half of the torso. The blouses are short, or half sleeved that have hooks in the front, making it easier for the women to wear them. Similar to men's clothing, women's clothing is also made up of cotton and sometimes silk. The commonly found colours in Maharashtrian sarees are green and red and sometimes even Kesari (yellow) color.



*Figure32: Lady draped in a Nauvari Saree*

*Source: internet*

Women wear nath, which is a nose piercing.Nath's can be simple loops or loops connected with the earring on any one side. They are normally made up of gold. Women

are also found wearing other gold jewellery like earrings and necklaces (haar) with different colored stones. Married women wear mangal sutra and also green bangles. The bride wears green bangles as they are said to bring prosperity to the relationship and family. Some women even wear toe rings on the second toe of both of their feet (as the second toe is said to have a nerve that is connected to the uterus and elements from the ring are said to make the uterus strong).



*Figure33: Maharashtrian Lady covering her head and wearing the Nath*

*Source: Internet*

Footwear-Traditionally, women preferred to go barefoot and thought it was only natural to do so, though they did wear sandals on occasion.The footwear in Maharashtra is famous for its durability and longevity.

Now, due to urbanization, a majority of Maharashtrians have adapted to the western style of clothing and even a merger of the Indian and western styles (kurta and pants). But the elderly still prefer to wear this traditional style as they feel comfortable in it.    In the 21st century, most people have started wearing western clothes or a fusion of Indian and western wear. The traditional attire is worn by very few but is worn by many during any religious event or Marathi festival.

The Kolhapuri chappals are open-toed sandals in a t-strap shape that are handmade by the Maharashtrian from leather and are tanned using vegetable dyes. Kolhapuri chappal originated in the Kolhapur District of Maharashtra and is worldly known for its strength and endurance. Maharashtrian seem to have the same style of attire for everything they do-whether it is resting or attending a wedding or traveling. The only thing that differs is the material. Cotton is used for making attires for all occasions and is cheap, whereas silk is relatively expensive and used for making garments for weddings, festivals and other such events.

**Architecture**

Many significant monuments in Maharashtra, such as Shaniwar Wada, Bibi ka Maqbara, Ajanta Ellora caves, and the Gateway of India, are influenced by various architectural styles.Bibi Ka Maqbara can be seen to have incorporated Mughal architecture, whereas, in Mumbai, formerly known as Bombay, the majority of the architecture is influenced by the British style of architecture and can be seen in the Gateway of India and Chhatrapati Shivaji Terminus. Maharashtra is well-known for its caves, and rock-cut architecture, such as that found in the Ajanta Ellora Caves, is a UNESCO World Heritage Site.Some of the temples in Maharashtra are over 1000 years old.

*Figure34: Ajanta  Ellora Caves*

*Source: internet*

*Figure35: Shaniwar Wada*

*Source: internet*

*Figure36: Bibi ka maqbara*

*Source: internet*

Shivaji built the Lal Mahal in Pune. He invaded strongholds made by Muslims, such as Fortesa Torna, Sinhagad, Panhala etc. He also built many powerful strongholds, such as Sindhudurga, Raigarghu, Pratapgarhu, Lingana and so on. Shaniwarwada is a palace-fortress in Pune. It was the seat of the Peshwa rulers of the Maratha Empire.

Landscapes-Standing as silent witnesses to history, there are 350 separate fortresses in Maharashtra and it has a large number of hilly, flat and marine fortresses. Since the time of the ruler's Weight, fortresses have played an important role in Maharashtra's history.Some of the most important fortresses in Maharashtra are Raigadi, Vijaydurgu, Pratapgadi, Sinhagadi. Most of the fortresses in Maharashtra are located along the coastal region of Konkan. Beaten by the waves of the sea, scourged by the Deacon's streams, or scattered in the scorching sun, are the imposing vaults and the ruined walls, as the last reminders of war in Maharashtra. Nowhere in the country will you encounter a plurality and such a variety of fortresses. Located on an island, as in Murud-Janjira, or by keeping the seas at bay, as in Bassein, or between the Sahyadri hills, as in Raigad, with zigzag walls and round bastions that act as a scepter and crown between the hills.Most of the fortresses in Maharashtra are hills or near the sea linked to the great marathon fighter, Shivaji and a soaring fortress builder. Moreover, these fortresses were treated as small towns, such as Panhala, which is now a hilly place. The city-fort building concept was, however, not just Shiva's property. The Portuguese who came to India as merchants and missionaries built, within a century of their arrival in Bassein, a nursery-garden to rival a European city. Today, these sun-exalted fortresses, the rain and the British have not only witnessed changing times, but they gave them shape, and within their walls pulsating the heartbeat of the heart of history.



*Figure37: Vijaydurg*

*Source: internet*

Bombay Architecture-Bombay Architecture is a mix of Gothic Architecture, Victorian Architecture, Art Decos, Indo-Saracenic Architecture and Contemporary Architecture. Many buildings, structures and historical monuments have survived since the colonial

period. Bombay, behind Miami, has the second largest number of Art Deco-style buildings in the world.



*Figure38: Chhatrapati shivaji terminus (Victorian Gothic Architecture)*

*Source: internet*

Sculpted caves in rock-The sculpted architecture on the rock brought together kingdoms and prominent Buddhist monuments that were produced in areas such as Bihari in the east and Maharashtra in the west. Natural caves and caves built on the hillsides were dug by the Buddhist monks and returned to prominent prayer and monasteries. Depending on the very small monastery rooms as well as the colossal temples sculpted in a refined manner, they are distinguished by solid rock. Their Genesis from the 3rd century BC appeared to have been temporary accommodation for Buddhist monks from the big monsoons that made their wandering lives impossible. Modeled on the earliest wooden structures, most were funded by the merchants, for whom the new trust in caste offered an attractive alternative compared to the old discriminating social order. Gradually, encouraged by the example of Emperor Mauryan Ashoka, the local driving dynasties also began to embrace Buddhism. Under their protection, during the II century BC, the first large monastery caves such as Karla, Bhaja and Ajanta were built. Ajanta and Ellora Caves near Aurangabad are part of the UNESCO World Heritage Site and a famous tourist attraction. Mogul's architecture can be seen in Aurangzeb's wife's grave, called Bibi Ka Maqbara, and located in Aurangabad. Bombay is the capital of Maharashtra and has a humid climate throughout the year. The Gate of India, Terminal Chhatrapati Shivaji, Shaniwar\ Wada, the Agakhan Palace and Deekshabhoomi are some of the historic monuments.

## Languages-

The official language of Maharashtra is Marathi. While the majority do speak Marathi, others speak Hindi, Gujarati, English and other languages. Cities in Maharashtra are

metropolitan and are a blend of many cultures and use English as their official language. Most of the people in Maharashtra are multilingual and usually speak both Marathi and Hindi.

The main languages are Marathi, Hindi and English. Marathi and Hindi are mostly understood all over the state. But different regions have their own dialects. English is applicable in urban areas. The spoken Marathi language changes with every change of district or area or locality in its tone and a few words. The Marathi script doesn't have any silent pronunciation, making the language so phonetic.

Konkani is also spoken in some areas of Maharashtra. Other major dialects include Varhadi spoken in the Vidarbha region and Dangii spoken near the Maharashtra-Gujarat border. The alphabet 'L' is abundantly used in many verbs and nouns in Marathi. It is replaced by the letter 'y' in the Varhadi dialect, which makes it quite a distinct language when it comes to food because all the food items are pronounced differently according to the regions such as Marathwada, Vidarbha, Khandesh, and Konkan.

Pohe is pronounced as poha in a few cities and villages of Maharashtra. Amti in the paschim maharashtra is known as sambar in vidarbha region.

## Festivals

Each state in India has its own culture, traditions and festivals, and Maharashtra is no exception. Although most of the national festivals are celebrated with great pomp and gusto, there are some festivals and festivities which are unique to this diverse state, like Nag Panchami, Ganesh Chathurthi, Gokul Ashtami, Makar Sankranti, Gudi Padwa, Bhau Beej, Ellora Festival, Narali Pournima and Shivaji Jayanti have originated in Maharashtra. The people of Maharashtra celebrate other festivals, like Diwali, Christmas, Eid, and New Year. In most places, people celebrate all major festivals irrespective of their religion and, honestly, that just shows the unity and closeness among them.

Nag Panchami - An important festival in Maharashtra, Nag Panchami, is celebrated in the honour of the Snake God Sheshnag on the fifth day of the holy month of Shravan. Snake worship is an important ritual in India, and at this festival, cobras made of clay are venerated in homes. It is mainly celebrated for two reasons. Firstly, the abode of the nags (snakes) forms the bottom of the patal lok, and the blessings of the nags are sought for the well-being of the family. Secondly, the nags (snakes) keep the crops safe from rats and rodents, and so the farmers pray to the nag-devta and offer their thanks. People make offerings of sweets and milk to the snake deity. Cobras are carried by snake charmers in baskets and they collect offerings from the public in the streets. The day is celebrated with dances and songs in the streets. People flock to nag temples as well as Shiva temples because the nag is closely associated with Lord Shiva.

*Figure39: Nag Panchami*

*Source: internet*

Gudi Padwa-The Harvest Festival of Maharashtra - Gudi Padwa signifies the beginning of a prosperous new year and Hindus consider it to be one of the most auspicious days. It falls on the first day of the Lunar calendar, marking the new year. It is celebrated with great pomp and show all over the state. Households are decorated with garlands and rangolis, and a gudhi is put up outside the home to welcome prosperity and good health into the family. Gudhi is a symbol of victory, characterized by a bamboo stick with a silk cloth. It is garlanded with flowers and has sweets offered to it. People bring in the new year by worshipping the gudhi and distributing prasad among the people in the community. Sweet dishes like shrikhand or basundi are prepared and relished by adults and children alike. There are many processions in several parts of the state that celebrate the culture and traditions of Maharashtra. People throng in thousands to see the festivities and partake in the celebrations. This is one of the saade-teen muhurtas, and any new venture begun on this day is expected to be successful and prosperous.Therefore, this day is considered very auspicious for purchasing or moving into a new home, purchasing a car, starting a new business etc.



*Figure40: Gudi padwa*

*Source: internet*

Narali Pournima- In the month of Shravan, the full moon day is celebrated in different parts of Maharashtra, mainly the Konkan region and is known as Narali Pournima.

During the monsoon, the sea is unsafe for fishing, and hence fishermen do not venture into the sea. Narali Pournima marks the end of the monsoon and the beginning of the new fishing season and fishermen appease the sea-god before sailing out in their beautifully decorated boats.'Naral' means' coconut ', and' Pournmia 'is the full-moon day when offerings of coconuts are made to the sea-god on this day. The fishermen offer coconuts and prayers to the sea-god and seek his blessings to prevent any untoward incidents, as they begin the fishing season. Sweets made from coconut are savored on this day. Narali Pournima also coincides with the festival of Raksha Bandhan, when brothers vow to protect their sisters and the sisters tie a thread on their brother's wrist as a sign of respect and affection.



*Figure41: Narali Pournima*

*Source: internet*



*Figure42: Narali Bhaat*

*Source: internet*

Ganesh Chaturthi-Most Famous Festival of Maharashtra -Lord Ganesha, the deity of wisdom, is the most loved in Maharashtra and Ganesh Chaturthi is celebrated with the most grandeur. Preparations for the auspicious day when Lord Ganesh was born – began with great enthusiasm. It is an 11-day festival, beginning with the installation of beautifully sculpted Ganesh murti in homes and large pandals, colorfully decorated, depicting religious and cultural themes.The Ganesh idols are worshiped and many cultural events are organised. People throng the huge pandals to catch a glimpse of their

favorite God. Visits to friends and family to offer prayers and join the celebrations, and partaking in some delicious food are looked forward to by all. It is also a great chance to gorge on modaks (steamed rice-flour dumplings with a succulent coconut and ghee filling), since they are considered to be the Lord's favorite food. On the 11th day comes the time to bid farewell to Ganesha. People take the idols in procession with the accompaniment of music and dance for immersion in the sea or nearby river or lake.



*Figure43: Ganesh Chaturthi (lalbaugcha raja Mumbai)*

*Source: internet*



*Figure44: Ukdiche modak*

*Source: internet*

Krishna Janmashtami- Gokul Ashtami or Janmashtami celebrates the birth of Lord Krishna. Devotees fast till midnight on the eve of the birth of Lord Krishna. Krishna-janma is celebrated at midnight at temples and in homes amidst bhajans (devotional songs), marking the birth of Lord Krishna.The next day is celebrated as Gokulashtami. Devotees remember how the Lord was very fond of butter and used to go to great lengths to obtain butter. In honour of the beloved Lord, a ritual performed on this day is the dahi-handi. Clay pots filled with curd, puffed rice and milk are strung high up above the streets. Groups of enthusiastic youngsters form human pyramids to reach up to these and break them open – the way Lord Krishna and his friends would, after sneaking

into the houses of gopis to steal butter. People throng in great numbers to see these human pyramids and their attempts at breaking the pot of butter.



*Figure45:Dahi handi matka breaking*

*Source: internet*

Makar Sankranti Also known as Uttarayan or Pongal in other parts of the country, Makar Sankranti is the celebration of the winter solstice. It is the celebration of the advent of spring, the day when the sun leaves the southern hemisphere and begins its journey to the northern hemisphere. Following the glorious tradition of kite-flying, there can be plenty of kites seen dotting the sky on this day. Meals of gulachi poli (jaggery flatbreads) are prepared to keep everyone warm.Small sweet laddoos (balls) made from sesame are especially prepared for this day. People visit the homes of friends and relatives, and say "Til gul ghya ani god god bola", meaning "Accept this til-gul and speak sweetly". It is a day when everyone agrees to forget old hostilities and differences, and move forward with mutual love and respect. Another popular cultural celebration is having a pooja for newly married women and newborn infants. They are dressed in black and adorned with ornaments made from small sugary sweets, and everyone enjoys singing, dancing and merry-making.



*Figure46: Tilgul*

*Source: internet*

Diwali-  in Maharashtra The first day is essentially celebrated as Dhanteras which marks the beginning of the financial year. After worshipping the cows, the people start the lakshmi puja.The houses are cleaned and decorated with new items and also with lights

or diyas all over the house.The families go on shopping trips and hence, wear new clothes on the day of the celebration. They also buy and exchange many gifts and sweets.On the 3rd evening of Diwali, the Hindus pray and host puja of Goddess Lakshmi and Lord Ganesh to invoke prosperity and health in the family. During the puja, they chant many prayers and songs written in Sanskrit.After the puja, the children and adults burst firecrackers and enjoy with their close relatives, friends and neighbours.The grand dinner is served on the day of Diwali in every household and the next day is celebrated as Bhai Dooj, which celebrates the bond between brother and sister.On the first day of diwali faral like ladoo, chiwda, shankarpali, bakawadi, chakli are prepared as ritual the first plate of which goes to the god.

 

*Left to right Figure47: Rangoli and diya Figure48: Plate full of faral*

*Source: internet*

Ellora Festival - One of the great historical sites in the state is the Ellora caves, which also have a UNESCO world heritage status. The Ellora festival is the celebration of culture, classical music and dance, organized against the backdrop of the majestic Ellora caves. Organised by the Maharashtra Tourism Development Corporation, the performances at this grand event are sure to leave you mesmerized. The Ellora festival celebrates the grandeur of Indian art and cultural forms at one of the most picturesque and historical sites in the country. There are also a number of stalls where arts and crafts of local artisans and sculptors are on display. It is a must-visit if you are a connoisseur of Indian arts, crafts and traditions.

 Ashadhi Ekadashi- Celebrated in honour of the great Hindu god Vishnu, Ashadhi Ekadashi is the culmination of the great Pandharpur chi Vari (Journey to Pandharpur). Pandharpur is a town in Maharashtra on the banks of the river Chandrabhaga and is considered to be the abode of Vitthal, a local form of the mighty God. Almost a month in advance, millions of people begin a pilgrimage to visit the holy city on foot. It is a sight to behold as millions and millions of people throng this tiny city, driven only by their faith in the Lord. These people known as the Warkaris (people who have undertaken this

journey) chant holy songs and live in extremely minimalist conditions during the entire journey, and the atmosphere is of great devotion and mutual support as everyone's ultimate aim is only to reach the Lord and fall at his feet.All over the state, people observe a fast and partake of only simple food, which is a reminder of the journey that the Warkaris undertake, and also a sign of devotion and faith in their Vithu Mauli (The Lord).



*Figure49: Ashadhi Ekadashi*

*Source: internet*

Pola - Like Lohri in North India, the harvest festival of Pola is celebrated by farmers all over Maharashtra. It falls on Pithori Amavasya, the new moon day of the holy month of Shravan. On this day, bullocks, which are an integral part of agriculture – basically the backbone of it – are worshiped.They are bathed, decorated with ornaments and taken out in processions across the village, accompanied by music and dancing. The procession of the bulls marks the social standing of the farmers – the order in which they are taken out into the village.



*Figure50: Pola*

*Source: internet*

Shivaji Jayanti - Chatrapati Shivaji Maharaj was the greatest ruler of Maharashtra. He was known for his courage and intelligence. He laid the foundation of a Hindu empire

which lasted for over two centuries before the British took over. All Maharashtrians have great reverence and regard for him and his birthday is celebrated all across the state as Shivaji Jayanti.There are several pandals put up all over the state, which venerate the great king. Actors or statues play out great incidences of battles, wisdom, kindness and bravery of the king. Processions are carried out that narrate stories of his greatness and songs that celebrate this bravery and kingship are sung. The state fondly remembers their great king and pledges to imbibe his qualities in their day-to-day life.
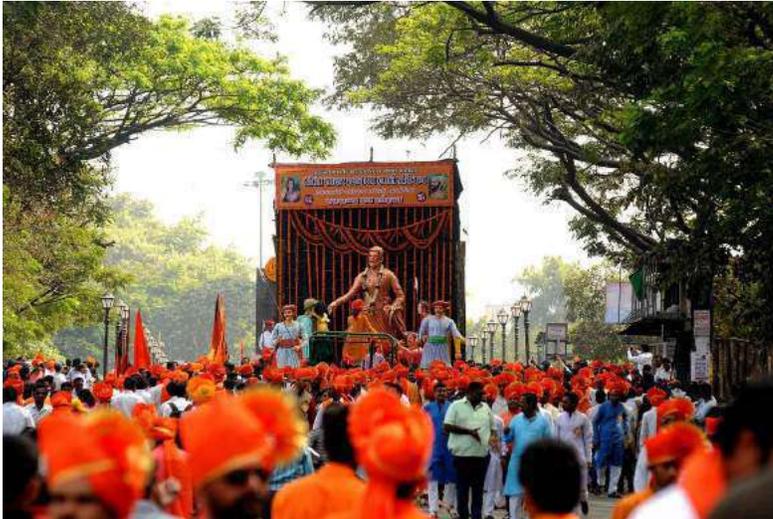


*Figure51: Shivjayanti*

*Source: internet*

Kojagiri Poornima or Ashwin Poornima is celebrated on the full moon day of Ashwin to mark the passing of the rainy season and the advent of the harvest season. The sky becomes clear and the moon shines in the sky with full brightness. Some believe that Goddess Laxmi shows up at different places at night, so people stay awake playing games, dancing, singing and in general merry-making. These celebrations are usually marked by community dinners consisting of simple but delicious snacks like cool milk and rice snacks.The moon and the earth are believed to be very close on this day, and thus everyone is encouraged to stay up all night since it is said that the moon's rays have healing powers.

Banganga Festival -A musical tribute to Lord Ram, the Banganga Festival is a two-day festival held every year at Malabar Hills in Mumbai. It is organised by the Indian Heritage Society and the MTDC (Maharashtra Tourism Development Corporation). This musical carnival celebrates and protects the existing rich heritage of the state. In January, a cultural extravaganza is organised at Banganga, where cultural enthusiasts watch some of the top artists from around the country performing live classical music concerts. It also helps to raise awareness about the need to preserve the rich cultural heritage of the historical Banganga tank in the Walkeshwar temple. It is believed that Lord Rama had stopped at this very location in search of freshwater, and when he couldn't find any, he

shot an arrow. The spot where the arrow landed on the ground is believed to be the exact spot of the Banganga tank, which had provided Lord Rama with water from the Ganges.

Maha Kumbh Mela, a significant Hindu spiritual gathering held every 12th year, rotates between Ujjain, Haridwar, Allahabad and Nashik, Maharashtra. The Nashik Kumbh Mela is considered to be the most sacred of all the festivals.

Bhandara Jejuri/Khandoba, a six-day festival in which Lord Khandoba is worshipped with turmeric, commemorates God's win over Margashirsha. A jatra (temple festival and fair) is held in Pember on Champa-Shashti, continuing until the day of the New Moon.



*Figure52: Bhandara*

*Source: internet*

Agri Festivals such as Chikoo Festival (Dahanu), Strawberry Festival (Mumbai, Pune, Nashik, Aurangabad and Pune), Alphonso Festival (Konkan Region), Orange Festival (Amravati) are celebrated to promote local agriculture.

Other music/art festivals are Pune Festival, Kalidas Festival, Kala Ghoda Arts Festival, etc.

Some unique festivals celebrated in Maharashtra include Velas Turtle Festival, Tadoba Eco-Tourism Festival, Sarangkheda Chetak Festival, Aurangabad International Bird Festival, Lonar Crater Festival and more.

This is a glimpse into the multicultural world of festivals of Maharashtra. Festivals take out the stress from our daily life and present a wonderful opportunity to socialize, revel in song and dance, enjoy some sumptuous food and celebrate the joys of life.

**Art and Craft**

The artisans of Maharashtra are very precise and delicate in their work. The Kolhapuri Chappal from Kolhapur is known for its simple style, durability, quality of the leather and its design. Paithani Sarees that have been in production since the past 2000 years are fine, exquisite silk sarees with delicate zari handwork on their border.



*From left to right  Figure53: Kolhapuri Chappal, Figure54: Kolhapuri Saaj,Figure55: Paithani Saree*

*Source: internet*

Warli Paintings done by the Warli tribes, who live in the Thane district of the state, tell a tale to the viewers. The paintings are of stick-figure forms and are easy to understand. Kolhapuri Saaj is a special type of necklace, famous among women of Maharashtra. Arts and Crafts

The expertise of the artisans of Maharashtra can be seen in the fine art and craft finishes. The fine fabrics of Mashru and Himroo are clear examples of their highest level of weaving art. The fabrics which look like golden cloth are regarded to be one of the finest of its kind. The high level of weaving know-how is also evident with the paithani and narayan peth sarees.

Bidriware is another well-appreciated craft of this state. It takes lots of skills and time in preparation. The district of Kolhapur has two most famous things-jewellery and Kolhapuri chappals. Kolhapuri chappals are well-known for their high quality, comfort, and low cost.Then there were the paintings of Mumbai's warli tribes.It is even compared to the famous paintings of Madhubani, Bihar.

*Figure56: An artisan working on the Bidriware*

*Source: internet*

Kolhapuri Chappals -The Kolhapur district of Maharashtra is famous for its handcrafted leather chappals and sandals.These are popularly known as the Kolhapuri chappals, and are known for their simple styles, quality of leather and design.

Kolhapur Jewellery - Most of the Maharashtrian jewellery is derived from the legacies of the Maratha and Peshwa dynasties. Kolhapur is famous for its special type of necklace called Kolhapuri saaj. This jewellery is very special for Maharashtrian women.

Mashroo & Himroo - Himroo, also known as kum khuab, is a distinctive, luxurious fabric, once used as dress material by the nobles of the olden days. The district of Aurangabad is popular because of these fine fabrics. These fabrics are made of cotton and silk using a special loom.

Narayan Peth saree is very popular in and around Solapur district of Maharashtra. It is the favourite for the women of this district. It is a traditional Maharashtrian saree that weaves mainly in this district only.

Paithani saree took its name from a place called Paithan, where it started producing 2000 years ago. This saree is made of silk with an ornamented zari pallu and border.

Warli paintings are the tribal wall paintings of the Warli tribes of Maharashtra. Warlis are the largest tribes of Maharashtra living on the northern outskirts of Mumbai. Women mainly do the paintings on the mud walls of the houses.

*Left to right Figure57:Narayan peth sarees Figure58: warli painting Figure59: Mushroo and himroo shawls*

*Source: internet*

**Film Industry**

Maharashtra has very well adapted to the Bollywood industry. Many famous actors and actresses, like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Priyanka Chopra, Kareena Kapoor and Deepika Padukone, reside in this state. Hindi (Bollywood), English and Marathi films are a great hit among the viewers.The people of Maharashtra are said to be very sincere and hardworking. In recent times, many people from other states have flocked to Maharashtra, especially to Mumbai, due to the wide array of career opportunities. Some parts of Maharashtra are developed while others are still developing, but the thoughts of all the people are united. It is no secret that the people of Maharashtra take pride in their diverse culture. After all, Marathi culture is definitely special.
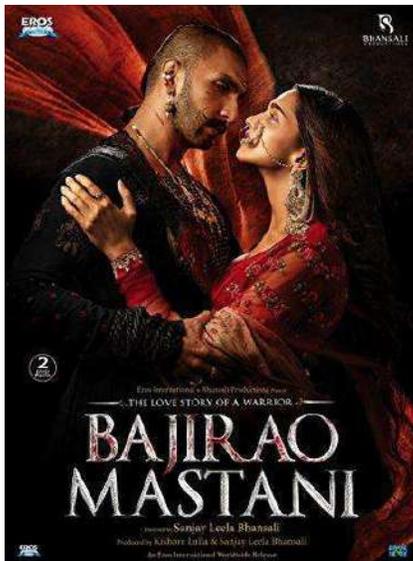


*Figure60: Bajirao Mastani Hindi film, based on Maratha Peshwa Baji Rao and mastani. Played by Deepika Padukone and Ranveer Singh.*

*Source: internet*
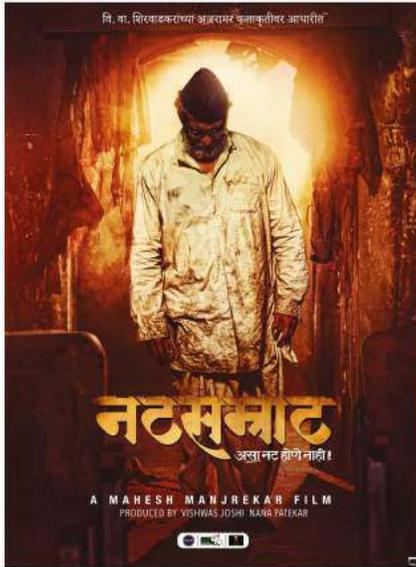
*Figure61: Natsamrāt  Indian Marathi-language drama film starring Nana Patekar in the leading role.*

*Source: internet*

**Tourism**



*Figure62: Maharashtra Tourism Development Corporation*

*Source: internet*

Maharashtra is a diverse pack when it comes to tourism-be it the Gateway of India in Mumbai, Mahalaxmi Temple in Kolhapur or the Forts around Pune. Maharashtra is full of culture and diversity.  Maharashtra is a state on the western sea coastline of India. The state is bordered by the Arabian Sea.

Sea-The state of Maharashtra forms a huge irregular triangle with its base on the west coast of India, overlooking the Arabian SeaThe best time to visit the place is during the winter season. Most cities in Maharashtra are situated on sea banks.Maharashtra presents no problems for tourists.

Hill stations-Maharashtra is said to be the home of the Sahyadri Mountains. The Western Ghats form a part of the Sahyadri range and have many exciting features. The famous hill

stations of the state are Matheran, Lonavala, Khandala, Mahabaleshwar, Panchagani, Bhandardara, Malshej Ghat, Amboli, Chikhaldara Panhala, Panchgani, Sawantwadi and Toranmal.

National Parks and wildlife sanctuaries- Tadoba National Park and Navegaon are well-known and top sanctuaries with beautiful flora and fauna, and the tiger population is higher here than in other Maharashtra parks.Koyna Wildlife Sanctuary, Melghat Tiger Reserve, Nagzira National Park, and Sanjay Gandhi National Park are just a few examples.

Palace/Forts/Museums/Art Galleries-With a relatively small army, Maratha leader Shivaji (1627–80) established a base at Pune and later Raigad, from where he controlled the Deccan and conquered more than 300 forts, which are now the most famous tourist attractions. There are 350 forts in Maharashtra, including the Rajgad fort, Ahmednagar Fort, The Bandra Fort, Ghodbunder Fort, Karnala fort, Yashwantgad, Lohgad Fort, Shivneri fort,sindhudurg fort, Devgiri fort, Panhala fort, Pratapgad fort, and Raigad fort.Some other places are Raja Kelkar museum, Jahangir art gallery, the wax museum and Aga Khan palace.

Tourist Spot-The popular tourist spots are Kaas Plateau Satara,Lonar crater, Ajanta & Ellora caves, Janjira Fort, Malvan, Bibi ka Maqbara, Raigad Fort, kalsubai peak, Juhu Beach, Bhimashankar, Thoseghar Waterfall, Lal Mahal and Shaniwar Wada.Maharashtra has many valuable pilgrim destinations and a few of the most famous pilgrims are Nasik. Nasik is called the Abode of Maha Kumbh Mela,Shirdi, haji ali dargah, mahalaxmi temple in Kolhapur and Global Vipassana pagoda in Mumbai.

As  a tourist there are lots of things one can do that adds to the culture of maharashtra lie Take a stroll on Marine Drive in Mumbai , Try paragliding in Kamshet, Visit the caves of Ajanta and Ellora, Sample street food on Juhu Beach and a few other predominant places,Try spotting a tiger at Tadoba Andhari National Park, Experience the thrill of whitewater rafting at Kolad, Explore the underwater world while snorkeling and scuba diving at Tarkarli.

Food is a part of everybody and everything a lot of tourists who visit Maharashtra get to enjoy the variety of maharashtrian dishes which  includes both mild and very spicy dishes. Some of the popular regional cuisines include Kolhapuri, Malwani, and Varadhi. Vegetarian and non-vegetarian items are equally popular here. Some of the iconic dishes Maharashtra is known for include Vada Pav, Puran Poli, Misal Pav, Pav Bhaji, Bombil, Aamti, Poha, Pithla Bhakri, Kolambi Bhaat, Pani Puri, Bhelpuri, and Modak. Solkadi and coconut water are popular thirst quenchers.

*Left to right Figure63: Gateway of India, Mumbai, Figure64: Sindhudurg Fort*

*Source: internet*





*Left to right Figure65: Kaas plateau Figure66: Tarkarli beach*

*Source: internet*



*Figure67: Tourists enjoying street food in maharashtra.*

*Source: internet*

## Folk Dance and Music

The folk music and dances of Maharashtra are Koli, Powada, Banjara Holi dance and Lavani dance. The Powada dance form shows the achievements of Shivaji Maharaj, the Maratha ruler. Koli music and dance originated as a form of entertainment for the fishermen community.The Lavani dance form showcases many topics like romance, politics, tragedy, society, etc. 'Lavani' comes from "Lavanya", meaning 'beautiful' or 'beauty'. The dance forms like Povada, Lavani and Koli with mesmerizing music and rhythmic movements entertain the Maharashtrians. Folk dances such as Dhangari Gaja, Dindi, Kala, and Tamasha have a special place in the hearts of the people of this state.Dances of Maharashtra, Gifted with its rich culture and traditions, Maharashtra has different types of dance forms. Povada is the dance form that showcases the lifetime achievements of the Maratha ruler Shivaji Maharaj.Music of Maharashtra, Every festive occasion is accompanied by song, music and dance in Maharashtra. Talking about the music of Maharashtra won't be complete without the mention of Natya Sangeet, numerous folk songs and its great saint poets.



*Figure68: Lavani Dance*

*Source: internet*

## Religion

There are around 80 percent Hindus and a significant number of Muslims in Maharashtra. Christianity, Buddhism, Jainism, Sikhism and other religions are a minority. Churches, temples, mosques and other religious centres are found throughout Maharashtra. The people of Maharashtra take pride in their cultural diversity and respect every religion. Maharashtra's religious diversity reflects that of India as a whole. Hindus predominate, followed by Muslims and Buddhists. There are many Christians in the metropolitan areas. Jewish and Parsi (a religious minority adhering to Zoroastrianism) groups have settled mostly in urban areas; Parsis live mainly in Mumbai and its environs. Other religious minorities include Jains and Sikhs, whose small communities are widespread.

**Occupation**

Maharashtra lies in the Deccan plateau regions.Traditionally, the occupation of the majority of Maharashtra was agriculture.People near the coastal regions of the Konkanis are involved in fishing activities. But over the years, many places have been developed and industrialised, giving rise to various business and job opportunities for people. Maharashtra is the largest producer of sugarcane in India.Cotton, tobacco, and peanuts (groundnuts) are major crops in areas with heavy rainfall. But despite being a highly industrialized state, agriculture is the main occupation of the people of Maharashtra. Jowar (grain sorghum), millet, and pulses (legumes) dominate the cropped area. Maharashtra's main agricultural products are jowar, wheat, bajra, rice, onions, mangoes, oranges, bananas, grapes, pulses, and sugarcane.Both of these activities require a lot of labour work. The labour force of Maharashtra is agriculture in terms of agricultural and industrial production, trade and transport, and wheat. It is the biggest market center in the field of agriculture. Maharashtra has a well-developed social, physical and industrial infrastructure.The key industries in Maharashtra are pharmaceuticals, biotechnology, information technology (IT) and IT-enabled services, electronics, engineering, auto and auto components, oil and gas, food and agro processing, gems and jewellery, banking, services and insurance (BFSI), and textiles. It is India's leading producer of sugarcane and cotton and accounts for approximately 35.1 percent of the country's automobile output by value. It is also a key hub for captive business outsourcing industries. Mumbai, the state's capital, is also the commercial capital of India and has evolved into a global financial hub with several global banking and financial service firms located there. Pune, the state's cultural capital, has emerged as an educational hub.

*Figure69: Fishing*

*Source: Researcher*

*Figure70: Agriculture*

*Source: Researcher*

*Chapter 3*

# Research Methodology

# RESEARCH METHODOLOGY

1. Title of the study-

    - In depth study of the Culture of Maharashtra

2. Topics of study  and review of the literature -

    - To study the clothing, food religions, taboos and traditions in Maharashtra.

3. Sources of information -

    - Online websites

    - Online journals

    - Online Media and magazines

    - Questionnaire

    - Family and Friends

4. Nature of study -

    - This study is descriptive.

5. Objectives -

    - To know more about the culture culture of Maharashtra

    - To study all the aspects of the culture of Maharashtra like clothing, food, traditions, etc.

6. Socio cultural context –

    -It helps to understand more about the maharashtrian culture

    -Importance of carrying the culture forward and sticking by it.

    -Allows us to know the roots of this historic culture.

    - it also shows the importance of the food in the culture

7. Geographical area covered –

    - This research is based on the Maharashtrian region.

8. Time dimension-

    - April and May 2021

9. Data collection -

    - It includes both primary and secondary data

    - Questionnaire method used

10. Sampling -

    - size 214

    -Sampling people living in Maharashtra

11. Statistical method used -

    - Percentage analysis is used as a statistical method.

12. Limitations –

    -This study is limited to Maharashtra region only.

    -This study is limited to one state from India whereas India is known for its rich and diverse culture.

*Chapter 4*

# Data analysis and interpretation

# DATA ANALYSIS AND INTERPRETATION

1. Name - Personal response

2. Gender *

3. Age ? *
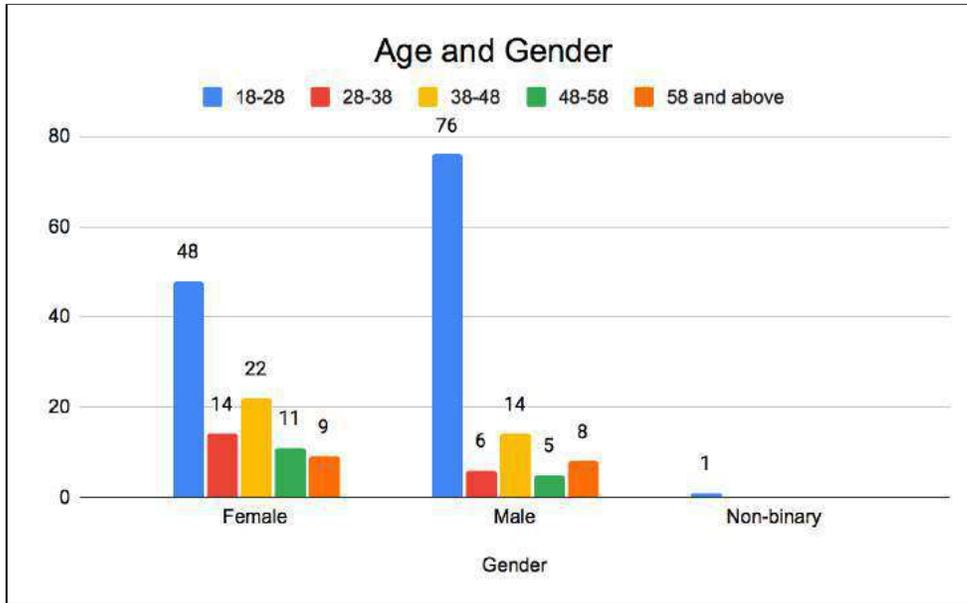


*Graph 1*

4. Are you a Maharashtrian ? *



*Graph2*

This data shows that out of 214 responses 82.7% were Maharashtrian and the remaining 17.3% are non-Maharashtrians.

5. Region you live in ? *
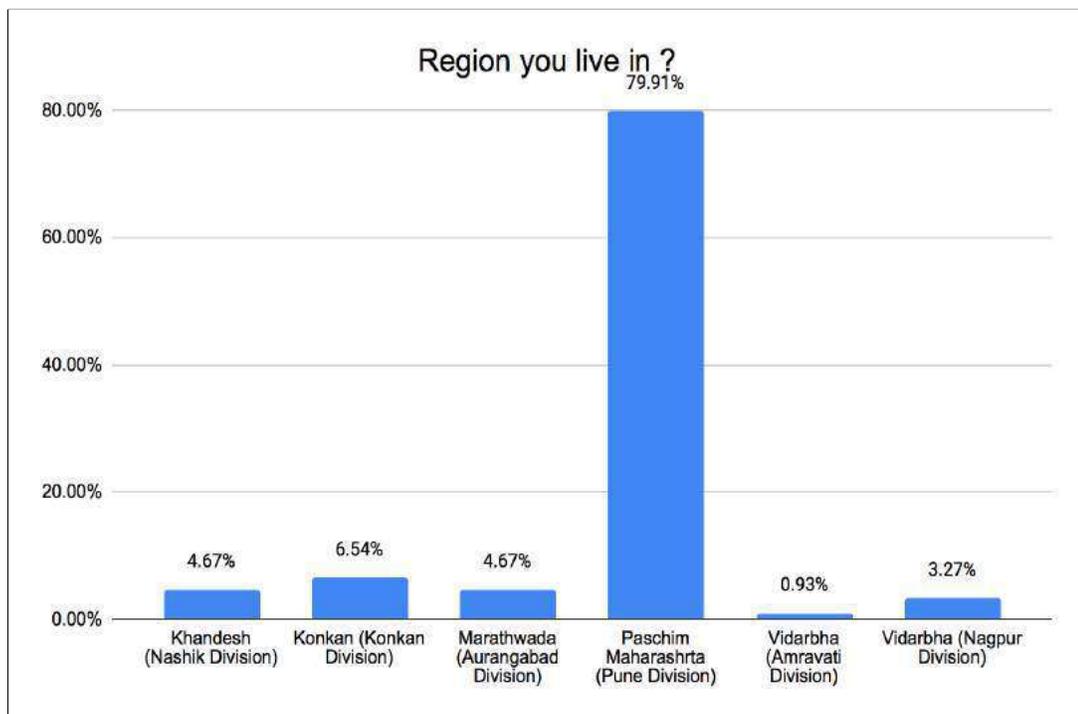


*Graph 3*

This data interprets that 79.91% of the respondents live in Paschim Maharashtra (Pune Division). The other 20.09% of the respondents live in the other regions I.e - Vidarbha (Amravati Division), Marathwada (Aurangabad Division), Konkan (Konkan Division), Vidarbha (Nagpur Division), Khandesh (Nashik Division).

6. City / Town / Village you live in ? *
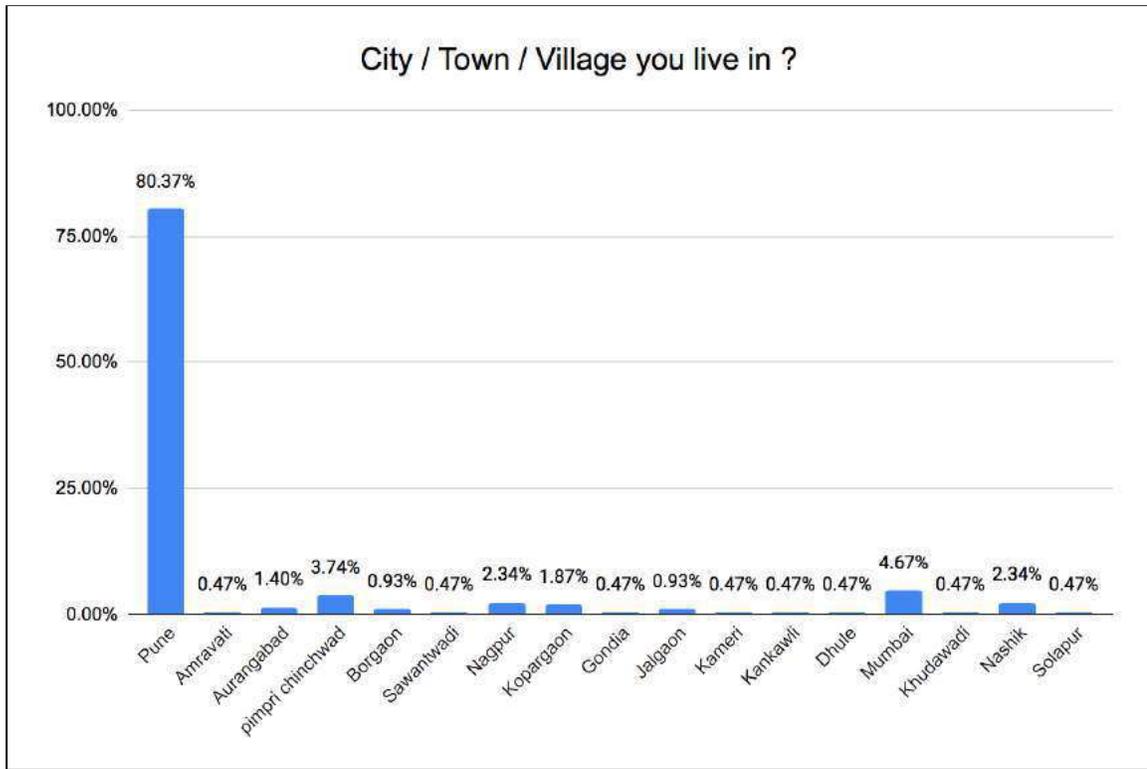


*Graph 4*

As per the collected data 80.37% of the respondents live in Pune and the remaining 19.63% respondents live in the other city/town/village.

7. Festivals you celebrate ? *
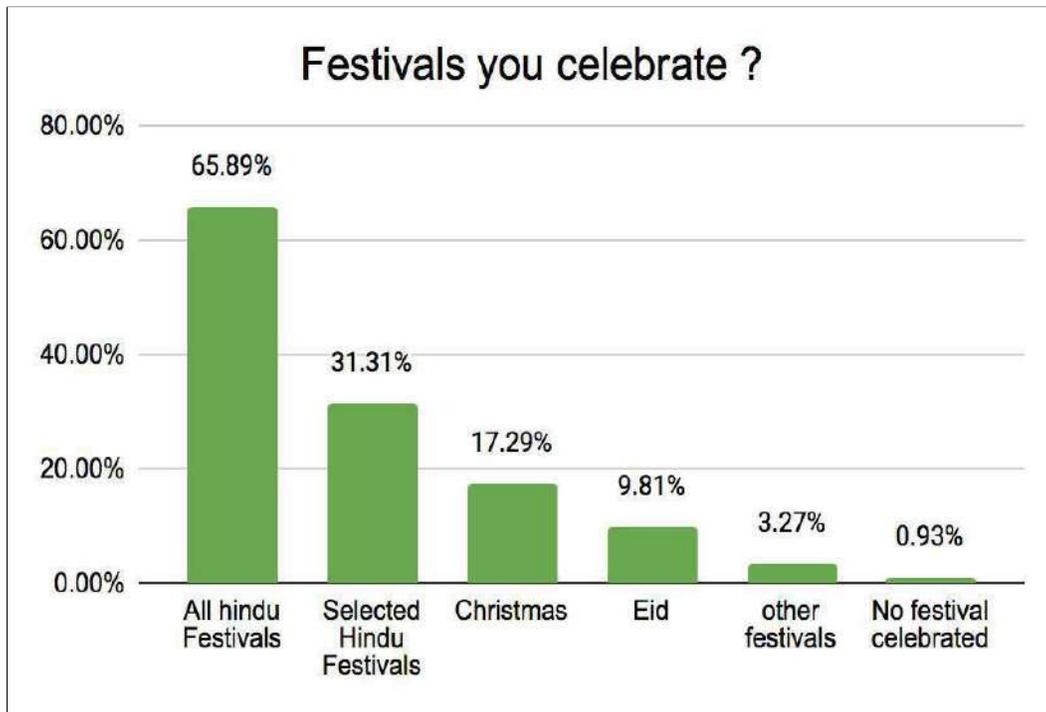


*Graph 5*

When asked about which festivals they celebrated 65.89% respondents celebrate all hindu festivals, 31.31% celebrate selected hindu festivals, 17.29% celebrate Christmas, 9.81% celebrate Eid, 3.27% celebrate other festivals and 0.93% don't celebrate any festival.

8. Food cooked in your house during the festivals you celebrate ? *
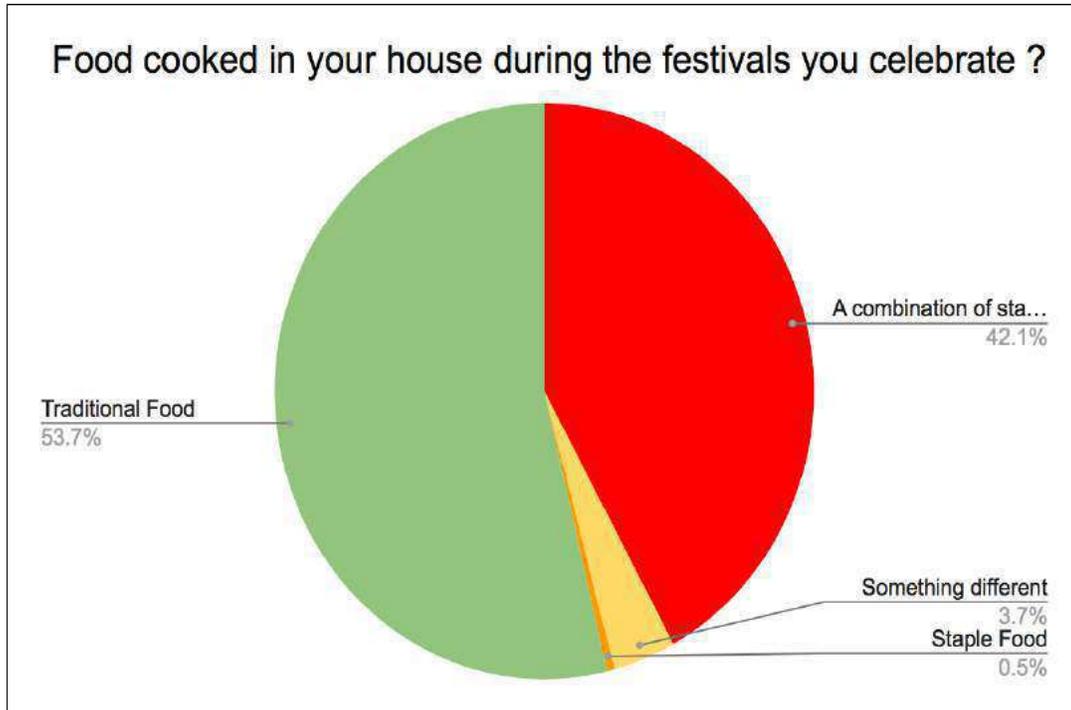


*Graph 6*

When asked about the food cooked in their house during the festivals they celebrate - 53.7% of the respondents cook traditional food, 42.1% cook a combination of staple food and traditional food, 0.5% cook their regular staple food and 3.7% cook something different from the usual traditional food.

9. Languages you speak ? *
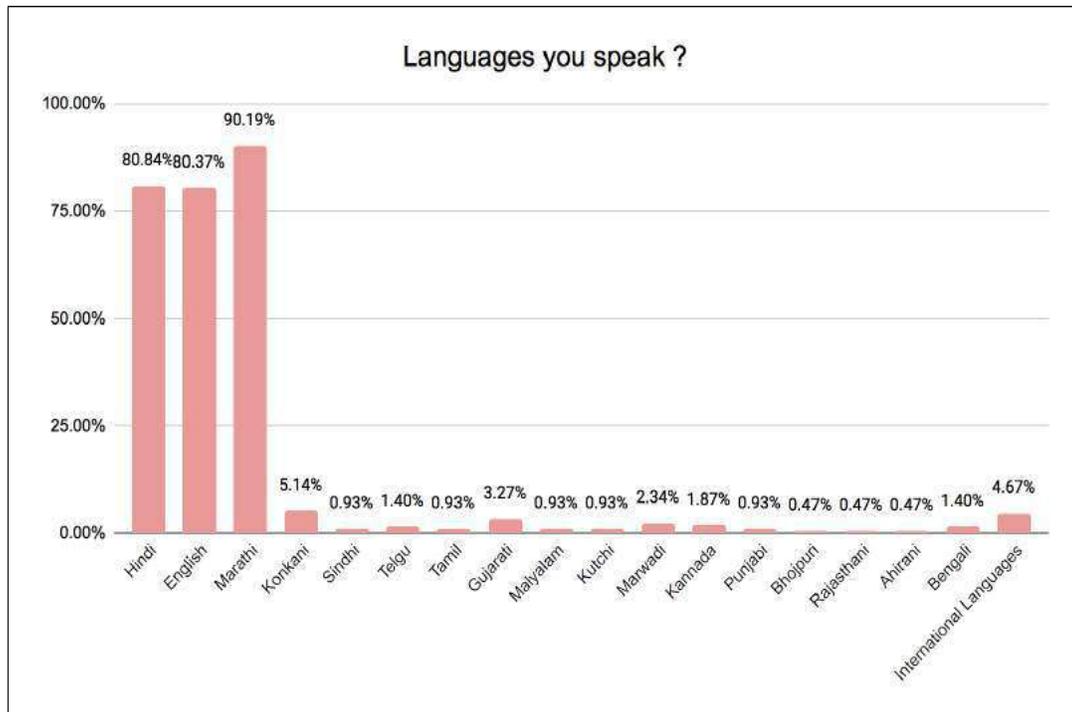


*Graph 7*

When asked about the languages they speak 80.84% of 214 respondents speak Hindi, 80.37% of 214 respondents speak English, 90.19% of 214 respondents speak Marathi. The remaining speak other languages like Konkani, sindhi, marwadi, tamil, telgu, etc and international languages.

10. Staple food cooked in your house ? *

Staple food cooked in your house ?

other
0.9%
Non-vegetarian
9.9%

Vegetarian
12.3%

chutneys and pickles
11.0%

salad
11.7%

Chapati
13.7%

Rice
13.9%

Dal
13.3%
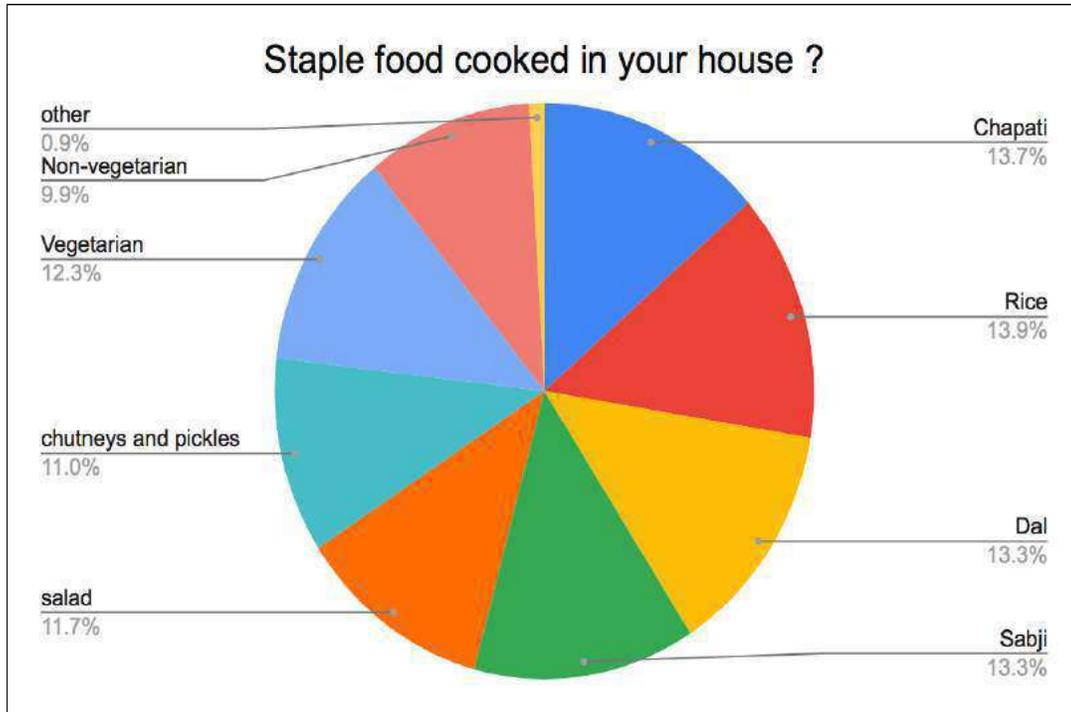
Sabji
13.3%

*Graph 8*

When asked about the staple food cooked in their house almost 9%-14% cook chapati, dal, rice, sabji, chutneys and pickles, salad, vegetarian and non vegetarian this makes up to almost 99.1% and the remaining 0.9% cook something different.

11. Occasionally cooked food in your house from other regions of Maharashtra or another state ? *
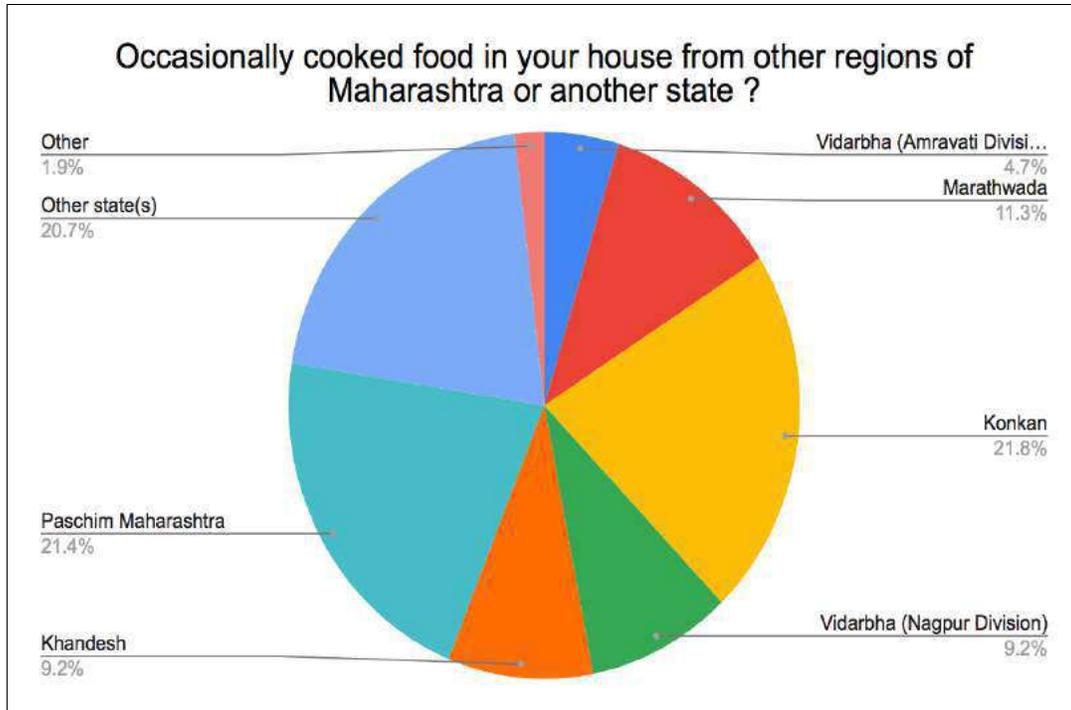


*Graph 9*

When asked about the occasionally cooked food in their house from other regions of Maharashtra - 4.7% cooked food from the Vidarbha (Amravati division), 11.3% cooked food from marathwada, 21.8% cooked food from the konkan division, 9.2% cooked food from vidarbha (nagpur division), 9.2% from khandesh, 21.4% from Paschim Maharashtra. 20.7% cooked food from other states of India and the remaining 1.9% cooked something else.

12. Your comment on the Culture of Maharashtra ?

*"The people of Maharashtra have a rich traditional heritage. The people of the state wear different colorful types of costumes, and there is variation in dance and music according to people's specific localities"*

*"Culture of Maharashtra is very rich and colorful. It has many dimensions like folk sangeet and dance....Food is very delicious.Each region of Maharashtra has their own dialect....Maharashtra is a land of Saints(Sant Bhumi)..."*

*"Maharashtra is the third largest state of India. It has a long history of Marathi saints of Varkari religious movement, such as Dnyaneshwar, Namdev, Chokhamela, Eknath and Tukaram which form the one of bases of the culture of Maharashtra or Marathi culture.*

*"Maharashtrian culture, I find, is extremely progressive in nature. The food is especially well curated to fit the natural resources available to that particular region."*

*"The Maharashtra Culture is one of the most diverse and brilliant all throughout India. We explore the rich heritage, the occasions where the people come together, often regardless of religion and community, the aspects that are unique to the state and their significance in the country of India."*

*"Very contemporary and open... Respects women*

*Proud of it , the coming generations should celebrate and continue the tradition"*

*"It's extremely diverse, vivid and it has a major role in the history of Maharashtra."*

*"Versatile culture with beautiful colours and a tradition to feel attached or feel home to-Culture of Maharashtra."*

*"Jai Maharashtra!"*

*"The Maharashtra Culture is one of the most diverse and brilliant all throughout India.*

*"The culture of Maharashtra is very Cosmo. As it's a very welcoming state to each and every person, people celebrate all the festivals with joy and happiness."*

*"Maharashtra is the third largest state in India & first in Industrializations. Maharashtra is a cosmopolitan state and people celebrate festivals from all religions. Maharashtra has produced great saints, warriors, scholars &  reformists. Rich culture of historical monuments, temples, dance , dramas and film industry . Progressive state in adopting technologies , industrialization."*

*"Maharashtrian culture is one of the most diverse and brilliant in all of India!!"*

*"Maharashtra has a very lovely culture.Due to Bollywood ,Maharashtrian culture has received very high visibility in the entire country.As such all of us (non maharashtrians)are pretty aware of the Maharashtrian culture and food.We love the community festivals of Ganesh Chathurthi and Dahi handi and enjoy every bit of it.Food is simple to cook and  delicious .Vada pav and misal pav my all time favorite."*

*"It's diverse, given the number of immigrants from different states the culture has adopted to accommodate different tastes. Proud to be Maharashtrian."*

*"The Maharashtra Culture is one of the most diverse and brilliant all throughout India. Today we explore the rich heritage, the occasions where the people come together, often*

*regardless of religion and community, the aspects that are unique to the state and their significance in the country of India."*

*"It's quite diverse but very deeply rooted in its heritage and history as well! Well preserved and proudly."*

*"The culture of Maharashtra is beautiful, though I am not a native. I enjoy all the festivals celebrated here. I enjoy the food, especially street food. Pune has a Cosmo culture rather than tradition which made this city so unique and preferred. I am in love with the weather of Pune, no extremes. Monsoon brings heavenly charm to this beautiful city. Everything here is in equilibrium."*

*"Rich culture - teachings of saints, warriors who ruled over India, beautiful temples/ varkari traditions and tourist places. Land of scholars, actors. Land of reformists like Jyotiba Phule & Ambedkar. Scholars/thinkers who led the independence movement like Tilak, Sawarkar and others. Very progressive , industrialized state. Maharashtra.pursues all modern technologies and people from all places, religions are part of this state."*

*"Great culture. Maharashtra has a strong cultural heritage, we have great historical background of chattrapati Shivaji maharaj 's forts his idea of swaraj, mahatma phule and his wife fought for educating girls from Maharashtra only...maharashtrian culture comprises of all the elements of society...we have our style and tradition of celebrating festivals.....maharashtrian cuisine is a great thing ...."*

*"Lai Bhari"*

*"I think the people of Maharashtra has a rich traditional heritage. People prefer to have a simple lifestyle, satvik food and believe in hard work."*

*"Love it and I think we should see to it that it is passed on the next generation of Maharashtrians by making it more fun( but traditional )*

*I love it & would want it to be passed onto the next generation of Maharashtrians."*

*"Recently I read on how we must preserve our culture and I wasn't of that thought or didn't give that much thought until recently. When I joined college I felt like it's so important to have culture according to your region and Maharashtra has a rich culture so I'm learning to embrace it"*

When the respondents were asked to comment about the culture of Maharashtra most of the responses whether maharashtrian or non maharashtrian were well answered in terms of explaining what they like, how the culture is. Many of the respondents mentioned saints, rulers who led maharashtra. They mentioned the food, the festivals and the industries. And also gave their valuable comments on the same. A few of the responses are mentioned above.

*(\* marked questions were compulsory questions)*

*Chapter 5*

# Conclusion

## CONCLUSION

Maharashtra has a rich and beautiful culture and tradition that dates back to the reign of Shivaji Maharaj. These cultures have passed down from generations to generations.As per the researcher's study, food and festivals are a really important part of this culture. Food gives a way of closeness and togetherness. It's a crucial part of every household and an integral part of every celebration. The exchange of food between the regions of Maharashtra brings a sense of brotherhood among all living within the state. Festivals are equally important and are celebrated with great gusto and many delicacies. People wish and visit one another to celebrate them together. The food, and thus the festival, are still practiced; some adhere to them religiously, which keeps the festival alive, while others have been influenced by Western culture.There are various combinations made and a special touch is given to the festivals.The clothing of Maharashtra is comfortable and straightforward to wear and is compatible for his or her occupation of agriculture and for daily and festive wear. Today, these clothing styles are influenced by Western culture and have brought in clothing just like jeans, t-shirts and trousers that are more comfortably worn nowadays. The beauty of this culture also lies in the age-old architecture which is now made visible to tourists and the art and crafts of the artisans which have gotten recognition everywhere in India and therefore the world. Maharashtra's culture is straightforward and adaptable, and as a result, many non-Maharashtrians who have settled in Maharashtra have been influenced by it.

**<u>Suggestions -</u>**

The maharashtrian culture is not very popularized in India or the world. People must learn to appreciate this state with its beauty and variety of food, art, architecture, there is a lot more to research about this beautiful state. This state has no major mentions anywhere in India even though it has a strong history which is still carried forward so fondly. The culture of Maharashtra should be proudly carried forward by the upcoming generations. The state should be recognised for what it is.

# APPENDIX

**1. Name -**

**2. Gender ***

Female        Male        Other:

**3. Age ? ***

18-28        28-38

38-48        48-58

58 and above

**4. Are you a Maharashtrian ? ***

Yes

No

**5. Region you live in ? ***

Vidarbha (Amravati Division)        Marathwada (Aurangabad Division)

Konkan (Konkan Division)        Vidarbha (Nagpur Division)

Khandesh (Nashik Division)        Paschim Maharashtra (Pune Division)

**6. City / Town / Village you live in ? ***

**7. Festivals you celebrate ? ***

All Hindu Festivals        Selected Hindu Festivals

Eid        Christmas

Other:                                                                    ...i

**8. Food cooked in your house during the festivals you celebrate ? ***

Traditional Food                          Staple Food

A combination of staple and traditional     Something different

**9. Languages you speak ? ***

Marathi         Konkani

Hindi           English

Other:

**10. Staple food cooked in your house ? ***

Chapati         Rice

Dal             Sabji

Salad           chutneys and pickles

Vegetarian      Non-vegetarian

Other:

**11. Occasionally cooked food in your house from other regions of Maharashtra or another state ? ***

Vidarbha (Amravati Division)          Marathwada

Konkan                                Vidarbha (Nagpur Division)

Khandesh                              Paschim Maharashtra

Other state(s)                        Other:

**12. Your comment on the Culture of Maharashtra ?**                     ...ii

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# EXECUTIVE SUMMARY

"छत्रपती शिवाजी महाराजांच्या पावन स्पर्शाने पावन झालेल्या महाराष्ट्र मध्ये सर्व जाती-धर्मांच्या आदर केला जातो अशा पावन भूमीमध्ये निसर्ग सौंदर्य गड किल्ले सह्याद्रीच्या रांगा तसेच वेगवेगळ्या जाती-धर्माचे लोक एकत्रित राहतात लोकांचा  आदरातिथ्य खूप चांगल्या प्रकारे आहे"
Avinash (Respondent)

Culture is the mortar that bonds societies together. People worldwide practice a variety of customs, beliefs, and traditions that make them unique. India's culture is among the world's oldest; civilization in India began about 4,500 years ago. Many sources describe it as "Sa Prathama Sanskrati Vishvavara" — the primary and therefore the supreme culture within the world.

Diversity in the culture comes naturally in the third-largest state Maharashtra. Maharashtra is legendary for its unique customs and practices. It has a long history of Marathi saints of the Varkari religious movement, such as Dnyaneshwar, Namdev, Chokhamela, Eknath and Tukaram, which form one of the basis of the culture of Maharashtra or Marathi culture. Maharashtra had huge influence over India under the 17th-century king Shivaji of the Maratha Empire and his concept of Hindavi Swarajya, which translates to self-rule of people. Today's state has Mumbai as its capital..The state of Maharashtra spans multiple cultures, which includes cultures related to Hindus, Muslims, Buddhists, Sikhs, Christians, etc. Lord Ganesha, Maruti, Mahadeo in the form of Shivling, Khandoba, Kalubai devi, and Lord Vitthal are some of the deities worshipped by Hindus of Maharashtra.

The residents of the Maharashtra state along with their culture, language and lifestyle are known as the Marath's, whereas Maharashtrians refer to those people who have migrated to Maharashtra from other regions of India, who may or may not observe the authentic culture and language. Apart from the people living in the urban area, there are many tribal communities. These tribal people strictly adhere to their lifestyles and traditions for they are still not exposed to modernization.

Maharashtra is divided into various regions, such as Marathwada, Vidarbha, Khandesh, and Konkan. Each has its own cultural identity in the form of different dialects of the Marathi language, folk songs, food, and ethnicity.

A lot of factors make up the culture of Maharashtra-

Attire/clothing- the attire of Maharashtra is mainly based on the occupation. Where men wore the dhoti, kurta,pheta,waistcoat and kolhapuri chappals.and women wore nauvari sarees with a blouse and covered their head they also wore jewellery like the nath, earrings etc.

 Food-The staple diet of Maharashtra includes wheat, rice, jowar, bajra, vegetables, lentils and fruit. Meat was not eaten much in Maharashtra until recent times.Some of the dishes

like vada pav, pav bhaji, misal pav and puran poli have become famous throughout the world. The food also differs between the people living between the urban and rural areas.

Architecture- Many significant monuments in Maharashtra, such as Shaniwar Wada, Bibi ka Maqbara, Ajanta Ellora caves, and the Gateway of India, are influenced by various architectural styles.Bibi Ka Maqbara can be seen to have incorporated Mughal architecture, whereas, in Mumbai, formerly known as Bombay, the majority of the architecture is influenced by the British style of architecture and can be seen in the Gateway of India and Chhatrapati Shivaji Terminus. Maharashtra is well-known for its caves, and rock-cut architecture, such as that found in the Ajanta Ellora Caves, is a UNESCO World Heritage Site.Some of the temples in Maharashtra are over 1000 years old.

Languages-The official language of Maharashtra is Marathi. Konakni is spoken in some parts of maharashtra. While the majority do speak Marathi, others speak Hindi, Gujarati, English and other languages. Cities in Maharashtra are metropolitan and are a blend of many cultures and use English as their official language. Most of the people in Maharashtra are multilingual and usually speak both Marathi and Hindi.

Festival -  The people of Maharashtra celebrate other festivals, like Diwali, Christmas, Eid, and New Year. In most places, people celebrate all major festivals irrespective of their religion and, honestly, that just shows the unity and closeness among them.

Folk dance and music- The folk music and dances of Maharashtra are Koli, Powada, Banjara Holi dance and Lavani dance. The Powada dance form shows the achievements of Shivaji Maharaj, the Maratha ruler. music of Maharashtra won't be complete without the mention of Natya Sangeet, numerous folk songs and its great saint poets.

 Film industry- Maharashtra is the land of the film industry and is well adapted to it.

Tourism- Maharashtra is a diverse pack when it comes to tourism-be it the Gateway of India in Mumbai, Mahalaxmi Temple in Kolhapur or the Forts around Pune. Maharashtra is full of culture and diversity. Tourism is a very promising industry in India with a large number of tourist spots and attractive features

Religion - Maharashtra's religious diversity reflects that of India as a whole. Hindus predominate, followed by Muslims and Buddhists.

Occupation - Traditionally, the occupation of the majority of Maharashtra was agriculture.People near the coastal regions of the Konkanis are involved in fishing activities. But over the years, many places have been developed and industrialised, giving rise to various business and job opportunities for people.

Art and craft - The artisans of Maharashtra are very precise and delicate in their work. The Kolhapuri chappal. Paithani saree, Kolhapuri saaj, Mashroo & Himroo, narayan peth, warli painting and bidriware are the arts and crafts of Maharashtra.

The researcher's data analysis mainly questioned the respondents about food and the festivals where they showed the most connection. When asked about their views on the culture they all mentioned about the food, the festivals, and how diverse and traditional the culture.

● ● ●

DECCAN EDUCATION SOCIETY'S

BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

PUNE – 411004



A PROJECT REPORT ON

**"LIFESTYLE OF PUNE CITIZENS WITH RESPECT TO FOOD HABITS"**

PREPARED BY

**KAJOL SUNIL LOHIYA**

UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**

SUBMITTED TO

**BMCC PUNE**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT

OF THE

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONALBUSINESS)

(YEAR 2020-2021)

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. ....KAJOL SUNIL LOHIYA.......................................

..............................................................................................................

of B.B.A.I.B. Exam Seat No......-......... has satisfactorily completed the

project work.

Title ...LIFESTYLE OF PUNE CITIZENS WITH RESPECT TO FOOD HABITS.......

..............................................................................................................

Date : **JUNE 2021**                                                                    Place - Pune

Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**        **Internal Examiner**        **Principal**        **B.B.A.I.B Incharge**

# DECLARATION

I Ms Kajol Sunil Lohiya of Ty BBA IB hereby declare that the project report submitted on "LIFESTYLE OF PUNE CITIZEN WITH RESPECT TO FOOD HABITS", made under the subject of Research Methodology subject code-3606 represents my own collection of information, original research and work, which was carried out by me at Brihan Maharashtra College of Commerce (Autonomous),Pune.

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce.

I further declare that the forgoing statements made by me in regards to my research report are correct and complete.

Ms Kajol Sunil Lohiya

TY BBA (IB)

BMCC

# ACKNOWLEDGEMENT

I HAVE TAKEN EFFORTS IN MAKING THIS PROJECT, BUT IT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THE KIND SUPPORT OF MANY INDIVIDUAL. STATING THIS I WOULD LIKE TO EXTEND THANKS TO ALL OF THEM. FIRST AND FOREMOST, I WOULD LIKE TO THANK PROF. MANJUSHA WADEKAR FOR HELPING ME RIGHT FROM SUPPORTING ME TO SEKECT THE TOPIC TILL THE VERY END. I AM GRATEFUL TO THE GUIDANCE AND HER VALUE ADDITIONS AT EVERY STAGE OF THE PROJECT. .

 I HAVE ALSO VERY THANKFUL TO THE HEAD OF DEPARTMENT OF BBA (IB), MS KAJOL LOHIYA OF BRIHAN MAHARASHTRA COLLEGE OF COLLEGE, PUNE FOR PROVIDING ME THIS GOLDEN OPPORTUNITY TO WORK ON THE PROJECT REPORT: ''LIFESTYLE OF PUNE CITY WITH RESPECT TO FOOD HABIT'' LASTLY I THANKS MY FAMILY AND FRIENDS FOR CONSTANT MOTIVATION AND SUPPORT THAT PLAYED AN FRIENDS FOR CONSTANT MOTIVATION AND SUPPORT THAT PLAYED AN INDISPENSABLE ROLE IN COMPLTION OF THIS RESEARCH PROJECT REPORT.

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Chapter 1

Introduction

## LIFESTYLE:

Lifestyle is the interests, opinions, behaviours and behavioural orientations of an individual group or cultural…The broader senses of lifestyle as a ''way or style of living'' has been documented since 1961. Lifestyle is a combination of determining intangible or tangible factors. A healthy lifestyle simply means doing things that make you happy and feel good. For one person, that may mean walking a mile five times a week, eating fast food once a week, and spending virtual or in-person time with loved ones every other day.

These days you might have noticed that the older generation is living longer, and the 'new' generation is dying younger. The people we often call "ok boomer" are aging gracefully and the ones with 'swag' cannot even boast of growing into old age let alone doing so gracefully. People stay up all night either working, scrolling or gaming. A disease 'meant' for people in their 60+ is now attacking all ages. When we compare, the difference is big. Heart attacks, diabetes, hypertension, strokes, high cholesterol and even fibroids which were known to be old age sicknesses/diseases are now being 'suffered' by young people. Most of us have two kitchens, namely our home kitchen, and fast food restaurants. If it's not the 'fast' food we've prepared in the microwave, it's the fast food our alternative kitchen is ready to serve. We're stuffing our faces with saturated fat and clogging our arteries. Too many cars (pollution), processed foods, excess dependence on technology and 'white-collar' jobs, I personally think, are adding to our woes.

## LIFESTYLE IN 21$^{ST}$ CENTURY:

21$^{st}$ century was first truly global effort to enhance the health of the people. The world has been tremendous gain in health in the past 50 years. People living in the 21$^{st}$ century generally have better quality of lives than people born in earlier centuries. Older generation had a healthier lifestyle due to their health, food, diet moreover air and land pollution which is one of the reason for today's world. Living in 21$^{st}$ century is more convenient, and with the advent and development of modern life. The defender of the older lifestyle argue that quality of life in past centuries, was by superior to our time. People in 21$^{st}$ centuries has surely seen a positive boom in the technology, healthcare and quality of life. Living a healthy lifestyle is all about the choices we make. It is not easy but nothing in this world, have comes easy. If we take it one day at a time and start adopting to a healthy lifestyle. We can enhance our life ourselves and everyone around us and we can make your life healthy. The paramount element of healthy lifestyle is healthy eating habits. According to multiple researches, a switch to a healthy diet improves mental health significantly. Globally, more than 300 million people of all ages suffer from depression. But it is a disease of the brain, and researchers find that ensuring it receives the proper nutrients is a way to prevent and treat depression. To address this aspect of healthy lifestyle, our diet should include whole foods, adequate protei green protein vegetables, probiotics and good amount of water. Foods such as walnut, fish, coffee, blueberries, dark

chocolate and nuts contain nutrients which are best for our brains. We need to keep our brain healthy as it is responsible for keeping our life on track.

## SIMPLE WAYS TO MAKE HEALTHY LIFESTYLE CHOICES

- ➢ **Exercise regularly** – The Indian Medical Association recommends at least 30 minutes of moderate-intensity activity at least five days a week, and that's because an active lifestyle can help you achieve far more than muscle mass or weight loss. ...

- ➢ **Eat well**- A healthy diet is essential for good health and nutrition. It protects you against many chronic non-communicable diseases, such as heart disease, diabetes and cancer. Eating a variety of foods and consuming less salt, sugars and saturated and industrially-produced trans-fats, are essential for healthy diet.

- ➢ **Get enough sleep**- As per doctor's advice that healthy adults need between 7 and 9 hours of sleep per night. Babies, young children, and teens need even more sleep to enable their growth and development. People over 65 should also get 7 to 8 hours per night.

- ➢ **Manage stress**- If you're living with high levels of stress, you're putting your entire well-being at risk. Stress wreaks havoc on your emotional equilibrium, as well as your physical health. It narrows your ability to think clearly, function effectively, and enjoy life.

- ➢ **Be social**- As humans, social interaction is essential to every aspect of our health. Research shows that having a strong network of support or strong community bonds fosters both emotional and physical health and is an important component of adult life.

- ➢ **Break bad habits**- Bad habits interrupt your life and prevent you from accomplishing your goals. They jeopardize your health — both mentally and physically. And they waste your time and energy.

**PUNE AS A CITY**:

Pune, earlier called 'Poona', is situated in the state of Maharashtra, India. It is also known as the "Queen of the Deccan" and attained its high importance when it became the capital of Marathas in the 17th century. Being the second largest city of Maharashtra, Pune is known for its rich Maratha culture and well-established manufacturing. Pune is widely regarded as the second major IT hub of India and the top automobile and manufacturing hub of India. It is known as the Oxford of the East with the presence of a wide range of educational institutions. India's first indigenously run girls school was started in Pune by Savitribai Phule and Fatima Sheikh. The city has emerged as a major educational hub in recent decades, with nearly half of the total number of international students in the country studying in Pune. Research institutes of information technology, education, management and training attract students and professionals from India and overseas.

The population of Pune is over 7 million and receives an annual rainfall of around 68 cm. Marathi, Hindi and English are the major languages spoken in this city while the popular religions are Hindu, Christians, Muslims, Sikhs, Siddhis and Paris's.Pune is the cultural capital of the Maratha peoples. The city first gained importance as the capital of the Marathas in the 17th century. It was temporarily captured by the Mughals but again served as the official Maratha capital from 1714 until its fall to the British in 1817. It was the seasonal capital of the Bombay Presidency and is now a popular tourist resort, offering cool weather, historic and religious monuments, museums, parks, hotels, and cultural attractions.

**People -** Pune represent an amalgamation of different cultures and a mixture of different civilizations. The traditional Maharashtra lifestyle is prevalent in the city. People from multiple religions are found here.

**Language & religion-** People in Pune speak different regional languages. The official language of Pune is Marathi and most of the people speak in Marathi only. Besides Marathi, people also speak Hindi, English and the local language. Numbers of religions are followed in Pune. The major religion followed in Pune is Hinduism, whereas other religions like Sikhs, Christians, and Muslims are also here.

**Fairs and Festivals-** The popular festival of Pune is Chaturshringi Fair which is held during the Navratri festival. Sawai Gandharva Music Festival is also one of the popular music festivals during this time.

**Food-** The cuisine of Pune is quiet spicy and a large amount of green chillies are used in preparing cuisines here. The local food of Pune gives a typical flavour of coconut and garlic.

Pune, also called "The Oxford of the East", attracts students from all over the world. The city has a long list of premier educational institutions for higher studies. Alongside some of the best colleges in the country, the city is also home to some finest schools that provide a holistic education for young minds.

Pune is a city that has something to offer to each and every age group. It is a nice place if you have family and will make a great place for the growth and development of your kids. Owing to the peaceful atmosphere, old-age group also have a soft corner for this city. But recently it has seen a lot of youngsters settling in. Pune is the answer if you are finding a career change or if you want high-quality education as the city has lots of universities and colleges which make it the IT Hub and Education Hub. As we all know Pune has developed in almost every region and thus people tend to move to this city but this does not mean that a city like this will always be able to attract youngsters from all over the nation.

**Growing trend of online food delivery in Pune,**

Online food delivery has emerged as one of the most fast-paced developments in the e-commerce space. This sector has revolutionised the entire outlook towards the food industry as consumers now have the privilege to choose from a wide variety of cuisines, anywhere, anytime from a range of restaurants listed online. Moreover, customer flexibilities in form of no minimum order value and various payment options like the internet banking, digital wallets and cash on delivery have further enhanced the convenience of all consumer categories. The growing urbanisation with easy access to smartphones has accelerated the growth of online food delivery system.

India's online food business segment reached as high as USD 750 million in 2017, registering a YOY revenue growth of 150% (2016 and 2017) and growing at an exceptional CAGR of approximately 140% since 2014.

1.1
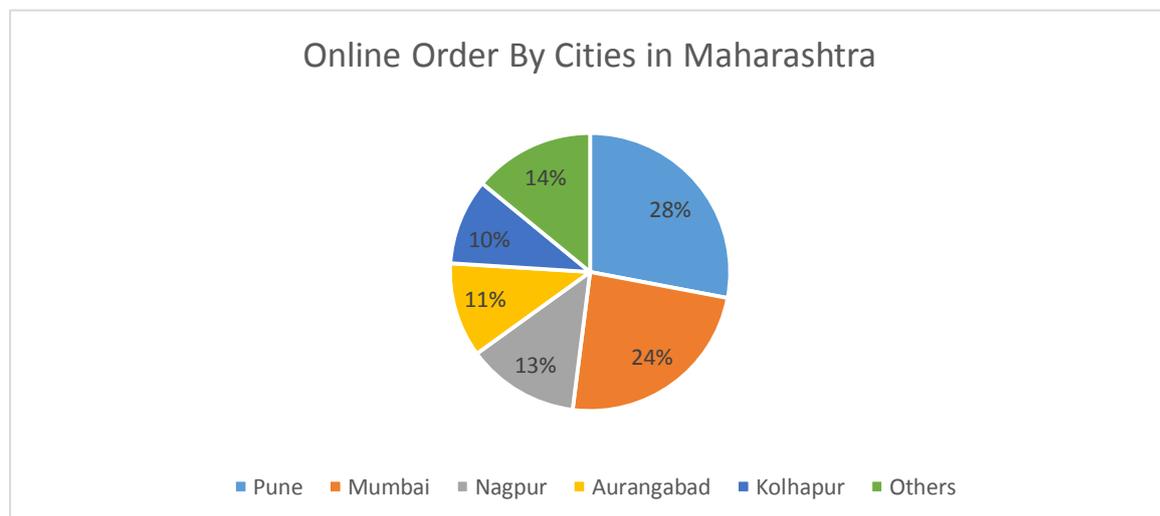


The future of the online food delivery sector in India can be gauged from the high investments pouring in for the big players Zomato and Swiggy, which have received huge investments from foreign investors. Zomato's valuation reached $1.1 billion with $200 million investment from Ant Financial. The investment is expected to boost its technology and expand its foothold globally. On the other hand, Zomato's close competitor Swiggy is not far behind with the latter raising funds from Chinese e-commerce company Meituan-Dianping and its existing investor

Naspers worth $100 million. This will strengthen its market position, new services and product offerings. Additionally, the food delivery firm Food panda entered a $200 million deal with Ola, which acquired Food panda's India operations to help it grow domestically.

# CHAPTER 2

# Literature Review

To understand the lifestyle dynamics it is essential to understand the city demography of Pune. The Pune urban or agglomeration as defined by the census includes area under pune, Pimpri chinchwad and three cantonments of pune namely Dehu road, khadki and a few semi organised villages on the periphery.

**1.2**
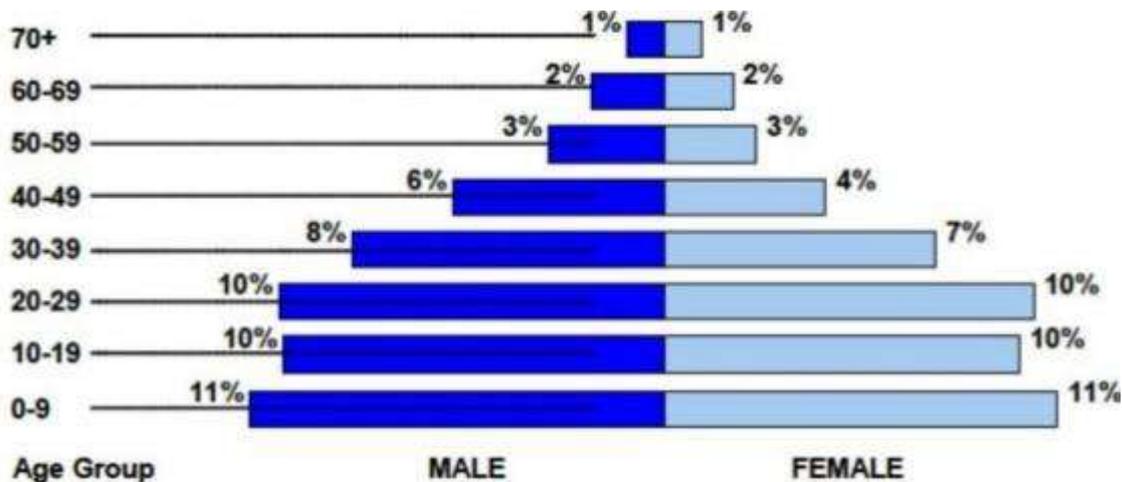


As per the above chart it can be ascertained that 40% of the city population is in the age group of 10-30 i.e. youngsters, while another 22% of the population is below 10 years of age. Thus the lifestyle in pune is youngster centric, hence there is a tremendous growth in fast food chains in the past decade. As per the city news the quick service restaurants (QSR) stand at a mammoth 248 food chains both local as well as international. There are around 8000 plus restaurants in pune city itself.

**Statistical data on junk food consumption in Pune,**

➢ 93 per cent children eat packaged food more than once a week
➢ 56 per cent children eat sweet food items such as ice cream and chocolates more than once a week
➢ 59 per cent children aged between 14 years and 17 years eat packaged beverages or food at least once a day.
➢ 83 per cent children drink milk food drinks and 69 per cent eat breakfast cereals such as cornflakes as their first meal of the day before heading to school.
➢ 91 per cent children carry lunch box from their homes but 40 per cent children consume packaged food to school almost daily.

The cause of obesity among children in the city is mainly being attributed to an unhealthy lifestyle and lack of exercise by paediatricians and diabetologists here. Added to this is the lack of awareness, because of which a child's parents and teachers are unable to pay attention to their ward's diet thus aggravating the Symptom

Abhay Mutha, a consultant diabetologist and president of the diabetes care and research foundation, says, "I had conducted a study on obesity among children and adolescents in the city last year, with a sample size of around 1,200 students from across six schools. Almost 15-16 per cent were obese and were facing health problems ahead in their life because of their bad diet and unhealthy lifestyles. Others too had some minor health problems."

Mutha says obesity among children and teenagers, from the age of six to 14, is a problem which is seeing a steady increase. It is a result of having parents who are working and busy, and do not know that obesity could prove to be harmful. "Parents today grab something for their children's tiffin on the way to school and that something is mostly junk food. Today, most children's lunch boxes have either potato wafers, cakes, pav bhaaji or something similarly, which is not nutritious," he rules.

Agreeing with him is city-based bariatrician Shashank Shah, who says obesity among children is more like an epidemic than a disease. "Today, roughly 13% of India's adolescents are obese. But due to the lack of awareness regarding the disease, people wait till the child becomes a chronic obese before getting any help. There has been a drastic change in the lifestyle of children in the past few years, especially since the advent of computers. Today, we have more cyber-cafes in our cities, than playgrounds," he says. A parent gives the example of his son, who, at the age of eight, weighed almost 115 kg. "My son was suffering from asthma and due to his excess weight, he could not even lie down head to sit and sleep. He could not move around properly and had joint pains. We consulted dieticians, tried out yoga and exercises. However, nothing seemed to work till our family doctor advised us to take my son for a surgery." The surgery was a success and, today, the 10-year-old boy weighs 40 kg and has no problem in moving. "He runs around and cycles like a normal child," the father smiles. Says Shah, "Our body is essentially designed to live with lesser calorie intake. We can survive on lesser food intake. But availability of food with excess calories has resulted in an increase in people prone to diabetes. "Paediatrician Kumar Mandhare says even excessive consumption of milk could lead to obesity." While these children may not suffer from any illness now, they are prone to diabetes and arteriosclerosis. Hypertension is another problem they could face in the future," he says. Mutha also points out that very few people get the routine roti-sabzi' in their tiffin's today. "In our time, we used to carry balanced and nutritious food. Also, the children do not participate in any sports activities, barring a few who are on some sports teams," He says. Shah too feels there are multifactorial reasons for the symptoms. "Westernisation is a major factor. It has led to paradigm shift in the lifestyles of children today. The nutritious food of our times has been replaced by calorie-rich fast-food. "He says that obesity could also lead to a slump in a child's social and emotional performance." Many children feel inferior to others and feel abnormal. Such children need proper counselling. There is a need to increase awareness about this disease in the society," he says

# Health Effects of Junk Food-

Scientist and researchers have been talking about the adverse effects of junk food for decades. The harmful effects which are associated with junk food eating are generally characterised as short term and long term effects.

- **Short term impacts on health-**

1) Reduced Energy- Though a person eats sufficient quantity of junk food, they will still feel weakened since it contains little, if any nutritional value.

2) Reduced concentration-People who eat a lot of junk food which is rich in oil and fat, may not be able to concentrate on work, they may feel lethargic, and their blood circulation may be affected.
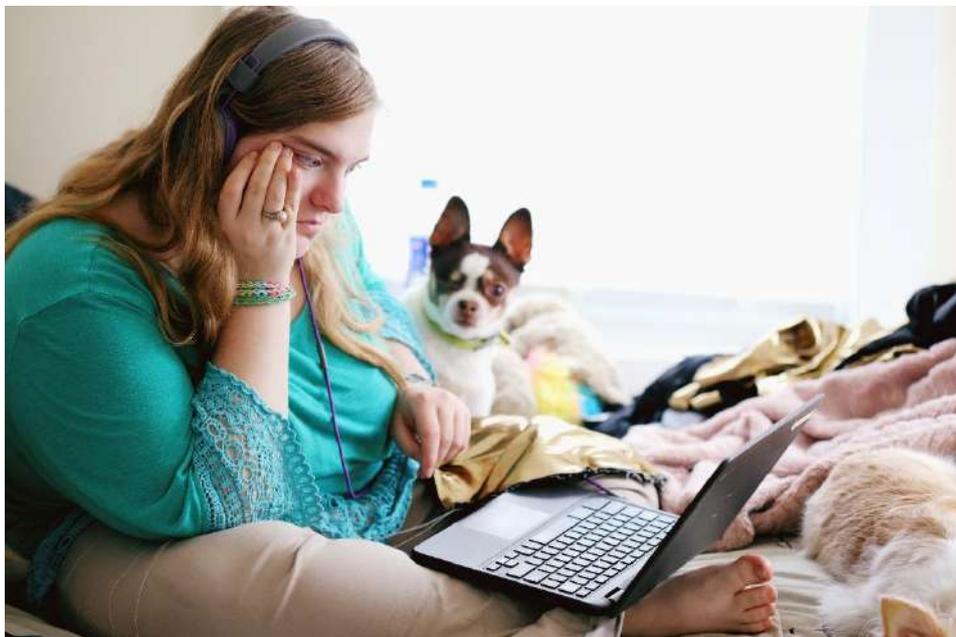


- **Long term impacts on health-**

1) Heart disease- Eating junk is one of the primary reasons of heart disease, myocardial infraction being one of the example. This occurs when plaque is formed in the arteries.

2) High Cholesterol – Junk diet also creates high cholesterol which affects your liver. Continuous consumption of it may damage your liver or even disrupt the metabolism of body.

## Impact of Covid 19 on Food Habits-

On December 12th 2019, a new coronavirus (SARS-Cov2) emerged in Wuhan, China, sparking a pandemic of acute respiratory syndrome in humans (COVID-19). On the 24th of April 2020, the number of COVID-19 deaths in the world, according to the COVID-Case Tracker by Johns Hopkins University, was 195,313, and the number of COVID-19 confirmed cases was 2,783,512. The COVID-19 pandemic represents a massive impact on human health, causing sudden lifestyle changes, through social distancing and isolation at home, with social and economic consequences. Optimizing public health during this pandemic requires not only knowledge from the medical and biological sciences, but also of all human sciences related to lifestyle, social and behavioural studies, including dietary habits and lifestyle.

In particular, after almost 4 months of lockdown, India is the third world's worst-affected country in the CoViD-19 pandemic. Due to sudden lockdown various changes have occurred in the habits and lifestyles of the public, with a complete reduction of any form of socialization. Physical distancing and self-isolation strongly impacted people lives, affecting in particular eating habits and everyday behaviours.

Eating habits and lifestyle modification may threaten our health. Maintaining a correct nutrition status is crucial, especially in a period when the immune system might need to fight back. In fact, subjects with severe obesity (BMI $\geq 40$ kg/m$^2$) are one of the groups with the higher risk for COVID-19 complications. People with obesity have decreased expiratory reserve volume, functional capacity and respiratory system compliance. In patients with high abdominal fat, pulmonary function is further compromised in the supine position by decreased diaphragmatic excursion, making ventilation more difficult. The inflammatory state is also one of the most important factors of the severity of lung disease in COVID-19, which leads to the famous *"cytokine storm"* associated with the acute respiratory distress syndrome and multiple organ failure.

After hours of non-stop work from home or doom scrolling for all pandemic news, that packet of chips always spells comfort, doesn't it? The fact that we learnt to whip some interesting banana bread, panipuri and dalgona coffee and other "gourmet" dishes over the course of the last year, is only adding to indulgence! Dealing with panic, fear, or facing uncertainties, inevitably leads to stress eating. However, if you often find your home littered with chips, chocolates, namkeen and chiwda packets – you are literally eating your stress and emotions.

Even experts have noted that the pandemic has increased stress eating or emotional eating. "It seems very natural to seek comfort in 'eating good food' when faced with stressors as big as pandemic and lockdown. The pastries, cakes, chips, friend snacks appear like the only good thing happening to you while anxiety and stress wreak havoc in your life. But this coping strategy is harmful in the long run as it can lead to multiple physical issues," notes clinical psychologist Servesh Rana.

**Effect of pandemic in Pune citizen's lifestyle,**

27% were eating unhealthy food

48% Din't feel motivated to eat right

63% State boredom as reason for eating unhealthy
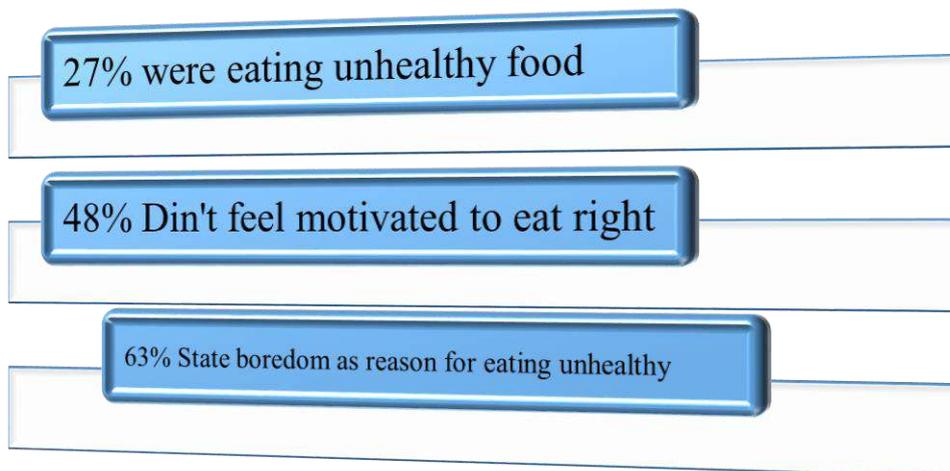
## What is emotional eating?

Emotional eating is referred to eating when you feel low and want to suppress or soothe negative feelings. Emotional eating can make one feel guilty, which in turn leads to a cycle of excess eating, weight gain and other associated issues. Work stress, health issues, relationship struggles and financial worries are common causes of emotional eating. These negative emotions can lead to a feeling of emptiness or an emotional void. During emotional eating, food is believed to be a way to fill that void and create a false feeling of fullness or temporary wholeness. Both men and women can be affected by emotional eating, however it is found to be more common in women. Emotional eating can make it difficult for a person to understand the difference between physical and emotional hunger. Feeling emotionally low or taking stress increases levels of cortisol, which may lead to more cravings.



More often than not, those who indulge in emotional eating end up feeling worse than before. Thoughts of having consumed unnecessary calories irk the brain, making you feel guilty, while the feeling of being stuffed by overeating might cause physical and emotional discomfort. Moreover, since emotional eating is hard to control, it often leads to overeating and subsequent weight gain, and overeating might even lower your self-esteem and self-image, making you feel sad or helpless.

## How to counter emotional eating?

The most important step to counter emotional eating is learning to differentiate between emotional and physical hunger. Psychiatrist Dr Sayali Das explains, "If your stomach is grumbling, or a headache is coming on and you feel light headed – then you are actually hungry. But, if you are eating when you feel low, bored, and unhappy and have specific cravings like chocolates, ice-cream, cakes or pizza – you may not actually be hungry; you are just trying to soothe an unpleasant or unwelcome feeling." She adds that once this difference is established, countering it becomes easier. "People generally blame food for gaining weight but overdoing any kind of emotional eating – even if it

is salads – can be detrimental. The individuals need to find intervention for the negative emotion, not food," she says.

## Breaking the cycle of emotional eating-

Instead of allowing your emotions dominate, try to channelize your emotions in a more positive manner.

➢ Identify the problem: Find out what's making you binge eat? Then change the environment around you to counter that emotion.

➢ Process your emotions: Try journaling, venting it out or accepting what you are going through.

➢ Indulge in healthy, yet balanced food: If you go on fad diets, you will end up messing the system even more. Focus on eating right.

➢ Don't get caught in the guilt of gaining weight: Rather, shift your focus towards feeling fit

➢ Having meal plans and routine is key in breaking the cycle: Stock up your pantry and plan meals for the week to avoid eating junk

➢ "Breaking the cycle of emotional eating will take time. While you're working towards it, be kind to yourself, try to meditate and take up some form of physical activity and stay hydrated"

# Chapter 3
# Research Methodology

To study the lifestyle of pune citizens in regards to their food habits, we will first have to understand the demography of the city. The city is regarded as the oxford of the east primarily due to numerous educational institutes in the city. The city has one of the highest number of student population below the age of 30 years. Food habit of the city has been largely affected by the enormous population of youth.

**1.3**
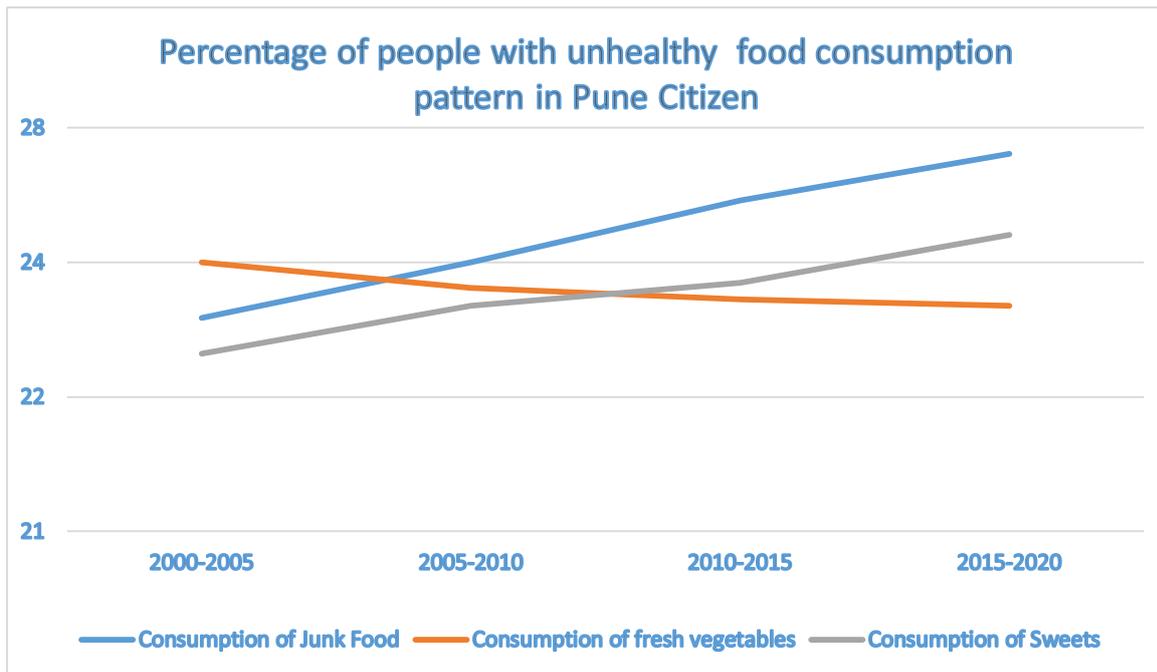


Junk food contains little or zero nutritious value to their diet to much of unnecessary and fat which are unless and harmful to human health. Junk food is typically ready to eat convenient food containing high level of saturated fats, salt or sugar and little or no fruits and vegetables or dietary fibres. Junk food is considered to have little or no health benefit, while a regular consumption could lead to short term or long term health issues.

The marketing for junk food is done on large scale and it is consumed in all over the world by all the age groups. Since it is unhealthy we should take necessary steps in solving it and this can be done with the help of data collection.

# DATA COLLECTION

Collection of statistical data is the fundamental basis for all the statistical analysis. Before collecting statistical data one should clearly defined:

**A**: The purpose of inquire

**B**: The source of information

**C**: Scope of inquire

**D**: The degree of accuracy

**A**: **THE PURPOSE OF INQUIRE:** Statistical data collected here are to draw desire conclusion based on data. The information can also be useful for some other survey.

**B**: **SCOPE OF INQUIRE:** For any investigation of a statistical problem, one has to decide the geographical area to be covered, the field of inquire to which it is to be confined. The scope here is confined to city of Pune.

**C**: **SOURCE OF INFORMATION**: The statistical data here is collected by conducting surveys

- **PRIMARY DATA**: The statistical data has been collected by conducting a survey, in this case the data collected is called as primary data. The primary data here has been collected by surveys and questionnaire through Google forms.

- **SECONDARY DATA**: Sometimes data collected by others may be sufficient for investigation, in this case the data used from some other source is called as secondary data. Secondary data here has been limited to websites and available researches.

**D**: **THE DEGREE OF ACCURACY**: Absolute accuracy is neither possible nor desirable in a statistical inquire. Statistical inquire involves large collection of data a reasonable standard of accuracy is sufficient, and has been maintained.

# DIRECT INVESTIGATION METHOD:

To get information it is essential that the investigator should be tactful in getting the information from the individuals. The data obtained are reliable and accurate. Due to covid 19 restrictions direct investigations were conducted by connecting to a couple of dieticians via video conferencing.

# STATISTICAL METHOD USED

- **BAR DIAGRAM**

  A bar chart or bar graph is a chart with rectangular bar with lengths proportional to the value that they represent. The bars can be plotted vertically or horizontally. Bar charts used here are for qualitative and categorical data.

- **COMPONENTS BAR DIAGRAM**

  Sub –divided or components bar charts is used to represent data in which the total magnitude has been divided into different components.

- **PIE DIAGRAM**:

  A pie chart (or a circle graph) is a circular chart divided into sectors. Illustrating proportion. Pie chart the arc length of each sectors (and consequently its central angle and area) is proportional to the quantity it represents. Pie charts used here to represent data in percentage.

**TOPIC TO STUDY**: **Lifestyle of citizens of Pune in respect to food habits.**

**SAMPLE QUESTION**: **15**

**SAMPLE UNIT**: **55**

**STATISTICAL METHOD USED**: BAR DIAGRAM, PIE CHART, COMPONENT BAR DIAGRAM, LINE GRAPH ETC.

**Chapter 4**

**Data Analysis & Interpretation**

The pie chart below represents the age groups that responded to the survey. It can be seen clearly that people in the age groups from 18-30 and 30-45 years of age have responded majorly.

**1.4**

**Age Group**
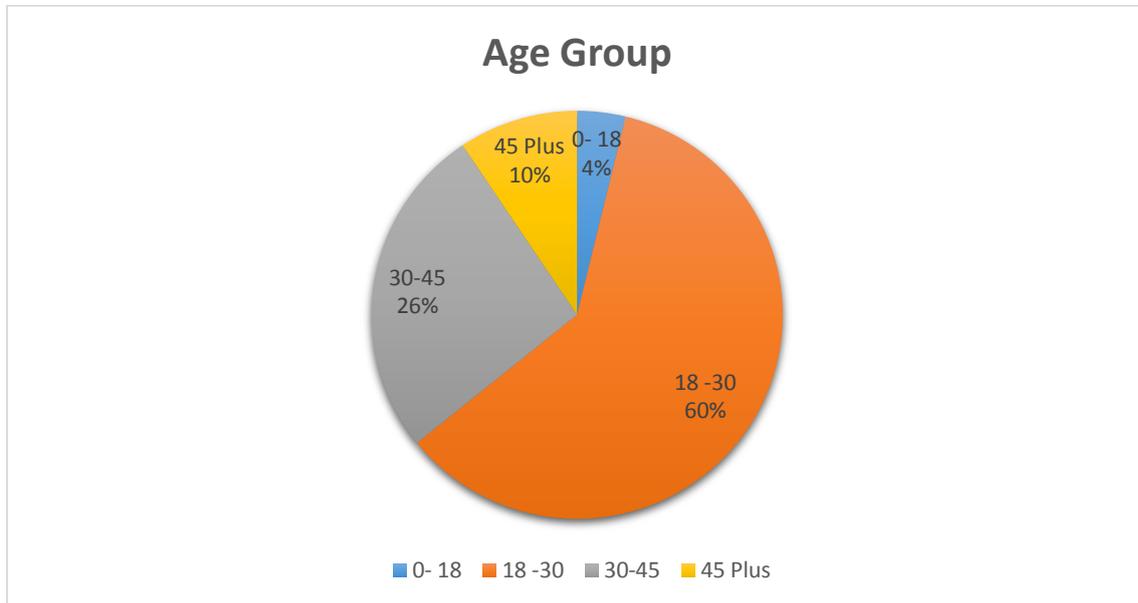


The survey conducted shows that males have responded 59.6% which is more than female respondents. This indicates that males were more liberal in discussing their food habits.

**1.5**
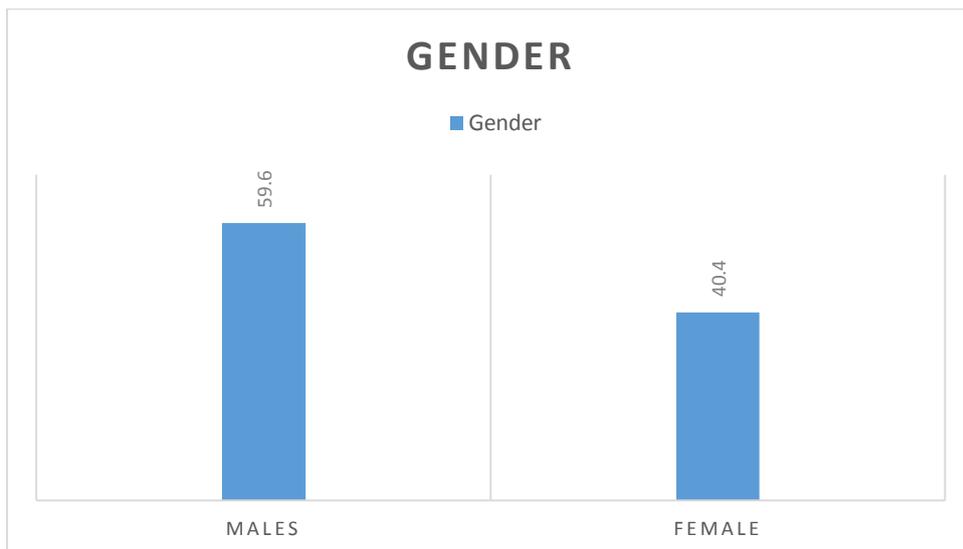
During the survey it was found that a vast majority of people consume outside food at restaurants, eateries etc. It can be seen that more than 50% of people were consuming outside food around 1-3 times in a week.

**1.6**



Percentage of people eating outside food in a week
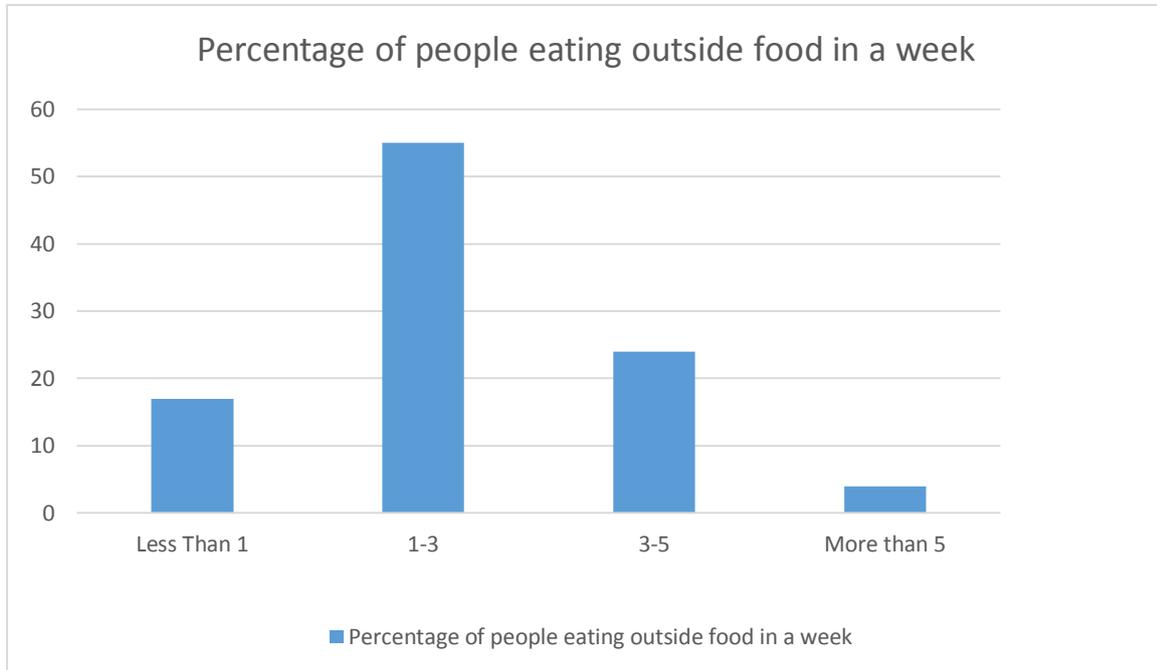
As per the survey it was found that 3/4th of the respondents were vegetarian or preferred to eat vegetarian food regularly.

**1.7**
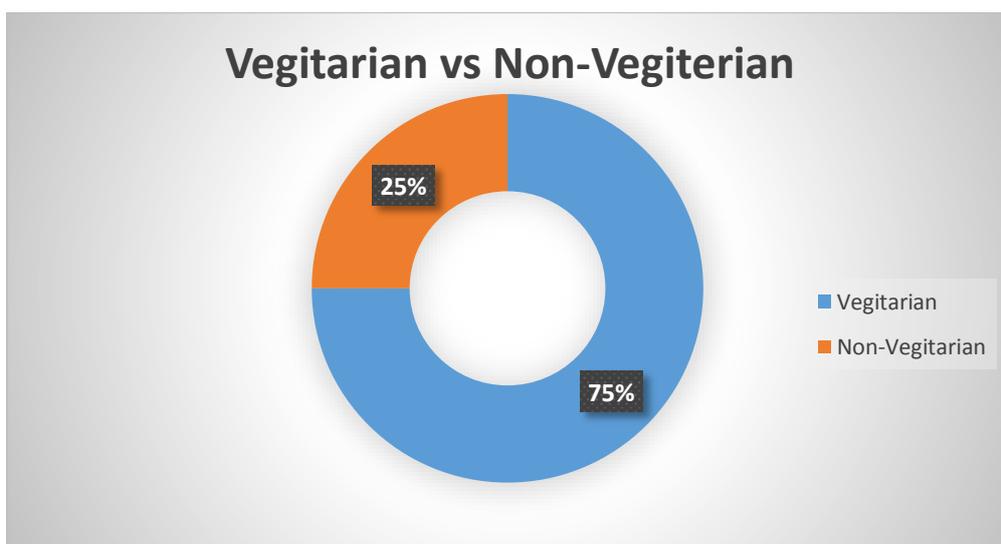
Junk food contains high quantity of fats and cholesterol which can be attributed to its majorly fried properties. The survey below shows the number of times people eat fried foods.

**1.8**

**EATING FRIED FOOD IN A WEEK**
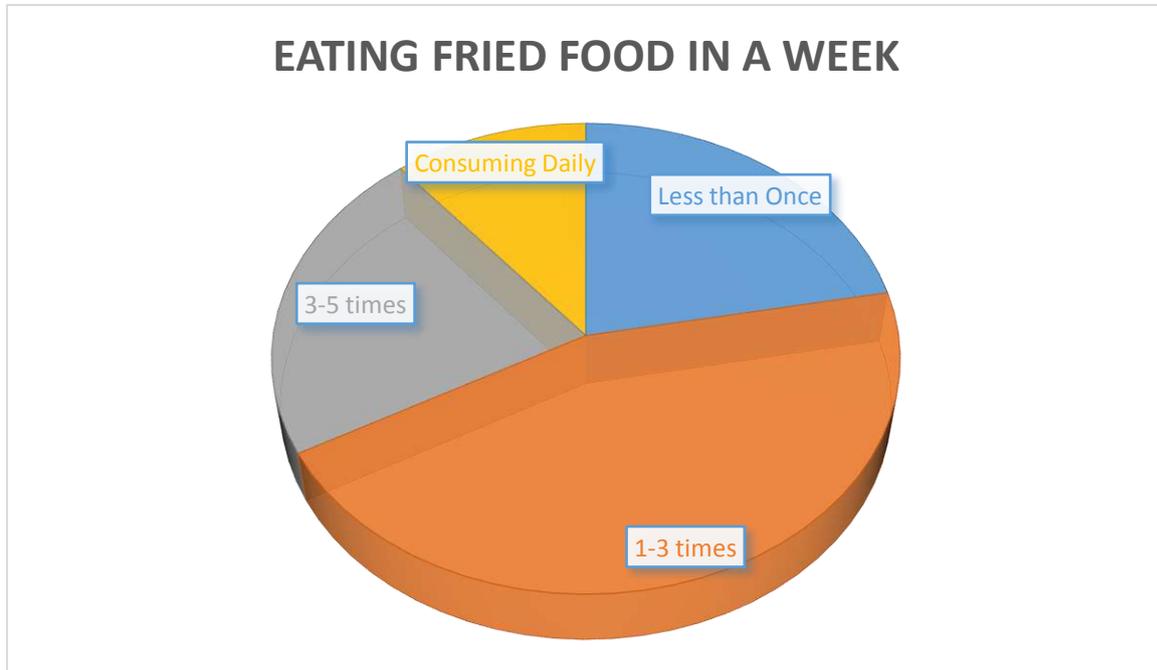


Exercise plays a key role in maintaining healthy lifestyle. Citizen of pune are a lot health conscious, which can be seen through the statistical representation below.

**1.9**

**DO YOU EXERCISE REGULARLY ?**
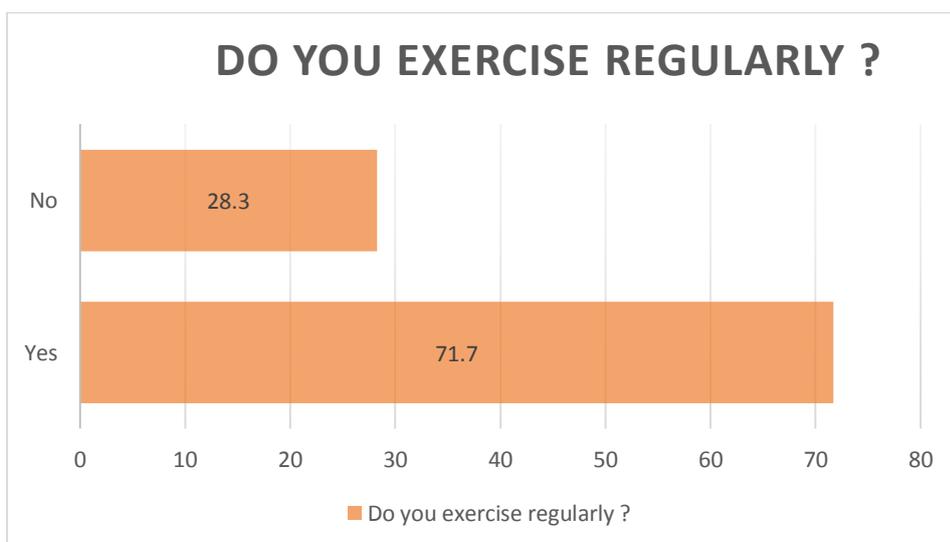
The consumption of vitamin supplements have been on rise in the last few decades, which can be attributed due to the shortage of required nutrients in the food habits. The chart below explains the increasing trend of taking vitamin supplements.

**1.10**



Are you taking vitamin supplements ?

- Never: 28.5
- Occasionally: 52.4
- Regularly: 19.1
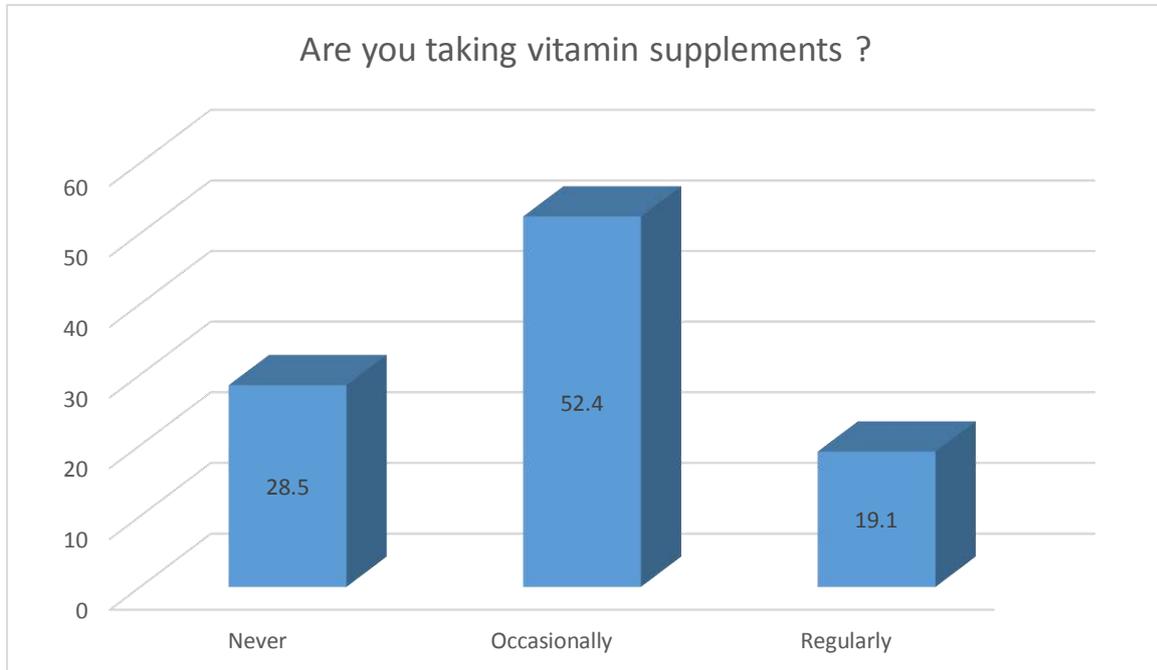
Milk is a good source of calcium and vitamin D, which is essential in the development of bones. It can be noted that a majority citizens of pune consume milk on daily basis.

**1.11**



DAILY MILK CONSUMPTION

Yes | No

26%

74%
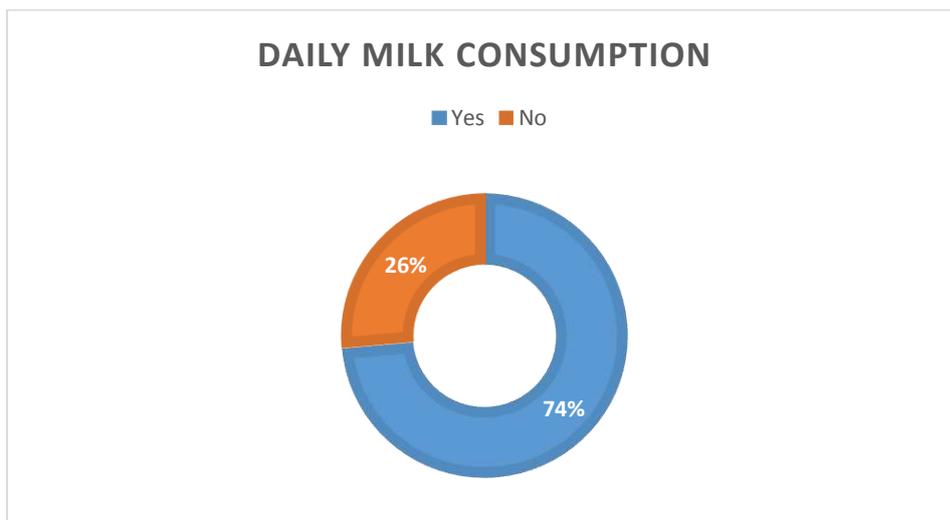
It can be noted that around 71.2% of respondents have a habit of eating breakfast, while around 28.8% people skipped breakfast on regular basis.

**1.12**
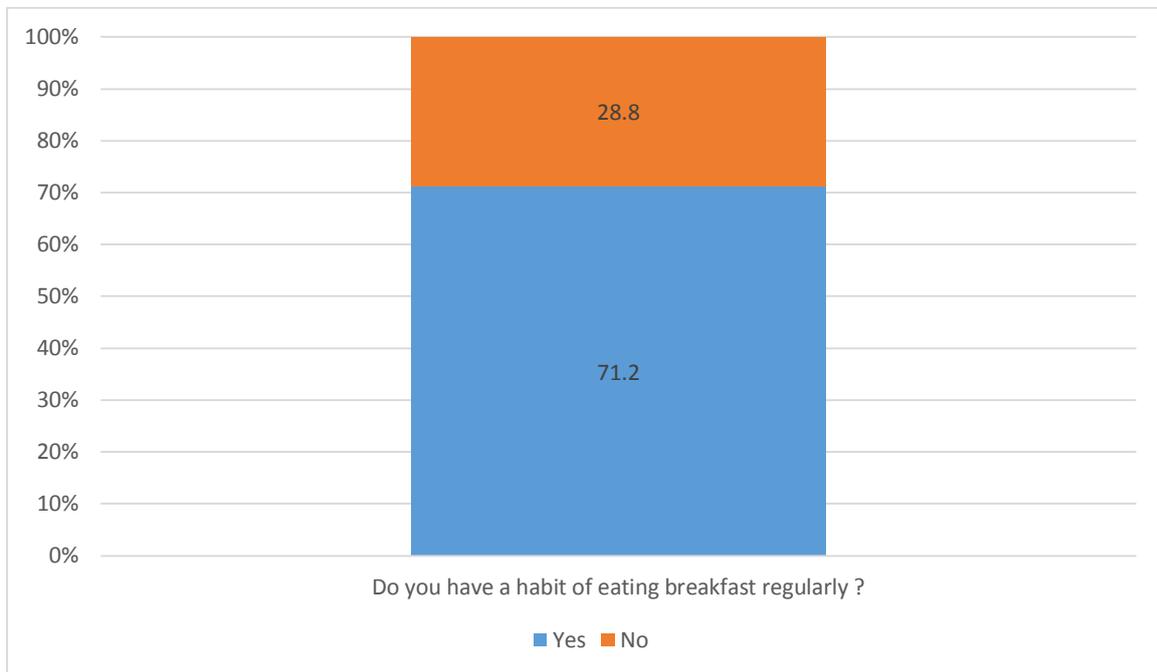


Citizen of pune are fond of their traditional foods like poha, upma etc. for breakfast. This can be ascertained from the pie diagram below which explains that around 55% of people prefer Indian foods for breakfast.

**1.13**
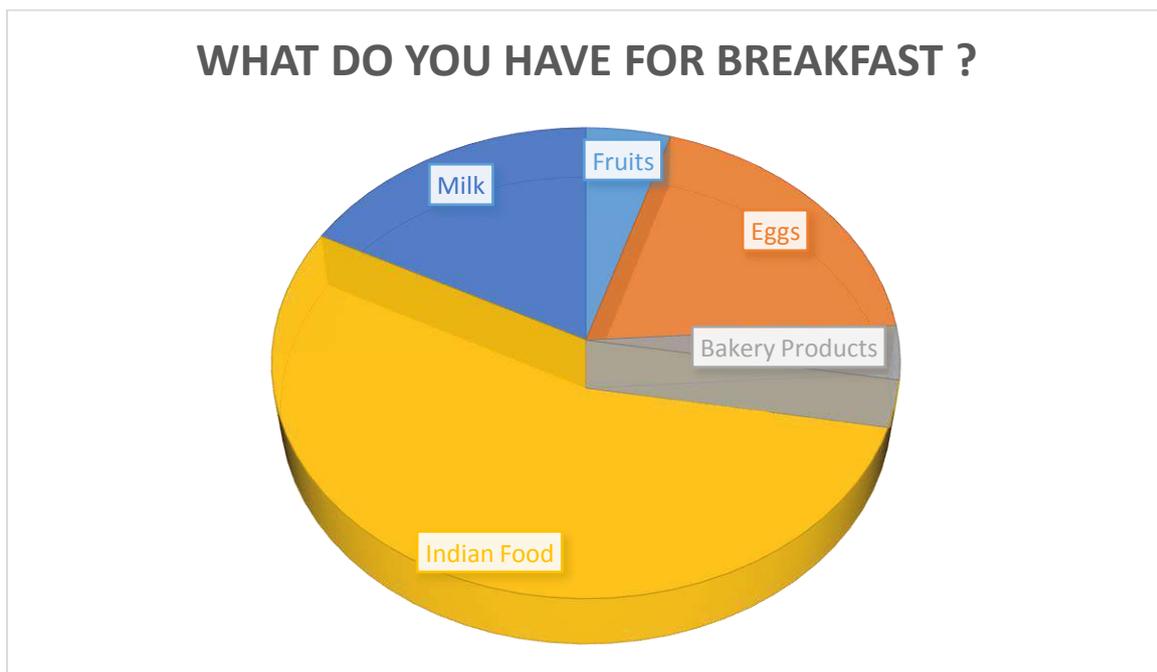
A healthy diet is essential for good health and nutrition. It protects you against many chronic diseases, such as heart disease, diabetes and cancer. Eating a variety of foods and consuming less salt, sugars, and industrially-produced trans-fats, are essential for healthy diet.

 Benefits of Eating Healthy

- Weight Loss. One of the main reasons people eat a healthy diet is to maintain a healthy weight or to lose weight
- Heart Health
- Strong bones and teeth
- Better mood and energy levels
- Improved memory and brain health
- It can be seen from the statistical representation below that citizens of pune firmly believe the benefits of consuming healthy food and exercise.

**1.14**



DO YOU THINK HEALTHY DIET PLAYS AN IMPORTANT ROLE IN LIFESTYLE?

■ Yes  ■ No

No 8%

Yes 92%
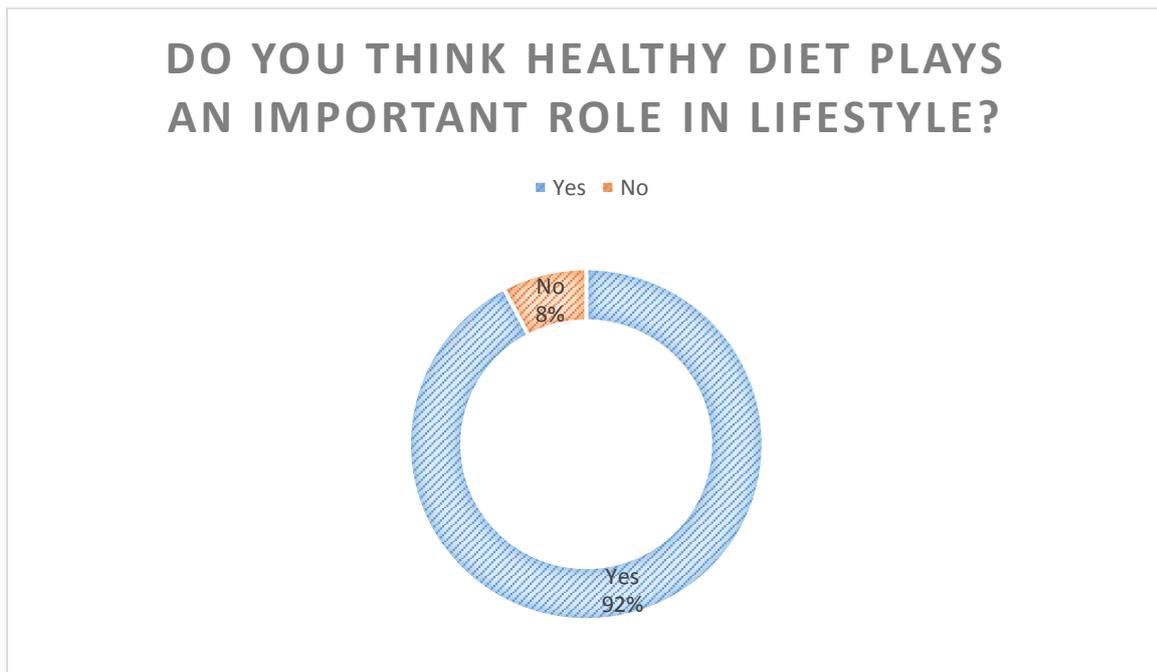
**Chapter 5**

**Conclusion and Suggestion**

Through the data analysis it is clear that our main focus should be on consuming nutritious diet along with regular exercises. After detail studying the data it is recommended to include below nutrients in your diet.
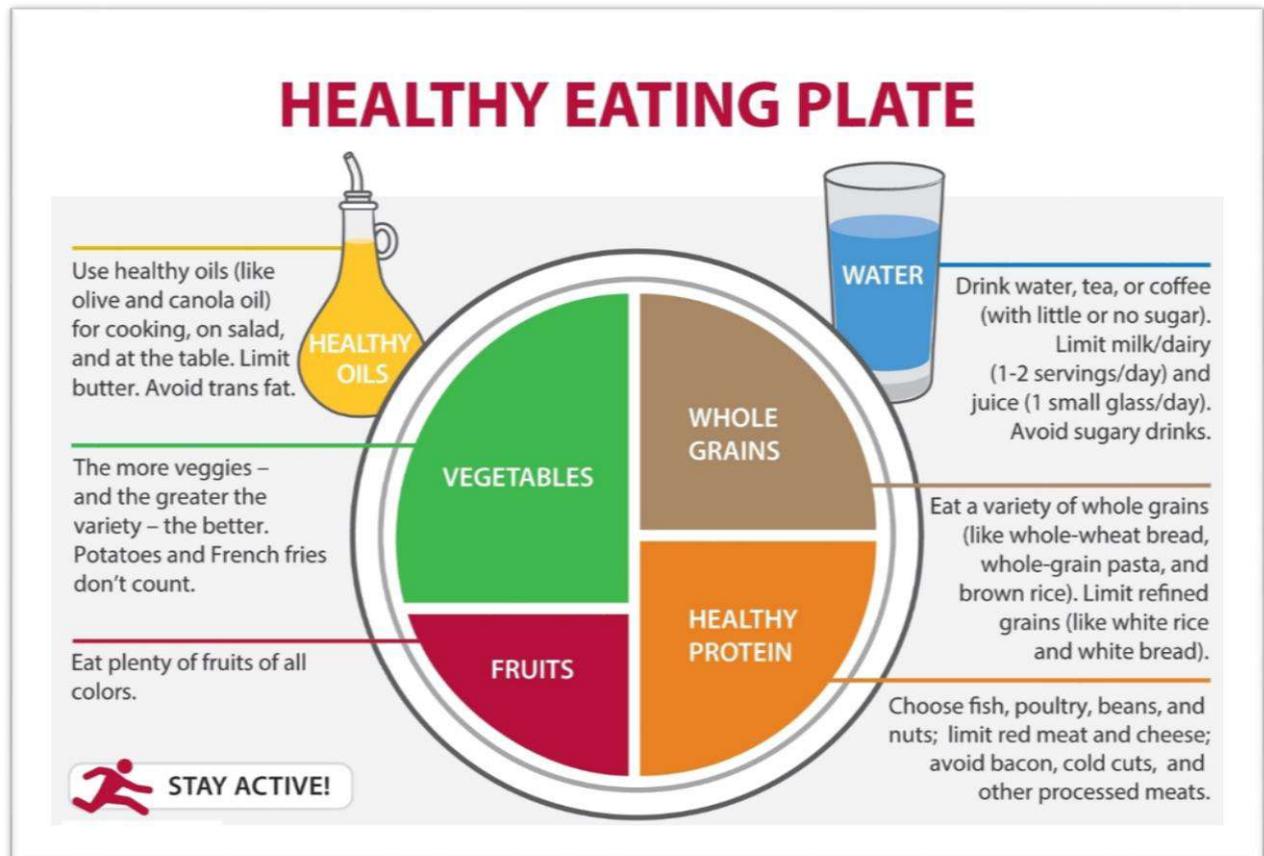


> ➤ **Avoid Extra sugar, fried snacks and refined carbohydrates,**

Poor quality carbohydrates include a lot of sugar, flour-based products, snacks loaded with starch, loaves of bread, and white rice. Junk and processed food items should be replaced with whole foods including fresh fruits and vegetables. He also said that fruit juices should be avoided as they are full of sugar and whole fruits should be added to the diet instead. When you cut down the sugar and starch in the form of junk food, snacks and packaged food items, you actually eat to fullness and don't feel as hungry as before. It can be good for your metabolic health.

➢ **Importance of Protein,**

84 per cent of Indians are protein deficient. Best sources of protein which included eggs, paneer (cottage cheese), lentils etc. and pointed out that Indians need to consume more of these protein-rich products in their diet instead of flour-based products and rice. Eggs remain one of the best sources of protein, including the yolk. The cardiologist reiterated the fact that the cholesterol present in egg yolks does not raise our cholesterol and will not give you a heart attack. As a rule of thumb, you should consume 1 gram of protein per kilogram of your weight.

➢ **Move over vegetable oils, it is time to bring back desi ghee,**

The vegetable seed oils used for cooking in the Indian households including the sunflower oil, canola and soybean oil are not exactly healthy. It is suggested swapping them with desi ghee, coconut oil and extra virgin oil. Since these oils remain quite stable even after they are heated up, they make for a healthier alternative to the vegetable oils that become toxic after heating.

➢ **Quit Smoking,**

Quitting smoking can be more powerful than all the medications given for reducing the risk of a future heart attack combined together.

➢ **Indulge in some physical exercise,**

Whole formula of physical activities and nudged the people to take out 30 minutes every day from their daily routine and go for a brisk walk, at least five times a week. The need to get up and get moving for at least 30 minutes is all the more important in this work from home era where we stay glued to our laptop screens for an immeasurable about of time.

➢ **Sound Sleep,**

If you have trouble getting sound sleep at night, advises cutting down on tea and coffee (due to their caffeine content) after midday as they act as stimulants. Incorporating yoga and meditation in the daily routine is another important part of calming down your mind and sleeping well at night. It also helps to dial down the stress levels.

# Ayurveda a Gateway Healthy Lifestyle

Ayurveda recommends the intervention of healthy lifestyles, meditation, pranayama, adequate sleep, and Satvik food to live a healthy, peaceful life and fight against various diseases. A Satvik diet is meant to include foods and eating habits that are natural, vital and energy-containing and provides calmness, purity and promote longevity, intelligence, strength, health and delight.

Examples of *Satvik* food items are fruits, vegetables, sprouted grains, cereals, nuts and seeds, low fat milk and milk products, pure fruit juices, and cooked food that is consumed within 3-4 hours of cooking, etc. Raw or freshly cooked colourful vegetables and fruits (good sources of vitamins A, C and E, as well as antioxidants, folate, and fibre (opt steaming, grilling or sautéing cooking methods) Coriander (Dhaniya), turmeric (contain *Curcumin*), fenugreek (*methi*), tulsi (Basil), cumin (jeera), fennel (sonph), cloves, black pepper (Kalimirch, contain *Piperine)*, cinnamon (dalchini), ginger and curry leaves. These spices have antioxidant, antibacterial and anti-inflammatory properties, act as immune booster and may help to flush out any sinuses from the body.

# Dietary Guidelines during Covid 19 Pandemic

The current guidelines of the Ministry of AYUSH, Government of India, recommend self-care guidelines for preventive health measures and boosting immunity. These guidelines recommend herbal tea and decoction (Kadha) made from Tulsi, Dalchini, Kalimirch, Shunthi (Dry Ginger) and Munakka (Raisin) with jaggery and/or fresh lemon juice to enhance the taste as immunity promoting measures against covid 19. Guidelines also recommend avoiding cold, frozen, and heavy foods, which is a clear indication to avoid Rajasic and Tamsik food. Recommendations such as to take appropriate rest, timely sleep, exposure to sunlight, and practice of Yogasana and Pranayama also help to balance our body, mind, and lifestyle. It is recommended that in this time of uncertainties and non-availability of treatment, it is important to remain healthy and peaceful. Good food would help in building up our immunity as well as burst the stress while combating against covid 19.



**Post Covid Nutrition**

Nutrition plays a significant role for both, the COVID-19 patients and those who are on the path of recovery. During COVID-19, the body gets weakened and it continues for days even after recovering from the symptoms. Thus, it becomes essential to consume the right kind of diet for a speedy and complete recovery of the body.

**Calorie Requirement**

- Non-obese -25-30kcal/kg Actual Body Weight
- Overweight or obese- 25-30kcal/kg IBW or Adjusted Body weight
- Underweight -25-35kcal/kg Adjusted BW
- Protein requirement – 1-1.5gm/kg/ Actual Body Weight
- Fats requirement – 25-30% of the total calories
- Multivitamin, minerals & trace elements
- Vitamin D – 10-1000mcg/day
- Vitamin A – to be consumed through diet
- Vitamin E – 134-800mg/day
- Zinc – 30-220mg
- Vitamin C – 200mg- 2gm

The above micronutrients increase the T-cells & B-cells (antibody) in your body and will help in COVID recovery. The main diet focus for COVID patients is to consume foods that would help rebuild muscle, immunity and energy levels. Whole grains like ragi, oats or amaranth are rich sources of complex carbohydrates. Chicken, fish, eggs, paneer, soya, nuts and seeds are some good sources of protein. Healthy fats like walnuts, almonds, olive oil, and mustard oil are recommended during these days. To boost one's immunity, one should take turmeric milk once a day.

**APPENDIX**

**"LIFESTYLE OF PUNE CITIZENS WITH RESPECT TO FOOD HABITS"**

The information which you will be filling in this form will be used for research   purpose only.

*required

1. Age*
   ☐0 or above 18
   ☐18 or above but under 30
   ☐30 or above but 45
   ☐45 above

2. Gender
   ☐Male
   ☐Female

3. How many times did you eat outside in a week?
   ☐Less than 1
   ☐2-3
   ☐3-5
   ☐More than 5

4. If yes what are your preference?
   ☐non vegetarian
   ☐Vegetarian

5. How frequently is your fried food consumption?
   ☐1-3 times
   ☐3-5 times
   ☐Consuming daily
   ☐Less than one

6. Do you exercise regularly?
   ☐Yes
   ☐No

7. Are you taking any vitamin supplements in regular basis?
   ☐Regularly
   ☐Never
   ☐Occasionally
8. Do you drink milk every day?
   ☐Yes
   ☐No

9. Do you have a habit of eating regular breakfast?
   ☐Yes
   ☐No

10. Which type of food do you prefer in breakfast?
   ☐ Fruits
   ☐ Eggs
   ☐ Bakery products
   ☐ Milk
   ☐ Indian food

11. Do you think diet is necessary in your life?
   ☐ Yes
   ☐ No

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# Google forms

**Webliography**

**And**

**Bibliography**

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DECCAN EDUCATION SOCIETY'S

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**

PUNE - 411004



A PROJECT REPORT ON

# "IMPACT OF YOUTUBE ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOUR"

PREPARED BY

**KARTIK GOVINDARAJ MUDALIAR**

UNDER THE GUIDANCE OF

**Ms. Manjusha Wadekar**

SUBMITTED TO

**BMCC PUNE**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT

OF THE

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)
(YEAR 2020-2021)

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **KARTIK MUDALIAR**

................................................................................................................

of B.B.A.I.B. Exam Seat No. **48** has satisfactorily completed the

project work.

Title **IMPACT OF YOUTUBE ADVERTISEMENT ON CONSUMER'S BUYING**

**BEHAVIOUR**

Date : **JUNE 2021**

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I, **Mr KARTIK MUDALIAR** of **TYBBA(IB)** hereby declare that the project report submitted on ***"IMPACT OF YOUTUBE ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOUR"***, made under the subject of **Research Methodology (Subject Code - 3606)** represents my own collection of information, original research and work, which was carried out by me at **Brihan Maharashtra College of Commerce (Autonomous), Pune**

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce.

I further declare that the forgoing statement made by me in regard to my research report are correct and complete.

<div align="right">

Mr KARTIK MUDALIAR

TYBBA(IB)

BMCC

</div>

# ACKNOWLEDGEMENT

I ACKNOWLEDGE MY GRATITUDE TO ALL WHO HAVE GIVEN ME THE OPPURTUNITY AND GUIDANCE IN COMPLETING THIS PROJECT WITHOUT WHOM IT WOULD NOT HAVE SEEN LIGHT OF THE DAY.

FIRST AND FOREMOST, I THANK THE FACULTY INCHARGE OF RESEARCH METHODOLOGY PROF. MS. MANJUSHA WADEKAR OF BRIHAN MAHARASHTRA COLLEGE OF COMMERCE PUNE, WHO HAS HELPED ME RIGHT FROM THE SELECTION OF THE TOPIC TILL THE VERY END. I AM GREATFUL FOR THE GUIDANCE AND HER VALUE ADDITIONS AT EVERY STAGE OF THE PROJECT.

I AM ALSO VERY THANKFUL TO THE HEAD OF DEPARTMENT BBA (IB) MRS. BHARATI UPADHAYE OF BRIHAN MAHARASHTRA COLLEGE OF COMMERCE PUNE, FOR PROVIDING ME THIS GOLDEN OPPURTUNITY TO WORK ON THE PROJECT REPORT:

"IMPACT OF YOUTUBE ADVERTISEMENT ON CONSUMER'S BUYING BEHAVIOUR"

LASTLY, I THANK MY OTHER FACULY MENTORS IN COLLEGE, MY FAMILY AND FRIENDS FOR CONSTANT MOTIVATION AND SUPPORT THAT PLAYED AN INDISPENSABLE ROLE IN COMPLETION OF THIS RESEARCH PROJECT REPORT.

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## CHAPTER 2 LITERATURE REVIEW

## CHAPTER 3 RESEARCH METHODOLOGY

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# LIST OF GRAPHS

# LIST OF FIGURES

**CHAPTER – 1**

**<u>INTRODUCTION</u>**

# CHAPTER 1 INTRODUCTION

## 1.1 NEED OF SOCIAL MEDIA MARKETING

Businesses world over are investing a large amount of money in their research and developing of new and creative products and services. They diligently monitor and control the process from the formation of an idea to the completion of finished product.

However, once a new product is created, Companies spend a great deal of time and money on advertising their products. Advertisements are important tools for attracting or creating a new customer base. With time as technology as changes, new types of advertisements are replacing the older ones or they are becoming more effective and efficient. Advertisements have evolved from traditional methods (Radio, Television commercials, Billboards) to modern methods like (Online advertisements and social media advertisements). There were 448.0 million social media users in India in January 2021.

*The number of social media users in India **increased** by **78 million** (+21%) between 2020 and 2021 The number of social media users in India was equivalent to **32.3%** of the total population in January 2021*. [f]

With the increasing number of smartphone users, larger share of purchases are made online and the number has increased significantly in the year 2020-21 with the ongoing pandemic and lockdown. As there is a surge in internet users, businesses have started integrating online world into an online retail experience. Nowadays large number of consumers are making their purchase decisions online.

According to *GlobalWebIndex, "54% of social media users use social media to research products and 71% are more likely to purchase products and services based on social media referrals*.

## 1.2 WHY YOU TUBE ADVERTISEMENTS

YouTube is one of the most successful social media platforms. You tube allows its users to search, share, view, upload and watch videos, according to *YouTube* It has garnered over 265 million monthly active users and more than 1200 channels with minimum 1 million subscribers in India. Furthermore, *over 2 billion users visited YouTube each month, and every day people watch over 1 billion hours of video and generate billions of views. More than 70% of YouTube watch time comes from mobile devices.*

To watch their favorite content, millions of people are visiting YouTube daily, and YouTube Advertisements between these videos can have a huge effect on consumer behavior. Viewers are related to the content when viewing a YouTube video, and this is the perfect time to reach the viewer. When your ad is viewed by the viewers than only there will be chance that they will show their interest and involve him or her in your brand.

For following reasons YouTube has become an important advertising tool for businesses and for the above reasons YouTube has been chosen as a topic for study.

## 1.3 KNOWLEDGE GAP

After reviewing the literature regarding social media marketing, branding, You Tube advertising, it is found that there is a lack of research that examines the **Effectiveness of YouTube Advertisements on Consumers in India.**

## 1.4 HISTORY OF YOUTUBE

YouTube is an online video-sharing platform headquartered in San Bruno California by three former employees of pay-pal, *Chad Hurley, Steve Chen, and Jawed Karim*. They founded the service in February 2005. The concept was to create an online dating service which ultimately failed but had an exceptional video and uploading platform. After running for 1 and a half year YouTube was acquired by Google in 2006

## 1.5 AIMS AND OBJECTIVES OF THE RESEARCH

**Aim: To study the effectiveness of YouTube advertisements on consumers in India.**

**Objectives:**

1) **To find the most effective type of advertisement that influences consumer.**
2) **To study YouTube as a marketing channel**
3) **To study the influence of You Tube Influencers on Gen-Z.**

# CHAPTER – 2
## LITERATURE REVIEW

## CHAPTER 2 LITERATURE REVIEW

## 2.1 INTRODUCTION

The internet has enabled social media to become the most dominant marketing tool. The term social media is used to describe a media which is constructed based on the information which is exchanged between each other online through content sharing, conversations etc. Multimedia sharing, networking, collaborations, opinions, reviews all form a part of social media.[1]

## 2.2 WHAT IS CONSUMER BUYING BEHAVIOR?

Consumer buying behaviors are the actions taken by consumers before purchasing a product or service. The process may comprise of consulting search engines, engaging with social media opinions or various other actions. [d]

## 2.3 SOCIAL MEDIA MARKETING

The primary goal of social media marketing is building an online presence of a company on various social media channels and encourages its customers to share their reviews and opinions on the channels. This is same as word of mouth but only in a digital format. The term Word of Mouth is used to spread information about a product while talking about the product information or sharing reviews verbally.
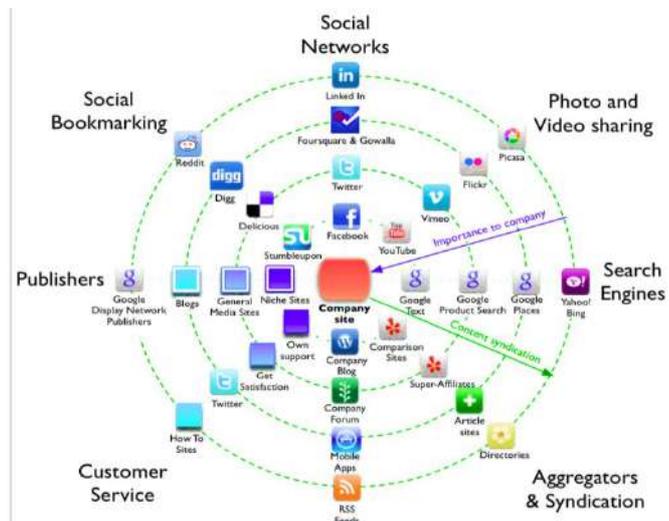
*Figure 1 Social Media Marketing Radar*

This Figure is social media marketing radar which shows all social channels. The smaller the radius of each circle the stronger is the marketing channel. YouTube which is included in social streaming services is placed closest to the center which means YouTube is of utmost importance as social media marketing tool for the companies.[5]

The keyword in social media is social which means interaction. The interactions between business and consumer B2C can happen via a middleman who can initiate the interaction. These middlemen are mostly influencers specially in social media channels.[5]

## 2.4 BRANDING

**"*Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.*"** [c]

Many Consumers perceive only the logo of a company as a brand, for example. YouTube's logo is just a part of their brand, but the most noticeable.

Using Influencers such as You Tubers in the branding and marketing strategies is an efficient way of branding with brand advocates. The following topics are strongly related to influencer marketing which will be discussed further.[2]

## 2.5 INFLUENCER MARKETING

The terms influencer marketing and Word of Mouth, WOM are often used interchangeably, but "*when consumers are propagating a message through WOM, influencer marketing is the process and WOM is the medium*".

The Word-of-Mouth Marketing Association which is the official trade association dedicated towards WOM and social media marketing defines influencer marketing as **"*identifying key communities and opinion leaders who are likely to talk about products and have the ability to influence the opinions of others*"** Studies have found many benefits with influencer marketing, which will be presented further.

Influencer marketing in simple words can be described as social media marketing that focuses mainly on promoting brand image to a larger market through influencers. An influencer can be a lesser-known social media user who is less popular than celebrities

but still has an impact. These influencers promote the products either as an advertisement in their social media accounts in these case YouTube advertisements, or by simply wearing the products showcasing them or simply by giving positive feedbacks about the products in their videos. This promotion is a result of collaboration between the companies and the influencers who get paid for their efforts either by cash or product giveaways.[6]

## 2.6 THE BENEFITS OF INFLUENCER MARKETING

A study published by Tapinfluence and Nielsen in 2016 showed that influencer marketing gives a Return on investment which is 11 times higher than traditional forms of digital marketing. (Tapinfluence & Nielsen, 2016).

Influencers are being perceived more knowledgeable, credible and believable, 82% are likely to follow an influencers advice, compared to celebrities that help increase brand awareness. It is easy to determine the followers of an influencers than celebrity, thus targeting a right influencer becomes bit simpler. For Example, a cosmetic brand may not know how many followers of a celebrity are interested in cosmetics, while on the other hand an influencer who records YouTube videos about makeup may have most of the followers who care for makeup. Thus, targeting the right promoter and consumer becomes more efficient.[7]

## 2.7 YOUTUBE AND YOUTUBE MARKETING

As You Tube is the main topic researched. It would to be great to present different forms of advertising and marketing the companies can do using you tube.

You Tube allows people from around the globe to upload, watch, and comment and share video contents.[2]

More than 5 billion videos are shared by You Tube users every single day 300 hours of videos are uploaded every minute; more than 30 million viewers visit YouTube every day [3]

The increasing popularity of You Tube has caught the eye of marketers. You Tube offers a wide variety of tools for marketers to advertise their products which will be discussed in the following sections. The number of advertisers running video ads on You tube are growing 40% annually, also top 100 advertisers have raised 60% of their spending's annually.[3]

With a rise in professional video blogging's, you tube has gained tremendous popularity. In the recent years there is a significant increase in the video bloggers who view YouTube as full-time employment.

There are You Tubers who have millions of subscribers and worldwide viewers. The French You Tuber  Eric Savolainen based in Finland has more than 4,80,000 subscribers which is a large number of subscribers considering the population of Finland.

For advertisers running video ads on YouTube, the number grows over 40% annually, and the top 100 advertisers of YouTube have raised their spending over 60% annually. [4] The increasing popularity of You Tube has caught the eye of marketers. You Tube offers a wide variety of tools for marketers to advertise their products. [3]

## 2.8 TYPES OF YOUTUBE ADS

You tube offers 5 basic types of advertisements namely- skippable video ads, non-, skippable video ads, Bumper ads, Discovery ads and non-video ads

### 1. Skippable In-Stream Video Ads

This type of advertisement can occur either before a video or during it. These ads run for at least 5 seconds and then the viewer has a choice to skip them.. This type of advertisement will be charged only if the viewer watches at least 30 seconds of the ad, or if they click on it. This is a screenshot that shows **skippable in-stream video ads** which may be accompanied by a banner ad at the top right of the screen. The useful part here is that even if a user skips the video ad, the banner ad remains in place.



*Figure 2 Skippable Advertisement*

### 2. Non-Skippable In-Stream Video Ads

These ads play right before a video or during it, the only difference is that the video cannot be skipped.   According to YouTube **76% of people**, skip the ads that are displayed on YouTube videos. This ad is the best choice if a brand needs to raise awareness and doesn't want to risk getting hundreds and thousands of ad skips.
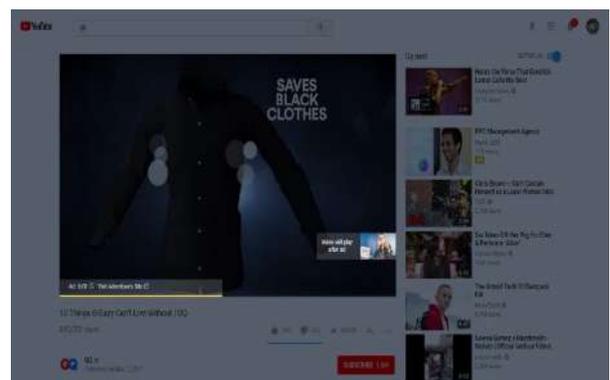


*Figure 3 Non-Skippable Advertisement*

### 3. Bumper Ads

Bumper ads are six-second, non-skippable ads that play right before a video. These ads are perfect for brands who want to deliver a simple message. These ads serve best for any awareness efforts like endorsing an event, or improving brand reach.

### 4. Discovery Ads

These ads are different from the three previous ad types. They are similar to Google search ads, appearing amongst search results. These ads help us view YouTube as a search engine. Like Google text ads, Discovery ads are composed of a thumbnail image and three lines of text.
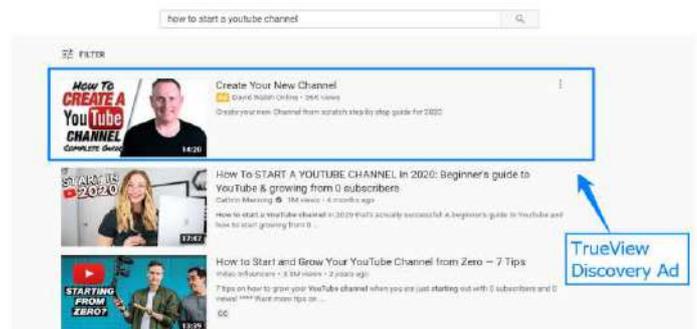


*Figure 4 Discovery Advertisement*

### 5. Non-Video Ads

YouTube also presents non-video ads for businesses that are not interested in spending a big amount. This ad features an image, some text to the right of the image, and a button to click to your website. These non-video ads charge money on a cost-per-click basis.
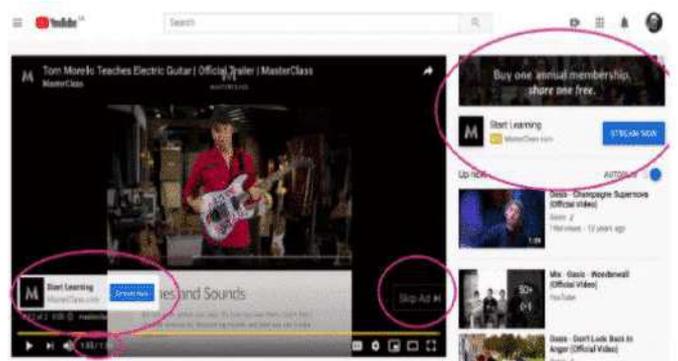


*Figure 5 Non-Video Advertisement*

## 2.9 YOUTUBE AS A MARKETING CHANNEL

During the recent years YouTube has gained popularity as a digital marketing platform a According to *Statista, in 2017* YouTube has around 2 billion users worldwide and the number is expected to grow by the end of year. The only social media which has more users than YouTube is Facebook with 2.2 billion monthly active users (Statista, 2018).

One of the key proficiencies of YouTube is that all of its content is easy to watch compared to other social medias such as Instagram, Facebook and the more traditional channels of marketing such as printed media, radio and television.

The popularity of YouTube can be detected from statements which refer *YouTube as the new combination of television and radio* (Van Den Bergh & Behrer, 2016). If still companies are not using YouTube in their social media marketing, now is the time to do that. As Mohite states in her article in LinkedIn *"...video content is definitely going to be on top of the mind of every marketer in 2018"*. (Mohite, 2018)

Although YouTube is a innovative platform to do marketing, but 100 hours of videos are uploaded every minute around the world on it. So businesses need to create a full proof video marketing strategy to beat their competitors (Van Den Bergh & Behrer, 2016). According to *Forbes,* the two most important things to consider while creating YouTube content as a company are quality and regularity. To stand out from the crowd a company must create high-quality videos on a regular basis. The more videos, the better. (Forbes, 2017)

YouTube marketing can take a lot of work and planning but it is very effective. Companies are able to target their different advertisements on YouTube according to location, target group and people's interests. This way companies are able to reach the audience that are most relevant to them.

## 2.10 IMPACT OF YOUTUBE ON CONSUMERS.

YouTube remains to be the most influential social platform for customers who make purchases *"YouTube influences 64% of purchases made which is the highest when compared to other popular social media like Facebook, Twitter or Interest."* Brands easily influence consumers by catering to consumer's passion and needs. [e]

YouTube advertisements have a positive impact on both consumers and the buyers. The brands just require tapping consumer interests and producing a creative and attractive video advertisement, whereas customers are always on a lookout for their interests and passion.



*Figure 6 Impact of YouTube Advertisement*

**CHAPTER – 3**

**RESEARCH METHODOLOGY**

# CHAPTER 3 RESEARCH METHODOLOGY

*"Business research can be defined as a systematic and objective process of gathering, recording and analyzing data that provide information to guide business decisions".*
*(Sreejesh, et al., 2014)*

## 3.1 SAMPLE SIZE

The numbers of participants included in the study are 60. And a total of 60 questionnaires were collected**.**

## 3.2 RESPONDENTS DEMOGRAPHIC CHARACTERISTICS

60% of respondents are Male and 40% of respondents are Female. In age 80% of the respondents are between the age group 15-25, 10% of the respondents are between 25-35 years, 3% respondents are between 35-45 years, 2% respondents are between 45-50 years and 5% respondents are above 50 years.

## 3.3 DATA COLLECTION

Data collection tools used for this research project are mainly in the form of questionnaire, documents and records. Several articles and websites providing the same were referred online. The researched data was dependent on both primary and secondary data which are mentioned further.

## 3.4 PRIMARY DATA

The tool used for collecting primary data is a questionnaire. The questionnaire was created and distributed online using Google forms; the questionnaire consists of 15 close ended questions to find primary data such as Age, Gender, Time spent on YouTube, Products brought, Influence on buying behavior etc. The questionnaire link was distributed through social media such as WhatsApp, Facebook and Instagram. A total of 60 responses were collected in a period of 1 month throughout The Republic of India. Refer to the appendix for questionnaire.

## 3.5 SECONDARY DATA

The tools used for collecting secondary data are mainly in the form of documents and records. Several articles, websites and various earlier research works in the similar fields were referred online.

## 3.6 HYPOTHESIS

The study is conducted to study the impact of You Tube advertisements on consumer buying behavior.

Hence to study the same following hypothesis are derived

**($H_0$): You Tube advertisements have no impact on consumer buying behavior**.

**($H_1$): You Tube advertisements have a positive impact on consumer buying behavior.**

## 3.7 CHALLENGES

1) Secondary sources are very helpful in conducting research but not many researches are done on impact of digital advertisements on consumer buying behavior particularly, YouTube. Lots of dots where needed to be connected to research on the following topic.

2) As the report particularly focuses on YouTube India, not many recent facts and figures are present online.

3) Due to the pandemic a large number of distributed questionnaires remained un-responded, limiting the responses to just 60.

4) Access to public libraries and books was totally constrained.

5) And lastly it was very tedious and time consuming to measure the reliability and authenticity of data by comparing it with various other sources.

# CHAPTER – 4

# <u>DATA ANALYSIS AND INTERPRETATION</u>

# CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

## 4.1 INTRODUCTION

This chapter is concerned with the presentation, analysis and interpretations of the findings obtained through the study. The findings are presented in a tabular as well as graphical format.

## 4.2 RESEARCH QUESTIONS

### 1) DEMOGRAPHIC CHARACTERISTICS
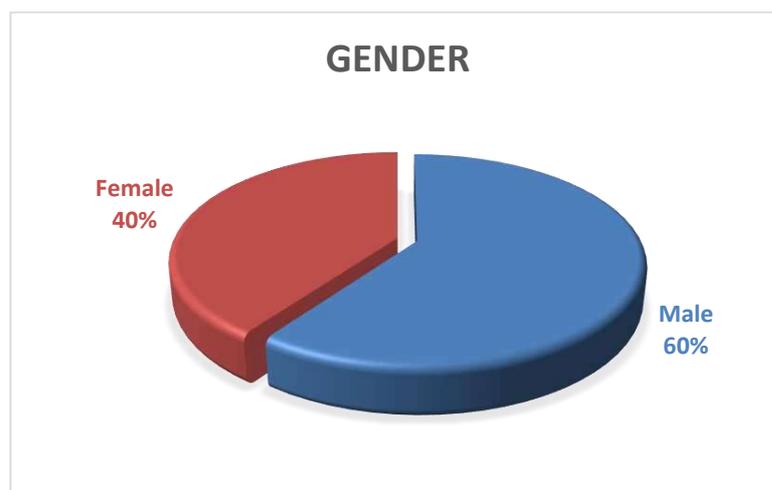


*Graph 1 Gender*

**Interpretation:** Figure 4.1 represents the respondents who responded to the questionnaire. Out of the total 60 respondents 36 male (60%) were male and 24 females (40%) were female. The analysis indicates that majority of respondents in the study are males as compared to females.

- **AGE:**

| AGE | Female | Male | Grand Total | Percentage |
|---|---|---|---|---|
| 15 - 25 | 14 | 34 | 48 | 80% |
| 25 - 35 | 5 | 1 | 6 | 10% |
| 35 - 45 | 2 | - | 2 | 3% |
| 45 - 50 | 1 | - | 1 | 2% |
| Above 50 | 2 | 1 | 3 | 5% |
| Grand Total | 24 | 36 | 60 | 100% |

*Table 1 Gender, Age Cross table*

**Interpretation:** Table 4.1 represents the age and the number of respondents. It is observed that the maximum respondents are in the group of 15-25 years which is also represented as Generation-Z which is 80% of the total sample followed by 25-35 years which is 10%, and so on.

Definition of Generation Z.: *"The generation of people born in the late 1990s and early 2000s Generally, members of Generation Z are tech-savvy, pragmatic, open-minded, individualistic but also socially responsible For Generation Z, swiping, tapping and scrolling are about as second nature as breathing. - Dara Treseder.*

- **Occupation:**
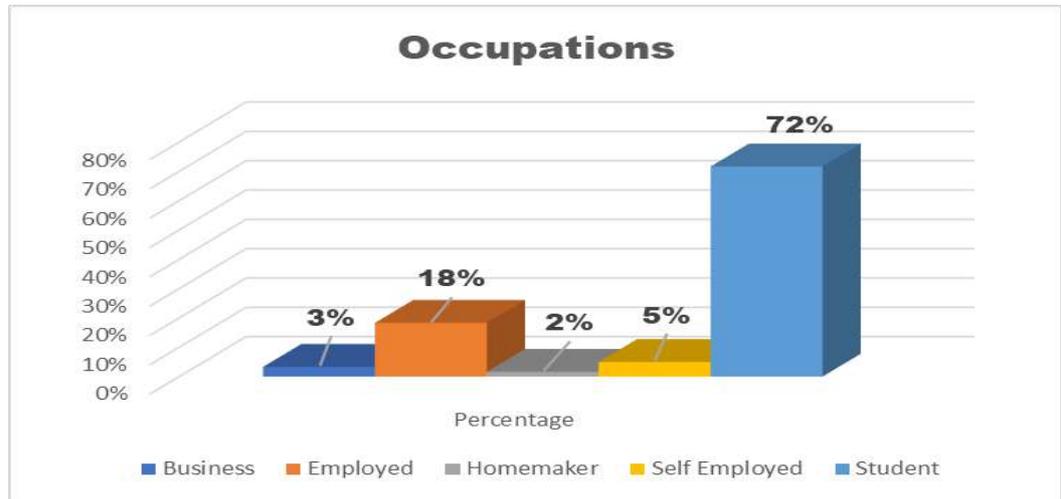


*Graph 2 Occupations*

- **Interpretation:** Figure 4.2 represents the occupation of the respondents. Out of 60 respondents 43 (72%) are students, 11 (18%) are employed, 3 (5%) are self-employed, 2 (3%) have business and 1 (2%) is a homemaker.

- **Annual Income:**



*Graph 3 Annual Income*

**Interpretation:** Figure 4.3 represents the annual income of the respondents. Out of 60 respondents only 36 responded to the question as it was not a mandatory question. It has been observed that 17(28%) of the respondents have a income below 2 lakhs,10(17%) of the respondents have a income between 2 -5 lakhs, 5 (8%) of the respondents have a income above 10 lakhs and 4(7%) of the respondents have a income between 5-10 lakhs.

## 2) Approximate time spent on YouTube daily:
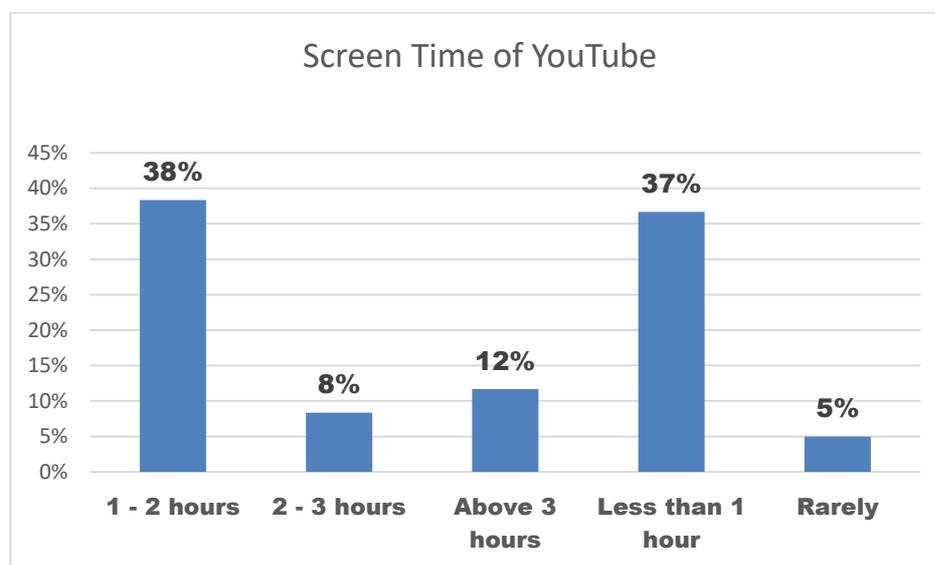


Graph 4 Time spent on YouTube

**Interpretation:** Figure 4.4 represents the screen time of the respondents on YouTube. It is observed that 23(38%) respondents have a screen time between 1-2 hours followed by 22 (37%) of respondents have a screen time of less than an hour,7(12%) of the respondents have a screen time above 3 hours which is the longest screen time mentioned in the questionnaire.

## 3) Modes of accessing YouTube



**Modes of accessing YouTube**

| | Smart phones | Smart TV | Laptop or PC | Tablet |
|---|---|---|---|---|
| ■ Series1 | 44% | 13% | 20% | 23% |
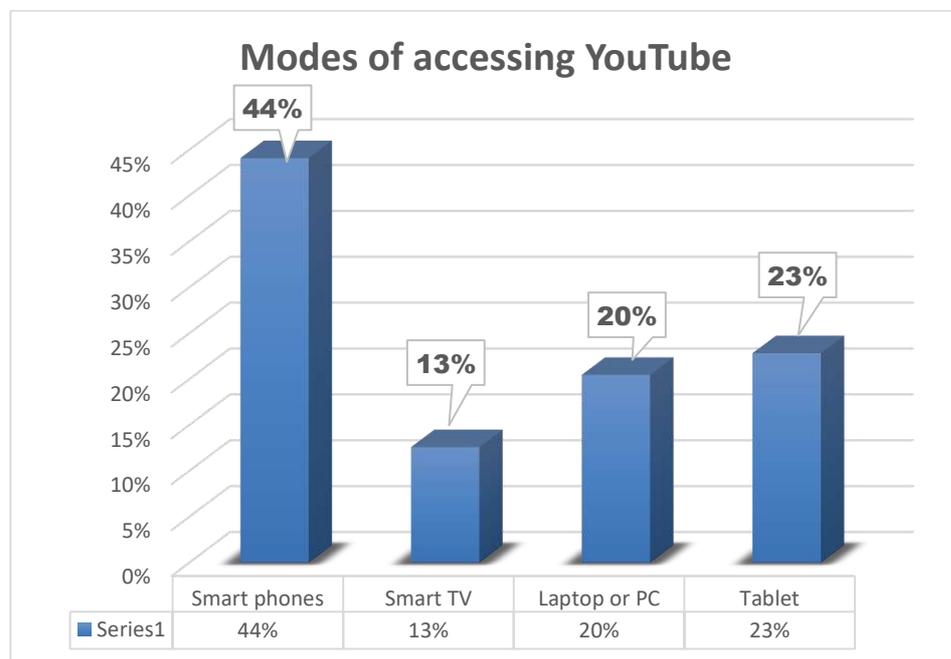
*Graph 5 Modes of Accessing YouTube*

**Interpretation:** Figure 4.5 represents the devices used by the respondents to access YouTube. It is observed that maximum **(44%)** users access YouTube through their smartphones, **(23%)** through tablet, **(20%)** through laptop or PC and **(13%)** access You Tube through their smart TV.

**4) How much influence does you tube advertisements have on buying behavior?**



INFLUENCE

No Influence
40%

Moderate
Influence
60%
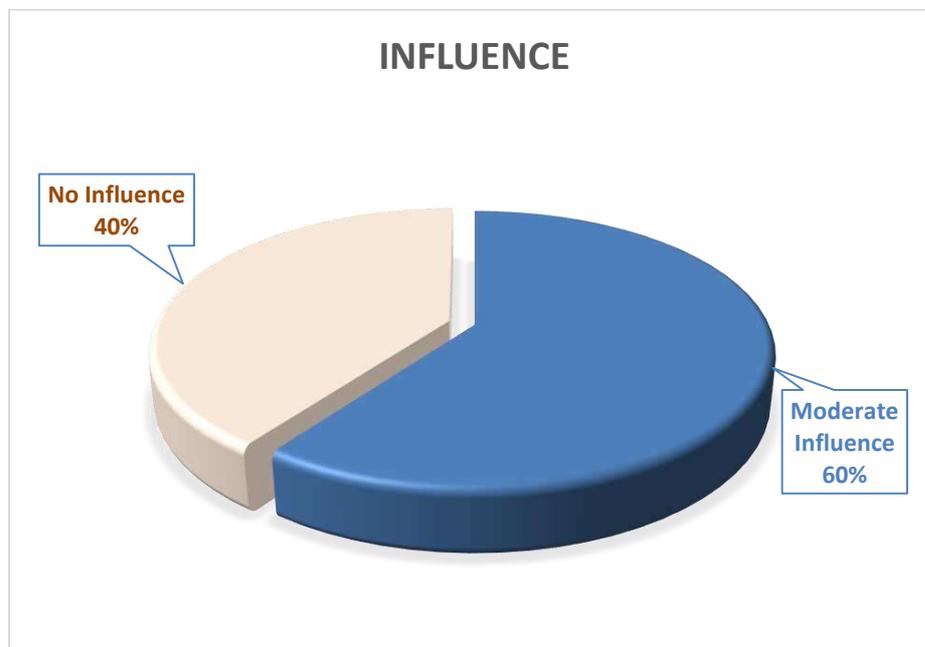
*Graph 6 Influence on Buying Behavior*

**Interpretation:** Figure 4.6 represents the influence of YouTube on the buying behavior of the consumers. It has been observed that majority of the respondents (60%) feel a moderate influence of YouTube advertisements on their buying behavior, whereas (40%) of the respondents feel that YouTube advertisements have no significant influence on their buying behavior.

5) **What are the opinions of generation-z on YouTube advertisements?**
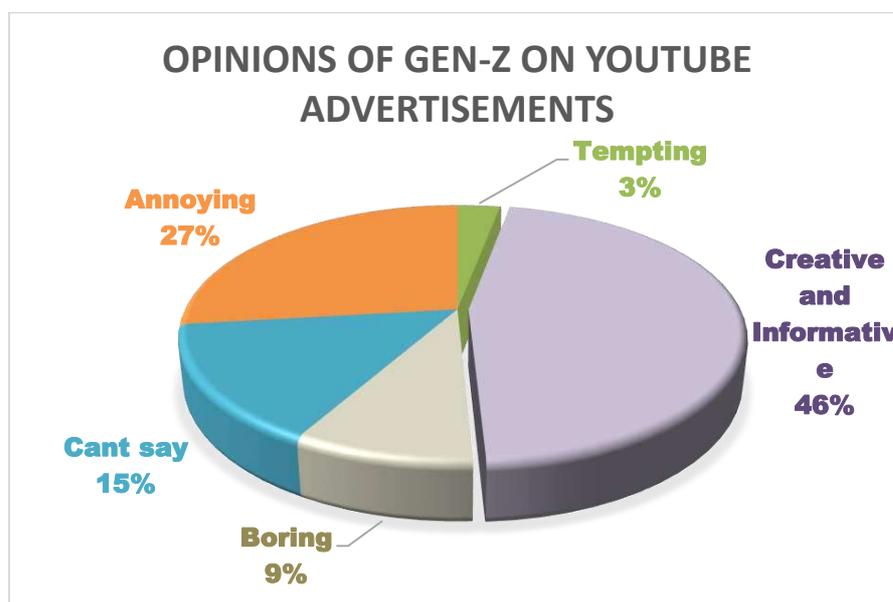


*Graph 7 Opinions of Gen-Z on YouTube Advertisement*

**Interpretation:** Figure 4.7 represents the opinions of Gen-Z on YouTube advertisements. It has been observed that (46%) of the respondents found YouTube advertisements to be creative and informative, (27%) of the respondents feel YouTube advertisements are annoying, (15%) responded can't say, (9%) of the respondent's found the ads to be boring and (3%) of the respondents found the advertisements to be tempting

## 6) **Which type of advertisement influences consumers the most?**



**Most Influential Advertisements**
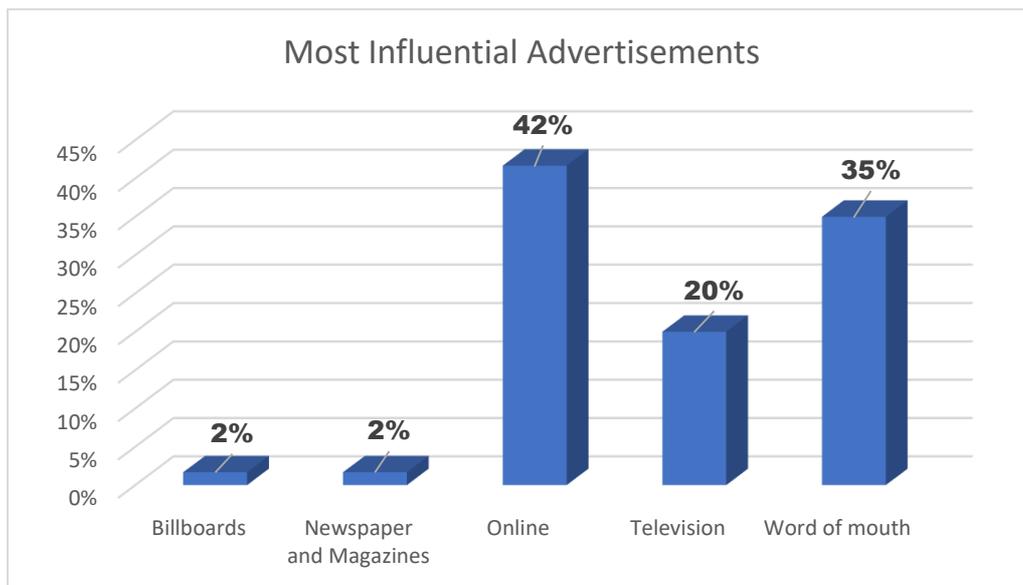
**Graph 8 Most Influential Advertisement**

**Interpretation:** Figure 4.8 represents the most effective type of advertisements that respondents feel to have an impact on their buying behavior. It has been observed that most consumers (42%) preferred online advertisements compared to other forms followed by word of mouth (35%), Television advertisement (20%), bill board and magazines (2%) each.

**7) Does YouTube advertisement effectively promote a product or service?**



YOUTUBE AS A MARKETING CHANNEL

Strongly Disagree 3%

Can't say 10%

Strongly Agree 33%

Neutral 54%
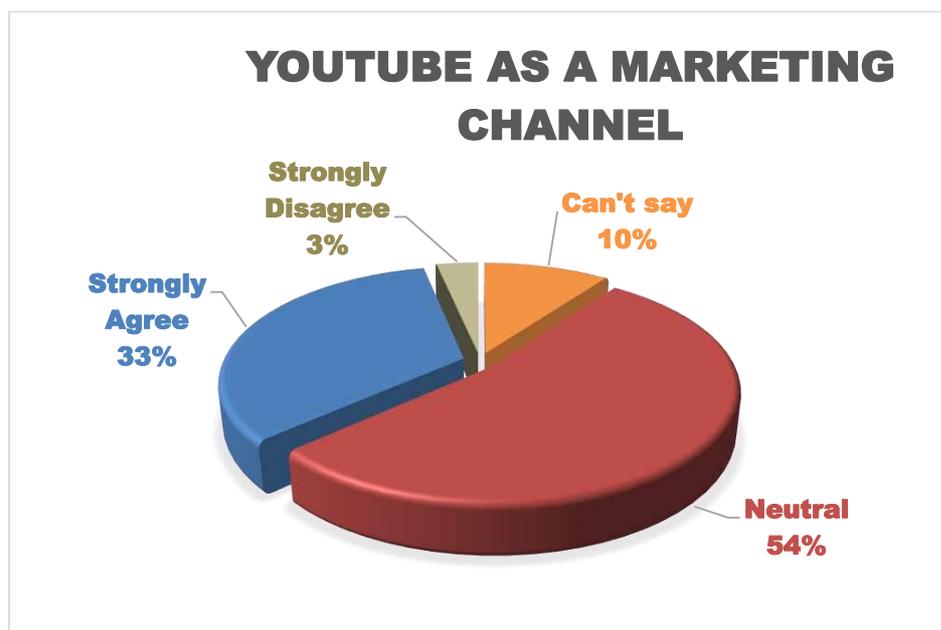
*Graph 9 YouTube as Marketing Channel*

**Interpretation:** Figure 4.9 represents the opinion of the respondents to the question; does You Tube effectively promote a product or service. It is observed that majority of respondents (54%) decided to stay neutral whereas (33%) of the respondents strongly agreed to the statement, (10%) said can't say and (3%) strongly disagreed.

## 8) Products consumers think of purchasing after watching YouTube advertisements
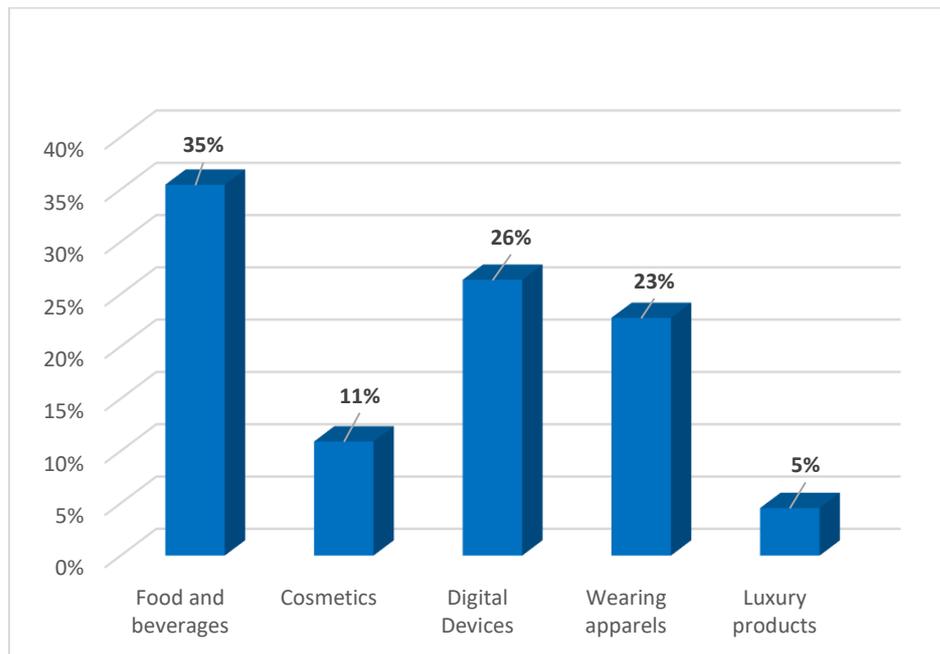


*Graph 10 Products*

**Interpretation:** Figure 4.10 represents the products that respondents desire to purchase after watching advertisements on YouTube. It is observed that majority of respondents (35%) think of purchasing food and beverages followed by digital devices (26%), wearing apparels, cosmetics (11%) and lastly luxury products (5%).

## 9) Does influence of YouTube advertisement on consumer buying behavior differ according to gender?

| Row Labels | Female | Male | Grand Total |
|---|---|---|---|
| Moderate Influence | 19 | 17 | 36 |
| No Influence | 5 | 19 | 24 |
| Grand Total | 24 | 36 | 60 |

*Table 2 Does YouTubes Influence Buying Behavior*

**H0: Gender and influence from YouTube advertisements are not significantly related to each other.**

**H1: Gender and influence from YouTube advertisements are significantly related to each other.**

**Interpretation:** Table 4.2 represents a relation between the gender and the influence from YouTube advertisements.

The calculated chi-square p value is approximately 0.01 which is less than 0.05. Hence the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

According to table 4.2 and calculated p value, it is interpreted that, gender and influence from YouTube advertisements are dependent on each other. Hence, it can be inferred that female are more influenced by YouTube advertisements compared to males.

## 10) Does influence of YouTube advertisement on consumer buying behavior differ according to age?

| AGE | Moderate Influence | No Influence | Grand Total |
|---|---|---|---|
| 15 -25 | 27 | 21 | 48 |
| 25 - 35 | 3 | 2 | 6 |
| 35 - 45 | 1 | 1 | 2 |
| 45 - 50 | 1 | 1 | 1 |
| 50 and above | 2 | 1 | 3 |
| Grand Total | 34 | 26 | 60 |

*Table 3 Age and Influence*

**H0: Age and influence from YouTube advertisements are not significantly related to each other.**

**H1: Age and influence from YouTube advertisements are significantly related to each other.**

**Interpretation:** Table 4.3 represents a relation between the age and the influence from YouTube advertisements.

The calculated chi-square p value is approximately 0.84 which is more than 0.05. Hence the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

According to table 4.3 and calculated p value, it is interpreted that, age and influence from YouTube advertisements are independent on each other. Hence, it can be inferred that age does not affect the influence for YouTube advertisements.

**11)    Statement:** [The more you watch a particular advertisement, the more you get influenced to buy that particular product]

| Gender | Can't say | Strongly Agree | Strongly Disagree | Grand Total |
|---|---|---|---|---|
| Female | 12 | 9 | 4 | 24 |
| Male | 16 | 12 | 10 | 36 |
| Grand Total | 28 | 16 | 14 | 60 |

*Table 4 Statement*

**H0: The more a particular advertisement is watched the more it influences to buy a particular product is independent of gender bias.**

**H1: The more a particular advertisement is watched the more it influences to buy a particular product is dependent on gender bias.**

**Interpretation:** Table 4.4 represents the relation between the statement and gender.

The calculated chi-square p value is approximately 0.08 which is more than 0.05. Hence the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

According to table 4.4 and calculated p value, it is interpreted that, gender has no significant relation on the above statement. Hence, it can be inferred that more a particular advertisement is watched the more it influences to buy a product is independent of gender bias.

**CHAPTER – 5**

**<u>CONCLUSIONS</u>**

## Chapter-5 FINDINGS AND CONCLUSION

## 5.1 Findings

On the basis of the overall study conducted on the Influence of YouTube advertisements on consumer buying behavior it can be concluded that:

- (42%) of the respondents agreed online advertisements are the most influential advertisements.
- Majority of respondents (44%) accessed YouTube through their smartphones and smartphones remains the most desired mode of accessing YouTube.
- (60%) of respondents agreed YouTube advertisements have a significant positive impact on their buying behavior.
- On studying the opinion of Generation-Z on YouTube advertisements it is found that majority (46%) of Gen –Z individuals found YouTube advertisements to be creative and informative.
- (33%) of respondents agreed YouTube advertisements effectively promote a product and service only (3%) disagreed to the statement.
- A majority of respondents think of purchasing Food and beverages followed by digital devices after watching YouTube advertisements.

    According to the hypothesis test results, the acceptance/rejection status of the hypotheses

    1) **H1: YouTube advertisements have a significant impact on consumer buying behavior - <u>Accepted</u>**

    2) **H2: Gender and influence from YouTube advertisements are significantly related to each other - <u>Accepted</u>**

    3) **H3: Age and influence from YouTube advertisements are significantly related to each other - <u>Rejected</u>**

    4) **H4: The more a particular advertisement is watched the more it influences to buy a particular product is dependent on gender - <u>Rejected</u>**

## 5.2 Conclusion:

In today's environment competition is rising each day and businesses are searching for unique and creative ways of influencing consumers. Social media is one such way to influence consumers. YouTube as a social media channel has attracted the attention of businesses. Therefore, this study examines the influence YouTube has on its viewers and their buying behavior.

The study begins from the very basics of social media marketing moving on to influencer marketing specially YouTube and so on to gain a better understanding of the topic and relate it with the following topics.

The primary and secondary data gave interesting and relevant insights to the relation between brands, their marketing and their consumers. Almost all the results from the primary data supported the secondary data.

Thus, it can be interpreted that YouTube advertisements effectively promote products and services and it has a significant positive impact on consumes buying behavior.

## 5.3 Appendix

# Impact of Digital Advertisements On Consumers Buying Behavior.

The following questionnaire intents to study the effectiveness of YouTube advertisements on consumers mind and their buying behavior. This is a part of college level research study. The data collected will remain anonymous and will strictly be used for research purpose only.

*Required

1.  Name

    _____

2.  Age *

    Mark only one oval.

    ( ) Less than 15

    ( ) 15 or more, but less than 25

    ( ) 25 or more, but less than 35

    ( ) 35 or more, but less than 45

    ( ) 45 or more, but less than 50

    ( ) 50 and above

3. Gender *

*Mark only one oval.*

◯ Male

◯ Female

◯ Other

4. Occupation *

*Mark only one oval.*

◯ Employed

◯ Self Employed

◯ Business

◯ Student

◯ Homemaker

◯ Retired

◯ Other: _____

5. Annual Income

*Mark only one oval.*

◯ Below 2 Lakhs

◯ 2 Lakhs-5 Lakhs

◯ 5 Lakhs-10 Lakhs

◯ Above 10 Lakhs

6.    Approximate time spent by you on YouTube daily *

*Mark only one oval.*

( ) Above 3 hours

( ) 2 - 3 hours

( ) 1 - 2 hours

( ) Less than 1 hour

( ) Rarely

( ) Other: _____

7.    Modes of accessing YouTube mostly *

*Tick all that apply.*

[ ] Smart phones

[ ] Android TV

[ ] Laptop or PC

[ ] Tab

Other: [ ] _____

8.    8) Do you pay attention to YouTube advertisements? *

*Mark only one oval.*

( ) Yes, all the advertisements

( ) Yes,to particular advertisements

( ) Sometimes

( ) Never

9.   9) How much influence does advertisements have on your buying pattern *

Mark only one oval.

◯ High Influence

◯ Moderate Influence

◯ No Influence

10.   10) If influenced, which category of products do you mostly think of purchasing.
*

Tick all that apply.

☐ Food and Beverages

☐ Digital Devices

☐ Wearing Apparels

☐ Cosmetic's

☐ Luxury products

Other: ☐ _____

11.   11) Which was the last product you purchased after getting influenced from
YouTube ads.

Tick all that apply.

☐ Food and Beverages

☐ Digital Devices

☐ Wearing Apparels

☐ Cosmetic's

☐ Luxury products

Other: ☐ _____

12.    12) Which type of advertisement attracts you the most to buy a product. *

*Mark only one oval.*

◯ Online

◯ Television

◯ Newspaper and Magazines

◯ Radio

◯ Billboards

◯ Word of mouth

13.    Do you find online ads *

*Tick all that apply.*

☐ Creative

☐ Tempting

☐ Informative

☐ Boring

☐ Annoying

☐ Cant say

14.    Do you agree YouTube advertisements effectively promote a product than traditional methods. *

*Mark only one oval.*

◯ Strongly Agree

◯ Neutral

◯ Strongly Disagree

◯ Can't say

15. The more you watch a particular advertisement , the more you get influenced to buy that particular product

*Mark only one oval.*

◯ Strongly Agree

◯ Strongly Disagree

◯ Can't say

16. If you wish to read my final research project.Mention your Email address . (optional)

_____

**Thank You for your precious time and response!**

Stay Healthy,Stay Safe and Get Vaccinated Soon..

This content is neither created nor endorsed by Google.

Google Forms

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Deccan Education Society's
# Brihan Maharashtra College of Commerce
(Autonomous)



A PROJECT REPORT ON

**STUDY OF LATEST WAYS OF IDENTITY AND MONEY THEFT**
PREPARED BY

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TY BBA (IB)
ROLL NO. 04

UNDER THE GUIDANCE OF
**PROF. MANJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE UNIVERSITY FOR THE PARTIAL
FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF
BUSINESS MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE

**2020-2021**

**DECLARATION**

I, **Ms. Kashish Aswani,** student of **TY BBA (IB)** of Deccan Education Society's Brihan Maharashtra College of Commerce, Pune hereby declare that the project titled '**Study of Latest Ways of Identity and Money Theft'** was carried out by me in partial fulfilment of the BBA (IB) programme under the Savitribai Phule Pune University.

The project was taken as a part of academic curriculum as per the University rules and norms by no commercial interest or motive. It is my original work and not submitted anywhere else for any other purpose earlier

Ms. Kashish Aswani

TY BBA (IB)

BMCC

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Date: 8th June 2021

Place: BMCC, Pune.

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# Chapter 1

# INTRODUCTION

# Chapter 1) INTRODUCTION

The term identity theft was coined in 1964. By the 1960s, identity theft by phone was a real threat. The caller would claim they were contacting the person to give them lottery winnings or other gifts, but to release the gifts they needed some personal and bank information first. The criminal would then use the information to assume the victim's identity entirely or to commit financial fraud, though at this point, few identity thieves were looking to run off and start a new life.

Now a days identity theft has whole different scenario. It is a fast-growing crime in many countries It has been quite common these days. Three main age groups stand out among victims of identity theft: the elderly, college students and children. The Bureau of Justice reports the number of elderly victims grew by 25 percent between 2012 and 2014. In children, identity theft victims as young as 5 months old have been reported. It is important to understand the latest methods and techniques used by hackers to steal your personal information which may include your name, your account number, or any basic information. It can be a serious issue that can affect many areas of your life. It can prohibit you from getting a credit card or receiving approval for a car loan. If a criminal hurts your credit enough, it could even ruin your chances of getting a job. Having your identity stolen and becoming a victim of fraud can wipe out years of savings and assets and threaten your future security. That is why it is so important to protect yourself from identity theft.

Identity theft happens when someone uses your legal name, credit card number, social security number, passwords, or pins of your financial accounts, to make purchases, get cash or commit fraud in your name. It is also known as identity fraud, is a crime in which an imposter obtains key pieces of personally identifiable information (PII), such as Social Security or driver's license numbers, to impersonate someone else. It is when your

personal and financial information gets into the wrong hands and turns your financial life into a living nightmare. It is critical to understand how identity theft happens to avoid becoming a victim and to have a plan ready to defend yourself if your identity is stolen. Identity theft has been around in one form or another for hundreds of years, but the rise of technology in the late 20th century ushered in a new era of identity fraud. The crime is now more common than ever, and potentially more devastating. Many Americans in the 21st century think of identity fraud purely in terms of credit cards, online shopping, and FICO scores, but those are all recent developments for this crime. Technically, identity theft occurs anytime someone steals personal information and uses the information to commit fraud.

The aim is to know the latest ways of identity and money theft and how to prevent it from happening. Once you know the precautions and preventive measures you need to take it gets easy to avoid any fraud mails and calls people receive now a days. The objectives consist of how one can protect themselves and what to do if they become a victim of identity theft? To know the effects of identity theft. How can one recover from identity or money theft? To understand and know the methods and techniques hackers use for theft. To see if people are aware enough about this crime, if not what are the precautions they need to take. This survey is important as we will get to know facts and types of identity theft in this period. How rapidly people have been a victim of this crime?

**Chapter 2**

**LITERATURE REVIEW**

## 2) LITERATURE REVIEW

**Identity theft** deliberately uses someone else's identity as a method to gain financial advantages or obtain credit and other benefits, and to cause other person's disadvantages or loss. The person whose identity has been stolen may suffer adverse consequences, especially if they are falsely held responsible for the perpetrator's actions. Personally, identifiable information includes a person's name, date of birth, social security number, driver's license number, bank account or credit card numbers, PINs, electronic signatures, fingerprints, passwords, or any other information that can be used to access a person's financial resources.

With technology evolving so rapidly, fraudsters now have more opportunities than ever before to access your confidential data for their own gain. Safeguarding sensitive information can help protect you from becoming a victim. In addition to being proactive, knowing how to spot fraudulent activity that is already occurred can help you prevent further damage and potentially regain your losses.

There are many different types of identity theft and fraud, including some lesser-known schemes that could wreak havoc on your financial life if undetected. Here is what to look out for and, most important, what to do if it happens to you.

## 2.1) Types of Identity Theft

## Account Takeover Fraud

Account takeover is when somebody gains access and takes control of one or more of your accounts without your knowledge or permission. At that point, they can use the account just as you would, potentially using it to make fraudulent transactions, transfer money or gain access to additional accounts, for example. Account takeover fraud accounted for 53% of all existing-account fraud in 2019, according to Javelin.

Since criminals need access to your user credentials to break into your accounts and impersonate you online, keeping this information safe is vital. This involves creating strong password that are unique to each of your accounts. Opting for two-factor authentication and using a VPN (Virtual Private Network) when accessing public Wi-Fi can add an extra level of security.

If you think you have been the victim of an account takeover, change your passwords (especially if you use the same one for multiple accounts) and contact customer support to see what recourse you may have. Many services allow you to see a list of devices your account has been logged in from and shut down any log-in instances that may seem suspicious. If, for example, your bank account shows a log-in session from an iPhone in Florida and you are an Android user living in Los Angeles, it is possible your account has been compromised.

## Debit Card Fraud or Credit Card Fraud

Debit and credit card fraud occurs when someone uses your card without your permission. Even if a criminal does not have your physical card in hand, they can still make unauthorized transactions with your credit card number, PIN, and security code. Someone could even use your card information to try to gain access to your other accounts. Either way, fraudulent activity could potentially hurt your credit in several ways, such as by causing your credit card balances to spike.

The good news is that many card issuers have systems in place to help prevent and identify credit card fraud before it results in long-term harm. If you suspect this type of identity theft, contact your card provider as soon as possible to prevent more unauthorized charges. Most will not hold you accountable for charges you did not authorize.

## Driver's License Identity Theft

If your wallet goes missing, you may be most concerned about your debit and credit cards. It is easy to overlook your driver's license, but this little card can be a golden ticket for thieves, as it contains your address, driver's license number and other sensitive information. Driver's license identity theft takes many forms, whether your license number is stolen in a data breach, or someone physically steals your wallet.

Once your driver's license number is in someone else's hands, a criminal could falsely use it during a traffic stop to avoid a citation—which means it could end up on your driving record. It is a form of criminal identity theft that could even result in an erroneous warrant for your arrest. If your license goes missing, report it to the police and the DMV.

## Mail Identity Theft

This type of identity theft has gotten more sophisticated in recent years. One mail identity theft fraud involves stealing checks out of mailboxes, then altering and cashing them. Other con artists have been known to intercept credit and debit cards to rack up unauthorized charges. Also be mindful about the mail you throw away. Anything containing account statements, banking information or other personal details can be stolen and used against you.

## Online Shopping Fraud

Online shopping fraud can happen in several ways. Some criminals have mastered the art of hacking their way into website accounts, then use your saved card information to make unapproved purchases. This can happen in many ways, but a common situation occurs

when shoppers use their accounts while connected via an unfamiliar Wi-Fi network, such as one at a coffee shop. Hackers can set up legitimate networks with the intention of stealing the information of anyone who connects. That is why it is always smart to shop, do your banking and handle any other sensitive information on a private Wi-Fi network you trust.

Another form of this type of fraud involves compromising the website itself and gaining access to accounts that way, either by stealing customer information or redirecting them to a phony website. Pay close attention to the URL of the website you are using, and check to see if the website is secure before entering your credit card information. Misspellings, low-quality images, or too-good-to-be-true deals may also be red flags for fraud. If you are skeptical, do not go through with a purchase, or find it from another retailer you can trust.

## Social Security Number Identity Theft

Your Social Security number can be a powerful tool for fraudsters, especially if they also get their hands on other personal information that can be used together to open fraudulent accounts in your name. This can lead to delinquent accounts showing up on your credit reports and affecting your credit scores. That is why keeping your Social Security card in your wallet is so risky. Instead, store it in a safe place and shred any documents containing your SSN before throwing them away.

When periodically checking your credit reports, check your identifying information closely. Variations of your Social Security number will be listed. Names, addresses or other identifying information you do not recognize could be signs of fraud. Those who have been victimized can report it to the Social Security Administration and notify their state's tax office.

## Senior Identity Theft and Scams

Senior identity fraud can take many forms, and elderly citizens are particularly vulnerable to cybercriminals. This includes tech scammers who call asking for passwords and personal information. Many will say they are from the IRS or Medicare office to gain trust; others even pose as grandchildren who are in trouble and need money. The Federal Trade Commission reports that older consumers who experience fraud typically incur greater financial losses than younger folks.

## Child Identity Theft

Many child identity theft cases are perpetrated by someone within the family. Ill-intentioned family members can use Social Security numbers, birthdays, addresses and more to open fraudulent accounts. They may also apply for government benefits, take out loans or find other ways to rack up debt in the child's name. This can come back to haunt the victim when they are old enough to apply for legitimate credit on their own, only to find delinquent accounts and unpaid balances. If your child has a credit report, freezing it can prevent further fraud while protecting them from future attacks.

## Tax Identity Theft

This type of identity fraud happens when someone uses your personal information, including your Social Security number, to file a tax return in your name and collect a refund. Tax identity theft is usually identified when the victim goes to file their tax return and finds that one has already been processed for them.

Beware of any communication from someone posing as an IRS official requesting confidential information. The IRS will never contact you in person or by phone or email without first sending notice through the mail. If you've been the victim of tax identity theft, you will want to fill out an Identity Theft Affidavit with the IRS.

## Biometric ID Theft

Biometric ID theft is a very real form of fraud that involves stealing or spoofing a person's physical or behavior characteristics to unlock a device—think facial or voice recognition to unlock your phone, or to tap into your other devices. Biometric ID theft can be a goldmine for hackers, who can gain access to digital wallets and loads of confidential information. To protect yourself from this type of identity theft, update your devices as recommended. Also be sure your biometric data is being stored securely and safely by a company that requests it. If it is not, opt out.

## Synthetic Identity Theft

Synthetic ID fraud is the fastest-growing financial crime in the U.S., according to consulting firm McKinsey & Company. It is a sophisticated operation that draws on a mix of real personal consumer data, such as Social Security numbers, addresses and birthdays, from a variety of people. This information is blended to create new fictitious identities that are designed to look like real consumers with good credit.

From there, criminals can open new accounts, apply for credit, receive auto loans, and commit other types of financial crimes. If you start to receive mail or phone calls asking about new credit accounts, or you get mail addressed to a different name, these could be signs of synthetic ID theft.

## Medical Identity Theft

This kind of identity theft happens when someone poses as another person to receive medical services. There are many ways your medical data could fall into the wrong hands. The medical/health care sector had the second-highest number of data breaches in 2019, according to the Identity Theft Research Center.

No matter how it happens, medical identity theft could result in bills for medical services, prescriptions, or goods you never requested or received. Making a habit of reviewing your

medical claims can help you spot fraud and take steps to remedy it. This involves filing a police report and contacting your insurer and medical providers to correct your medical files.

## Mortgage Fraud

Mortgage fraud does not just apply to buyers and sellers who lie on their mortgage applications. It can also occur if an identity thief steals a homeowner's Social Security number or comes across their mortgage account number. With this information, it might be possible to take out a home equity line of credit or second mortgage, then make off with the money. If it happens to you, contact your mortgage lender immediately.

## Home Title Fraud

Home title fraud is when a scammer gains possession of the title to your property. By stealing other components of your identity, they may be able to transfer the ownership on your property title to themselves. At that point, they can use your home equity to gain access to loans and lines of credit. The repercussions can come as a terrible shock to the rightful homeowner, who could face unexpected foreclosure notices. Prevent home title fraud by periodically checking your home information with your county's deed office. If you suddenly stop receiving things like your tax bill or mortgage bill, that is another potential cause for alarm.

## Lost or Stolen Passport

A valid passport number can fetch a hefty price on the dark web. It is a business that helps criminals turn a profit by falsifying travel documents for those willing to pay top dollar for them. This can spell trouble for consumers who have lost their passport or are victims of theft, especially if it happens while they are away from home. This will subsequently

invalidate it so that it can no longer be used for international travel. Still, the victim will have to cover the fees to get a new passport.

## Internet of Things Identity Fraud

Everything from smartphones to household appliances to cars are now synchronized up to the internet and linked to one another. Smart devices that can tell you your day's schedule while you brush your teeth, for example, are certainly convenient, but this so-called internet of things (IoT) has also created a new vulnerability point for hackers to exploit. This type of identity theft occurs when someone exploits a security flaw in an internet-connected device to gain access to your personal data. Since devices are always connected to important user accounts (such as your email), each device potentially represents an entry point for a hacker.

If you use these devices, be sure to periodically check your financial statements and credit reports for signs of fraud. If you spot something fishy, change your passwords on all internet-connected devices as soon as possible. Secure your home's wireless network with a secure password, and make sure all smart devices use the network you have set up. Or you may decide that these devices are not worth the risk and avoid bringing them into your home altogether.



Figure1- *image courtesy of* [http://atdinsurance.com/blog1/tag/identity-theft-insurance/](http://atdinsurance.com/blog1/tag/identity-theft-insurance/)

## 2.2) Techniques used by Identity thieves.

### Skimmer devices

Thieves can copy your credit card information using a handheld device called a skimmer. This illegal act is often committed by innocent people such as servers, store clerks, and

hotel employees. The skimmer is small enough to fit into a pocket and it only takes a few seconds for someone to swipe your card and record the necessary information. The thief then sells your information to an organized crime ring. They make and sell duplicate credit cards. Skimmer devices can also be placed on ATM (automated teller machines) machines.

**Dumpster diving**

Printed documents that state confidential information should be shredded before being thrown away. Thieves go through the garbage to find account numbers, Social Security Numbers, and other sensitive information from personal, financial, and medical documents. They use this information to assume or sell your financial identity.

**Mail theft**

Thieves will dig through your mailbox in plain daylight, looking for credit card offers, bank or credit card statements, and personal checks. Identity thieves have been known to reroute mail to get their hands on your sensitive information.

**Internet**

According to the Federal Trade Commission, 1 in 8 Americans in the last 5 years have been affected by Internet identity theft. These thieves know how to intercept information sent over unsecured internet connections. Some plant spyware into innocent downloads.

**Phishing**

Thieves send emails and pop-ups that appear to be from banks and credit card companies. They will ask you to click a link and provide information related to your account. They may threaten you with severe consequences if you fail to provide the information. The link will direct you to a site that looks just like the official bank or credit card site but is a fictitious site created to convince you to reveal your personal information.

**Pretext Calling**

It is human nature to want to be helpful. Thieves exploit this tendency by calling and pretending to be a legitimate organization that you do business with. They ask for inconsequential information, like your date of birth. Then they use that information to learn more about you from other sources. It does not take long for them to gather all the information they need to steal and/or sell your identity.

**Shoulder Surfing**

This is the old-fashioned way of stealing your identity. Thieves simply look over your shoulder as you complete financial transactions to get your credit card number, account number, and even your social security number.

**Card Verification Value Code Requests**

The Card Verification Value Code (CVV) is located on the back of your credit or debit card. It is a three- or four-digit number that was created to reduce fraud. Merchants and banks ask you to provide the CVV to prove that you have possession of the card before approving a transaction. Unfortunately, identity thieves have found a way to use it too. You may receive a call from someone claiming to be from your bank, saying that they are calling because there is a charge that they believe to be fraudulent. He or she asks you to verify, for security purposes, CVV code on your card.
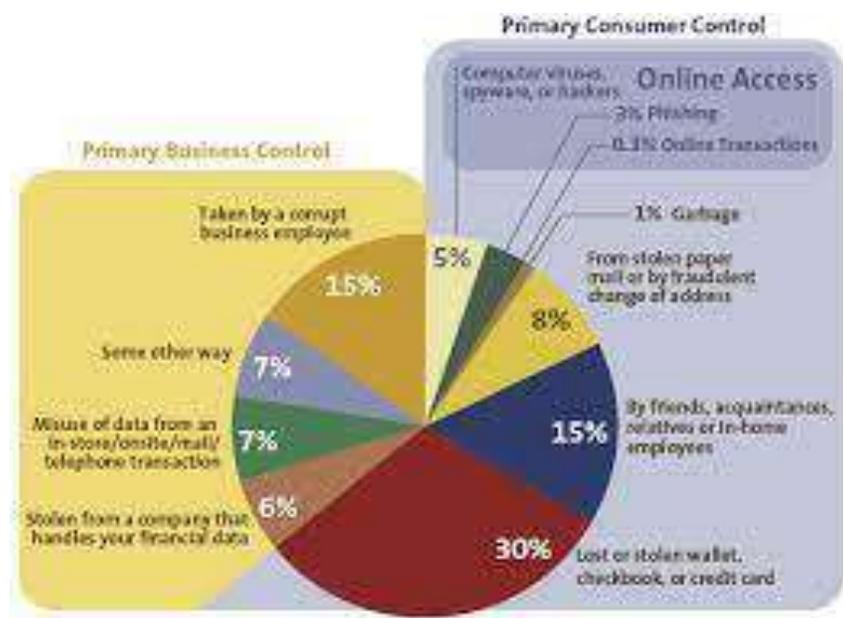


Figure 2 - Victims who knew how their information was obtained.

## 2.3) Ways to prevent identity theft / Precautions need to be taken.

You are unlikely to find a fail-safe way to prevent identity theft, and monitoring services only let you know after something has gone wrong. But there are 11 things you can do to make it much harder for identity thieves.

**1. Freeze your credit**
Freezing your credit with all three major credit bureaus — Equifax, Experian, and TransUnion — restricts access to your records so new credit files cannot be opened. It is free to freeze your credit and unfreeze when you want to open an account, and it provides the best protection against an identity thief using your data to open a new account.

**2. Safeguard your Social Security number**
Your Social Security number is the passkey to your personal data. Guard it as best you can. When you are asked for your number, ask why it is needed and how it will be protected. Do not carry your card with you. Securely store or shred paperwork containing your Social Security number.

**3. Be alert to phishing and spoofing**
Scammers can make phone calls appear to come from government entities or businesses, and emails that is legitimate may be attempts to steal your information. Initiate a callback or return email yourself, working from a known entity such as the official website, rather than responding to a call or email. And be wary of attachments — many contain malware.

**4. Use strong passwords and add an authentication step**
Use a password manager to create and store complex, unique passwords for your accounts. Do not reuse passwords. Adding an authenticator app can reduce your risk. Do not rely on security questions to keep your accounts safe; your mother's family name and your pet's name are not hard to find. Think carefully about what you post on social media so, you do not give away key data or clues about how you answer security questions.

**5. Use alerts**
Many financial institutions will text or email when transactions are made on your accounts. Sign up so that you know when and where your credit cards are used, when there are withdrawals or deposits to financial accounts and more.

**6. Watch your mailbox**
Stolen mail is one of the easiest paths to a stolen identity. Have your mail held if you are out of town. Consider a U.S. Postal Service-approved lockable mailbox. You can also sign up for Informed Delivery through the USPS, which gives you a preview of your mail so you can tell if anything is missing.

**7. Shred, shred, shred**
Any credit card, bank, or investment statements that someone could fish out of your garbage should not be there in the first place. Shred junk mail, too, especially preapproved offers of credit.

**8. Use a digital wallet**
If you are paying online or in a store, use a digital wallet, an app containing secure, digital versions of credit and debit cards. You can use it to shop online or at a compatible checkout terminal. Transactions are tokenized and encrypted, which makes them safer. In addition, contactless transactions have fewer health risks.

**9. Protect your mobile devices**
Mobile devices can be a real risk. According to Javelin's report, only 48% of us routinely lock our mobile devices. Use passwords on your electronic devices. Use a banking app rather than a mobile browser for banking.

**10. Check your credit reports regularly**
The three major credit reporting bureaus are giving consumers access to a free credit report weekly until April 20, 2022. Check to be sure that any accounts in forbearance or deferment are being reported properly, and to watch for signs of fraud. You can also sign up for a free credit report and score from NerdWallet to receive alerts when there are changes.

**11. Monitor financial and medical statements**
Read financial statements. Make sure you recognize every transaction. Know due dates and call to investigate if you do not receive an expected bill. Review "explanation of benefits" statements to make sure you recognize the services provided to guard against health care fraud.


## 2.4) Effects of Identity Theft

- Damaged credit: If an identity thief steals your Social Security number (SSN), opens new accounts in your name and never pays, it could ruin your credit history. Not only can this impact your ability to get credit, but it can also hurt your job prospects and increase your auto and homeowner's insurance premiums.

- Tax debt: If someone assumes your identity through your SSN on job applications and does not pay their taxes, you could end up with a hefty bill. It is also possible for a fraudster to file a return in your name, submitting erroneous information to get a refund and leaving you to deal with the aftermath.

- A criminal record: If someone uses your identity to commit other crimes and gives your information to police when they get arrested, you could be the one to end up with the rap sheet.

- Lost time and money: It can take years to recover from identity theft, and you may lose money in the form of expenses incurred by the identity thief, time off work and more.

### 2.5) Clues That Someone Has Stolen Your Information

- You see withdrawals from your bank account that you cannot explain.

- You do not get your bills or other mail.

- Merchants refuse your checks.

- Debt collectors call you about debts that are not yours.

- You find unfamiliar accounts or charges on your credit report.

- Medical providers bill you for services you did not use.

- Your health plan rejects your legitimate medical claim because the records show you have reached your benefits limit.

- A health plan will not cover you because your medical records show a condition you do not have.

- The IRS notifies you that more than one tax return was filed in your name, or that you have income from an employer you do not work for.

- You get notice that your information was compromised by a data breach at a company where you do business or have an account.

### 2.6) How to trace someone who is misusing your documents

The Department of Telecommunications (DoT) has recently launched a portal for fraud management and consumer protection. At this portal, you must provide your mobile number. Based on it, you will know other phone numbers that are registered in your name.

If you see any unauthorized numbers, you can block them by sending a request to DoT. The service is not yet available in the entire country. DoT is expanding it.

Another way to track misuse of your documents is to check your credit report regularly. After accessing your credit report, check if there are any suspicious loans or credit cards. The report also provides phone numbers and email addresses that are registered with different lenders.

If you find anything suspicious, approach the lender or credit card issuer for further details. If the loan or card does not belong to you, you can inform the lender or the card issuer. Also, file a police complaint.

Each credit bureau offers one free credit report every year. There are four bureaus, which means you can check one free report every three months. Make use of it.

## 2.7) How to recover from Identity Theft

### Step One: Take Inventory of the Damage

When you know or suspect that someone has stolen your identity, it is important to figure out whether the criminal has used your information. You can start your search by taking these actions:

- Check your current accounts for unauthorized charges.
- Review your three credit reports for signs of fraud.

### Step Two: Freeze Your Credit Reports and Place Fraud Alerts

Once you have a better idea of how thieves are using your stolen information, you can take steps to prevent further damage. If you discover red flags on your credit reports, like unauthorized inquiries or accounts you did not open, it is wise to place fraud alerts with the three credit reporting agencies. You may want to consider freezing access to your credit information as well.

### Step Three: Contact the Companies Involved

Now that you have identified how your stolen personal information has been used and you have taken steps to limit further damage, it is time to make some phone calls. You should contact the following:

- Creditors in charge of your legitimate accounts that show signs of fraud.
- Creditors that allowed identity thieves to open fraudulent accounts in your name.

If you discover accounts that were opened without your permission, inform those creditors that you were a victim of fraud so they can close the accounts.

## Step Four: Fix Your Credit

The FCRA gives you the right to dispute any information on your credit report that is incorrect. This includes bogus accounts resulting from identity theft. The FCRA requires the credit reporting agencies to block these fraudulent accounts from your credit reports within four business days or less.

You will need to handle your dispute a certain way if you want phony accounts from identity theft to come off your credit report quickly. A standard credit dispute will not get the job done (at least not without a 30 day wait, or longer). Instead, you should file an identity theft report first, and include it with your dispute.

## Step Five: Monitor Your Credit Reports

After you send your identity theft report to the credit bureaus, they should suppress any fraudulent accounts you disputed from your credit reports within four business days. But even if your dispute is successful, that does not mean your job is done where your credit reports are concerned.

You need to monitor your credit reports closely when you are a victim of identity theft. Do not allow the fact that you have fraud alerts or even credit freezes in place to make you lazy. Review your credit reports for accuracy at least once a quarter, though once a month is best.

## 2.8) Identity Theft victims in India

Over 2 in 5 Indian consumers (around 45 per cent) have experienced identity theft to date. Around 14 per cent of these victims were impacted in the past year alone. This means over 27 million Indian adults experienced identity theft in the past 12 months, the report states.

| Type of identity theft | Number of reports | Percent of total top five |
|---|---|---|
| Miscellaneous **identity theft** (2) | 281,434 | 22.9 |
| Business/personal loan | 99,667 | 8.1 |
| Tax fraud | 89,391 | 7.3 |
| Total, top five | 1,230,413 | 100.0% |

1) Consumers can report multiple types of identity theft. In 2020, 15 percent of identity theft reports included more than one type of identity theft. (2) Includes online shopping and payment account fraud, email and social media fraud, and medical services, insurance and securities account fraud, and other identity theft.

**Chapter 3**

**RESEARCH METHODOLOGY**

# 3) RESEARCH METHODOLOGY

## 3.1) Scope of the Study

Scope of the study has been confined to people present in my locality or near Pune city during the time of data collection. Face to face conversation with friends, family, and neighbors and questionnaires were circulated to collect primary data.

## 3.2) Objectives of the Study

- To learn how to protect yourself and what to do if you become a victim of Identity theft.
- To know the latest methods and techniques of personal identity theft.
- To know the effects of identity theft
- How to recover from Identity Theft
- Precautions that are necessary to take to avoid identity theft.

## 3.3) Justification of the Objectives

- Identity Theft is a serious issue in today's period. Securing data and email, your social security number, keeping your credit cards safe is important to prevent from identity theft.
- Even if someone becomes victim of identity theft they need not panic and complain their nearest police station.
- The hacker can do number of things with your name and personal information with could lead to emotional adversely effects. Being victimized in this way can leave you feeling violated, anxious, and unsafe. In some cases, it can be difficult to prove that the identity theft occurred, giving way to anger and frustration. The stress can even take a toll on you physically.

- There are people who are aware of this term, but they still do not follow or take any precautions to avoid identity or money theft. It is important to understand the seriousness of this theft as it can also destroy once life.

## 3.4) Tools Used

Microsoft Excel software has been used to analyze the data.

## 3.5) Sampling Technique

- Stratified sampling method is used for the purpose of research. Individuals have been divided into subgroups for the sake of information.
- Respondents that have bank account and those who do not have bank account have been picked.

## 3.6) Statistical Technique

Coefficient of Association statistical technique has been used for the purpose of data analysis.

## 3.7) Data collection tools

Data collection is done through questionnaire.

The terms used in questionnaire for research are explained below.

- Age and gender wise interpretation have been made.
- People frequently use strong passwords to keep their accounts safe or to protect themselves from identity theft.
- People often receives fraud calls messages and emails telling them they have won lottery tickets; job offers etc. but they have not reacted.

## 3.8) Sample Size

The population include age group from 18 years onwards. The sample size of 71 respondents was obtained.

## 3.9) Sources of Data Collection

- Primary Data- Primary data has been collected by using questionnaire survey method.
- Secondary Data- Secondary data has been collected from government sites, blogs, internet and so on.

## 3.10) Challenges faced during Data Collection.

- It was difficult to obtain data from many respondents as they do not have bank accounts, or they have not faced anything related to the topic.
- Even if people receive fraud messages and calls and they might have reacted to it, but they have not accepted it.
- It was difficult to obtain data from age group 50 and above.

# Chapter 4

# DATA ANALYSIS AND INTERPRETATION

# 4) DATA ANALYSIS

**Data Collected from Individuals**

**4.1) Graph 1: Age and Gender Distribution**
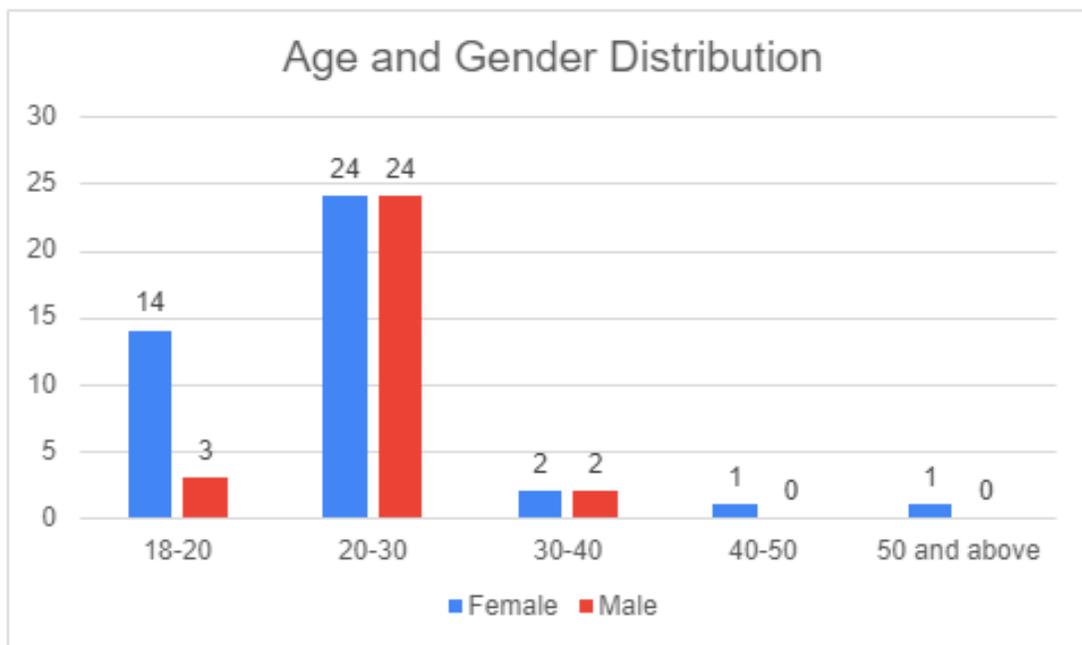


This is a two-way data interpretation, where both male and female of each age group have given their individual input. By this graph it is interpreted that from age group 20-30 there are more people who have given their inputs for Data Collection.

**4.2) Graph 2: Occupation Distribution**

Occupation Distribution
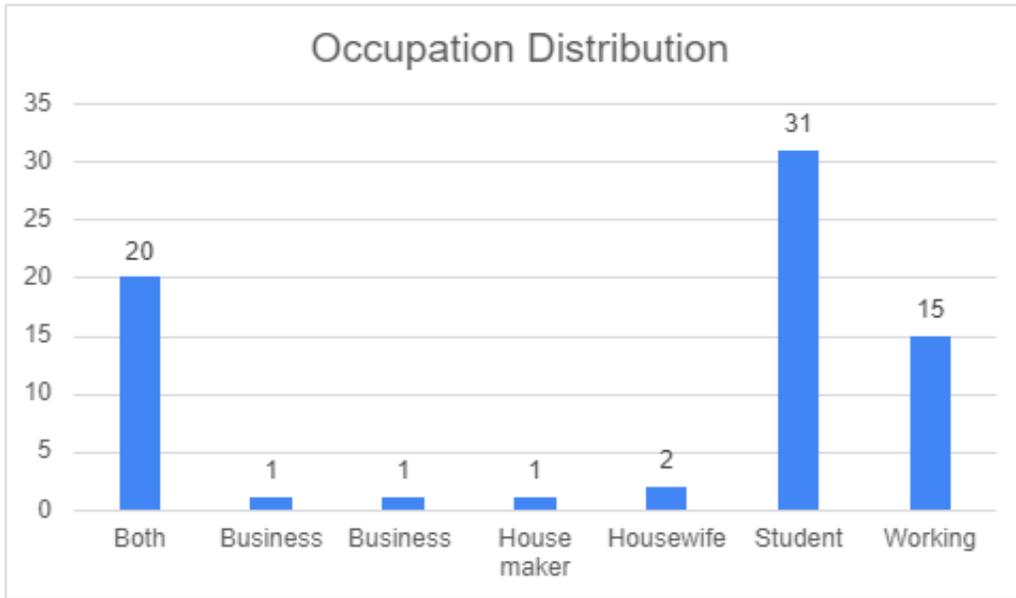
From the above graph, occupation is distributed from both male and female. The most input given in this data is by students and those who are working. But it interpreted that even Homemaker hold bank account.

**4.3) Graph 3: Respondents Having Bank Account**



Respondents having Bank Account
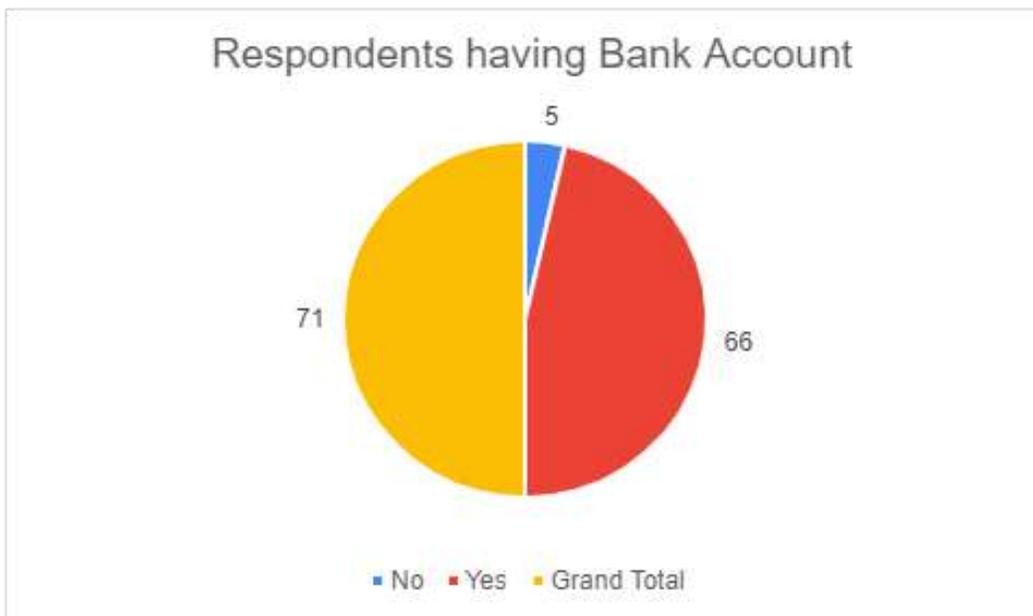
From the above graph, most of the respondents hold bank accounts. Now a days almost people have their own personal accounts, so they need to be more careful. From 71 respondents 66 of them have their personal accounts.

**4.4) Graph 4: Unauthorized Transaction faced by Respondents**



Unauthorised Transaction Faced By Respondents

- Maybe   - No   - Yes   - Grand Total
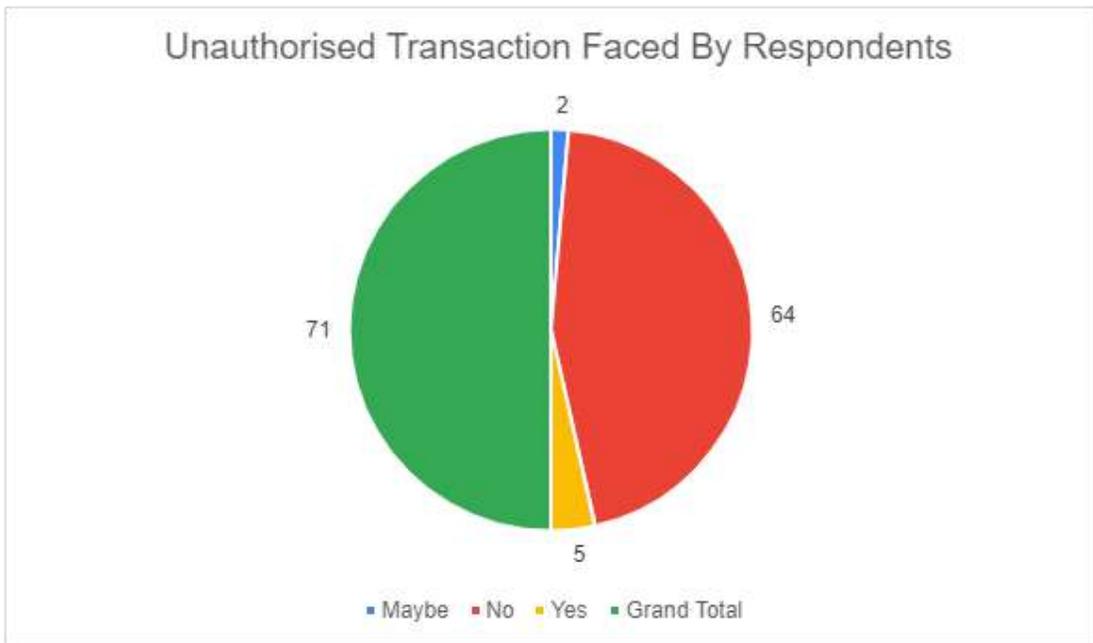
In the prior Graph, there were 66 respondents holding a bank account. From the 66 respondents there are 64 who have not faced any unauthorized transaction. But there are still chances to face unauthorized transaction. 5 respondents have faced unauthorized transactions and 2 are not sure if they have faced or not.

**4.5) Graph 5: Fraud message received by respondents**

Fraud Messages Received by Respondent
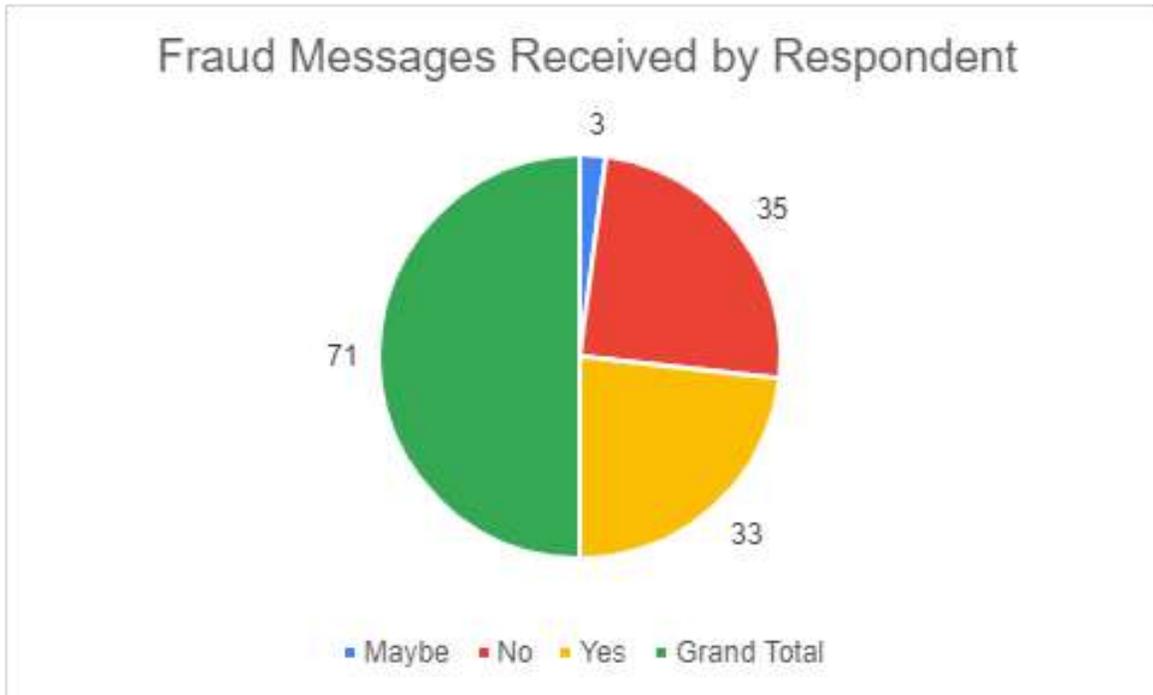
From the above graph, there are 3 respondents who are not sure if they receive fraud calls/messages or mails. From 71 respondents 33 are those who have received fraudulent calls or messages frequently and 35 are those who do not receive any fraudulent calls or messages. People need to be aware as 33 is considerable number of people that can be victim of this fraud.

**4.6) Graph 6: Respondents reacted to fraud calls/messages**

Respondents reacted to fraud calls/messages

There are most of the people to be specific 36 respondents who might receive such calls or message but refuse to give them details that means they are aware of such frauds and scams. Also, most of them-33 respondents have not received any calls or messages.

**4.7) Graph 7:**

| Sum of CTR | Have you taken any precautions to avoid money/identity theft? | | | | |
|---|---|---|---|---|---|
| Have you ever been a victim of identity / money theft? | Maybe | No | Tried | Yes | Grand Total |
| No | 11 | 11 | 3 | 40 | 65 |
| Yes | | | | 6 | 6 |
| Grand Total | 11 | 11 | 3 | 46 | 71 |

Calculated chi-square test on the above two-way table, but expected frequency was less than 5. It is observed that despite of taking precautions 6 respondents still have been victim of identity/money theft.

**4.8) Graph 8:**

| Do you have a bank account? | Have you ever received mail, text message or call from a random number asking about your account number/ personal information? | | |
|---|---|---|---|
| No | 4 | 1 | 5 |
| Yes | 34 | 32 | 66 |
| **Grand Total** | **38** | **33** | **71** |

Q=        0.58024

Statistical tool used in above graph is Quo efficient of Association. It is a qualitable variable.

**4.9) Graph 9: Ways of Identity stolen of Respondent.**



Ways of Identity Stolen Of Respondent
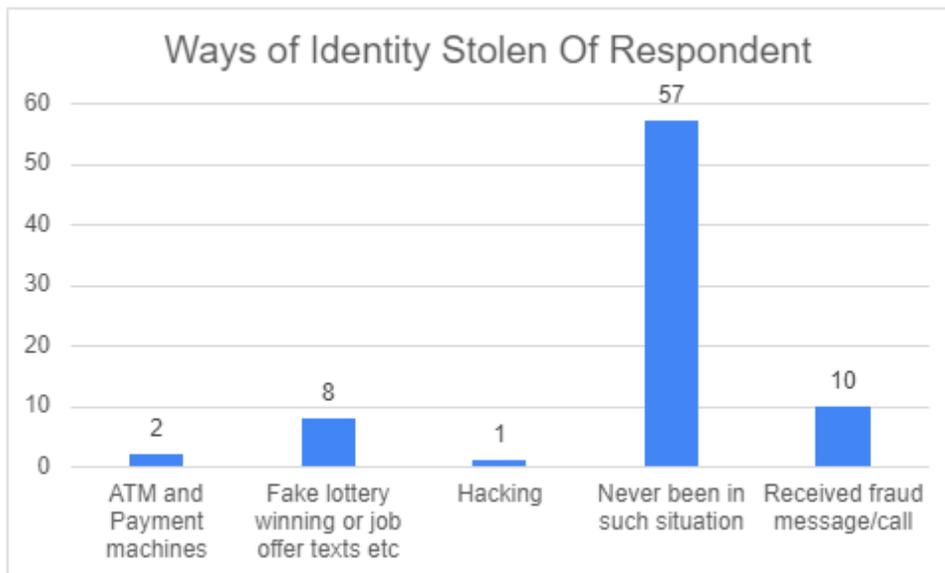
From 71 respondents 57 respondent's identity has never been stolen, they might have received fraud calls/message but have refused to give any details. On the other hand side, 20 people have been victim of identity/money theft. Out of 18 respondents 10 have received fraud calls/messages which is quite common these days. So, taking precautions is mandatory.

**4.10) Graph 10: Number of respondents taken precautions**



Number of Respondents Taken Precautions Distribution
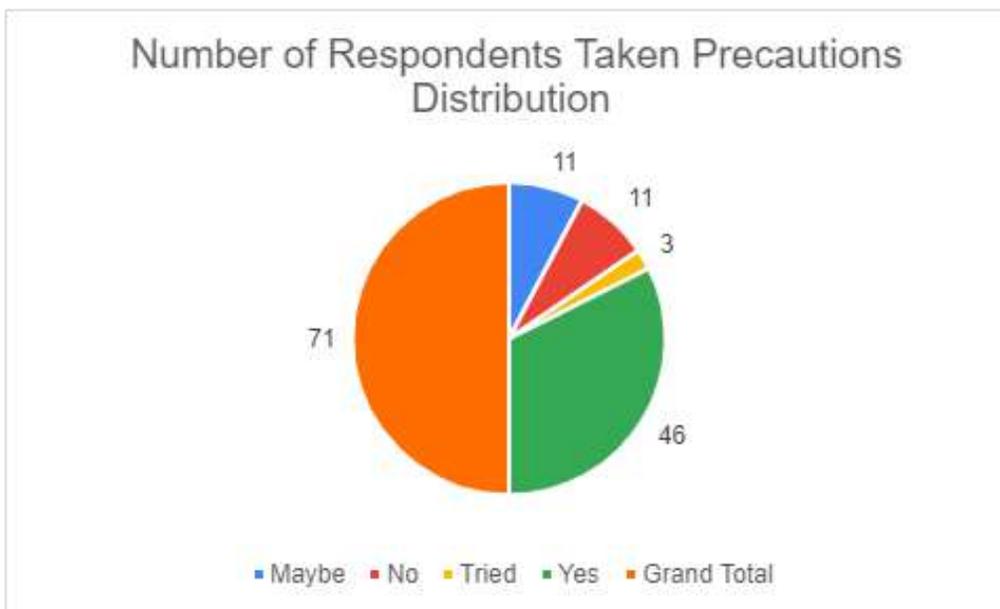
By now we have understood how important it is to take precautions against this fraud. There are 46 respondents who are aware of this fraud and have taken necessary precautions. 11 respondents have not taken any precautions against this fraud. Awareness on this genuine issue must be done so there are no victims.

**4.11) Graph 11: Precautions taken by the respondent.**

Precautions taken by the respondend
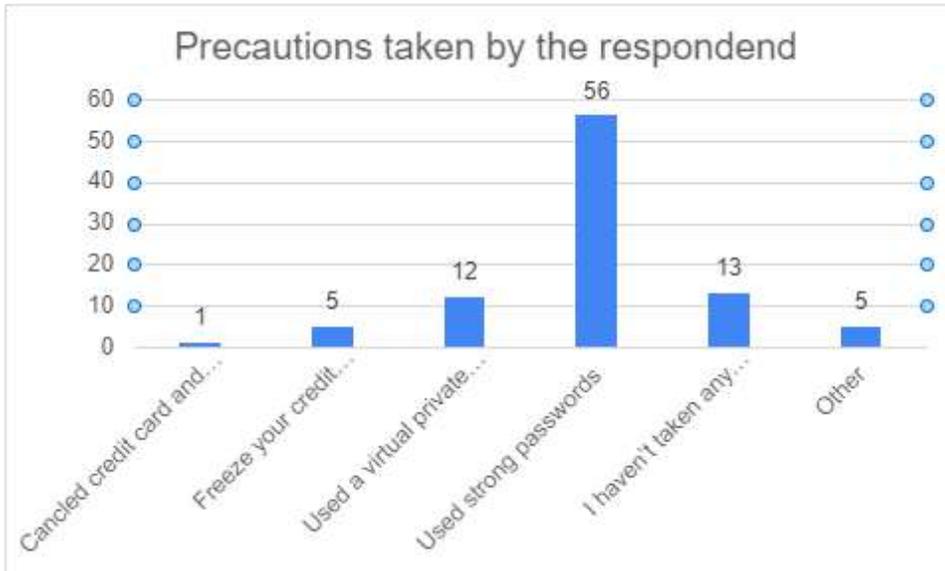
Most of the respondents have used strong passwords to keep their bank account safe. Some have frozen their credits and used VPN. And some have not taken any precautions. What is observed is despite of so many people taking precaution they still have been victim of identity/money theft.

**Chapter 5**

**CONCLUSION**

# 5) CONCLUSION

Identity crime is a growing, destructive, modern phenomenon that is, unfortunately, here to stay. The sooner governments worldwide comprehend the enormity of identity crime and begin serious efforts to curb its disastrous effects upon individuals, businesses, governments, and other organizations, the better life will be for law- abiding people and organizations everywhere. Understanding identity crime and reshaping law to deal with it effectively has been the core message of this book. Nevertheless, given the considerable ground we have covered in this research, reviewing briefly the principal discussion points around this core message is certainly in order in this concluding survey.

Moreover, organizations that collect people's personal information in their databases such as banks, financial institutions, and retail stores are more vulnerable than other small businesses or corporations. Therefore, it is vital for these institutions to have appropriate strategies, policies, and actions to protect them against mass identity theft. The good defensive strategies should combine security awareness, training, technical control, and an effective information management strategy. Facts show that identity theft by insiders is a major problem for organizations; thus, organizations should consider a strong and effective internal control to avoid identity theft. It is recommended that organizations educate employees about the most pervasive attacks, social engineering, and its consequences.

As the increasing technology, hacker have wide areas of methods and techniques to steal someone's identity, use their personal information, taking out money from their bank account. If someone is being a victim of identity theft their life can become miserable. It is observed that lots of people receive messages saying 'Congrats, you have won Rs. 29,50,000 lottery with number 91XXXXXX63 Download and play now to win (and the link is given)'. If you click on that link, they might ask for your bank account details so

that they can transfer the money to your account, the people who are aware of identity theft and have taken precautions may not be a victim but people who don't know about these fraud message/calls might fall in their net and be a victim of identity theft.

(The scene explained above has happened with me and my friends)

Now a days there are 'n' number of ways which can be used by the hacker/thief to steal your identity and people may not be prepared or aware of these methods. So, despite of carelessness every individual should take precautions by looking over their account statement frequently, freeze their credit, using strong passwords etc.

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# APPENDIX

1) Name



2) Age

- 18-20
- 20-30
- 30-40
- 40-50
- 50 and above



3) Gender

- Female
- Male
- Other



4) Occupation

- Student
- Working
- Both
- Other

5)      Do you have a bank account?

- Yes
- No

6)      Have you faced any unauthorised

transaction from your bank account?

- Yes
- No
- Maybe

7)      Have you ever received mail, text message or call from a random number asking about your  account number/ personal information?

- Yes
- No

8)      If yes, how did you reacted to it?

- I gave them my details
- I don't receive such messages
- I refused to give them any details
- Other- _____

9)      Do you think money/identity theft is getting common these days?

- Yes

- No

10) Have you ever been a victim of identity/money theft?

- Yes
- No

11) If yes, how did you recover your money?

- Freeze your credit reports
- Contacted the local police
- Contacted the companies involved
- Never been in such situation
- Other

12) From the following by which ways your money/ identity was stolen?

- Received fraud message/call
- Misplaced credit/ debit card
- Fake lottery winning/ job offers text etc
- ATM and Payment machines
- Never been in such situation
- Other

13) Have you taken any precautions to avoid money/identity theft?

- Yes
- No

14 What type of precautions have you taken?

- Freeze your credit (restricts access to your credit reports)
- Used a virtual private network(VPN)- hides your identity
- Used strong passwords
- Other _____

14) What will you do if you receive message/mail from unknown number saying 'We have credited Rs XXX on your account number. Tap the link below

Options: 1) I'll tap on the link

2) I'm aware of such scam messages

3) I'm aware of such scam messages

4) I don't receive such messages

15) If you receive a call, message or mail from unknown saying, You have won a lottery of Rs 1,00,000. How would you react to it? _____

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BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

PUNE-411004



A PROJECT REPORT ON:

**EFFICIANCY OF VOLUME WEIGHTED AVERAGE PRICE INDICATOR**
**IN DAY TRADING**

SUBMITTED TO

**SAVITRIBAI PHULE PUNE UNIVERSITY**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT OF THE:

BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL BUSINESS (B.B.A. I.B.)
(YEAR 2018-2021)

SUBMITTED BY

**KAUSTUBH KADAM**

UNDER THE GUIDANCE OF

**PROF. MANJUSHA WADEKAR**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **KAUSTUBH KADAM**

of B.B.A.I.B. Exam Seat No. **36** has satisfactorily completed the

project work.

Title **EFFICIENCY OF VOLUME WEIGHTED AVERAGE PRICE INDICATOR IN DAY**

**TRADING**

Date : **JUNE 2021**

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

External Examiner    Internal Examiner    Principal    B.B.A.I.B Incharge

# **DECLARATION**

I hereby declare that the project work entitled "EFFICIANCY OF VOLUME WEIGHTED AVERAGE PRICE INDICATOR  IN DAY TRADING"  submitted towards partial fulfillment of requirements for the award of the degree of BACHELORS OF BUSINESS ADMINISTRATION IN INTERNATION BUSINESS is a record of bonified project work carried out by me under the guidance of PROF. MANJUSHA WADEKAR.

I further declare that this is my original work and the dissertation has not formed the basis for award of any degree, associate ship, fellowship or any similar title to the best of my knowledge.

**KAUSTUBH KADAM**

# <u>ACKNOWLEDGEMENT</u>

# TABLE OF CONTENT

# **ABSTRACT**

The purpose of this research to analyze the Volume Weighted Average Price indicator over a while to analyze its efficiency in Day trading. The VWAP indicator will be observed for 30 days. The efficiency of the VWAP indicator in different trends will be analyzed. What are the pros and cons of VWAP?  How to use VWAP effectively.

For number indication, the VWAP trading strategy will be used, in the same period. The number of days will be counted, in which profits were made. Then it will be converted into a percentage.


Keywords: VWAP,candle,breakout,Long,Short,profit,dynamic,stock mark

# <u>INTRODUCTION</u>

While today it is possible to purchase almost everything online, there is usually a designated market for every commodity. For instance, people drive to city outskirts and farmlands to purchase Christmas trees, visit the local timber market to buy wood and other necessary material for home furniture and renovations, and go to stores like Walmart for their regular grocery supplies.

Such dedicated markets serve as a platform where numerous buyers and sellers meet, interact and transact. Since the number of market participants is huge, one is assured of a fair price. For example, if there is only one seller of Christmas trees in the entire city, he will have the liberty to charge any price he pleases as the buyers won't have anywhere else to go. If the number of tree sellers is large in a common marketplace, they will have to compete against each other to attract buyers. The buyers will be spoiled for choice with low- or optimum-pricing making it a fair market with price transparency. Even while shopping online, buyers compare prices offered by different sellers on the same shopping portal or across different portals to get the best deals, forcing the various online sellers to offer the best price.

A stock market is a similar designated market for trading various kinds of securities in a controlled, secure, and managed environment. Financial intermediaries, regulators, and brokers help for the proper working of the market. Smooth exchange of shares can take place in a secured environment. It is also known Share Market or Equity market. Other financial securities traded on the stock market are Exchange-traded funds(ETF), cooperate bonds, derivatives based on stocks, commodities, currencies, and Bonds. A stock or a share represents ownership claims on a business. Through the stock market company gets a chance to issue shares to the common public through an initial public offering(IPO). It helps the company raise capital from investors for necessary operations like expanding business, improving liquidity, cutting debts, financing future projects, etc. Give investors to take a share in the company they admire and participate in the decision-making process. First-time shares get listed in the Primary market, then traded on the secondary market.

The two most famous stock exchanges in India are the National Stock Exchange(NSE) and the Bombay Stock Exchange(BSE), regulated by The Securities and Exchange Board of India(SEBI). The SEBI is the regulatory authority established under the SEBI Act 1992 and is the principal regulator for Stock Exchanges in India. SEBI's primary functions include protecting investor interests, promoting and regulating the Indian securities markets. All financial intermediaries permitted by their respective regulators to participate in the Indian securities markets are governed by SEBI regulations, whether domestic or foreign.

The Stock market consists of different investors like Retail investors, Institutional investors, Asset management companies(AMC), and Foreign institutional investors(FII), etc. Each has its role in the stock market. Retail investors execute their trades through traditional or online brokerage firms or other types of investment accounts. They are non-professional investors. They don't have enough knowledge or high-tech software to compete with other highly skilled participants. They are also known as an individual investor. Retail investors have personal goals like Retirement, Children's education, Vacation, or other sizable finances. Because of their small purchasing power, retail investors often have to pay higher fees on their trades, as well as marketing, commission, and other related fees. By definition, the SEC considers retail investors unsophisticated investors, who are afforded certain protections and barred from making certain risky, complex investments.

Institutional investors are the "BIG Players" of the market. They move huge chunks of money in the market, which constitute a large portion of the transactions in exchanges. The Asset management company(AMC) is a part of the Institutional investor. Some other institutional investors are Pension Fund, Mutual Fund(MF), Investment bank, Insurance company, Hedge funds, private equity firms, and Investors. They are also known as "Wales" of the stock market.

The stocks could be traded for one day, one week, one month, one year, and many years. These are considered the style of trading. Each has its requirements. Investing for one year or more, Investors hold their securities and gain profit from selling them when the market price changes to their advantage. Often, they keep their assets for decades. Mutual funds(MF) are a preferable option for long-term investing. A person can choose MF if he has no time to research and select stocks. MF does this for him, according to their investment goals and risk appetite. A lot of knowledge is required to invest in long-term investments. Knowledge of Fundamental Analysis is essential to invest in long-term investing. Fundamental analysis is a method of evaluating the intrinsic value of an asset and analyzing the factors that could influence its price in the future. This form of analysis is based on external events and influences, as well as financial statements and industry trends.

Swing trading involves making trades over a few days, weeks, or months. This is a general time frame, as some trades may last longer than a couple of months, yet the trader may still consider them swing trades. It is described as a kind fundamental trading. Most fundamentalists are swing traders since changes in corporate fundamentals generally require several days or even a week to cause sufficient price movement to render a reasonable profit. The goal of swing trading is to capture a chunk of a potential price move. While some traders seek out volatile stocks with lots of movement, others may prefer more sedate stocks. Successful swing traders are only looking to capture a chunk of the expected price move, and then move on to the next opportunity.

**What is Day Trading?**

As the name tells, buying and selling stocks take place within one day, in market hours. Day trading is for those who can give time for reading market conditions. It is a lucrative career option. The purpose here is not to invest per second, but to trade for quick gains by controlling the stock indices movement. The market changes need to watch closely for price movements. Day trading requires a high set of skills and knowledge to predict the price movement. Even then, traders face losses. They use short-term trading strategies to capitalize on small price movements that occur in highly liquid stocks or currencies. Volatile markets are preferred.

Day traders are accustom to events that cause short-term market moves. Trading based on the news is a popular technique. Announcements such as economic statistics, corporate earnings, or interest rates are subject to market expectations and market psychology. Markets react when those expectations are not met or are exceeded–usually with sudden, significant moves–which can greatly benefit day traders.

The set of knowledge and skills required are different than those of long-term investing. A long-term investor uses Financial analysis to choose a stock for long-term investing. A Day trader uses Technical analysis to trade.
Technical analysis is the study of historical market data, including price and volume. Using insights from market psychology, behavioral economics, and quantitative analysis, technical analysts aim to use past performance to predict future market behavior. The two most common forms of technical analysis are chart patterns and technical (statistical) indicators.

Technical analysis can be used in other security markets as well.  This includes stocks, futures, commodities, fixed-income, currencies, and other securities. It is more prevalent in Forex and the commodity market. It includes trend lines, chart patterns, indicators, or a combination of tools. Still, a lot of risks are involved in it.

# LITERATURE REVIEW

The calculating average price of the closing price of a stock does not provide an accurate picture of the Stock. Here is where VWAP comes into play. It calculated by taking the number of shares bought times the share price and then dividing by total shares bought.

Basically, it calculates the average price of the stock based on how many shares were traded at different prices and it's usually calculated within a one-day time frame. It is used by short-term traders and in algorithm-based trading programs.

The formula of VWAP indicator:

$$VWAP = \frac{\sum Price \times Volume\ at\ Price}{\sum Total\ Volume}$$

Fig 1: Formula of VWAP

The volume of trade at a particular price plays a significant role. Other indicators like Moving Average(MV) tends to ignore this factor. It focuses on only the price movement. This is the factor VWAP edge over Moving Averages in Day trading. Adam Hayes(2021) says, "Because it combines price and volume in its value, most analysts consider the VWAP to be more representative of the true average price of the stock. The calculation of the VWAP is independent of and does not directly affect the Stock's closing price."

The volume at a particular price indicates buying or selling pressure. It tells who is in control of the market. If price trading above VWAP, Bulls in control, and if price trading below VWAP Bears in control
 Andrew Aziz(2016).

VWAP is a good indicator for beginners. Beginners could be on the right side of the trade Andrew Aziz(2016).
The simple trade strategy with VWAP is buying and selling at the breakouts. A beginner should be careful of false breakouts Andrew Aziz(2018).

The trading strategy with VWAP is from Andrew Aziz's (2016) book "How to Day Trade for a Living: A Beginner's Guide to Trading Tools and Tactics, Money Management, Discipline, and Trading Psychology "
The research is more based on observations. The strategy is to number it.

# <u>RESEARCH METHADOLOGY</u>

       This research is concentrated on observing the efficiency of VWAP indicators in day trading. This research is entirely based on primary observation and findings.

       The information about Volume Weighted Average price is available online and in books. Along with that, other strategies to effectively use the VWAP indicator are available. The main objective was to observe it through the eyes of retail traders, then commenting on the observations. The charts are from the authentic and reputed trading website, which is regulated by government entities.

       The Stock market charts are collected every day throughout the observation period. In an attempt to simplify charts, trading tools are used. Markings are given on certain positions to clarify the readings. Trends, resistance, Pullbacks, Support, Buying, Selling price are marked on the charts for better understanding. The analysis of charts is done to give comments on the performance of the VWAP indicator. The pros and cons that are witnessed during the observation are quoted below every particular trend or Chart. Table created are primarily made. All the data inside are checked. The purpose of presenting the data is to help people understand the observations, the basis on which certain comments are made. Abbreviations are used.

       After the pandemic hit the world the number of people investing in the stock market is increased. Those who lost job tried their luck on stock trading. Learning investing in the stock market. In the assumption of earning whole sum amount from trading. End up making losses.

The information collected in Literature Review is to show how VWAP work and the observation made by others. The VWAP formula is given.

The study of the VWAP indicator will help a newcomer in the stock market. The observations will give a better understanding and working of the VWAP indicator. With proper research and knowledge, profits are possible on the stock market, even in day trading.

# Data Analysis

The charts are observed. The pros and cons are mentioned. The trend is noticed and how effective VWAP is to capitalize those trends. More emphasis is on the trading factors. Ways through which efficiency can improve.The chart readings are divided based on the trends. Days with similar patterns are not repeated. Similar trend charts are observed together, based on that remark is made.

A particular stock(HDFC EQ (NSE)) is observed over a while (30 trading Days from 1 April 2021). Choosing a particular stock because every Stock has its features, so could hamper the findings. Some things are ignored like, brokerage, psychology, etc.

A simple strategy is used. Buying or selling when the 5-minute candle closes above or below respectively the VWAP indicator. The risk to reward ratio will be 1:2. The target for every day is one percent of the entering price. Then according to the Risk reward ratio, the stop loss would be 0.5 percent.

Trade performed using the strategy. Calculate the number of profit-making days. The Percentage of profit-making trading days will give the efficiency.

## April 1st 2021



Fig 2 Chart April 1st

**The Blue line is the VWAP indicator.**

Based on the Strategy,(short selling if candle ends below VWAP indicator) short-selling at 2527.5, and exit at 2502. As the candles keep forming below VWAP, this shows the bear has taken control of the market.

After the target is reached, and the trader will exit the market.

There was no indication of a trend reversal. VWAP was unable to predict the start of the new trend.

If a trader missed the first trend and wants to capitalize on the second trend, it can only be done if a candle ends above VWAP. A Trader should not enter in the middle of a trend. VWAP lack indicates starting a trend that is away from it.

Similar trends on other days.

**April 5th 2021**

The angle declines as the candles come close to VWAP.  The reduction from -30 to -6 degrees.  Still no decisive indication of a trend reversal. Similar pattern on 1st April.

There is still a big trend left after the exit price. With VWAP it's hard to capitalize on the remaining trend. This could be risky, and not all traders are risk-tolerant. The risk-averse trader would prefer to stick with the trading plan.



Fig 3: Chart of April 5th

Similar trend on April 15th and April 28th



Fig 4: Chart of April 15th

**April 15ᵗʰ 2021**

Here VWAP worked as a resistance for the starting four candles. The VWAP acts as resistance and support too. The first candle ended below VWAP, so the trader entered. Similar traits are visible.



Fig 5: Chart of April 28ᵗʰ

**April 28ᵗʰ 2021**

The angle created by the VWAP indicator indicates how bullish or bearish the market is. The angle made by VWAP before 12:00 pm was comparatively smaller than the period between 12:00 pm -13:00 pm. Volume increased in that period. The more the volume greater the inclination.

Lagging indicators are deceptive in the case of the dynamic market (during early trading session9:15 am to 9:45 am). As VWAP is also a lagging indicator, it tends to give false indications during early sessions.
Observed on many occasions.

**April 6ᵗʰ 2021**

As discussed above,  similar deception on April 6th. The market had a gap-up opening. The price fell rigorously and ended below VWAP. Indication for short sell. The trader takes the entry, at the opening price of the next candle. A steep declining angle in VWAP indicated a strong bear market.

But the next candle bounced back. A huge bullish candle triggered the stop loss. A steep change in direction of VWAP is visible. This period of day trading could be highly deceptive. A false breakout is common in this period.  Being a lagging

indicator, VWAP can't point out such trends. To use VWAP effectively avoid the 9:15 am to 9: 40 am period. Change entry time.

VWAP can indicate huge trends but it ignores the small trends. Flat VWAP formed. VWAP ends up forming almost a horizontal line. In these cases market is neither bullish nor bearish. It is called a stagnant market.



Fig 6: Chart of April 6th

Trends that start away from the VWAP indicator are not indicated. Many opportunities are missed in these cases.

**April 9th 2021**



Fig 7: Chart April 9th

Two potential trends started away from VWAP. The first, a short sell at 2535 and take profit mark at 2510. The second, buy at 2495 and exit at the day end. These are some trends that are VWAP is unable to give any indication.

Most of the loss incurred is due to the deceptive trend/false breakout at the start of the trading session. The days on which a similar trend was seen are April 7th, April 23rd, April 26th, April 27th, April 29th, May 5th, May 6th, May 14th, and May 18th.

This does not mean the days were all same, the main characteristics were similar, which played a big part in making a profit or accepting loss.

**April 12ᵗʰ 2021**



Fig 8: Chart of April 12ᵗʰ

It started with a red candle, and almost the rest of the day had a Bear market. A particular trend dominated the day. VWAP is best suited for this kind of trend. VWAP act as resistance as the candle tries to cross the VWAP. The trend is not always the same, pullbacks are normal in this case. The profit margin may improve in these cases, but the risk is high of losing the gains.
These trends are rare. High buying or selling pressure cause this type of trend. Great opportunity for the trader.

Throughout observations, this trend formed multiple times.
Similar trends were formed on: April 13th, April 20th, April 22nd, April 29th, April 30th, May 3rd,  and May 11th.

Not all days have this kind of movement. Stagnant markets, when the market doesn't have a decisive movement, are common. The stagnant market should be avoided in every case. These are very hard-to-trade. Every trader tends to avoid such trades. This is discussed above.

**April 8ᵗʰ 2021**



Fig 9: Chart of April 8ᵗʰ

The market had a robust movement during the start of the day, but after some candles, the market comes too stagnant. No decisive movement was thereby Bulls and Bears. VWAP, as analyzed earlier, unable to indicate small trends, even now gave no indication.

The target was not reached on 8th April, the stop loss was hit. This is not the case for every trade, some days the target was hit early in the trading session or at the end of the day.

The trend was witnessed multiple times. Following are the days :

April 16th, April 19th, May 4th, May 7th, May 10th, May 12th, and May 17th.

## Trades

The trades taken, based on the strategy were drawn down in a table. It consists of the dates of trade, Buying(Long) or short selling(Short), entry price, exit price, stops loss, and the trade result. With the help of this, trading efficiency will be calculated. The criteria are the number of days the strategy worked(made profit) versus the number of days it made a loss. The strategy remained the same for all the trade.

| Date | Long/Short | Entering Price | Take Profit | Stop Loss | Profit/Loss |
|---|---|---|---|---|---|
| 1-Apr-2021 | Short | 2518.25 | 2493.0675 | 2530.84125 | Profit |
| 5-Apr-2021 | Short | 2498.55 | 2473.5645 | 2511.04275 | Profit |
| 6-Apr-2021 | Short | 2446.55 | 2422.0845 | 2458.78275 | Loss |
| 7-Apr-2021 | Short | 2466.85 | 2442.1815 | 2479.18425 | Loss |
| 8-Apr-2021 | Long | 2515.9 | 2541.059 | 2503.3205 | Loss |
| 9-Apr-2021 | Short | 2512.4 | 2487.276 | 2524.962 | Loss |
| 12-Apr-2021 | Short | 2440.15 | 2415.7485 | 2452.35075 | Profit |
| 13-Apr-2021 | Long | 2448 | 2472.48 | 2435.76 | Profit |
| 15-Apr-2021 | Short | 2544.5 | 2519.055 | 2557.2225 | Profit |
| 16-Apr-2021 | Long | 2559.55 | 2585.1455 | 2546.75225 | Profit |
| 19-Apr-2021 | Short | 2482.3 | 2457.477 | 2494.7115 | Profit |
| 20-Apr-2021 | Short | 2508.6 | 2483.514 | 2521.143 | Profit |
| 22-Apr-2021 | Long | 2398 | 2421.98 | 2386.01 | Profit |
| 23-Apr-2021 | Short | 2458.55 | 2433.9645 | 2470.84275 | Loss |
| 26-Apr-2021 | Long | 2514.8 | 2539.948 | 2502.226 | Loss |
| 27-Apr-2021 | Short | 2495.8 | 2470.842 | 2508.279 | Loss |
| 28-Apr-2021 | Long | 2533.95 | 2559.2895 | 2521.28025 | Profit |
| 29-Apr-2021 | Long | 2622.8 | 2649.028 | 2609.686 | Loss |
| 30-Apr-2021 | Short | 2488.6 | 2463.714 | 2501.043 | Profit |
| 3-May-2021 | Long | 2386.6 | 2410.466 | 2374.667 | Profit |
| 4-May-2021 | Short | 2422.75 | 2398.5225 | 2434.86375 | Profit |
| 5-May-2021 | Short | 2374.6 | 2350.854 | 2386.473 | Loss |
| 6-May-2021 | Short | 2388 | 2364.12 | 2399.94 | Loss |
| 7-May-2021 | Short | 2457.55 | 2432.9745 | 2469.83775 | Loss |
| 10-May-2021 | Short | 2521 | 2495.79 | 2533.605 | Loss |
| 11-May-2021 | Short | 2488.5 | 2463.615 | 2500.9425 | Profit |
| 12-May-2021 | Short | 2417.05 | 2392.8795 | 2429.13525 | Loss |
| 14-May-2021 | Long | 2437 | 2461.37 | 2424.815 | Loss |
| 17-May-2021 | Long | 2450 | 2474.5 | 2437.75 | Profit |
| 18-May-2021 | Long | 2522.8 | 2548.028 | 2510.186 | Loss |

Table 1: Trades based on strategy

Number of Profit-Making days can be calculated.

| Number of day Profits are made | 15 |
|---|---|
| Number of days Losses are incurred | 15 |

Table 2: Shows the number of days profit and loss are made.

The number of days the trader made a profit is 15, and incurred loss is 15 days. A 50 % of accuracy with the help of the VWAP indicator is achieved. It is the efficiency of the trading strategy. Many other factors depend during trading but not considering them for this.

A 50 percent chance of making a profit. The profit may not be the same as this due to the brokerage charges that a trader needs to pay for every trade executed.

# **<u>Conclusion</u>**

The paper discusses the efficient use of the volume-weighted average price indicator in day trading. The inefficiency of VWAP to capitalize small trends and the trends that start away from VWAP. The trend reversals are difficult to indicate in the VWAP indicator, many profitable opportunities are missed in these situations. A profit-making trade can turn into a loss. Starting of the trading session should be avoided. False breakouts are common in volatile market conditions. The VWAP can overcome some drawbacks. Entering late in the market can help circumvent volatility in starting the session.

The VWAP is efficient during long Bullish or Bearish trends. It helps to tell How bullish and bearish the market is. The Angle of the VWAP indicator increases as the intensity of buying or selling increases.

The trades made were 50 percent profitable. No trading strategy or Indicator is perfect. Other short-term factors can disrupt the market, like business decisions, political decisions, etc.

Usually, traders use different combinations of indicators, chart patterns, trend lines, and other short-term factors. The efficiency may improve using these factors.

# **<u>Limitations</u>**

The first limitation is the amount of data collected. More days would have a different effect on research. Certain months have different trading patterns. As of April and May, financial performances are published, the market is more volatile. Every month has unique characteristics. Even the other conditions may affect the market, like the political, performance of other nations, the Corona-virus, etc.

The second limitation is the psychological effect during trading. Every trader has a different style of trading. As every month has different characteristics, even every trader has different characteristics. Psychology plays a huge role in trading. The use of this data is done due to the restricted time frame however, for future research endeavors, more data needs to be used to verify the theory.

The third limitation can be the personal boundary. The lack of knowledge and inability of the researcher to see things differently. Many aspects can get ignored in this case.

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# **Appendices**

**April 7<sup>th</sup> 2021**



Fig 10: Chart of April 7<sup>th</sup>

**April 13<sup>th</sup> 2021**



Fig 11: Chart of April 13<sup>th</sup>

**April 16ᵗʰ 2021**



Fig 12: Chart 16ᵗʰ 2021

**April 19ᵗʰ 2021**



Fig 13: Chart of April 19ᵗʰ 2021

**April 20ᵗʰ 2021**



Fig 14: Chart of April 20ᵗʰ 2021

## April 22ⁿᵈ 2021



Fig 15: Chart of April 22ⁿᵈ 2021

## April 23ʳᵈ 2021



Fig 16: Chart of April 23ʳᵈ 2021

## April 26th 2021



Fig 17: Chart of April 26th 2021

## April 27th 2021



Fig 18: Chart of April 27th 2021

## April 29th 2021



Fig 19: Chart of April 29th 2021

## April 30th 2021



Fig 20: Chart of April 30th 2021

## May 3rd 2021



Fig 21: Chart of May 3rd 2021

## May 4th 2021



Fig 22: Chart of May 4th 2021

## May 5th 2021



Fig 23: Chart of May 4th 2021

## May 6th 2021



Fig 24: Chart of May 6th 2021

**May 7th 2021**



Fig 25: Chart of May 7th 2021

**May 10th 2021**



Fig 26: Chart of May 10th 2021

**May 11ᵗʰ 2021**



Fig 27: Chart of May 11ᵗʰ 2021

**May 12ᵗʰ 2021**



Fig 28: Chart of May 12ᵗʰ 2021

**May 14ᵗʰ 2021**



Fig 29: Chart of May 14ᵗʰ 2021

**May 17th 2021**



Fig 30: Chart of May 17th 2021

**May 18th 2021**



Fig 31: Chart of May 18th 2021

# DECCAN EDUCATION SOCIETY'S

## BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (AUTONOMOUS)



A PROJECT REPORT ON

## COMPARITIVE STUDY BETWEEN MULTIPLEXES
## AND
## OTT PLATFORMS

PREPARED BY:

## Mr. KEDAR RAJ MIRJE

## CLASS: TY BBA IB

## ROLL NO: 45

UNDER THE GUIDANCE OF

## PROF. MANJUSHA WADEKAR

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF COMMERCE
(AUTONOMOUS) FOR FULFILLMENT OF REQUIREMENTS OF THE
BACHELOR OF BUSINESS ADMINISTRATION
IN INTERNATIONAL BUSINESS DEGREE
2021-2022

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **KEDAR MIRJE**

of B.B.A.I.B. Exam Seat No. **45** has satisfactorily completed the

project work.

Title **COMPARITIVE STUDY BETWEEN MULTIPLEXES AND OTT PLATFORMS**

Date : **JUNE 2021**                                          Place - Pune
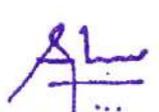
Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

## ORIGINALITY DECLARATION

This is to certify, that the research project submitted by me is an outcome of my independent and original work. I have reported all methods, data and processes accurately and truthfully to the best of my knowledge. I have not manipulated any data; I have duly acknowledged all the sources from which the ideas and extracts have been taken. The project is free from any plagiarism and has not been submitted elsewhere for publication. I appreciate that any false claim in respect of this work will result in disciplinary action in accordance with university or college regulations.

# DECLARATION

I Kedar Raj Mirje, a student of TY BBA-IB at the Brihan Maharashtra College of Commerce, hereby declare that the project titled: **COMPARITIVE STUDY BETWEEN MULTIPLEXES AND OTT PLATFORMS** ; A Research analysing the Consumer behaviour and their dynamic viewing experience with respect to Multiplexes and OTT Platforms, was carried out by me for the partial fulfilment of the BBA-IB program under the Brihan Maharashtra College of Commerce, Pune (Affiliated to Savitribai Phule Pune University)

# ACKNOWLEDGEMENT

A potter makes beautiful and attractive pots out of lumps of wet mud by providing guidance with his fingers at various different points. A novice in the field of management is just like the lump of wet mud, requiring guidance at every step towards a learning experience. Research Report is an arena where one can acquire knowledge and wisdom. Acquiring the same however would be incomplete without proper guidance. I would hence like to acknowledge the efforts of individuals who have guided this research report towards fruition.

I take this opportunity to express my sincere thanks to **Ms. Manjusha Wadekar** for her valuable guidance, constant encouragement and practical suggestions.

I would like to put fourth my earnest thanks to Mrs. **Bharti Upadhye (HOD BBA/BBA-IB/BBA-CA DEPT)** for providing me with vital inputs to co-relate the present project work and hence provide a sound base to the report structure.

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# EXECUTIVE SUMMARY

India is currently experiencing a period of lockdown that the people have never seen before. In such an instance, in the advent of technology and the Internet, everyone might choose to spend their free time in front of a digital screen, where they have a variety of choices to choose from.

The ever-increasing viewership of OTT streaming platforms, as well as the increased affinity towards them reinforces the above statement. The amount of time people spend looking at screens has greatly increased over the years. As movie theaters close and film releases are halted around the country amid lockdown, this technological change by the internet has produced a new kind of viewing experience which could end up shifting the collective movie-going experience in theaters resulting in a drop in footfall when the screens reopen.

Multiplex owners are most concerned about the shift in viewing experience brought by OTT platforms. This study attempts to assess the future of collective viewing experiences in India by examining the effects of rising OTT video streaming service viewership in the lockdown. It examines various vantage points that represent a change in the viewing experience to frame the Indian population's attitude toward the cinema halls.

# CHAPTER 1
# INTRODUCTION

With the advent of technology, human life has changed dramatically. Humans have attained the phase of evolution where they cannot go back to the habits which they earlier thought were the only way. For example, the most wealthy individual in any locality used to have a television back in the day and everyone used to sit and watch it at the same time, fast-forward two decades and now every person has a smart phone in which he/she can watch any kind of content anytime.

In the middle of all this, the dominance of watching movies in multiplexes has always persisted. Amid the lockdown this dominance is soon suspected to end. In USA, movies such as *The conjuring, batman, avatar* which were supposed to release in 2021 have been pushed to the next year. Similarly, in India, the theatrical release of all major films have been postponed indefinitely. On the contrary to this OTT platforms are buzzing with activity. OTT platforms were always an option, a source of entertainment to a lot of viewers in India but after the lockdown the preference for this option has magnified. With OTT platforms now gaining a large number of viewers, people have gained a complete new experience, this proves to be a big concern for the cinema hall owners.

According to the Global Web Index report, India's streaming market is one of the world's largest and fastest-growing, with major players such as Voot, Zee5, and MX Player. The video market in the country is worth over $700 Million and is expected to expand to $2.4 billion by 2023, with the OTT industry expected to grow at the fastest pace.

The demand for newer and more exclusive content, combined with the trend of people watching multiple content channels at the same time, will force big budget producers and directors to release movies directly onto OTT channels rather than cinema halls, such as Vidya Balan's Shakuntala Devi Biopic which was released on Amazon Prime directly.

Quality content on OTT platforms is in high demand. It expands the number of OTT channels available, so how will this complex viewing experience impact cinema attendance after the lockdown period? This investigation is focused on the following research questions.

In a nutshell the objectives of the topic are to compare the multiplexes in India and how they are being replaced by web-based content streaming companies, then to compare the services they both offer, what the traditional multiplex industry has offer to stay alive through this pandemic and finally assess the sustainability  and of these industries in the future

# CHAPTER 2
# LITRETURE REVIEW

The entertainment industry has been ever-growing since its very existence. According to a survey conducted by Statista Research Department, 51% of the people prefer browsing over the internet as their favorite source of entertainment, 51% chose the option of watching television and 24% of the respondents chose going to the movies. From this report it is clear that people choose the most comfortable and the most convenient source of entertainment to be their top priority.

The Nation-wide lockdown in 2020 has greatly affected the choice of 24% of the people who chose cinemas as their run to entertainment source. A survey conducted by **IN MOBI** a marketing platform for smartphones reveled that there was 46% hike in online content viewing. There was also 40% spike in paid subscribers of OTT platforms from 22.2 million to 32.0 million between March and July 2020 **(MEHUL GUPTA CO-FOUNDER OF SO-CHEERS)**. Also, the consumption of OTT primetime changed from 7PM to 10 PM to 12AM **(FINANCIAL EXPRESS APR 06, 2020).**

**MANISH KALRA COO OF ZEE5** said in an interview that an accelerated adoption of connected devices where, three out of five SVoD (Subscription Videos on demand) users who watched content via connected devices, recording over 80% growth during Covid-19. **MANISH KALRA** also expects that the next growth wave of OTT platforms will come from Tier 2 and Trier 3 Cities where OTT companies are planning there big expansion providing original content across different genres.

**ARCHANA ANAND CBO OF ZEE 5 GLOBAL** says that people in India have now warmed up to the idea of paying to watch quality content and have understood the true meaning of content democracy. They view the entire world as a source of content and see more value to purchase yearly subscription models, accelerating the growth of SVoD's.

According to **GOOGLE TRENDS REPORT,** Disney Hotstar and Netflix were the most searched OTT platforms since March 1, 2020. Similarly, daily average users for Amazon Prime had a hike of whooping 83 percent, which meant there is an ever-growing appetite for Content Consumption since the lockdown. **(CNBCTV18, APR 16, 2020)**

The top five metro cities account for 55% of all OTT video platform users, with Tier 1 cities accounting for the remaining 36%. In terms of the percentage of respondents who subscribe to each platform, Hotstar leads the Indian OTT video content market, followed by Amazon's Prime Video, SonyLIV, Netflix, Voot, Zee5, ALTBalaji, and ErosNow. ErosNow users were the most engaged, with 68 percent indicating that they watched content on a daily basis.

**"Reboot to the new Normal"** a report published, analyses the consumption pattern and media usage by public, stated that the first month of the lockdown experienced a 34% increase in the viewing time spent by the users.

**PARAMVEER SINGH** who conducted a research in 2020, says that there was a higher consumption of media content at night and at a two-hour daily basis. This latest hike was due to the increased time spent by family at home. The research also says that movie watching was a second preferred option after webseries.

The timing of media consumption had an interesting result in that the OTT viewership was divided into several categories based on age group and content **(PARUL GROVER, 2019).** The morning slot was dominated by the Elderly, whereas the afternoon slot was dominated by the Middle-Aged, as opposed to the Elderly or Young, who were the highest consumers at night. The future of OTT appears bright, with internet and mobile penetration increasing by the day. Despite the fact that people have begun to invest significant time and money in OTT platforms, it is difficult to predict that they will ever replace television as the primary video consumption platform **(DR. SABYASACHI DASGUPTA & DR. PRIYA GROVER, 2019)**

The most interesting research was that apocalyptic films such as Contagion, which was based on a similar fictional virus pandemic, as well as Zombie and Double Tap, were the most popular **(HINDUSTAN TIMES DATED APR 6, 2020).** According to the report, the documentary Pandemic: How to Prevent an Outbreak is now another top-viewed content on the respective streaming platform. Netflix, a major player in OTT streaming, experienced a similar trend, as another pandemic apocalyptic film, Resident Evil: The Final Chapter, a sci-fi film in which humanity is wiped out due to a T-Virus outbreak, ranked first in consumer viewership.

## OTT PLATFORMS IN INDIA

An over-the-top (OTT) media service is a streaming media service that provides content to viewers directly through broadcast, internet, and cable television platforms. These are the traditional distribution platforms for such content. The rise of OTT platforms has caused havoc in the entertainment industry. It is being pushed by the rise in the evolution of smartphones, the standard of living, changing audience preferences, and, most importantly, the ubiquitous and affordable Internet connectivity, which is also increasing penetration in rural areas.

OTT started in India in 2015 with Star India launching their OTT platform Hotstar, Multimillion dollar marketing and promotion strategies led Hotstar's swivel entry into the Indian Market. The international players followed soon with Netflix entering India in January of 2016. Voot, Amazon prime made their debut in India in December of 2016. This chain reaction was set into motion when Reliance Jio provided free highspeed 4G internet to almost 70 Million users across India. The emergence of cheap smartphones and the availability of 4G internet capable of a sufficient bandwidth to stream OTT Media helped the OTT players to grow in the Indian Market.

**GROWTH AND STRTEGIES OF OTT PLATFORMS**

It's no secret that content generation, distribution, and consumption are disrupting the television and the Multiplex Industry. In fact, by the end of 2017, there were 120 million OTT subscriptions in the United States alone, indicating that the Internet is gradually overtaking as the standard way people consume media. **(KERNEY INTL REPORT)**

**1. 5G**

Because 5G internet is expected to become the standard, especially in urban areas, it will forever change streaming behaviours. This next-generation cellular network technology will provide much faster and more consistent internet speeds, opening up a world of possibilities for OTT platforms and video streaming. More importantly, 5G will provide the necessary boost for live sports and event streaming, with 5G promising latency as low as one millisecond, resulting in less network interference and delays and ensuring a flawless viewing experience. 29% percent of consumers say they would pay more for OTT services if 5G enabled better video quality on mobile devices and reduced buffering.

**2. CONSOLIDATIONS AND STRATEGIC PARTNERSHIPS**

With competition heating up and growth becoming more difficult, the market is ripe for mergers, acquisitions and partnerships between companies looking to expand into new markets or otherwise differentiate themselves. Examples include Verizon's acquisition of Yahoo, T-Mobile and Netflix's streaming collaboration, and Amazon's Prime Video, which includes content from HBO, Cinemax, and Showtime. Consolidation trends are also exemplified by Disney's bid to acquire Fox and the T-Mobile–Sprint merger . **(KERNEY INTL REPORT).**

**RESENTMENT BETWEEN OTT PLATFORMS AND MULTIPLEXES**

Several producers have decided to release their film directly on OTT platforms rather than in theatres; after all, theatres will not be opening anytime soon. This decision was made due to financial and logistical considerations. **(TIMES OF INDIA JULY 27, 2020)** However, the "OTT vs. theatres debate" has only recently begun and is unlikely to end in the near future.

Several multiplex chain owners have openly criticised the producers' decision. INOX, India's largest multiplex chain, issued a statement about it. They expressed their dissatisfaction over the film industry for failing to support their partners in times of need. They even threatened to take retributive measures in the future.

**SIDDHARTH JAIN** of the INOX cinema chain was taken aback by the move of the movie industry's producer friends. Cinemas and exhibitions have been linked for over a century. So the very least they expected from their friends was that they all think about the situation before making any announcements. Nobody on the other side was consulted about it, and suddenly, plenty of movies announced their release on Amazon Prime, Zee5, and Netflix, to name a few. Furthermore, once the theatres open, viewers cannot be expected to pay to see an old film that is already on the market. **(DU EXPRESS)**

As a result, PVR advised producers not to release their films until theatres reopen. In an interview with HUFFPOST INDIA, Kamal Gianchandani, CEO of PVR Pictures, expressed disappointment that Gulabo Sitabo was released directly on the OTT platform. When it was announced that Suriya and his company 2D Entertainment Ponmagal Vandhal would be directly released on OTT platforms, the Tamil Nadu Theatre and Multiplex Owners' Association expressed its displeasure. They even threatened to ban future screenings of their films. Nonetheless, the film will be available on Amazon Prime on May 29, 2020. The Eastern India Motion Pictures Association (EIMPA) wrote to the government.

# CHAPTER 3
# RESEARCH METHODOLOGY

It is very necessary to adopt a particular method to analyze the findings of any topic successfully. The following are the steps that have been taken to complete the research project.

**1. RESEARCH APPROACH**
The approach used to complete this research project was to analyze the consumer behavior and their dynamic watching experience when it comes to a comparative choice between OTT platforms and Traditional Cinema houses.

**2. RESEARCH DESIGN**
The objectives of the research topic require a research design that is descriptive in nature which are based on surveys and are conducted for the purpose of Fact Finding.

**3. DATA COLLECTION SOURCES**
In this research, both Primary and secondary data collection sources are utilized.
Secondary Data was already available through a lot of articles, books and websites which were found online. The secondary data provides a lot of information on various parameters. Primary data was obtained through questionnaire filling. Both primary and secondary data become very much essential when we develop a working Hypothesis.

**4. RESEARCH INSTRUMENTS AND METHOD OF DATA COLLECTION**
The instrument that was chosen to conduct this research was that of "Structured Questionnaire". This has been done because data obtained in structured studies are easier to tabulate and interpretate than data gathered from any other source. A format list of questionnaire was prepared which could give relevant information when answered by respondents. The Questionnaire was circulated by the mode of Google Forms.

**5. TARGET SEGMENT**
Customers of Traditional Cinema houses and members or account holders of any OTT platforms. People of all age groups were given the questionnaire, and no age cap was taken under consideration, as almost every person has at least visited a cinema house or streamed an OTT platform once in their lifetime.

**6. SAMPLE AREA**
The questionnaire was circulated between family, friends and peers at BMCC, due to scattered residential locations across the world the sample area was difficult to ascertain. A huge part of the sample have residential locations in Maharashtra and thus Maharashtra is considered as the most relevant and significant sample area.

**7. SAMPLE SIZE**
A total 170 respondents from various universities and age groups were been selected as the sample for data collection from which 158 respondents have responded.

## 8. SATISTICAL TOOLS EMPLOYED

This research is divided into three parts. In one of the parts documents or reports were analysed. It is procedure for evaluating documents both electronic and physical form to develop and to understand a particular phenomenon or an issue. It provides a rich analysis of a particular phenomenon and it often times is useful as a standalone method of research **(Bowen 2009).** The Second method used was percentage analysis of the selected respondents with the set of questions. Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondent's response to a particular question is percentage arrived from the total population selected for the study. The Third method was the Chi-square Test This test is used for hypothesis tests about whether your data is as expected. The basic idea behind the test is to compare the observed values in your data to the expected values that you would see if the null hypothesis is true. Factor Analysis, has been used to analyse data using SPSS package and Microsoft Excel.

## 9. LEVEL OF SIGNIFICANCE

The significance level refers to the probability of either accepting or rejecting a null hypothesis. A Level of significance of 5% was fixed to perform the data analysis.

# CHAPTER 4
# DATA ANALYSIS
# AND
# INTERPRETATION

Out of 158 respondents, 95% of the respondents fall in the age group of 18-38, this is a male dominated sample with 59% males and 41% females. In this sample a large part of the respondents are students (53%) followed by 26% employed respondents and 21% self-employed respondents.
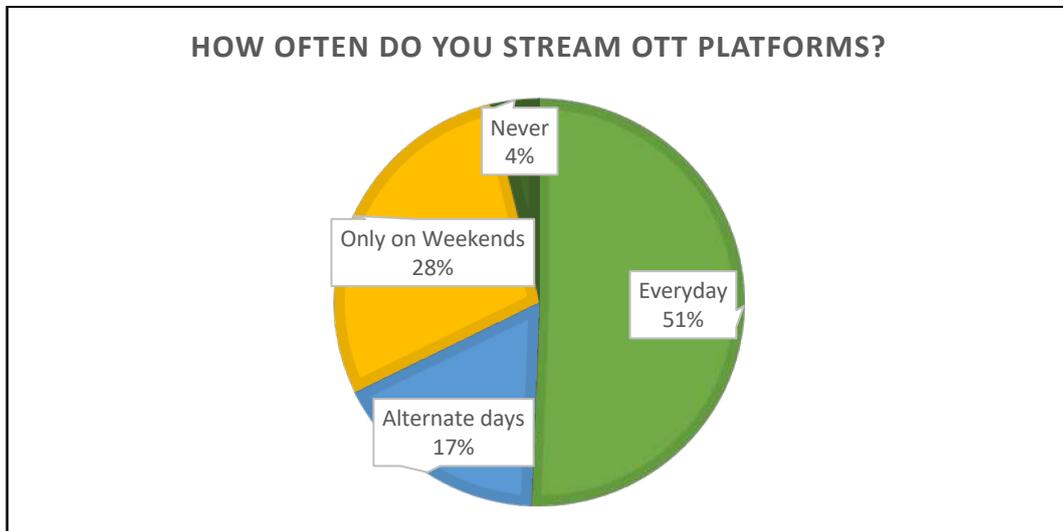


**GRAPH NO: 1**

If we analyze the viewing behavior of OTT platforms, as many as 51% respondents stream OTT platforms every day, 35% of respondents stream OTT platforms twice or more than twice a Week. 4% respondents have never watched any content on OTT platforms.
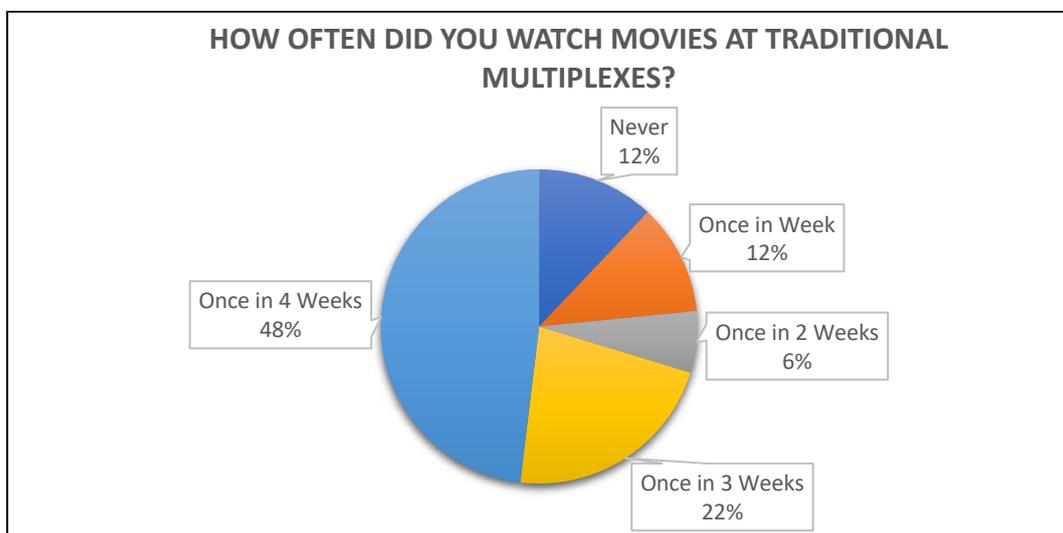


**GRAPH NO: 2**

Maximum number of respondents 48%, went to the movies once in 4 weeks, 22% of the respondents went to multiplexes once in 3 weeks followed by 6% respondents to went once every 2 weeks and 12% respondents went to the movies as frequently as once in a week.12% of the respondents responded that they never went to the movies. So, this clearly suggests that respondents spend more time streaming OTT platforms than watching a movie at a Multiplex.

**WHICH OTT PLATFORM DO YOU STREAM THE MOST?**
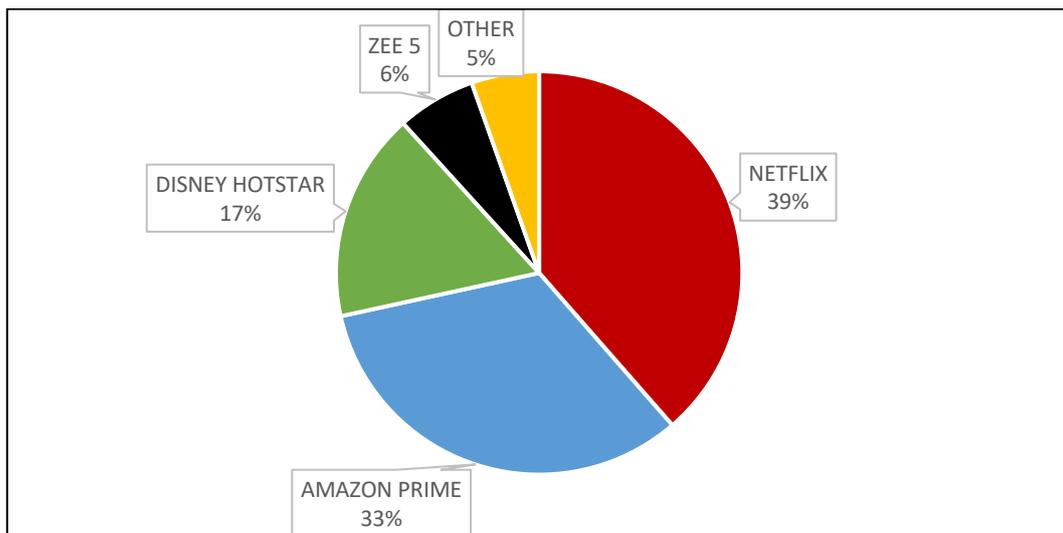


**GRAPH NO: 3**

When it comes to the most streamed OTT platform, Netflix (39%) tops the list followed by Amazon prime (33%), Disney Hotstar (17%) and Zee 5 (6%). Other OTT platforms were the choice of only 5 % respondents. One of the interesting findings suggests that people in India prefer low priced OTT platforms more. Maybe this is the reason why Netflix became so popular. Netflix initially launched in India with a subscription model that was expensive, it offered the users to stream content across various devices in high quality resolution. This subscription model did not suit the Indian Market where the competitors like Amazon Prime and Hotstar had subscription fees less than a thousand rupees a year. In 2018 Netflix launched a new subscription version with limited services, this version was more affordable. Soon Netflix saw a hike in the number of memberships to their platform.

**IS THE CONTENT OFFERED BY OTT PLATFORMS RELEVANT?**



Rarely 6%
Never 1%
Always 33%
Sometimes 60%
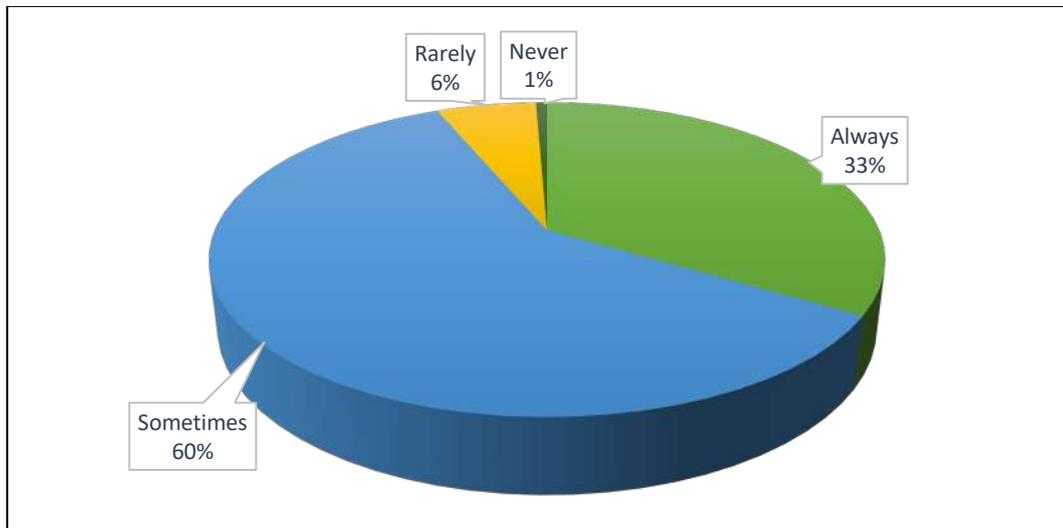
**GRAPH NO: 4**

**IS THE CONTENT OFFERED BY MULTIPLEXES RELEVANT?**



Never 4%
Always 7%
Rarely 18%
Sometimes 71%
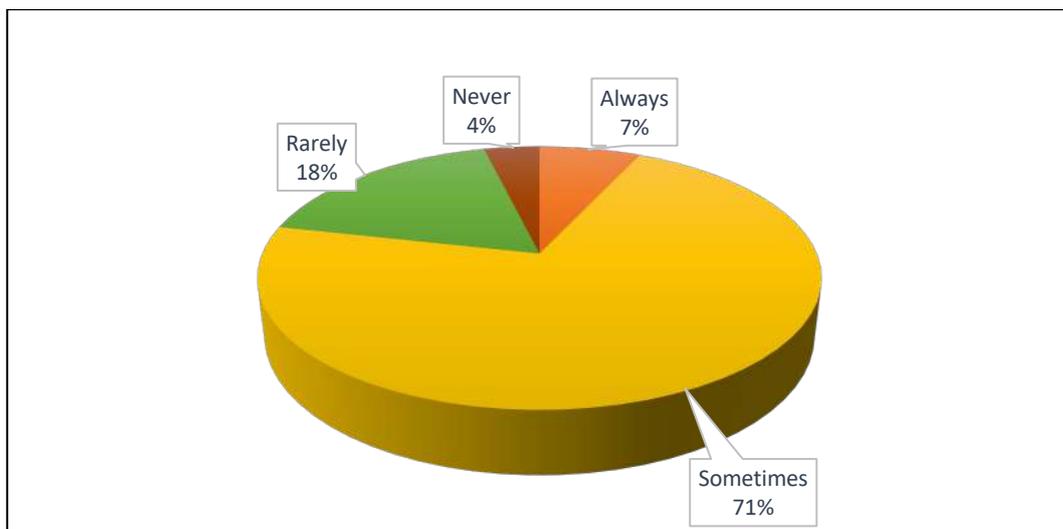
**GRAPH NO: 5**

When a same set of statements were asked to the respondents, about the relevance of content offered by OTT platforms and multiplexes, maximum number of respondents had an opinion where they thought that the content offered by OTT platforms is more relevant than what the traditional cinema houses provide you with. This inclined opinion towards OTT platforms is because of the freedom of content that can be viewed. OTT platforms gives users the access to a library of content at any time and any place.

**WOULD YOU PREFER BUYING A YEARLY SUBSCRIPTION TO ANY OTT PLATFORM OR WOULD YOU BUY A SINGLE TICKET TO A MOVIE AND WATCH IT IN A MULTIPLEX?**



1 Ticket to a Movie in a Multiplex, 22%

Yearly subscription of OTT Platforms, 78%
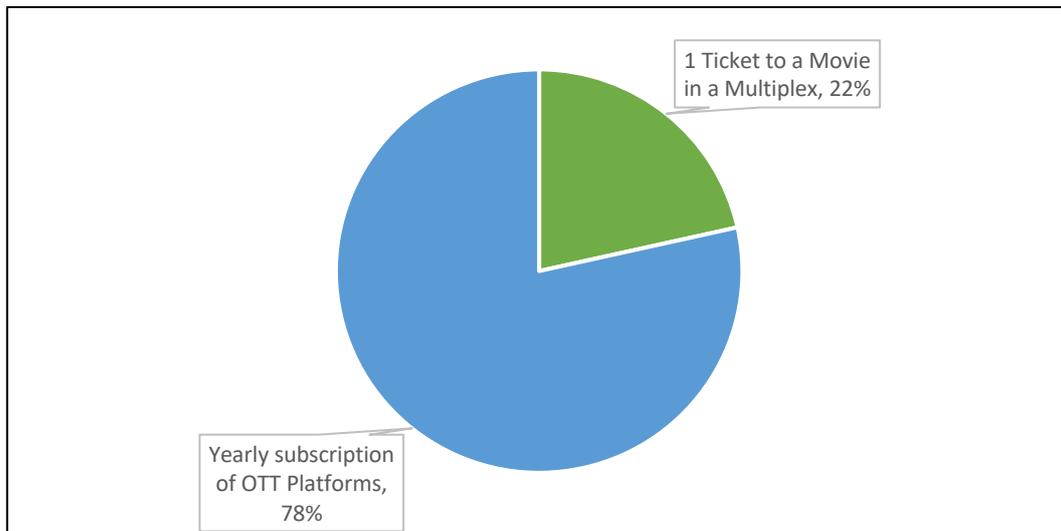
**Graph No: 6**

When respondents were asked this question, 78% of the respondents preferred buying a yearly subscription to an OTT platform rather than buying a ticket to a movie at a multiplex. Allowing content to be viewed multiple times, at any time, any place and at an affordable cost are some of the advantages of OTT platforms over multiplexes.

**RELEVANCE OF CONTENT CROSS TABULATED WITH THE ATTENDANCE IN A MULTIPLEX**

| CONTENT RELEVANCE | ATTENDANCE IN A MULTIPLEX | | TOTAL |
|---|---|---|---|
| | AT THE MOST TWICE IN TWO WEEKS | AT THE MOST TWICE IN FOUR WEEKS | |
| ALWAYS | 6 | 5 | 11 |
| SOMETIMES | 23 | 83 | 106 |
| RARELY | 4 | 20 | 24 |
| NEVER | 1 | 3 | 4 |
| TOTAL | 34 | 111 | 145 |

**Table No: 1**

$H_0$: The attendance of the respondents to a multiplex is independent of the content offered.
$H_1$: The attendance of the respondents to a multiplex is dependent on the content offered.

The objective here was to understand if there is any co-relation between the attendance of the respondents at a multiplex and the content offered by them. The calculated value of Chi-Square p is 0.064348 which is greater than 0.05, which means that the null hypothesis is accepted at 5% level of significance. Multiplexes don't just offer customers the facility of watching a movie on a big screen, they also provide you with an experience, it is a place where people come with their family and friends to enjoy watching some content while chatting, eating popcorn, etc. Thus, it is the entire getaway experience that matters more than the content offered by them.

**VIEWING BEHAVIOR CROSS-TABULATED WITH RELEVANCE OF CONTENT: OTT PLATFORMS**

| | DO YOU FIND THE CONTENT OFFERED BY OTT PLATFORMS RELEVANT? | | |
|---|---|---|---|
| **VIEWING BEHAVIOR** | YES | NO, IT'S JUST NETFLIX AND CHILL | **TOTAL** |
| EVERYDAY | 50 | 30 | 80 |
| ALTERNATE DAYS | 21 | 06 | 27 |
| ONLY ON WEEKENDS | 22 | 23 | 45 |
| NEVER | 04 | 02 | 06 |
| **TOTAL** | 97 | 61 | 158 |

**Table No: 2**

$H_0$: The viewing behavior of the respondents on an OTT platform is independent of the content offered.

$H_0$: The viewing behavior of the respondents on an OTT platform is dependent on the content offered.

The calculated value of Chi-square p is 0.105 which is greater than 0.05, which means that the alternate hypothesis is rejected, and the null hypothesis is accepted at 5% level of significance. The Viewing behavior of the respondents does not depend upon the content provided by OTT platforms. These responses are of taken amid Covid, a situation where multiplexes are closed throughout the country, users of OTT only have two options in such a situation, they can either stream OTT platforms or watch television. OTT platforms gives the users a greater freedom of content as compared to the content on televisions, thus people stream OTT platforms irrespective of the content they provide and view it as a source of entertainment only.
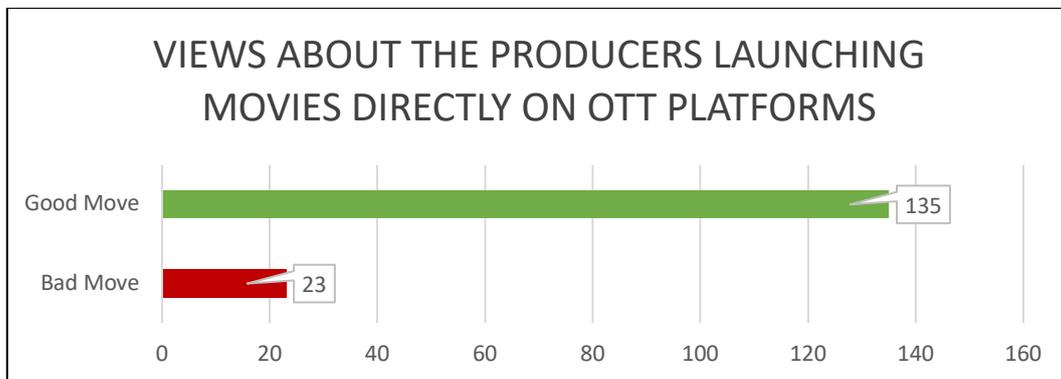


**Graph No: 7**

Out of the 158 respondents, 135 (85%) of the respondents thought that launching movies on OTT platforms was a good move taken up by the film producers. 23 respondents thought that it was a bad move. If a movie is completed and if there is no insight as to when theaters will re-open, launching movies on OTT platforms does seem like a good move. It is a wise choice that producers made in order for the income to come in. Even though the Income from launching movie on OTT platforms it is quite less as compared to box office earnings, it will be enough to pay the people who have worked on the movie and to ensure sustainability in the industry.

**DO YOU THINK OTT PLATFORMS WILL REPLACE THE MAGIC OF THE MOVIE THEATERS?**

NO 37%

YES 63%
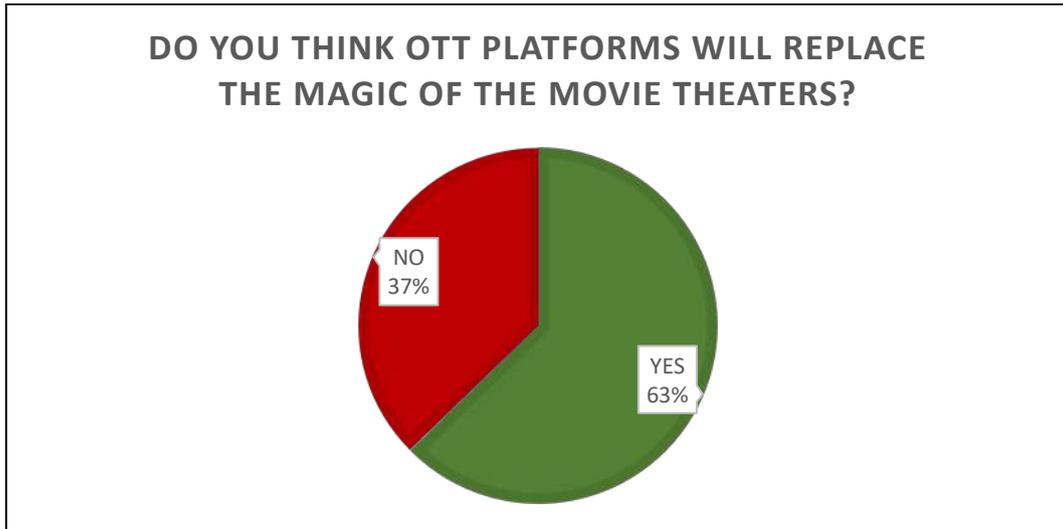
**Graph No: 8**

Analysing the responses, 63% of the repondents feel that OTT platforms will replace the magic of movie theaters. OTT platforms are increasingly becoming a component of consumers leisure time, and they are giving established modes a run for their money. The advantages of time and place convenience, availability of efficient and cheap data connectivity, penetration of smart phones, vast amount of content to choose from. 37% of the people think that OTT platforms will not be completely overtaken by OTT platforms in the foreseeable future, and they will coexist. Multiplexes still have a lot of dedicated viewers, and with minor tweaks to the quality of programming and strategy, they may continue to attract customers and thrive in the future.

**FACTOR ANALYSIS MULTIPLEXES**

Initially respondents were asked to rate their experience at a traditional multiplex based on the factorability of 10 Variables, these ratings were in a qualitative form and were converted to quantitative to find the co-relation that exists between the variables using co-relation matrix. The quantitative counterparts of the qualitative factors were as follows, 1-Poor, 2-Satisfactory, 3-Good and 4-Excellent. Factor analysis was conducted to reduce the number of variables to a minimum and to analyze the experience more thoroughly.

**Descriptive Statistics**

| | Mean | Std. Deviation | Analysis N |
|---|---|---|---|
| Picture Projection Quality | 3.35 | .722 | 158 |
| Service Quality | 2.85 | .669 | 158 |
| Food Quality | 2.26 | .775 | 158 |
| Food Prices | 1.44 | .753 | 158 |
| Ticket Prices | 2.09 | .764 | 158 |
| Seating Comfort | 2.82 | .745 | 158 |
| Security | 2.70 | .818 | 158 |
| Parking Space | 2.73 | .840 | 158 |
| Parking Prices | 2.18 | .921 | 158 |
| Overall Rating | 2.67 | .691 | 158 |

**Table No: 3**

The descriptive statistics table summarizes the ratings of a 158 respondents on various variables. The Statistical table above shows that, picture projection quality has got a mean value as 3.35 which means that on an average, 158 respondents feel that the picture projection quality is Good. Maximum number of variables like service quality (2.85), seating comfort (2.82), security (2.70), parking space (2.67) is rated as Good. Variables such as Food Quality (2.26), Ticket Prices (2.09), Parking Prices (2.18) have got an average rating as Satisfactory. Food Prices with the lowest mean (1.44) has got its rating as Poor. The standard deviation value is less than 1, which indicates that the average answer has not deviated largely, this confirms the quality of the responses received for the question.

**Correlation Matrix**

| | | Picture Projection Quality | Service Quality | Food Quality | Food Prices | Ticket Prices | Seating Comfort | Security | Parking Space | Parking Prices | Overall Rating |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Correlation | Picture Projection Quality | 1.000 | .492 | .259 | .160 | .228 | .495 | .220 | .248 | .194 | .487 |
| | Service Quality | .492 | 1.000 | .469 | .324 | .352 | .406 | .371 | .392 | .292 | .497 |
| | Food Quality | .259 | .469 | 1.000 | .511 | .388 | .301 | .313 | .341 | .292 | .422 |
| | Food Prices | .160 | .324 | .511 | 1.000 | .602 | .300 | .257 | .459 | .539 | .417 |
| | Ticket Prices | .228 | .352 | .388 | .602 | 1.000 | .534 | .423 | .506 | .510 | .615 |
| | Seating Comfort | .495 | .406 | .301 | .300 | .534 | 1.000 | .509 | .423 | .297 | .604 |
| | Security | .220 | .371 | .313 | .257 | .423 | .509 | 1.000 | .654 | .519 | .637 |
| | Parking Space | .248 | .392 | .341 | .459 | .506 | .423 | .654 | 1.000 | .630 | .628 |
| | Parking Prices | .194 | .292 | .292 | .539 | .510 | .297 | .519 | .630 | 1.000 | .533 |
| | Overall Rating | .487 | .497 | .422 | .417 | .615 | .604 | .637 | .628 | .533 | 1.000 |

**Table No: 4**

The Correlation matrix shows the correlation coefficients between variables. Each cell in the table shows correlation between two variables. Every variable when correlated with itself gives a value of 1. The correlation coefficient r is positive for any two variables corelated in a matrix. This signifies that the there exists a positive correlation between the variables. There exists a strong correlation between variables security and parking space r is 0.654 (65.4%), people who come to the multiplexes feel that security of their assets in the parking lots is very important and contributes largely to their experience. There is also a strong correlation between the ticket prices and the overall rating r is 0.615 (61.5%). This correlation is expected to be strong; A ticket being priced decently or not leads to the phycological satisfaction or dissatisfaction of the customers and thus turns out to be a positive or a negative growth in the overall experience of the customer.

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.879 | 48.791 | 48.791 | 2.987 | 29.872 | 29.872 |
| 2 | 1.227 | 12.272 | 61.063 | 2.145 | 21.454 | 51.326 |
| 3 | 1.006 | 10.058 | 71.121 | 1.979 | 19.795 | 71.121 |

**Table No: 5**

The total variance table explains the percentage of participation of a component in the overall experience. Component 1 contributes the largest (48.791%), followed by component 2 (12.272%) and component 3 with (10.058 %). The 10 variables are clubbed in these 3 components (3 components above the eigen value 1 in the Scree Plot). The clubbing of these variables in the components is based on the importance of those variables in the experience of respondents in a multiplex.

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Picture Projection Quality | .082 | .859 | .053 |
| Service Quality | .155 | .687 | .384 |
| Food Quality | .075 | .346 | .757 |
| Food Prices | .331 | .011 | .836 |
| Ticket Prices | .557 | .196 | .528 |
| Seating Comfort | .482 | .639 | .078 |
| Security | .818 | .271 | .011 |
| Parking Space | .802 | .165 | .253 |
| Parking Prices | .738 | -.021 | .385 |
| Overall Rating | .665 | .518 | .245 |

**Table No: 6**

The variables form a part of that component in which it has maximum value.

| OUTSIDE MULTIPLEX EXPERIENCE | INSIDE AUDI EXPERIENCE | INSIDE MULTIPLEX EXPERIENCE |
|---|---|---|
| COMPONENT 1 | COMPONENT 2 | COMPONENT 3 |
| SECURITY | PICTURE PROJECTION QUALITY | FOOD QUALITY |
| PARKING SPACE | SERVICE QUALITY | FOOD PRICES |
| PARKING PRICES | SEATING COMFORT | |
| TICKET PRICES | | |
| OVERALL RATING | | |

**Table No: 7**

When the variables in the rotated component matrix are arranged in their respective components, we get the above table. The data in the above table signifies that all the variables in component 1 are all the activities a customer experiences outside the multiplex. They contribute most to the experience (49%). The customer is happy when he knows that there is plentiful of parking space where he/she can park his/her car safely within the secured perimeter of the multiplex. If the ticket prices are appropriate that adds to the overall experience. The second component contains all the activities inside the auditorium, this component contributes 12 % in the grand experience. The customer enjoys the 3D picture quality with Dolby Atmos sound system. If multiplex staff is polite and there is someone who guides the customer to his/her seat that adds to the service quality, recliner seats which don't hurt your back and neck

adds to the overall experience. Component 3 are all the activities inside the multiplex, they contribute the least to the overall experience (10%). This component contains experience related to food and their prices. This component contributes the least because, most of the customers go to the movies after lunch or dinner, some customers also avoid eating in the multiplexes because of low quality food offered at high prices.

## FACTOR ANALYSIS OTT PLATFORMS

**Descriptive Statistics**

|  | Mean | Std. Deviation | Analysis N |
|---|---|---|---|
| Picture Quality OTT | 3.37 | .717 | 158 |
| Service Quality OTT | 3.03 | .777 | 158 |
| Subscription Fees | 2.66 | .871 | 158 |
| User Interface of App | 3.07 | .783 | 158 |
| Overall Rating OTT | 3.14 | .700 | 158 |

**Table No: 8**

Respondents were also asked to rate the OTT platforms based on the factorability of the following 6 variables. These ratings were in a qualitative form and were converted to quantitative to find the co-relation that exists between the variables using the co-relation matrix. The quantitative counterparts of the qualitative factors were as follows, 1-Poor, 2-Satisfactory, 3-Good and 4-Excellent. All the variables were rated with a mean value of 3, which means that all the variables are rated good by the respondents. The standard deviation values are also less than one which indicates that the respondents have given the same answer on an average.

**Correlation Matrix**

|  |  | Picture Quality OTT | Service Quality OTT | Subscription Fees | User Interface of App | Overall Rating OTT |
|---|---|---|---|---|---|---|
| Correlation | Picture Quality OTT | 1.000 | .631 | .341 | .533 | .672 |
|  | Service Quality OTT | .631 | 1.000 | .401 | .583 | .729 |
|  | Subscription Fees | .341 | .401 | 1.000 | .595 | .547 |
|  | User Interface of App | .533 | .583 | .595 | 1.000 | .761 |
|  | Overall Rating OTT | .672 | .729 | .547 | .761 | 1.000 |

**Table No: 9**

The correlation matrix above shows that there is a positive correlation between any two variables. The correlation coefficient between User Interface of the application and overall rating is the highest r is 0.761 (76%). There exists a strong correlation between these two variables. An easy-to-use OTT application contributes the largest to the overall experience of the user on OTT platforms. The success of Netflix and the failures of Hulu can also be proved using this correlation.

**WOULD YOU VISIT THE TRADITIONAL MULTIPLEXES ONCE THINGS GO BACK TO NORMAL?**
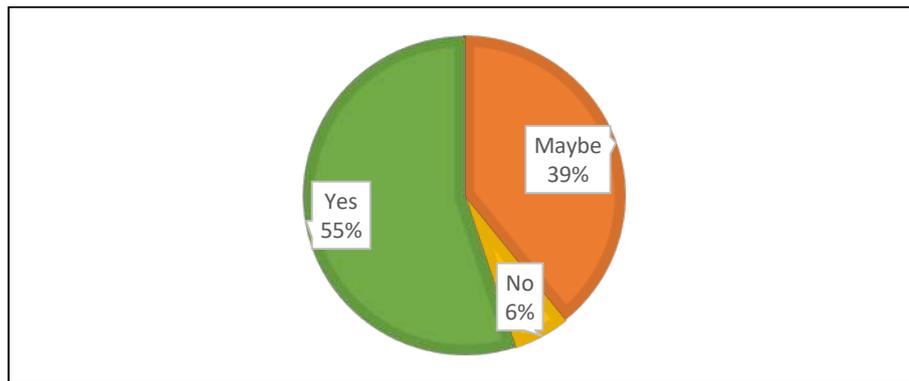


**GRAPH NO: 9**

When respondents were asked the question that whether they would go back to the multiplexes once the things go back to normal (Pre-Covid Conditions), 55% of the respondents said Yes, 39% of the respondents responded maybe and the remaining said that would not go back to the cinema halls at all. This question tries to analyze the mentality of the respondents shaped towards multiplexes in the current pandemic conditions. Some people are still scared to go out in the public and enjoy something with absolute freedom these people thus fall in the maybe category while some people are real movie fans who will go to definitely go to watch content on big screens and some people are so convinced with the benefits of the OTT platforms that they have completely discarded the idea of going to a multiplex in the future.

**FINALLY, WHAT WOULD YOU PREFER CONSIDERING THE PROS AND CONS OF BOTH?**
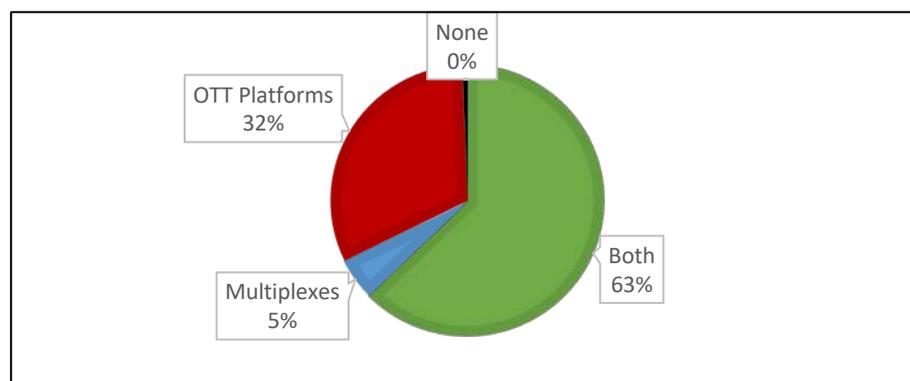


**GRAPH NO: 10**

Finally, when the respondents were asked to choose between OTT platforms and Multiplexes, 63% of the respondents said that they will prefer a healthy mix of both OTT and Cinemas.

OTT platforms give you the freedom to watch any content and thus lot of people prefer watching OTT when they are alone. Multiplexes and TV shows follow a more one size fits all model, it is more preferred when content has to be watched with family. Then, 32% of the respondent chose watching only OTT platforms. Time, place convenience clubbed with quality content are more significant for these group of respondents. 5% respondents chose watching movies only in a multiplex as their option, these respondents are die hard movie buffs. Lastly no respondent chose none as their option, which causes us to believe that apart from food, clothing, sex and shelter, entertainment has become an essential factor in the modern world.

# CHAPTER 5
# CONCLUSION

The research reveals that both mediums are currently sticking to their exclusive formats and the USPs that come with them. Both deliver nearly the same type of content, but their goals and target audiences are different. For 3D animation or much-anticipated blockbusters, people may look to the theatre experience. On the other side, audiences will increasingly rely on OTT platforms for On-The-Go material such as podcasts, exclusive interest content, history documentaries, interviews, and web series. OTT is more likely to have been influenced by continued TV viewing than by a theatrical experience.

When respondent were asked the question *" considering the pros and cons of both OTT platforms and multiplexes which one will you choose ? "* Maximum number of respondents chose the option of both, which makes us to believe that there will exist a coexistence of theatres and OTT platforms in the future. It's simply because these two platforms are so relevant in terms of viewers and content. During the week, individuals watch OTTs, but on weekends, they watch movies. However, for certain types of material, the technological revolution will surely transform the theatrical experience.

After researching about this topic at large one thing is for sure that the current consumers are willing to pay a premium for a truly transformational experience that includes fresh, relatable, and interesting information. Underestimating either of them is therefore inaccurate.

Nonetheless, it is safe to say that today's audience have a variety of choices and the freedom to select any of them based on their preferences. As a result, it is up to the multiple media to adapt to the changing situation.

# APPENDIX
# QUESTIONNAIRE

Name *

Your answer

Residential Area

Your answer

Gender *

◯ Female

◯ Male

◯ Prefer not to say

◯ Other:

Age *

◯ 18-28

◯ 28-38

◯ 38-48

◯ 48-58

◯ 58-68

◯ 68 and Above

Occupation *

◯ Student

◯ Employed

◯ Self Employed

1. How often did you watch movies at traditional Multiplexes? *

◯ Once in Week

◯ Fortnightly

◯ Once in 3 Weeks

◯ Once in 4 Weeks

◯ Never

2. How often do you stream OTT platforms? *

◯ Everyday

◯ Alternate days

◯ Only on Weekends

◯ Never

3. Would you prefer buying a yearly subscription to any OTT platform or would you buy a single ticket to a Movie and watch it in a Multiplex? *

◯ Yearly subscription of OTT Platforms

◯ 1 Ticket to a Movie in a Multiplex

4. Do you find the content offered by OTT platforms relevant? *

◯ Always

◯ Sometimes

◯ Rarely

◯ Never

5. Do you find the content offered by Multiplexes relevant? *

◯ Always

◯ Sometimes

◯ Rarely

◯ Never

6. Would you visit the traditional Cinema houses once things go back to normal? *

◯ Yes

◯ No

◯ Maybe

7. Is watching content on OTT platforms or multiplexes only restricted to entertainment? *

◯ Yes

◯ No

◯ Content also provides educational and occupational advantage

8. Your views about the producers launching movies directly on OTT platforms *

◯ Good Move

◯ Bad Move

9. Is the content offered by OTT platforms anywhere related to Educating yourself? *

◯ Yes

◯ No, Its just Netflix and Chill!

10.Are the Ancillaries such as Good Internet connectivity, a smartphone available with you? *

◯ Yes

◯ No

11. Which OTT platforms do you stream the most? *

☐ Netflix

☐ Amazon Prime

☐ Disney Hotstar

☐ Zee 5

☐ Other

12. Which theaters did you go to the most? *

◯ PVR

◯ INOX

◯ City Pride

◯ Other

**13. Do you think OTT platforms will replace the magic of the movie theaters?** *

◯ Yes

◯ No

**14. Why do you watch movies or stream OTT platforms?** *

☐ It relaxes me

☐ Scheduled freedom

☐ Feeling of control

☐ Let's forget other responsibilities

☐ It entertains me

☐ To enjoy with friends and family

☐ Learning about self and others

☐ It passes time

Rate the following (MULTIPLEXES) P- POOR S- SATISFACTORY G- GOOD E- EXCELLENT *

| | P | S | G | E |
|---|---|---|---|---|
| Picture Projection Quality | ○ | ○ | ○ | ○ |
| Service Quality | ○ | ○ | ○ | ○ |
| Food Quality | ○ | ○ | ○ | ○ |
| Food Prices | ○ | ○ | ○ | ○ |
| Ticket Prices | ○ | ○ | ○ | ○ |
| Seating comfort | ○ | ○ | ○ | ○ |
| Security | ○ | ○ | ○ | ○ |
| Parking space | ○ | ○ | ○ | ○ |
| Parking prices | ○ | ○ | ○ | ○ |
| Overall Rating | ○ | ○ | ○ | ○ |

15. Rate the following (OTT PLATFORMS) P- POOR S- SATISFACTORY G- GOOD E- EXCELLENT *

| | P | S | G | E |
|---|---|---|---|---|
| Picture Quality | ○ | ○ | ○ | ○ |
| Customer Service Quality | ○ | ○ | ○ | ○ |
| Subscription Fees | ○ | ○ | ○ | ○ |
| User Interface of the Application | ○ | ○ | ○ | ○ |
| Overall Rating | ○ | ○ | ○ | ○ |

16. Finally, what would you prefer considering the pros and cons of both? *

○ OTT Platforms

○ Multiplexes

○ Both

○ None

# CHAPTER 6
# WEBLIOGRAPHY

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A PROJECT REPORT ON

"**Indian Tourism Infrastructure** "


PREPARED BY

**KEVAL VIJAY DUBLA**


UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**


SUBMITTED TO

**BMCC PUNE**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT

OF THE

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONALBUSINESS)

(YEAR 2020-2021)

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **KEVAL VIJAY DUBLA**

of B.B.A.I.B. Exam Seat No. **27** has satisfactorily completed the

project work.

Title **INDIAN TOURISM INFRASTRUCTURE**

Date : **JUNE 2021**          Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner          Internal Examiner          Principal          B.B.A.I.B Incharge**

## DECLARATION

I, Mr. KEVAL DUBLA of TYBBA(IB) hereby declare that the project report submitted on "INDIAN TOURISM INFRASTRUCTURE , made under the subject of Research Methodology (Subject Code - 3606) represents my own collection of information, original research and work, which was carried out by me at Brihan Maharashtra College of Commerce (Autonomous), Pune.

I have completed this mandatory project work prescribed by Brihan Maharashtra College

of Commerce.

I further declare that the forgoing statements made by me in regard to my research report

are correct and complete.

Mr. KEVAL DUBLA

TYBBAIB

BMCC

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3. RESEARCH METHODOLOGY
4. DATA ANALYSIS AND INTERPRETATION
5. CONCLUSION
6. APPENDIX
7. **WEBLIOGRAPHY**

**INTRODUCTION**

Tourism in India is important for the country's economic development. Tourism is an integral part of human life as it is a situation where person from one country, or area to other area and country for a short run period, is included in the concept of tourism. Now-a-days the tourism industry has a greater importance for boosting the economy of its country.

Tourism in India is broadly classified by its various parts such as East, West, North and South-Indian tourism. Every region has is specialty in tourism. Tourism in India is still confined to traditions, the country is opening up with trendy tour packages and affordable air travel deals to boost inbound visitors from every segment.

India has a rich heritage of historical place like the Taj Mahal, Various Forts, Natural sites etc. Since 1999 tourism industry has been giving number of benefits to India. The are large number of foreign tourist visited to India which has given foreign exchange earning to the country. Here, India have focused the growth and performance of the Indian tourism industry. India have also analyzed the causal analysis of the Indian tourism industry for overall development of the Indian economy.

**History**

India is the center of two ancient civilizations called the Indus civilization, as well as the Aryan civilization. The development of tourism in India began in the early sixties. At that time most of the other countries have achieved great success in this area and the best way

to introduce India as a tourist destination is to 'India is a country of all ages and all reasons'. Local features are unique, varied and colorful. As the capacity of the resources is so great that it can cater to all kinds and interests of visitors. India has an ancient tourism culture. It existed as an industry in the informal sector in ancient times and was influenced by all classes of people. Mark Twain aptly described India as 'India' [National Tourism Policy 2002] that "India is one country endowed with the immortal offspring of a foreign prince and an unknown farmer, to the lettering and the ignorant, the wise and the foolish, the rich and the poor, the rich and the free - one nation all those who wish to see it and have seen it, at a glance, will not give a glimpse into all the world's exhibitions covered. "India's unity lies in its diversity - a people united by centuries of common culture, faith and philosophy [Pran Nath, Sushma 1993].

The Indian tourism industry has recorded impressive growth especially since the 1990s in terms of international and domestic tourists arriving [Honnappa, Ramakrishna 2006]. India's tourism department has introduced a new program called 'Athithi Devo Bhavah' which means the visitor is a god. The inspiration for this expression is respect because; respect has always been an important part of the Indian soul. Tourism, India's third-largest foreign exchange earner, has begun to gain prominence in public programs in recent years. Many countries around the world rely on tourism as one of the fastest growing sectors. At the Prime Minister's Conference held in October 2001 [National Tourism Policy 2002] the Prime Minister of India, Shri. Atal Bihari Vajpayee had stated

that "Tourism is a major factor in economic growth in many parts of the world. Many countries have transformed their economies using tourism from the most elaborate to the unskilled and what India needs is to create more productive jobs ".

**Aims and objectives of the research**

- Improving tourism infrastructure.
- Establishment and management of tourist facilities.
- Government efforts
- Infrastructural development initiated by central ministries.
- Schemes by central ministries.
- To analyze the impact of tourism on the greater need for development of transport network

**LITERATURE REVIEW**

The tourism sector is one of the largest job producers in the country and plays a key role in promoting inclusive growth for all in need. Sections of society and poverty eradication.In addition to marketing and promotion, the focus of tourism development programs is also on integrated tourism development infrastructure and efficient resources.collaboration with various stakeholders. Tourism in India is vital to the country's economy and is growing rapidly.Travel and tourism industry ₹ 9.4 lakh crore in the country.The growing impact of the tourism sector as an economic powerhouse and its potential as a development tool is undeniable. Not only is the tourism industry at the forefront of growth, but it is also improving the quality of life of the people with its ability to do great diversity.The 2017 Tourism and Tourism Competition Report, ranked 40th in India in 136 countries worldwide. The report ranks India's tourism competition in tenth place in 136 countries. It states that India has excellent air transport (ranked 32nd), especially given the country's development phase, and suitable road transport infrastructure (ranked 29th). The country also promotes natural and cultural resources (ranked 9th).However, some aspects of tourism infrastructure remain underdeveloped. The nation has very few hotel rooms per person comparing internationally with low ATM entry.
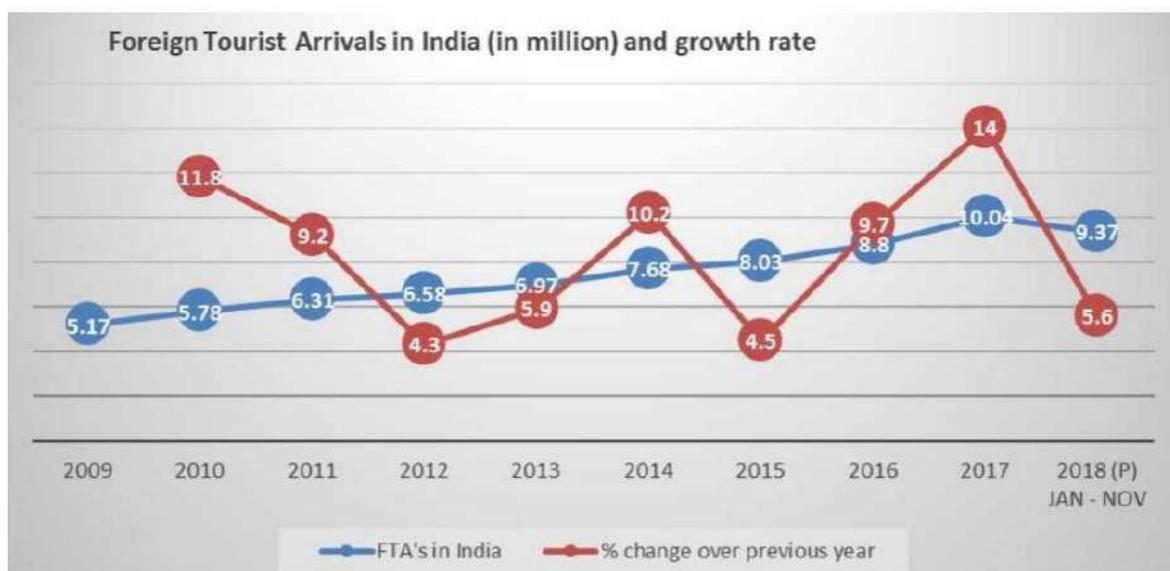
Foreign Tourist Arrivals in India (in million) and growth rate

In terms of tourism, 2017 has been the most significant year in India as it received more than 10 million visitors (10.04 million) for the first time, registering a 14 percent growth rate in 2017 over 2016.From 2014 onwards the Department of Tourism has started compiling the arrival of NRIs annually and there have been 5.51 million NRIs in India in 2017.According to the UNWTO, International Tourist Arrival (ITA) includes FTAs and the arrival of NRIs.In 2017, there were 15.54 million ITAs in India.India's FTAs during Jan-Nov 2018 are 9.367 million (Temporary) with 5.6 per cent growth in the corresponding period of 2017.The Department of Tourism is developing national policies for the development and promotion of tourism.In 2016, the Department began to acquire the intentions of the arrival by introducing various categories of visa types when foreign tourists go to India. In 2017, in 59.3 percent of foreign immigrants, the Indian Diaspora (19.7 percent) and Business and Professionals (13.6 percent) were targeted for "Recreation, Holiday and Recreation".From 2014 onwards the Department of Tourism has started recruiting NRIs annually and there were 5.51 million NRIs arriving in India in 2017.Indigenous Indigenous Traffic Numbers from India, in 2017 were 23.94 million compared to 21.87 million, in 2016, an increase of 9.5% growth. Home tourism continues

to have a significant impact on the sector.According to the information provided to the State / Government and other information available from the Department of Tourism, there were 1652.49 local tourists visiting the country in 2017.

The role of the government in the development of the tourism sector has been redefined, from a regulator's role is to act as a catalyst.The activities revolve around the concept of the design of the country as a 365-day tourist destination. In addition, accommodation, travel, tourism, and the main engine of economic growth and the sustainable use of its direct and multiplier effects for employment and poverty reduction, through the active participation of all sectors of the community, the main objective of the tourism policy of the Government of India.

In 2014-15, the Swadesh Darshan program was launched to develop the themes of the tourist routes, which are based on the principles of high tourism value, competitiveness and sustainability of the in an integrated way, by joint efforts in order to focus on the needs and concerns of all the stakeholders in order to enrich the tourism experience and employment opportunities. Under the scheme fifteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit & Sufi Circuit. Since the inception of the scheme, an amount of ₹ 5873.26 crore has been sanctioned for 73 projects with a total release of ₹ 2769.25 crore (till 14.12.2018) covering all thematic circuits under the Swadesh Darshan Scheme.

The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD) has been launched by the Ministry of Tourism with the objective of holistic development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/up gradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like tourism Information/Interpretation Centers with ATM/ Money exchange counters, improvement of road connectivity (last mile connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light& Sound Show, water/adventure sports, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/bazars / souvenir shops/cafeteria, rain shelters, watch towers, first-aid centers, improvement in communication through establishing telephone booths,mobile services, internet connectivity, Wi-Fi hotspot. In addition, Shoreline development& rejuvenation of natural water bodies have also been included. In view of the decision taken by the Government for closure of HRIDAY scheme of the Ministry of Housing and Urban Development and for inclusio of projects for development of Heritage destinations in PRASAD Scheme, the scheme guidelines have been modified and the

nomenclature of the scheme has also been changed from PRASAD to "National Mission on Pilgrimage Rejuvenation and Spiritual,Heritage Augmentation Drive (PRASHAD)" in October 2017.

Assistance to Central Agencies for tourism infrastructure development:
Ministry of Tourism extended its financial support to Central Agencies like ASI, Port Trusts in India, India Tourism Development Corporation (ITDC) etc. to develop the potential destinations under their jurisdictions/control as overall development of places of tourist interest under their control may not be possible through their own resources. A total of Rs 44.53 crore has been released to various Central Agencies for creation of tourism infrastructure related projects during 2018.

E-visa

The ministry of Tourism has been working in close collaboration with the ministry of interior and the Ministry of foreign affairs, for a little bit of time, in order to simplify the visa of the country. The government of India has launched e-visa on 27.11.2014. The E-tourist visa, was launched in September 2014 with 46 countries. In December 2017, on the e-visa was extended to the nationals of 166 countries, with five subcategories: e-tourist visa', 'e-business visa', 'e-medical visa', 'e-conference visa and e-medical visa". The most recent additions to the extension of e-visa system, including the countries such as Iran, Kyrgyzstan, and Turkey.
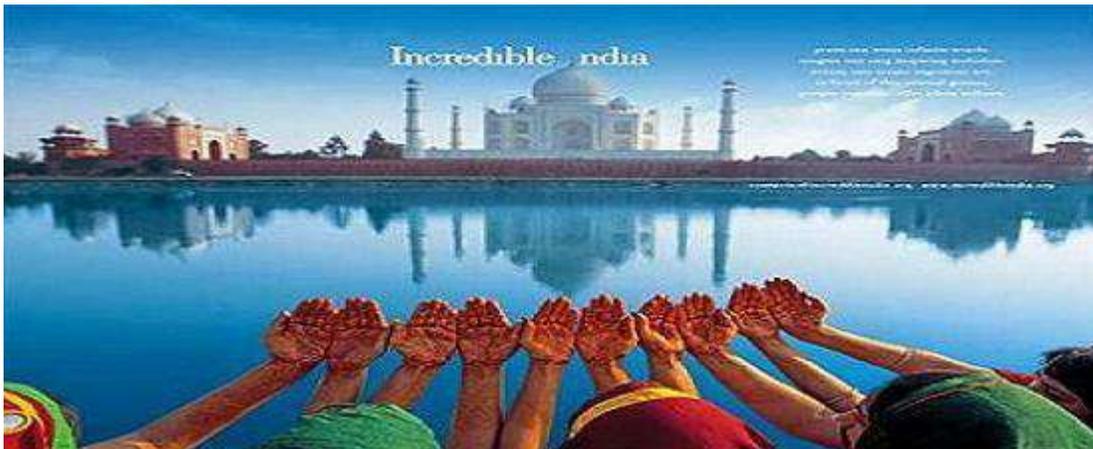


(Picture taken from Wikipedia)

Incredible India Campaign :

The Ministry of Tourism launched the new Incredible India website (https://www.incredibleindia.org) on 14th June 2018. The website showcases India as a holistic destination, revolving around major experiences, such as, spirituality, heritage,

adventure, culture, yoga, wellness and more. The website follows the trends and technologies of international standards with an aim to project India as a "must-visit" destination, among its overseas traveler. The "Incredible India 2.0" Campaign of the Ministry marks a shift from the generic promotions being undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign. Incredible India mobile application, launched on 27 September 2018 is a Hybrid Application for easy navigation and accessibility of content with features like Maps, Emergency response, Favourite destinations that are embedded in mobile applications to assist tourist during journey. Information regarding upcoming events will be notified to the user which will ensure that the tourist is updated on the go about recent events. During the inaugural session of the Buddhist conclave on 23 August 2018, the Ministry has launched website www.indiathelandofbuddha.in. The website highlighted footsteps of Buddha, Heritage sites and Buddhist monasteries.

The Indian Government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub which will help in economic development. Some of the major initiatives planned by the Government of India to boost the tourism and hospitality sector of India are as follows:
The Ministry of Road Transport and Highways has introduced a new scheme called 'All India Tourist Vehicles Authorisation and Permit Rules, 2021', in which a tourist vehicle operator can register online for All India Tourist Authorisation/Permit. This permit will be issued within 30 days of submitting the application.

In February 2021, the Ministry of Tourism under the Government of India's Regional Office (East) in Kolkata collaborated with Eastern Himalayas Travel & Tour Operator Association (resource partner) and the IIAS School of Management as (knowledge partner) to organise an 'Incredible India Mega Homestay Development & Training' workshop. 725 homestay owners from Darjeeling, Kalimpong and the foothills of Dooars were trained in marketing, sales and behavioural skills.

January 25, 2021, the Union Minister of state for Culture and Tourism, Mr. Prahlad Singh Patel, announced, in the form of infrastructure, and the development of the international Kargil (Ladakh), for the development of adventure tourism and winter sports.

India Railway Catering and Tourism Corporation (IRCTC) has started the recruitment of a Bharat Darshan tourist train, designed to keep people in a variety of pilgrimage in the whole of the country.

(Picture taken from transportation system research gate)

**Transportation system**

The transportation system serves as a bridge between the origin and the destination of the tourists. This will open up the region, and offers easy access to the major tourist attractions. In the tourism sector, it is the most attractive in the country, in all sorts of types of alternative vehicles, which are the primary and secondary networks. Trunk routes are inter-state routes forming the national network . They provide a connection between the major hubs of India. The connections between the trunk routes and the nodal towns within a tourist region are mostly managed by regional transport authority. This is a small network on a regional basis. Private-sector organizations, tourism plays a major role on the lowest level, to take care of the transportation of tourists in the smallest of the services. The theater is not just the value of tourism to the region, but also an easy way out in terms of cost, time, and level of comfort. For example, whenever an easy connection is lost for area due to the high altitude or the weather is bad, at that time the manual has an alternative mode of transport

**RESEARCH METHODOLOGY**

The present research is based on both primary data as well as secondary data.
The primary data was collected through questionnaire filled out through google forms from people of different age groups.
The secondary data was collected from different online websites.The samples were collected from working individuals as well as non working individuals.
Primary data collection was limited as compared to secondary data.

**Important terms used in questionnaire**

**Economic Growth**

In developing countries such as India, the tourism sector has become an important sector of the economy, which contributes, together with the giving of GDP and employment. The tourism sector is one of the fastest growing service industries in the country with the great potential for further expansion and diversification. Tourism plays an important role in the economic development of the country. This will make a significant contribution of the country to create employment opportunities for a large number of people. In addition, it is also an essential tool in order to attract more foreign exchanges, to its full potential. India needs to cross a liberal in politics, global warming, far-reaching changes, packages, and so on, in order to make the impact of tourism and foreign investment. There is also a need to improve the government's role to India in order to flourish in the tourism and stabilise the operation of the global market. India has a rich source of tourism in order to build a brand. Of course, in India, has launched the Incredible India to make tourism better.

**Poverty Reduction**
The tourism industry, offers great advantages for social and economic development and the alleviation of poverty. One of the most important elements of the occupation. Many of the people who live in developing countries, the lack of facilities for the training of highly paid, high-skill jobs. The job, industry, tourism, and food-that is, conservation of nature and the hospitality of the calls in lower level. Therefore, it makes it possible to expand employment. Thus, the impact of tourism and poverty alleviation are both positive and significant.

**Objectives of Indian Tourism Infrastructure**
The India Tourism Development Corporation (ITDC) is a hospitality, retail and education company owned by Government of India, under Ministry of Tourism.

- To develop tourism infrastructure in rural areas.
- Growth in hotel industry, transportation etc.
- The construction, management and marketing of tourism products includes hotels and cafes.
- Establishment and management of tourist facilities.
- Encourage international tourism through food festivals, exhibitions and joint ventures abroad.
- Arrange cultural and recreational programs.

**Challenges faced during data and sample collection**

Primary data collection was limited to questionnaires through google forms as there were restrictions of lockdown due to the situation of COVID-19 .

Secondary data collection only happened through online sources as books were not available because the libraries were closed and specifically the college library which also has previously conducted research reports for the reference of students

**DATA ANALYSIS AND INTERPRETATION**

**Questions**

**1. Age**

| Age | Responses |
|-----|-----------|
| 15-20 | 15.9% |
| 20-25 | 72.7% |
| 25-30 | 11.4% |
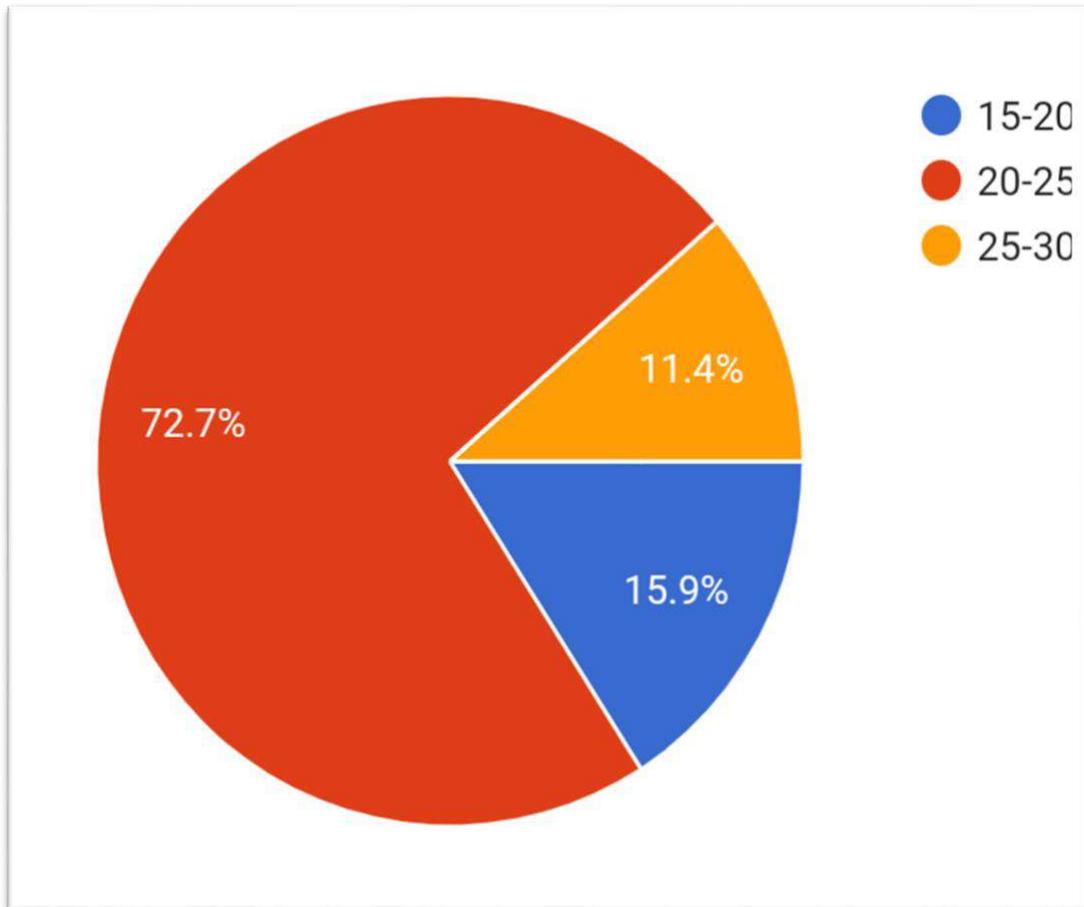
**Interpretation-** The above pie-chart defines the people of different age groups who have responded to the questionnaire. Out of the total responses 72.7% respondents are of age group between 20-25years. While 11.4% respondents are of age group between 25-30 and 15-20years of age group respondents are 15.9%.

2. **Does tourism development promotes economic growth in developing countries?**
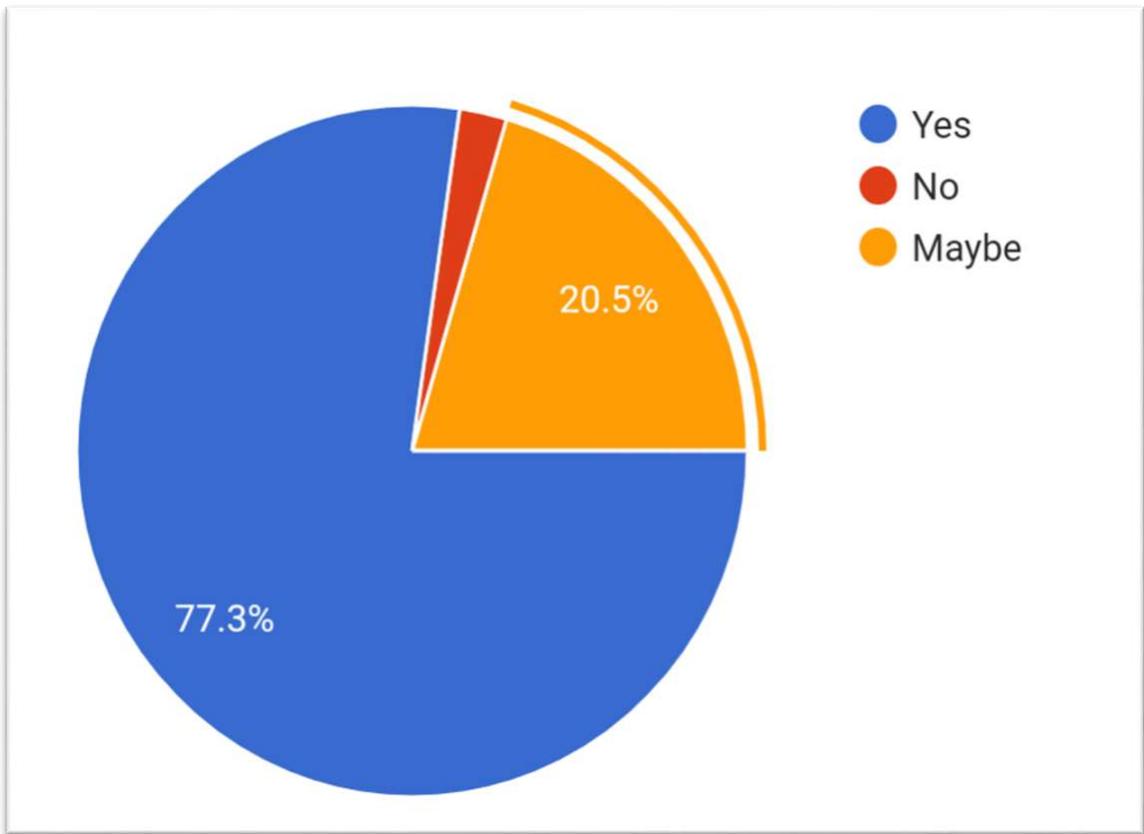
**Interpretation-**

As pie-chart defines maximum response for the growth of economy by tourism. Maximum respondents says that development of tourism does promote economic development as it is true. Some respondents are not specific with their answers.

3. **Does higher level governance impact on the ability of local governments to plan sustainably for tourism?**
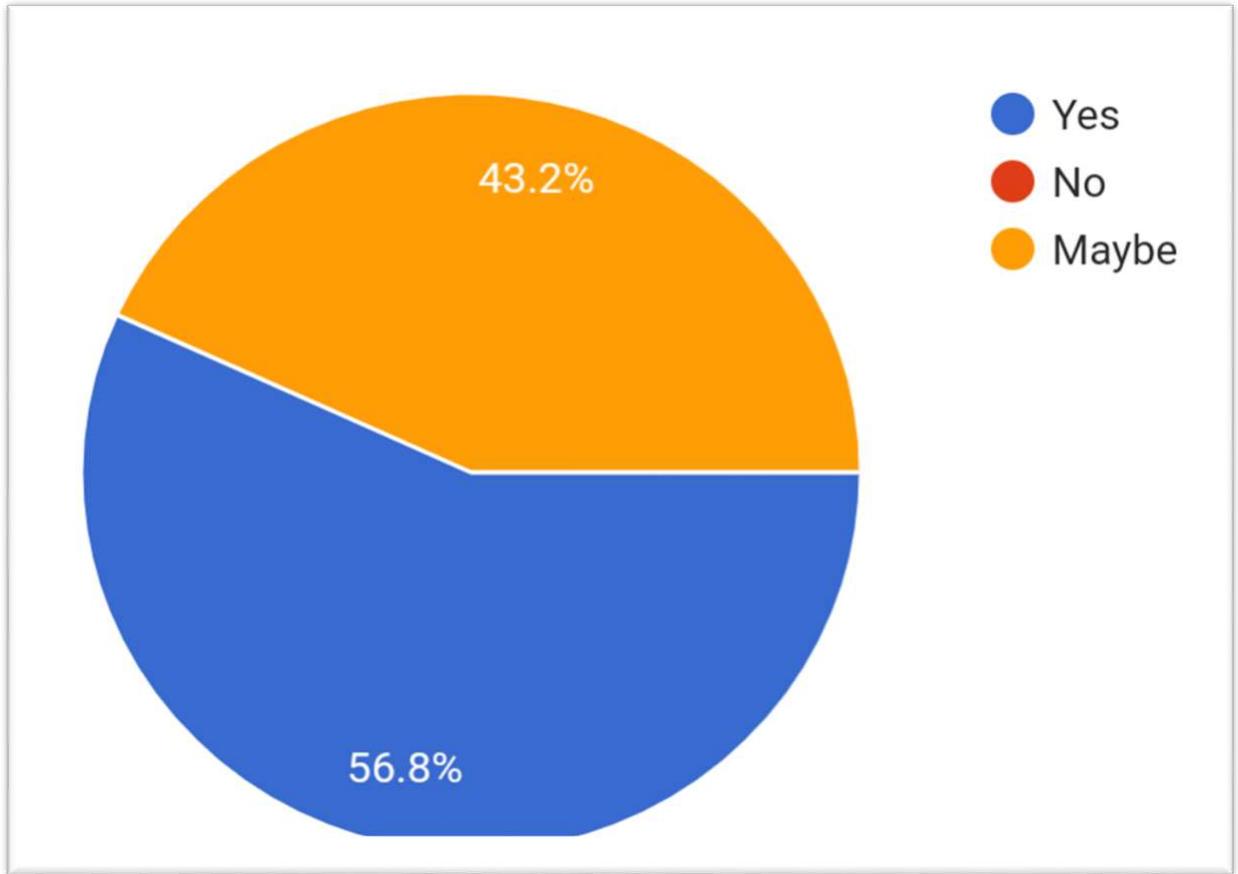
**Interpretation-**

According to the pie diagram maximum respondents agrees with the question that higher level governance does impact on ability of local governments to plan sustainably for tourism while 43% are not specific with their answers.

**4. How can tourism be used as a tool for poverty reduction?**
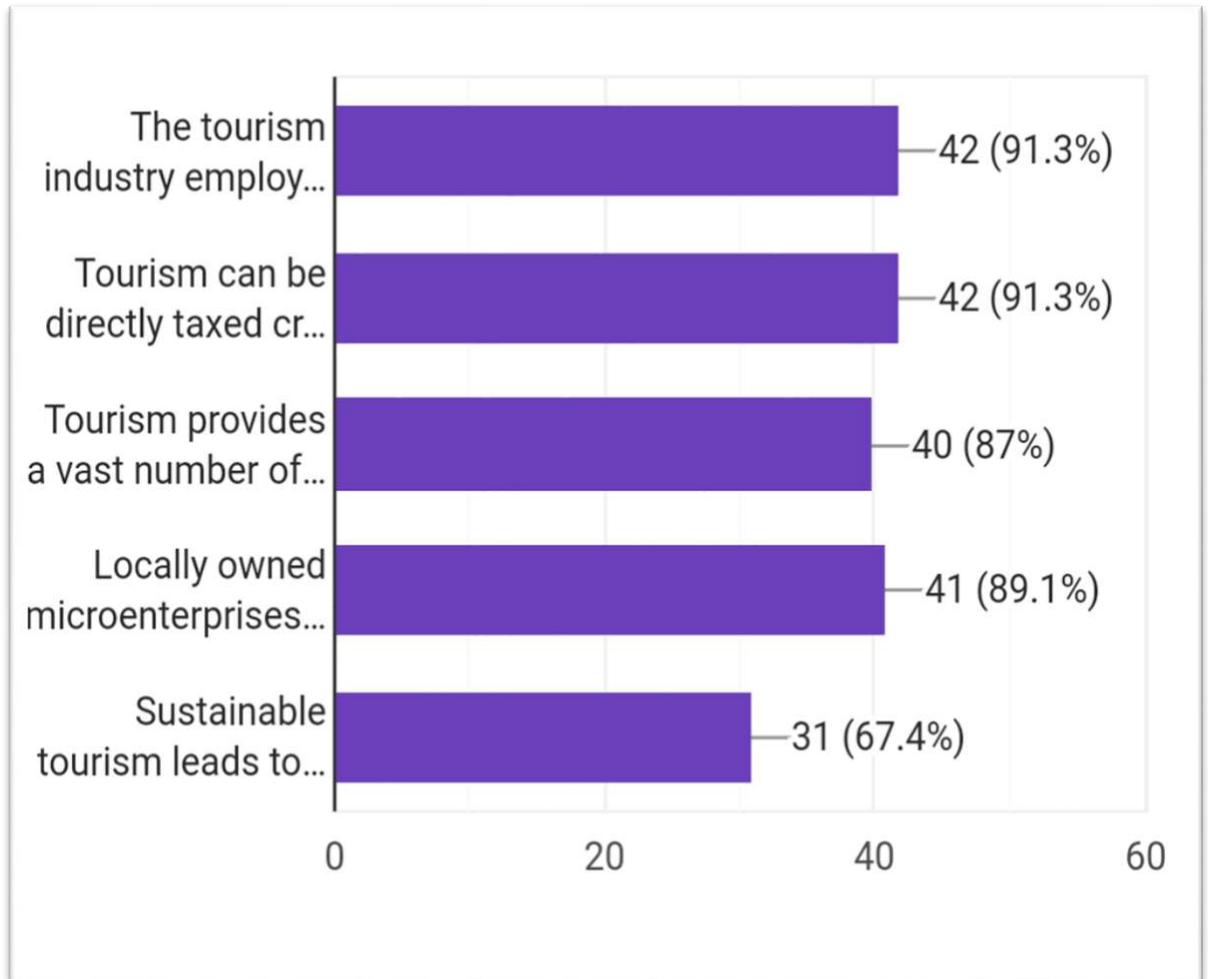
**Interpretation-** In this question multi option were chosen by the respondents. Out of the total sample size 42 respondents selected the option that tourism industry employment of higher promotion of women which contributes to gender equality will helps in women empowerment and hence poverty reduction. Also 91.3% respondents says that improving infrastructure, health care, education etc can also lead to poverty reduction. Out of 42 respondents, 40 respondents says that tourism help in getting jobs with little or no formal training. Out of total sample 67.4% agrees with it that Sustainable tourism leads to employment diversification on a local level, which reduces the vulnerability of the poor.

**Conclusion**

**From the questionnaire :** It can be observed that maximum respondents knows about India Tourism Infrastructure which helps in economic development and can reduce poverty. But some respondents are not specific with their answers of impact of higher level governance on tourism.

**Overall :** The tourism sector is one of the most important drivers of economic growth in the world. An unprecedented number of people are travelling around the world, and the figures are only expected to rise, with international arrivals growing from 25 million in the 1950's to 1.2 billion in 2016 and to 1.8 billion by 2030. Tourism in India is a high growth, driven by India's growing middle class, the increasing high levels of foreign tourists, and coordinated government campaigns, the promotion of the "Incredible India" and other schemes helps in development of tourism in India.

The industry should be a priority for countries around the world given its ability to make a real difference to the lives of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance.

**APPENDIX**

- Does tourism development promotes economic growth in transition countries?
  a. Yes
  b. No
  c. Maybe

- How can tourism be used as a tool for poverty reduction?
  a. The tourism industry employs a high proportion of women, which contributes to gender equality and women's empowerment in poor countries.
  b. Tourism can be directly taxed creating the necessary funds for improving infrastructure, education and health on the ground.
  c. Tourism provides a vast number of jobs to people with little or no formal training
  d. Locally owned microenterprises ran by the poor serve as a benefit, as tourists buy a wide variety of goods and services.
  e. Sustainable tourism leads to employment diversification on a local level, which reduces the vulnerability of the poor.
  f. Other:

- Are you aware about ITDC ?
  a. Yes
  b. No
  c. Maybe

- What does ITDC stands for:
  a. Indian tourism department corporation
  b. Indian tourism development corporation
  c. Indian tourist development corporation

- Objective of Indian tourism infrastructure development:
  a. Focus on rural tourism
  b. Increase in international trade
  c. Growth in hotel industry

d. All of above

- Does higher level governance impact on the ability of local governments to plan sustainably for tourism?
  a. Yes
  b. No
  c. Maybe

- What aspects should be evaluated when assessing impacts of tourism: how can we all do this better?
  a. Assessing the impact value of different types of tourism.
  b. Assessing and developing the role of technology for data collection, impact measurement and communication.
  c. Analyzing the necessity and practicality of improving collaboration among various actors, and assessing the alignment of frameworks along with proposals for greater alignment.
  d. Developing ideas and proposals for the enhanced sharing and pooling of impact data.
  e. Exploring the theory of change by examining more closely the proposition that, when tourism growth occurs, those living in extreme poverty benefit and by digging deeper into what tourism growth really means for the poor, especially in terms of employment.
  f. Other:

- Do you think schemes like Incredible India, Swadesh Darshan, PRASAD etc helps in development of tourism in India?
  a. Yes
  b. No
  c. Maybe

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DECCAN EDUCATION SOCIETY'S
Brihan Maharashtra College of   Commerce
College in Pune, Maharashtra

A project on survey of McDonald's

BY

Krishnai D salunkhe Patil
CLASS : TYBBA(IB)

Under the Guidance of

Prof. Manjush Wadekar

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **KRISHNAI D. SALUNKHE-PATIL**

of B.B.A.I.B. Exam Seat No. **92** has satisfactorily completed the

project work.

Title **A PROJECT ON SURVEY OF McDONALD'S**

Date : **JUNE 2021**

Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

External Examiner    Internal Examiner    Principal    B.B.A.I.B Incharge

**DECLARATION**

**I hereby declare that the project work entitled SURVEY ON MCDONALD'S submitted towards partial fulfilment of requirements for the award of the degree of BACHELORS OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS is a record of bonafide project work carried out by me under the guidance of PROF. MANJUSHA WADEKAR. I further declare that this is my original work and the dissertation has not formed the basis for award of any degree, associate ship, fellowship or any similar title to the best of my knowledge.**

**Krishnai Patil**

ACKNOWLEDGEMENT

I have taken efforts in making this project. However, it would not have seen the light of the day without the kind support and help of many individuals. I would like to extend my thanks to all of them.

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KRISHNAI PATIL

# FAST FOOD RESTAURANT
## AN INTRODUCTION

A fast food restaurant, also known as a quick service restaurant (QSR) within the industry itself, is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service.

Food served in fast food restaurants typically caters to a "meat-sweet diet" and is offered from a limited menu; is cooked in bulk in advance and kept hot; is finished and packaged to order; and is usually available ready to take away, though seating may be provided.

Fast food restaurants are usually part of a restaurant chain or franchise operation, which provisions standardized ingredients and/or partially prepared foods and supplies to each restaurant through controlled supply channels.

Arguably the first fast food restaurants originated in the United States with A&W in 1916 and White Castle in 1921. Today, American-founded fast food chains such as McDonald's and KFC are multinational corporations with outlets across the globe.

Variations on the fast food restaurant concept include fast casual restaurants and catering trucks. Fast casual restaurants have higher sit-in ratios, and customers can sit and have their orders brought to them. Catering trucks often park just outside worksites and are popular with factory workers.

Some trace the modern history of fast food in America to July 7, 1912, with the opening of a fast food restaurant called the Automat in New York. The Automat was a cafeteria with its prepared foods behind small glass windows and coin-operated slots. Joseph Horn and Frank Hardart had already opened the first Horn & Hardart Automat in Philadelphia in 1902, but their "Automat" at Broadway and 13th Street, in New York City, created a sensation. Numerous Automat restaurants were built around the country to deal with the demand. Automats remained extremely popular throughout the 1920s and 1930s. The company also popularized the notion of "take-out" food, with their slogan "Less work for Mother".

Modern commercial fast food is highly processed and prepared on a large scale from bulk ingredients using standardized cooking and production methods and equipment. It is usually rapidly served in cartons or bags or in a plastic wrapping, in a fashion which reduces operating costs by allowing rapid product identification and counting, promoting longer holding time, avoiding transfer of bacteria, and facilitating order fulfilment. In most fast food operations, menu items are generally made from processed ingredients prepared at a central supply facilities and then shipped to individual outlets where they are cooked (usually by grill, microwave, or deep-frying) or assembled in a short amount of time either in anticipation of upcoming orders (i.e., "to stock") or in response to actual orders (i.e., "to order"). Following standard operating procedures, pre-cooked products are monitored for freshness and disposed of if holding times become excessive. This process ensures a consistent level of product quality, and is key to delivering the order quickly to the customer and avoiding labour and equipment costs in the individual stores.

To make quick service possible and to ensure accuracy and security, many fast food restaurants have incorporated hospitality point of sale systems. This makes it possible for kitchen crew people to view orders placed at the front counter or drive through in real time. Wireless systems allow orders placed at drive through speakers to be taken by cashiers and cooks. Drive through and walk through configurations will allow orders to be taken at one register and paid at another. Modern point of sale systems can operate on computer networks using a variety of software programs. Sales records can be generated and remote access to computer reports can be given to corporate offices, managers, trouble-shooters, and other authorized personnel.

**The aim of this project is to conduct a market study on a thriving fast food restaurant, going deep into its formation, history and growth; then to analyse the reason that make it so popular.**

In this project we will be conducting a market study on the global fast food giant McDonald's.

# **Some of the Prominent Fast food chains avalible in the market are:-**

1. KFC
2. McDonald's
3. Pizza Hut
4. Dominos Pizza
5. Subway
6. US Pizza
7. Wangs kitchen
8. Papa Johns
9. Mast Kalandar
10.Dosa Plaza

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# Introduction

In today's world, research has become an important activity in overall social life. Research methodology provides a framework to conduct a research. Research in common parlance refers to a search of knowledge. Research is a scientific and systematic search for pertinent information on a specific topic. Hence, research methodology is a science of research & study of research methodology provides a way and guiding principles for research.

Research is known as the provider of the specific knowledge needed to succeed in researching and utilizing the best and most appropriate data for decision making. It is collection of information on certain ideas or theories to gain better knowledge on something. Research can be done through reading source-material or performing experiments. It will also provide the skills needed to effectively communicate research results to a specific audience for maximum impact and effective decision making.

## Meaning of Research:
Research is a systematic structure of investigation undertaken in order to discover new facts. It provides a structure for decision-making. Research is an inseparable part of human knowledge. It is a process that takes the assistance of the scientific method in solving problems. Research is a way of thinking.

## Definitions of Research:

1) Redman and Mory:

*"Research is a systematized effort to gain new knowledge."*

2) John Best:

*"Research is a more systematic activity directed towards discovery and the development of an organized body of knowledge."*

## Characteristics of Good Research:

The characteristics of a good research are as follows:

Systematic
Logical
Empirical
Replicable
Analytical
Methodical

# Objectives of Research:

The following objectives which encompass most of the researches are listed. However, these are not comprehensive and some may be even overlapping:

## 1)  Development of Knowledge:
Business studies include the studies of business transactions or business phenomenon. Business research aims at collecting a systematised body of knowledge about the business problem.

## 2)  Scientific Study of Business Life:
Research is an attempt to acquire scientific knowledge about the business world and problems. The researcher makes study of collective processes, changes, business structure and business processes, etc.

## 3)  Clarification of Facts:
Generally, the purpose of carrying out research is to either confirm the existing fact or improving the existing one or creating something new. The rationale behind every research is to suggest the possible solution to issue concerned with current or future period.

## 4)  Improvement in Quality of Business Life:
One of the most practical objectives of business research relates to improvement of quality of business life in several ways. Its findings can provide decision makers with proper guidelines for policy making.

## 5)  Business Control and Prediction:
Through business research, we make study of business problems, events and the factors that govern and guide them. Apart from these, we also present an analysis of business situations in the scientific manner. We study business relations and their dynamics.

## 6)  Appearance and Presentation of Novel Situation:
In the business field, new problem crop up before us every day. These situations and problems demand solution. The business researcher has to take the research in order to know the causes of these problems and novel situation and find out their solution.

## 7)  Investigation and Verification:
The business research does not confine ourselves only to finding out the facts and solutions but also try to investigate and verify the facts that have come to knowledge.

# Importance of Research:

Following figure reveals importance of research in various areas.

## 1)  Marketing Decisions:
Research plays crucial role in taking sound marketing decisions. Research tools are applied effectively for studies involving demand forecasting, consumer buying behaviour, measuring advertising effectiveness, media selection and new product potential.

## 2)  Production Decisions:
Research helps to producer in taking production decisions. Research enables an organisation to decide on what to produce, how much to produce, when to produce and for whom to produce in the field of production.

## 3)  Helps Banking Institution:
Research is useful to banking institution. They have found it useful to setup research departments for the purpose of gathering and analyzing information both for their internal operations and for making in-depth studies on economic conditions of business.

## 4)  Foundation for Government Policies:
Research provides basis for all government policies in our economic system. Research is useful in economic planning. It also helps the government in preparing budget and collection of information on the economic and social structure of the nation.

## 5)  Human Resource Department:
Research helps human resource department in several ways. Research is useful to study wage rates, incentive schemes and cost of living and employment trends. Research is effectively used in manpower planning.

## 6)  Solving Problems of Business and Industry:
Research plays significant role in solving problems of business and industry. It helps to business and industry through providing information required for business decisions.

## 7)  Guiding Social Planning:
Social research has a crucial role to play in guiding social planning. Research helps social planning through providing a systematic knowledge of the societal resources and liabilities of the people and their culture.

## 8)  Welfare Reforms:
Appropriate welfare reforms can be introduced in the society only when social research helps in finding out their need and necessities. State can introduce legislative measures with the help of the findings of social researcher.

## 9)  Guiding Social Growth:

The success of planning for social development depends to a great extent on our intimate knowledge of our own society and also of other societies. Social research is initiating and guiding social growth on proper line and towards the cherished goal.

**10) Improvement in the Tools and Techniques:**
Every social research helps in improving old techniques and inovating the new ones. Existing tools of research are modified. There is a great chance of improvement in the methodology and its tools in social research than in any other discipline.

# Steps in Research Process:

The process of research involves the following steps:
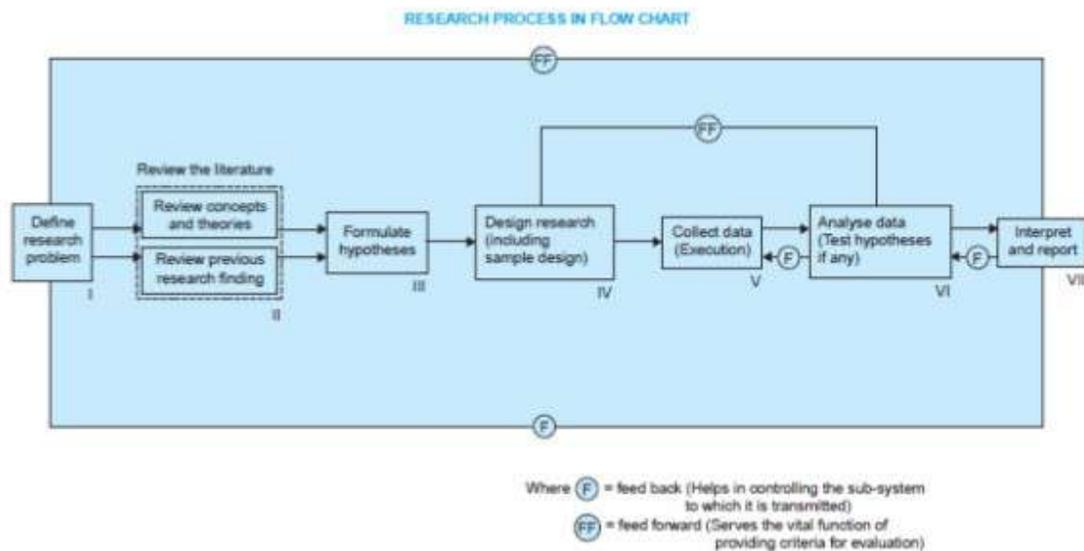


**1) Formulation of Research Problem:**
The formulation of a general topic into a specific research problem is the first step in a scientific enquiry. It must be influenced by requirements of the scientific procedure.

**2) Survey and Review of Literature:**
This is the second step in research. After formulation of research problem, it is necessary for researcher to undertake extensive literature survey. What others have said about this topic, what theories have been addressed to it and what are flaws in the existing research can be understood through literature review.

### 3)  Formulation of Hypothesis:

The third step is to formulate one or more hypothesis. The suggested explanation or solution to the problem formulated as a proposition is called a hypothesis. A good hypothesis must be conceptually clear and it should be related to a body of theory.

### 4)  Research Design:

Planning research design is the fourth step in the process of research. Reliability and validity of the research requires the detailed strategy of how the research will be conducted. The designing is concerned with making controlled scientific inquiry.

### 5)  Selecting Sample:

The fifth step in research is selecting a sample. A sample is any number of persons, units or objects selected to represent the 'universe' or 'population' according to some rule or plan.

### 6)  Data Collection:

The sixth step is actual collection of facts and information in accordance with the research design. Having drawn an adequate sample from the 'universe', the researcher proceeds to administer the measuring instruments or tools of data collection on the items in the sample.

### 7)  Data Analysis:

The seventh step in research is the analysis of data. The purpose of the analysis is to summarise the completed observations in such a manner that they yield answers to the research questions. Researcher has to classify, tabulate and compare the data to get the results.

### 8)  Hypothesis Testing:

Hypothesis testing is an eighth step in research. The correctness of the hypothesis is assessed by a test of significance. Stating the hypothesis and selecting the level of significance are the two important steps involved in hypothesis testing. For testing a hypothesis, we have to define the concepts in a measurable way.

### 10)  Interpretation of Results:

Interpretation of result is the ninth and important step in research. Research is wasted and useless unless it influences actions. Not only results must be interpreted into action but the recommendations must also be communicated to the executive in an understandable manner.

### 11)  Preparation of Report:

Preparation of report is the last step in research. The research exercise is not complete till such time as the report is published. A research report clearly states what problem will be chosen, what hypothesis should be proposed, how data is extracted and the method to be used, how it should be measured, how it should be  interpreted and how should be the final conclusions/logically result from all this systematic activity.

### Concept of Research Problem

"A research problem refers to some difficulty which a researcher experiences in the context of either a theoretical situation and wants to obtain a solution for the same"

"A problem statement may be defined as an interrogative statement which expresses the relation between two or more than two variables"

**Concept of Research Design**

**Meaning:**
A research design is a framework or blueprint for conducting the research project. It details the procedures necessary for obtaining the information needed to structure or solve research problems. The research design is a comprehensive master plan of the research study to be undertaken, giving a general statement of the methods to be used.

**Definitions:**
1) Pauline Y. Young:
*"A research design is the logical and systematic planning and directing a price of research."*

2) Selltiz:
*"A research design is the arrangement of conditions for collection and analysis of data in a manner that aim to combine relevance to the research purpose with economy in procedure."*

**Concept of Sampling**

Sampling is a fundamental aspect of statistics, but unlike the other methods of data collection, sampling involves choosing a method of sampling which further influences the data that will result with. There are two major categories in sampling: Probability and non-probability sampling.

**Meaning:**
Sampling is the process of electing units (e.g., people, organisations) from a population of interest so that by studying the sample may fairly generalise our results back to the population from which they were chosen. Let's begin by covering some of the key terms in sampling like "population" and "sampling frame." A Sampling is a part of the total population. It can be an individual element or a group of elements selected from the population.

**Definitions:**
1) Sampling may be defined as *"the selection of a part of a group or an aggregate with a view to obtaining information about the whole. A sampling procedure is a technique of selecting a sample from a given population."*

2) Sampling may be defined as *"the act, process, or technique of selecting a representative part of a population for the purpose of determining the characteristics of the whole population."*

*Concept of Data Collection*

Data collection is one of the most important stage in conducting a research. One can have the best research design in the world but if they cannot collect the required data they will be not be able to complete their project. Data collection is a very demanding job which needs thorough planning, hard work, patience, perseverance and more to be able to complete the task successfully. Data collection starts with determining what kind of data required followed by the selection of a sample

from a certain population. After that, one needs to use a certain instrument to collect the data from the selected sample.

**Concept of Primary Data:**
The task of data collection begins after a research problem has been defined and research design / plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary and secondary. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.
Data collected by the investigator for his own purpose, for the first time, from beginning to end, is called primary data. It is collected from the source of origin. In the words of Weasel "Data originally collected in the process investigation are known as primary data. Primary data are original. The concerned investigator is the first person to collect this information. The primary data are therefore, first-hand information.

**Secondary Data**
Secondary data is data collected by other person except the researcher. Common sources of secondary data for social science include censuses, organizational records, and data collected through qualitative methodologies or qualitative research. The investigator conducting the research, by contrast, collects primary data. Secondary data analysis saves time that would otherwise be spent collecting data and, particularly in the case of quantitative data, provides larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments.

**Concept of Secondary Data:**
Secondary data means data that are already available i.e., they refer to the data which have already been collected and analysed by someone else. When the researcher utilises secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data
Secondary data may either be published data or unpublished data.

**Concept of Respondents**

**Meaning:**
Research respondents are people who agree to take part in a research project such as a survey. For example, if you complete a questionnaire about your working life, and then send it back to a student or academic who uses it to gain information about working life in your particular sector, you will be a research respondent.

**Concept of Data Analysis**
Data analysis (DA) is the science of examining raw data with the purpose of drawing conclusions about that information. Data analysis is used in many industries to allow companies and organization to make better business decisions and in the sciences to verify or disprove existing

models or theories. Data analysis is distinguished from data mining by the scope, purpose and focus of the analysis.

**Meaning:**
Analysis of data is a process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domain.

**Definition:**
Johan Galtung:
*"Data analysis refers to seeing the data in the light of hypothesis or research questions and the prevailing theories and drawing conclusions that are as amenable to theory formation as possible."*

## Concept of Hypothesis

**Meaning:**
A hypothesis is a proposition, which the researcher wants to verify. It may be mentioned that while a hypothesis is useful, it is not always necessary. Many a time, the researcher is interested in collecting and analysing data, indicating the main characteristics without a hypothesis excepting the one which he may suggest incidentally during the course of his study. However, in a problem-oriented research it is necessary to formulate a hypothesis or hypotheses in as clear terms as possible.

**Definitions:**

1) Goode and Hatt:
*"Hypothesis is a proposition which can be put to a test to determine its validity. It may seem contrary to, or in accord with, common sense."*

2) George A. Lundberg:
*"The hypothesis is a tentative justification, the validity of which remains to be tested.*

# McDonald's – Fast Food chain.

## Introductory Chapter

**McDonald's Corporation** is an American [fast food](#) [company](#), founded in 1940 as a restaurant operated by [Richard and Maurice McDonald](#), in [San Bernardino, California](#), United States. They rechristened their business as a [hamburger](#) stand, and later turned the company into a franchise, with the [Golden Arches logo](#) being introduced in 1953 at a location in [Phoenix, Arizona](#). In 1955, [Ray Kroc](#), a businessman, joined the company as a franchise agent and proceeded to purchase the chain from the McDonald brothers. McDonald's had its original headquarters in [Oak Brook, Illinois](#), but moved its global headquarters to [Chicago](#) in early 2018.[5][6][7]

McDonald's is the world's largest [restaurant chain](#) by revenue,[8] serving over 69 million customers daily in over 100 [countries](#)[9] across 37,855 outlets as of 2018.[10][11] Although McDonald's is best known for its hamburgers, [cheeseburgers](#) and [french fries](#), they also feature chicken products, [breakfast](#) items, [soft drinks](#), [milkshakes](#), [wraps](#), and desserts. In response to changing consumer tastes and a negative backlash because of the unhealthiness of their food,[12] the company has added to its menu [salads](#), [fish](#), [smoothies](#), and [fruit](#). The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. According to two reports published in 2018, McDonald's is the world's second-largest private employer with 1.7 million employees (behind [Walmart](#) with 2.3 million employees).

## BRAND IDENTITY EVOLUTION
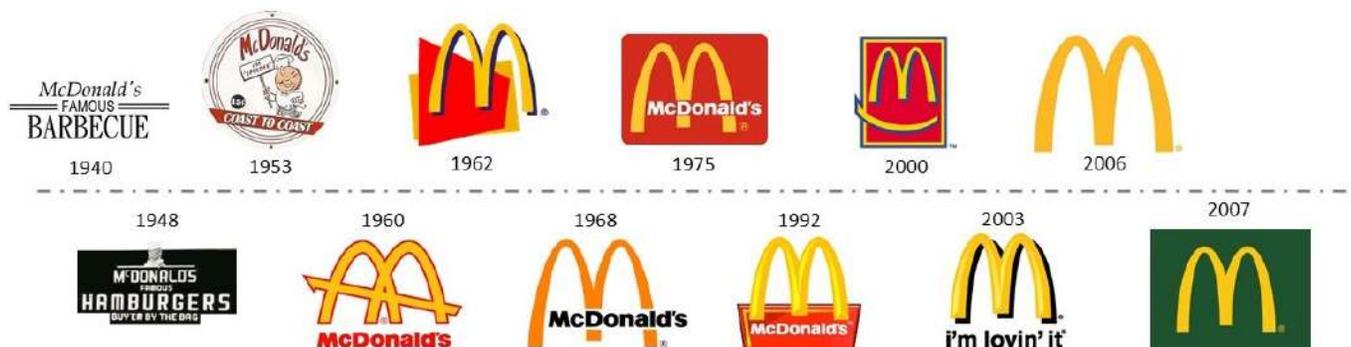
## Objectives of the report

The Objective of this report is to Get a feedback and collect a survey of the people's experiences of visiting McDonald's.

To have an idea of the average times a person visit McDonald's

To find out consumer and and employees behavior.

To have an idea on what kind of food and hygiene do people prefer.

To see if people like their advertising and if they'd like to recommend it.

# Analysis of Data and the Findings

Age

40 responses
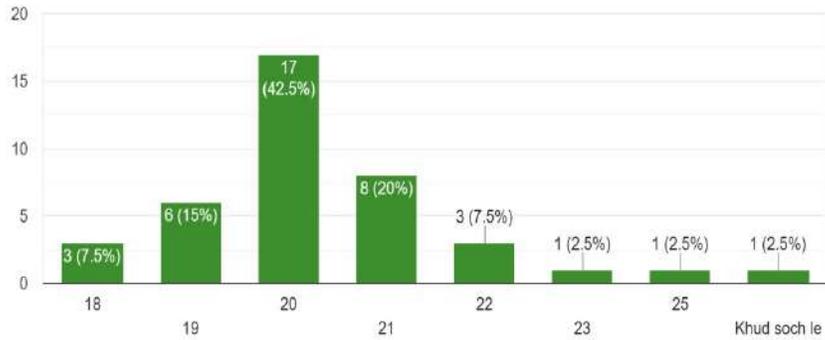


Interpretation-
3 respondents are 18 years old
6 respondents are 19 years old
17 respondents are 20 years old
8 respondents are 21 years old
3 respondents are 22 years old
1 respondent are 23 years old
1 respondent are 25 years old
1 respondent are not clear

Gender

40 responses
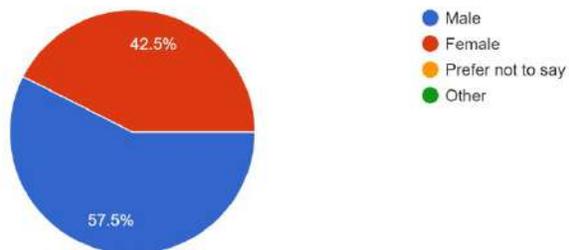
**Are you aware of McDonald's?**

40 responses



Interpretaion- All 40 are aware of McDonalds's

**Have you been to McDonald's?**

40 responses



Interpretation-
All 40 respondents have been to McDonald's

**How often do you visit McDonald's?**

40 responses
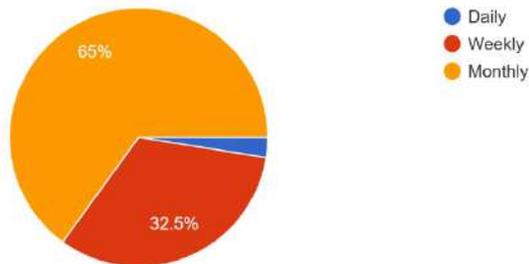


Interpretation-
26 respondents visit McD monthly,
1 respondents visit McD daily,
13 respondents visit McD weekly

## What kind of food do you prefer?
40 responses
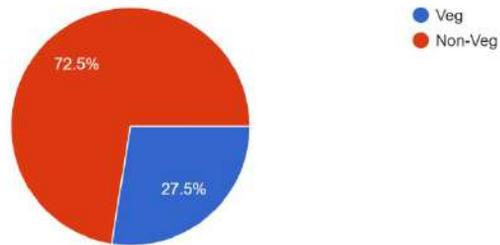


Interpretation- 29 people prefer Non veg, 11 people prefer veg

## How is the quality of the food in McDonald's?
40 responses
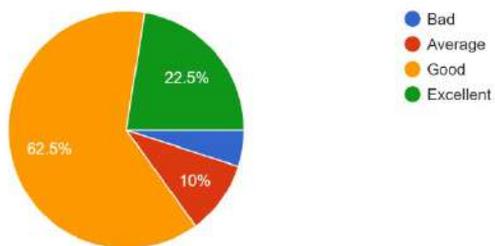


Interpretation-
2 respondents think that the quality is Bad,
4 respondents think that the quality is Average
25 respondents think that the quality is Good
9 respondents think that the quality is Excellent

## How is the quantity of the food in McDonald's?
40 responses
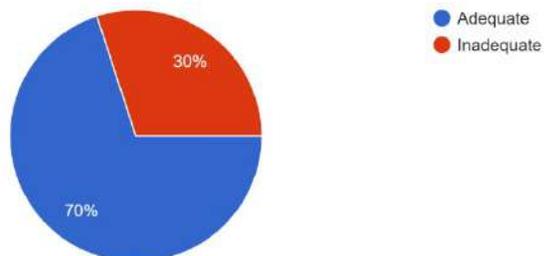


Interpretation-
28 respondents think the quantity is adequate

12 respondents think the quantity is inadequate

How are the prices in McDonald's?
40 responses
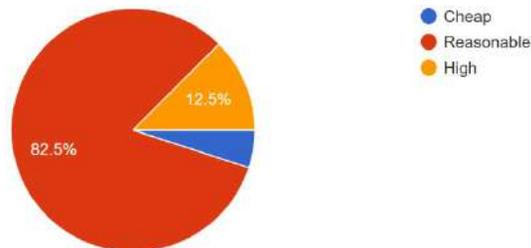


Interpretation-
2 respondents think McDonald's is cheap
33 respondents think McDonald's is reasonable
5 respondents think McDonald's is high

How is the behavior of the employees in McDonald's?
40 responses
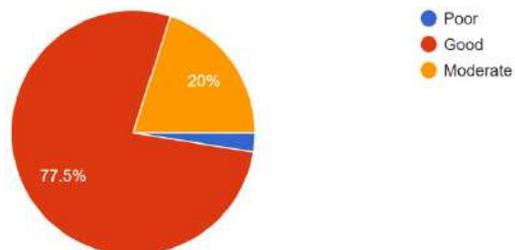


Interpretation-
1 respondent thinks that the behavior of employees at McDonald's is poor
31 respondents thinks that the behavior of employees at McDonald's is good
8 respondents thinks that the behavior of employees at McDonald's is moderate

## How are the services at McDonald's?
40 responses



Legend:
- Very Good
- Good
- Average
- Poor

72.5%

17.5%
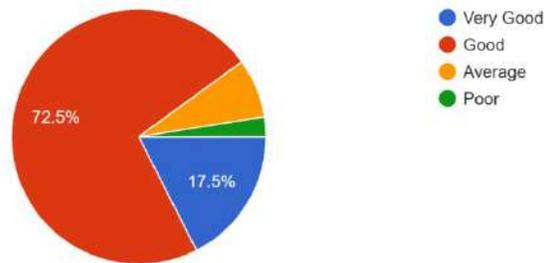
Interpretation-
7 respondents think that the services at McDonald's are very good
29 respondents think that the services at McDonald's are good
3 respondents think that the services at McDonald's are average
1 respondents think that the services at McDonald's are poor

## How is the ambiance at McDonald's?
40 responses



Legend:
- Excellent
- Good
- Average
- Poor

22.5%

7.5%

67.5%
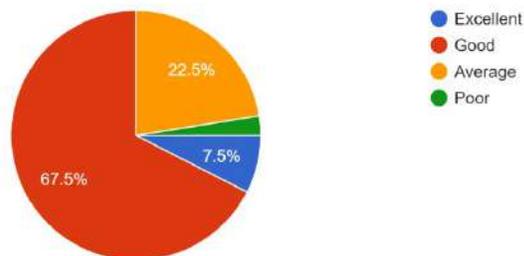
Interpretation-
3 respondents think the ambiance is excellent
27 respondents think the ambiance is good
9 respondents think the ambiance is average
1 respondents think the ambiance is poor

## Are there sufficient outlets of McDonald's?

40 responses



- Yes
- No
- Maybe

10%
7.5%
82.5%
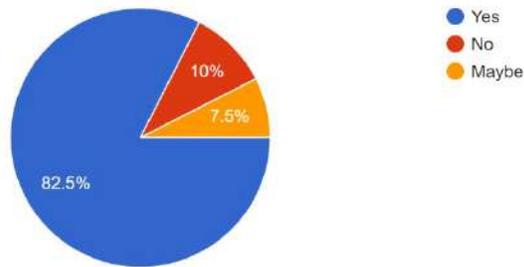
Interpretation-
33 respondents think Mcdonald's has sufficient outlets
4 respondents think Mcdonald's does not have sufficient outlets
3 respondents think maybe Mcdonald's has sufficient outlets

## How are the facilities at McDonald's?

40 responses



- Hygienic
- Unhygienic

7.5%
92.5%
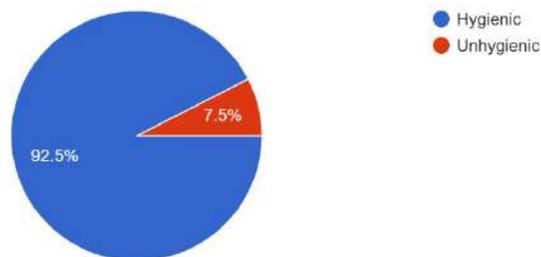
Interpretation-
37 respondents think the facilities are hygienic
3 respondents think the facilities are unhygienic

**Should McDonald's change their advertising strategy?**
40 responses



● Yes
● No

62.5%

Yes
15 (37.5%)
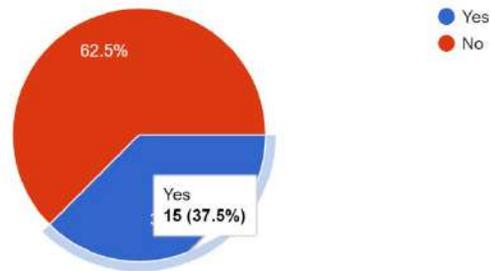
Interpretation-
15 think McDonald's should change their advertising strategy
25 think McDonald's should not change their advertising strategy

**What is your general opinion about McDonald's?**
40 responses



● Positive
● Negative
● No opinion

22.5%

72.5%
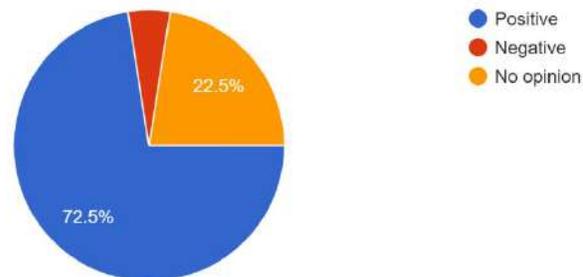
Interpretation-
29 respondents have a positive opinion about McDonalds
2 respondents have a negative opinion about McDonalds
9 respondents have no opinion about McDonalds

**Would you recommend McDonald's to anyone?**
40 responses



- Yes
- No
- Maybe

15%

77.5%
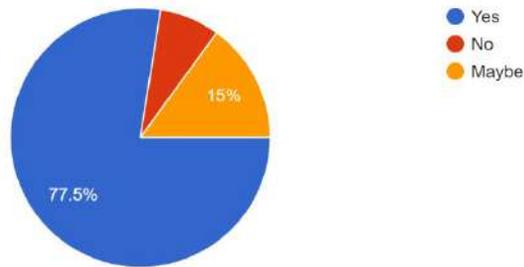
Interpretation-
31 respondents say yes they would recommend McDonald's
3 respondents say no they would not recommend McDonald's
6 respondents say maybe they would recommend

# Conclusions

By conducting the following Market Research we can conclude that a lot of the customers of McDonald's are satisfied with the services.

As McDonalds has been dominating the fast food chain for a lonng time now, they have rectified and have adapted to the needs of their customers.

Yet,
There are a few of bug in the ambiance and etc. People mostly prefer non vegetarian.

By this survey we can conclude that McDonald's pretty affordable.

# Bibliography

Wikipedia

DECCAN EDUCATION SOCIETY'S

BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

PUNE – 411004



A PROJECT REPORT ON

**"RESEARCH STUDY ON RETAIL TRADERS"**

PREPARED BY

**MIHIR MANDAR CHANDORKAR**

UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**

SUBMITTED TO

**BMCC PUNE**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT

OF THE

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

YEAR (2020 – 2021)

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **MIHIR MANDAR CHANDORKAR**

of B.B.A.I.B. Exam Seat No. **16** has satisfactorily completed the

project work.

Title **RESEARCH STUDY ON RETAIL TRADERS**

Date : **JUNE 2021**
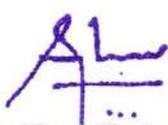
Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004

Place - Pune

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A.I.B Incharge**

# DECLARATION



I, Mr. Mihir Chandorkar of TYBBA(IB) hereby declare that the project report submitted on "RESEARCH STUDY ON RETAIL TRADERS" made under the subject of Research Methodology (Subject Code – 3606) represents my own collection of information, original research and work which was carried out by me at Brihan Maharashtra College of Commerce (Autonomous), Pune.

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce.

I further declare that the forgoing statements made by me in regard to my research report are correct and complete.

<div align="right">

Mr. Mihir Chandorkar

TYBBA(IB)

BMCC

</div>

# Table of Contents

# INTRODUCTION

**Rise of Retail trading practice.**

The rise of Discount brokerage in India in the early 2010s started a revolutionary phase of trading that restructured the retail trading group of this country. Discount brokers offered a solution to the exploitation done by banks towards the retail section of trading. Discount brokers reeled in traders by offering extreme low-cost brokerage rate on trades which was in a stark contrast to the over inflated brokerage rate offered by the banking terminals. The rise of discount brokers is the reason of mass adoption of internet and modes of usage of internet by the population of India. Discount brokers like Zerodha and UPSTOX are at the helm of retail trading and provide retail trading facilities to retail traders. These two retail trading giants have created an army of traders that profit from the financial sector of the country which is sought after by majority of the country's population but indulged into by few. It is accepted that the country with a population of more than 1.43 billion with majority of people who are searching for methods of increasing their financial strength have not invested into the stock market. It is stated that only % of the population has invested into equity securities. A shocking statistic as the (BSE)Bombay Stock Market is the 10$^{th}$ largest stock market in the world in terms of market capitalization. The rise of retail trading is in a meteoric rise in the Covid 19 era. Zerodha the largest discount brokerage company in India has stated in September 2020 that they were adding more than 200,000 new accounts every month. This can be the result of massive drop in the stock market, but it is a positive sign that Indian youth is towards the right direction for accepting and investing in the stock market.

Retail Trader is an individual who employs his/her self-accumulated capital in the financial markets hoping to make gains on that capital in various segments. Retail traders make capital gains as a permanent or main source of income or as way of side income. Retail traders are different from professional traders in 2 major aspects: Professional traders trade capital on behalf of clients and a professional trader is someone who trades for income but whereas it is not necessary that a retail trader trades capital for income. Though Profitable Retail Traders don't pose a significant impact on the rise or fall of a stock as the patterns of Profitable retail traders are in sync with the institutional traders but still Retail traders are a force to be reckoned with. The recent example of manipulation Meme stocks by retail traders is an example to showcase the fact that retail traders are a force to be reckoned with. Retail traders are in a rise due to more self-awareness about financial freedom among the youth of the country. Many Retail traders are in their 20s and 30s and aim at attaining financial freedom to compensate their spending habits. Also, Indian brokerage firms provide huge leverage facilities to clients to maximize their trading gains. Another factor is the ease of access of technology from remote areas and also the user-friendly interface that

not only is easy to execute trades but also provides educational facilities to new traders. Among new Traders Option trading is of the highest preference as it provides highest gains among the different sectors of trading.

However, a startling statistic is constantly mentioned in the trading community that 90% of new retail traders lose all their capital in the market. Also, many traders don't lose all their money but are at cross roads in terms of reinvesting in the market. This statistic is not limited to Indian stock market and the equity section but to the whole retail trading community in the world and applies to FOREX market, Commodities market and other retail trading markets in the world. Hence to understand the reason behind this statistic the researcher has undertaken this research.

**Aims and Objective of this research.**

1. To Analyze and Interpret data from variety of traders and compare the data and prove the notion that "90% retail traders lose money."
2. Compare the data parameters of the 90% loosing traders with the 10% winning traders and understand and analyze the success pattern.

## Literature Review

**Retail Trader**: A Retail Trader is anyone who takes trades in hopes of making capital gains on his/her self-owned capital as a main source of income or side source of income.

Types of Retail Traders:

1) Scalper: A trader who takes trades and holds a security for seconds or minutes to make a capital gain.
2) Intraday Trader: A trader who holds a security for hours or a single day to make a capital gain.
3) Swing Trader: A trader who holds a security for few days to few months to make a capital gain.

| Trader | Scalper | Intraday trader | Swing Trader |
|---|---|---|---|
| Trades | 5-50 per day | 1-3 trades per day | 1-2 trade per month |
| Screen time | Very high | Medium to high | Low or very low |
| Gains | Small to very small | Small to medium | High gains |
| Leverage | Yes | Yes | No |

According to the type of retail trader the gains and losses have a significant impact on the ability to trade. Scalpers have an advantage of getting instant and fast gains, but scalpers have to compensate those advantages by having high number of losses and to give majority of trading time per day. Scalping is suitable for traders who have a low level of patience but have a good read on the market. Intraday traders have an advantage of having higher gains compared to scalpers but also have to compensate at losing more capital per trade compared to scalpers. Swing traders have the advantage of highest gains possible among the variety of traders but at the cost of higher market time. Scalpers must ensure that their losses are extremely low and fewer times at the same time ensuring high profits. Intraday traders must maintain strict stoploss at all times and also ensure that they take profits at their target levels as intraday trading can be volatile. Swing traders must ensure that they select the right security as wrong selection of security can be disastrous in the long term, as the stock can fall massively. A scalper focuses purely on technical factors to take trade as trades taken for seconds or minutes do not get influenced by other factors like news. An intraday trader also focuses on technical factors but is also in check for any positive or negative news that can swing a stock in either direction. Selection of trade for a Swing trader depends on both the factors, technical and news. Taking trade to the current market conditions is the most apt way of taking a trade.

When taking a trade, a trader must take into consideration various factors that can affect his trade in a positive or negative way. The two factors are technical and psychological factors.

**Technical parameter**: A technical parameter is a parameter that focuses on calculation through numbers and are uniform in nature. Technical parameters are available to all and generally do not depend upon a trader. The different types of technical parameters are mentioned below.

**Charting**: Charts are graphical representation of price trends of a security. Different types of charts are present in trading but the most accepted is the candlestick chart.



Charting image from https://www.dailyfx.com/

A chart represents the direction of a security and helps a trader analyze and implement his trades.

**Candlesticks**: Japanese candlesticks were invented in 1700s by a rice trader to analyze rice price patterns but in modern day candlesticks are used to analyze the movement of a security in a specific period. Candlesticks help to understand the sentiment among the buyers and sellers of a security in a specific period of time
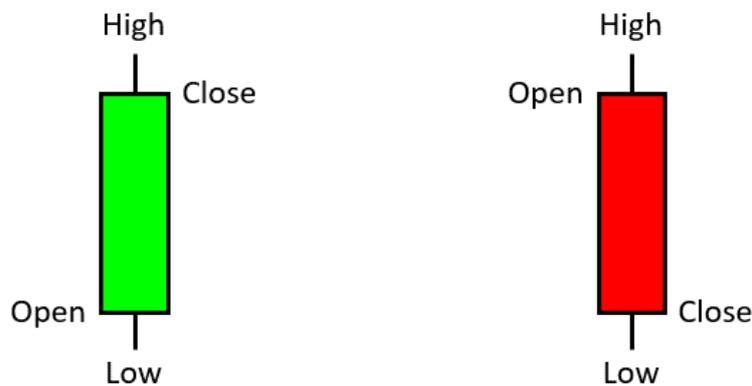


Candle stick image from https://www.cmcmarkets.com

**Trading patterns**: When charting is combined with candlesticks a powerful technical parameter is created. Trading patterns are patterns commonly observed in charts. These patterns are helpful for traders to take trades. By analyzing these patterns and taking trades accordingly. However, identifying and taking trades based on these patterns is for Experienced trader as identifying patterns comes with experience.
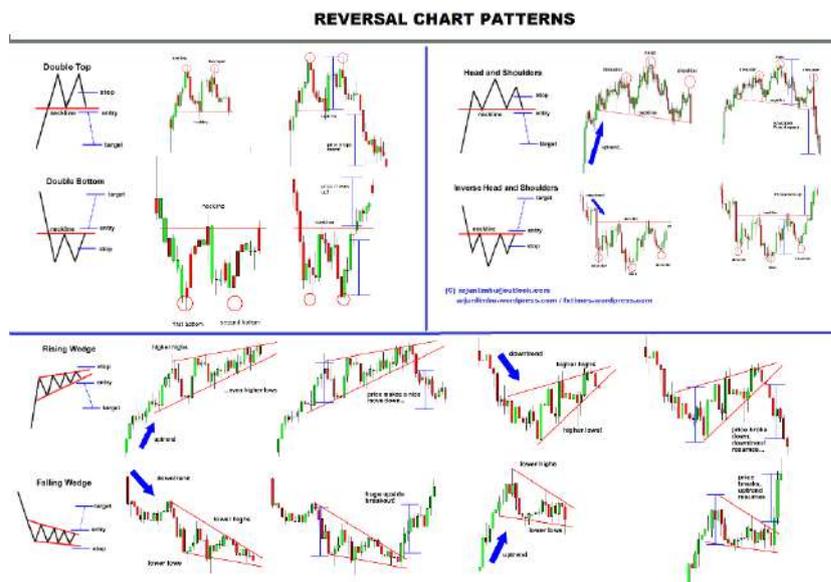


Image from https://www.pinterest.com/

**Indicators**: Indicators are mathematical calculations which take into consideration various aspects and plot lines on the charts which help a trader analyze volumes, future trends by providing a signal to take a trade.

- Leading indicators: Leading indicators help traders by using past data and provide future movement of price at the same time or *before* the movement of price of a security.
- Lagging indicators: Lagging indicators help traders by using past data and provide a future movement of price same time or *after* the movement of price of a security.

**Support and Resistance zones:** Support and Resistance zones are levels in stock market where the price of the stock may be subjected to reversal or stoppage for a period. A support is a zone where the price will either take a support from buyer and hence will be subjected to a positive side movement or may tumble down further due to excessive selling pressure. Similarly, a Resistance is a zone where the price will either see a resistance from buyers and fall or see massive buying volume and go further up. These zones are determined when price is near a price point but does not give a breakthrough. Support and Resistance is a type of leading indicator as it provides future movement of stock during or *before* the price movement.

**Psychological Parameters:** Psychological parameters are parameters which focus on the trader's mental fortitude and discipline when trading. Psychological parameters are subjected to a trader's psychology and vary from trader to trader. Psychological parameters are equally important as they have massive impact on traders' profit and losses.

**Stoploss**: Stoploss is a predetermined price of the stock where the trader will intentionally exit a losing trade in order to avoid magnified losses. Stoploss is a psychological parameter because the selection of the price where stoploss needs to be assigned varies from trader to trader and is determined by the psychology of the trader. A risk averse trader will maintain a small stoploss whereas a risk seeking trader will have a larger stoploss.

**Trading Strategy**: Trading strategy is the systematic plan devised by a trader to take trades and earn profits. A trading strategy is based on the trader and is responsible for his/her trades. A trading strategy is scientific in nature and focuses on rules and logic when taking trades. Trading strategy should be followed diligently as having a plan in a complex and dynamic stock market environment is beneficial for maximizing profits and minimizing losses.

**Entry and Exit**: Entry and Exit points are often overlooked by traders as they predominantly focus on increasing knowledge about technical analysis. Many traders believe that superior technical analysis leads to higher profits, which is true to a certain extent however entering and exiting trades at correct timing using technical analysis is much crucial. When entering a trade, a trader is subjected to many emotions, fear that the trade will be wrong or greed of taking more trades when an appropriate setup is not present. Such emotions hinder the trades emotional levels and leads to losses. Similarly, a trader needs to exit trades in the right time even if the trade is in profit or loss. When exiting a trade, a trader is exposed to emotions like greed and overconfidence on self. A trader may not exit a profitable trade in the hopes of reeling in more profits even though he/she has achieved his target. Also, a trader may not exit a losing trade when he/she has overconfidence on the trade and himself that the trade will eventually turn profitable. Paying no attention to such emotions and taking trade with logic and self-defined rules is crucial to make profits.

**Money Management**: Money management consists of 2 parts: Use of Leverage and adjusting position size. Leverage is the borrowing of capital from third party to increase your overall gains. Adjusting position means to take trade by adjusting capital according to

the risk defined in a trade. Money management is crucial as when a trader has consecutive losing trades the breakeven point get magnified slowly. It is important to follow money management to minimize massive trading losses by increasing risk in one trade by employing majority part of trader's capital. The adverse effect of not adhering to the rules of money management is the effect where the breakeven point for losing certain percentage of capital goes on increasing.

| Losses | Gains to recover those losses |
|--------|-------------------------------|
| 5% | 5.3% |
| 10% | 11.1% |
| 15% | 17.6% |
| 20% | 25% |
| 25% | 33% |
| 30% | 42.9% |
| 40% | 66.7% |
| 50% | 100% |
| 60% | 150% |
| 70% | 300% |
| 80% | 900% |

Data from Ashwani Gujral's "How to make money Trading Derivatives." Pg. 220

The above table illustrates that superior money management helps in limiting losses and limits the burden of breakeven point.

**Risk Management**: Risk Management is the combination of Money Management, Stoploss, Entry/Exit, Strategy and the technical parameters. Risk Management is determining the risk present in a trade and mitigating the risk once the trade is taken. Risk Management is of the highest importance as a trader accepts Risk when he takes a trade and managing the risk is important to cut down losses and maximize profits. Risk Management is followed according to a trader's Risk-Taking capability and is a psychological factor which changes from trader to trader.

**Discipline:** Discipline is a virtue which needs to be followed by each and every profitable trader. A trader is confronted by many emotions like Greed, Overconfidence, Fear, Regret, FOMO and many such emotions. Emotions hinder trading ability and lead to losses. Its important for a trader to look at trades logically and objectively by sticking to a trading plan. This can be done by discipline which helps traders achieve his/her trading goals.

# RESEARCH METHODOLOGY

**Data Collection, Sample Size and Methods of Sample Collection.**

Primary Sources of Data Collection was Questionnaire using google forms taken from variety of traders with key parameters being Demographic, Technical and Psychological. Variety of Age Groups were surveyed to have diverse data.

Data was collected from individuals trading as primary source of income and also from individuals trading as side income source.

Secondary data sources were books related to trading also reference of some online websites.

The sample size for Questionnaire is 100.

Along with the questionnaire interview were conducted with participants from each of the age groups selected and few questions were asked.

The first questionnaire did not receive an appropriate response due to the questionnaire being of a descriptive nature. So, the researcher changed the questionnaire to a more objective nature and conducted interviews with different age groups.

Important terms in questionnaire

1. Risk to Reward Ratio: It is the measurement of reward in terms of risk.

Eg: A risk to reward ratio of 1:2 signifies that the entity is *risking* 1unit for a *return* of 2 units.

2. Back testing strategy: Back testing strategy deals with testing trading strategies on historical data and determining whether the strategy successful or not.

3. Revenge Trading: Revenge Trading is said when a trader initiates trade without any rules or logic and based purely on emotion. Revenge trading is generally seen when a trader suffers huge loss.

**Challenges Faced during data collection.**

Due to current pandemic of COVID19 and the subsequent lockdown in person collection of data was very difficult.

The nature of the topic also is less explored by researchers hence data for reference was not readily available from the internet.

Offline sources of secondary data like libraries were closed due to lockdown.

# Data Analysis and Interpretation

The questions in the questionnaire are divided into 3 parameters: Demographic, Technical and Psychological.

**Demographic parameter**: Demographic parameters are used to factor in basic trading experience and other general understanding about trading from the survey samples.

**Questions (Demographic parameters)**

**1. Age**

| Age | Reponses |
|---|---|
| 18-24 | 35 |
| 25-45 | 40 |
| 46-59 | 15 |
| 60+ | 10 |

**2. Trading Experience**

| Experience | Responses |
|---|---|
| Less than 1 year | 12 |
| 1-3 years | 45 |
| 4-6 years | 40 |
| 7+ years | 3 |

Trading Experience is naturally extremely important as the experience in the market is the greatest teacher of a trader.

**3. Percentage profit aimed per trade**

| Percentage Profit | Responses |
|---|---|
| 1% - 2% | 37 |
| 3%- 5% | 42 |
| 5%-8% | 11 |
| 10%+ | 10 |

4.Segment of Trading
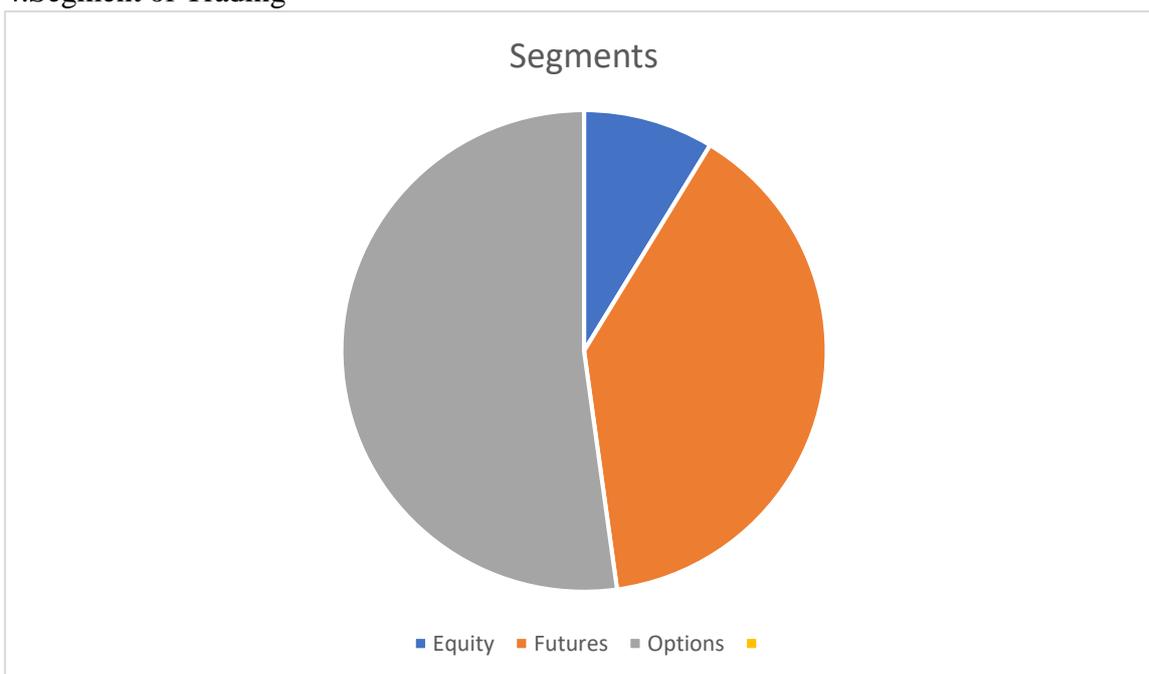


Interpretation: This Chart showcases the 3 predominant types of segments, Equity, Futures and Options. 10% traders selected Equity while Futures was selected by 30% traders and 60% traders selected Options.

Analysis: Many of the traders in the age group 18-45 opted for options which is a high-risk high reward segment. Equity was selected by 5 people in the age group of 60+ and few in the age group of 18-24. Futures was opted by the remaining 60+ age group and from the 24-45 age group. This shows that the younger population selected the high-risk high

reward due to risk taking ability. Futures segment being the cost heavy one was not selected by the population of 18-24 and was restricted between 25 and 60+. Equity was selected by risk averse traders and the ones who are still in learning stage.

**Technical Parameters:** Technical parameters help to understand the technical skill of a trader and to understand the logic behind trading style.

5. What kind of trading style is preferred? (Scalper/intraday Trader/Swing trader)

| Trading style | Responses |
|---|---|
| Scalper | 3 |
| Intraday Trader | 61 |
| Swing Trader | 36 |

Interpretation: Only 3% of opted for scalping while intraday trading was favoured heavily followed by swing trading. This shows the popularity of trading type in the survey.

Analysis: Scalping was voted as a stress inducing type of trading when asked to the participants in the survey hence the low vote count of scalping. Intraday trading was observed as the clear winner due to general popularity in the market and due to leverage provided by many discount brokers. Participants in all age groups selected intraday trading while scalping was selected by age groups of 25-45 all with experience of 7+ years. Swing trading was also selected by all age groups but with same aim. Young survey population opted for swing trading as a side income source while the age group of 45+ also opted for the same reason. This tells that swing trading is predominantly used for side income while scalping and intraday is used as a main source of income.

6.What kind of Risk to Reward Ratio (RRR) is chosen?

| Risk to Reward Ratio | Response |
|---|---|
| 1:2 | 56 |
| 1:5 | 38 |
| 1:10 | 6 |

Interpretation: Most of the participants chose realistic RRR. However, 6 participants selected extremely high RRR of 1:10.

Analysis: RRR is an extremely important aspect of technical trading and choosing a realistic RRR is important. 94% participants selected realistic RRR ratios however 6 choose high RRR. Further inspection with these participants revealed that 5 out of the 6 participants have less than 1 year of trading experience and have never achieved 1:10 RRR. The remaining one participant had 7+ years of experience and achieved this high RRR with years of practice and selecting trades carefully by swing trading.

7. Is Stoploss placed in every trade?

| Stoploss placed? | Responses |
|---|---|
| Yes | 96% |
| No | 4% |

Interpretation: High Majority of participants selected the "yes" option whereas only 4% selected the "no" Option

Analysis: This shows that stoploss is followed ritually by all the age groups when trading. The participants that selected "no" are restricted to trading experience with less than 1 year.

8. Are new trading strategies Back tested?

| Back testing strategies? | Responses |
|---|---|
| Yes | 44% |
| No | 54 |

Interpretation: Back Testing New trading strategies is opted by 44% of traders whereas 54% trades do not back test their strategies.

Analysis: All the traders who selected "yes" were from the experience group of 4+ years. Whereas new trades or with decent experience do not back test trading strategies.

**Psychological Parameters:** Psychological parameters are used to understand a traders psychology when trading. This is an important concept as a traders psychology has a positive or negative impact on trades.

9. Have you ever Revenge Traded?

| Revenge Trade? | Responses |
|---|---|
| Yes | 42% |
| No | 58% |

Interpretation: Revenge Trading is seen in the 42% participants whereas 58% participants do not revenge trade.

Analysis: The 42% participants who gave "yes" option to revenge trading are in the first 2 section of the experience table. This shows that revenge trading is an condition prevailing in new traders. Revenge Trading can destroy capital in few trades due to the absence of logic and rules.

Results from the interview with each Age groups

Age Group (18 - 24): The key Characteristics in this age group is aggression. Traders want fast returns on capital. More than 50% in this age group have half knowledge about technical analysis and are oblivious to trading psychology. This leads to capital destruction. Out of 35 respondents in this age group 33 traders have either lost their capital or at breakeven point with no profit no loss. They aim at having profits between 3% - 10%+ in each trade take. Most of the traders in this age group are intraday traders trading in options which provide high returns on trades.

Age Group (25 – 45) This Age group is characterized by efficient trading due to experience in market and developed psychology. Virtues like patience, discipline and acceptance are present in individuals. Trader with no experience in this age group also incur lower levels of losses due to the presence of the values mentioned. Due to higher experience in market traders are of variety in this age group ranging from scalpers to swing traders. According to market circumstance they aim at profits ranging between 3% - 10%+.

Age Group (46 – 59): This Age group is characterized as passive earners in stock market. Most of the individuals aim at having passive source of income by being a swing trader. Intraday Traders focus mostly on profit percentage between 2% - 9% per trade.

Age Group (60+): Intraday traders are rare in this group and traders focus mostly on being swing trader and having profits in range of 5% to 10%+.

During Interviews, all traders have mentioned that they have gone through a phase where they have lost most of the capital and decided to quit trading however the successful ones reported that they overcame this phase by assessing their mistakes and being in control of their emotions. Many traders are maintaining *trading journals* which helps them to assess their mistakes and their strengths correctly. Successful traders have mentioned that being in check of emotions is also a factor which has helped them massively. Maintaining a trading circle or having a mentor to communicate has also helped traders understand their mistakes.

## Conclusion

Conclusion observed from the questionnaire and the interview.

Retail traders lose money due to technical and psychological reasons. A trader needs to be in control of his emotions at the same time analyzing the technical part of the market. When a trader achieves both the goals, he becomes a profitable trader. Psychology plays more important part in trading compared to technical analysis. Technical analysis is uniform in nature however psychology is subjective to trader. A Trader will analyze the market correctly but if he does not have the virtues of a successful trader then he will incur capital losses. Traders have ego and this ego leads to losses as traders believe that each and every trade should be a profitable trade however this is not possible every time. Quoting George Bernard Shaw "**Beware of Half Knowledge, It is more worse than Ignorance**" Many Traders enter the Stock market by doing courses from someone they know and paying hefty fees believing that they have found the holy grail of making easy and fast money. They believe the course they have done is enough to make tons of money and became rich. This knowledge will help them in the short term but will rob them in the long term. This short-term beneficial knowledge is the reason why 90% traders lose money. They believe they have understood the market and decide to go all out by leveraging their accounts but in the end lead to destruction.

Profitable traders have good grasp on their emotions and have excellent technical skills no matter the age. However, the thing that separates profitable traders from losers is the aspect of perseverance. Traders enter the market in the hopes of making quick money but are stop trading when they are exposed to market psychology and technical analysis. These traders who stop trading are grouped together and included in the sentence "90% traders lose money in the market." The pattern exhibited by losing trader is lack of market psychology and half knowledge regarding technical analysis. Successful traders understand learn and execute technical analysis and mental fortitude required for market psychology. A successful trader is determined by his patience, skill discipline and market psychology.

Suggestions to be a successful trader.

1. Learn all necessary skills before trading.

2. Keep emotions in check.

3. Learn to adapt.

4. Understand temporary failure is not permanent failure.

5. Market rewards the patient and the disciplined.

Appendix

1. Age

18 - 24

25 – 45

46 – 59

60 +


2. Trading Experience

Less than 1 year

1 – 3 years

4 – 6 years

7 + years


3. Percentage profit aimed per trade

1% - 2%

3% - 5%

5% - 8%

10% +


4. Segment of Trading

Equity

Futures

Options


5. What kind of Trading style is preferred

Scalping

Intraday

Swing trading

6. What kind of Risk to Reward Ratio is chosen

1:2

1:5

1:10


7. Is stoploss placed in every trade

Yes

No


8.Are New trading strategies back tested?

Yes

No


9. Have you ever Revenge Traded?

Yes

No

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Deccan Education Society's

# Brihan Maharashtra College of Commerce

(Autonomous)



A PROJECT REPORT ON

**STUDY OF CONSUMER ATTITUDES TOWARDS REUSABLE AND
SUSTAINABLE MENSTRUAL PRODUCTS**

PREPARED BY:
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TY. BBA IB DIV: A
ROLL NO.: 66

UNDER THE GUIDANCE OF:
**PROF. MANJUSHA WADEKAR**

**SUBMITTED TO SAVITRIBAI PHULE UNIVERSITY FOR THE PARTIAL
FULFILLMENTS OF REQUIREMENTS OF THE BACHELOR OF BUSINESS
MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE**

**2020-2021**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **MOKSHA SONIGARA**

of B.B.A.I.B. Exam Seat No. **66** has satisfactorily completed the

project work.

Title **STUDY OF CONSUMER ATTITUDES TOWARDS REUSABLE AND SUSTAINABLE**

**MENSTRUAL PRODUCTS**

Date : **JUNE 2021**  Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**

# DECLARATION



I, **Ms. Moksha Sonigara,** student of **TY BBA (IB)** of Deccan Education Society's Brihan Maharashtra College of Commerce, Pune hereby declare that the project titled '**Study of Consumer Attitudes Towards Reusable and Sustainable Menstrual Products.'** was carried out by me in partial fulfilment of the BBA (IB) programme under the Savitribai Phule Pune University.

The project was taken as a part of academic curriculum as per the University rules and norms by no commercial interest or motive. It is my original work and not submitted anywhere else for any other purpose earlier

Ms. Moksha Sonigara
TY BBA (IB)
BMCC

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**Chapter 1**

**INTRODUCTION**

## Introduction

Today's period is called as the "Age of Plastic," since plastic is a prominent component in the industrial sector. Unfortunately, plastic contributes to environmental degradation as, during the manufacturing of plastic, various toxic chemicals are released into the environment through land, water, and air pollution.

Single-use plastics have lately become a subject for action, but it looks like menstrual products are falling under the radar, with disposables commonly being overlooked as a source of single-use plastic. Single- use menstrual products have a significant adverse effect on the environment in terms of waste and pollution. Although the presence of microplastics in the ocean was highlighted in the 1970s by scientists who warned that their concentration was likely to increase and because problems renewed interest has sparked more studies into its effects[1].

Most disposable menstrual products are made of plastics and other synthetic materials, with many featuring plastic applicators. Most are also individually wrapped in plastic film and come in plastic film packaging. Women in India mainly use disposable pads or traditional cloth to manage their periods. Historically, women felt that menstruation was something to be ashamed of, a feeling that is still prevalent in society and popular culture today. It is this taboo that creates a difficult arena for discussion of more sustainable alternatives. The past decade has seen the government campaigning hard for women to use disposable pads, putting across the message that disposable pads are the only hygienic way to manage menstruation[2].

The overall aim of the project was to conduct research on reusable menstrual products and study the level of awareness they have about impact of single-use products on environment. Objectives of the research were:

• Effect of disposable menstrual products on environment.

• Find out current patterns of use in the period product market.

• Recognise consumer's behavior towards reusable menstrual products.

• Research what has or could motivate or discourage people to switch from disposable products to reusable alternatives.

Currently the most popular types of products are also the most detrimental to the natural environment, particularly due to the amount of hidden plastic in disposable items. This research seeks to find out whether people realize that this is the case and whether those that are more aware of the damage are likely to make choices that are less harmful to the environment. This research will help in finding out what woman know about their options to manage periods, and whether giving them more information would change their approach.

**Chapter 2**

**LITERATURE REVIEW**

## Literature Review

Plastic pervades modern life, and menstruation is no exception. Since the middle of the 20th century, many disposable menstrual products have contained somewhere between a little and a lot of plastic in their basic design—sometimes for reasons that "improve" the design, but often for reasons less crucial. Getting a hold on how much plastic trash comes from menstruation products is difficult, partly because it's identified as medical waste and so doesn't have to be recorded, and partly because so little study has looked into the problem's magnitude. Before looking at the environmental impact of disposable products let's have a look at how these products entered the markets.

### Menstrual History

Disposable sanitary pads and tampons may appear to be vital in today's world, yet they have only been around for less than a century. Until the turn of the 20th century, women simply used their clothes or, where they could afford it, shaped scraps of cloth or other absorbents like bark or hay into a pad or tampon-like object. Commercial disposable pads first made an appearance in 1921, when Kotex invented cellucotton, a super-absorbent material used as medical bandaging during the first world war[3]. Nurses started to use it as sanitary pads, while some female athletes gravitated towards the idea of using them as tampons. These ideas stuck and the era of disposable menstrual products began. As more women joined the workforce, demand for disposables started to increase.

Marketing campaigns helped further this demand by leaning heavily into the idea that using disposables freed women from the "oppressive old ways", making them "modern and efficient". The profit incentives were considerable. Disposables locked women into a cycle of monthly purchases.

With the introduction of plastic back sheets and applicators into disposable sanitary pads and tampons throughout the 1960s and 1970s, disposable sanitary pads and tampons became more leakproof and user pleasant. The attractiveness and availability of these items grew as they became increasingly effective in "hiding" menstrual blood and women's "shame." Most of the initial market for disposables was limited to the west. But in the 1980s some of the larger companies, recognising the market's vast potential, started selling disposables to women in developing countries. By 1980, sanitary napkins emerged as the more affordable menstrual product all over the global market. Globalization brought mass-produced menstrual products to India; menstruators found these hygiene products available in their nearest stores at reasonable prices.

Reusable menstrual cups were developed shortly after disposable pads and around the same time as tampons with cardboard applicators in the 1930s, they did not become popular at the time. Studies suggests that this was due to the high levels of marketing for disposable products and comparatively poor marketing for the cups, but she also

notes that women were not keen on getting that intimate with their own body after these discreet disposables had been made available[4].

Disposable products, received a considerable boost when in early to mid-2000s concerns around the menstrual health of girls and women in these countries saw a swift public policy push for the take up of sanitary pads. Public health initiatives across many of these countries began to distribute subsidised or free disposable pads.

In 2000s menstrual cups come back into fashion as an environmentally safe alternative to pads and tampons. The trend towards more transparency and broader consumer awareness left an opportunity for direct-to-consumer companies to launch 100% organic cotton tampons (followed by other organic feminine care products).

Historically, women felt that menstruation was something to be ashamed of, a feeling that is still prevalent in society and popular culture today. It is this taboo that creates a difficult arena for discussion of more sustainable alternatives. Feminist critiques claim that disposable menstrual products are loaded with patriarchal ideas that suggest menstruation is an unhygienic problem and one that should be hidden[5]. It could also, however, be seen as a liberation of women, as the history of menstruation would suggest that modern management of the menstrual cycle is a much more convenient experience[6].

The desire for profit by businesses explains why disposables have grown more popular than reusables. They have a larger commodity potential than reusables since the consumer have to purchase them on a regular basis, whereas a reusable product could last up to 5-8 years.

## Current menstrual products at a glance

Disposable sanitary pads- These are worn outside the body using an adhesive strip to fix the product to underwear. Made up of various layers. A permeable top layer made from a polymer such as polypropylene or polyethylene, an absorbent layer made of cellulose, a 'super absorbent polymer' or 'smart foam' inner core (different brands give different names to this part but do not reveal the ingredients) and a polyethylene bottom layer[7]. One pad can be used for 4–6 h depending on flow and should be disposed of in a bin.

Disposable Tampons- These are worn inside the body to absorb menstrual fluid. The main absorbent body of the tampon is commonly made from cotton or rayon and often has a thin outer layer of synthetic fibre (polyethylene and polypropylene) to prevent fibre loss and create a smoother surface. There is a cord attached for removal, made from polyester or polypropylene. Applicators can be made from card or plastic[8]. One tampon can be used for 4–8 h, then it should be disposed of in a bin[9].

Panty Liners- It is an absorbent piece of material used for feminine hygiene. Some uses include: absorbency for daily vaginal discharge, light menstrual flow, tampon and menstrual cup backup, spotting, post-intercourse discharge, and urinary incontinence[10].

They are usually much thinner than sanitary pads making them ideal for light discharge and everyday cleanliness.

Menstrual cups- Menstrual cups are pliable, funnel shaped devices used to contain menstrual fluid until it is removed and rinsed by the wearer. They are worn inside the body to collect menstrual fluid. Cups are made from medical grade silicone or natural rubber and are available in different sizes. They can be worn for 12 hours before emptying, should be sanitised after each monthly use and can last up to 10 years[11].

Period pants/ underwear- It is worn as regular underwear. Can be made from natural fibres such as cotton or synthetic fibres. Contains a top layer of cotton, an inner layer of 'super-absorbent' fabric and an outer leak-resistant layer[12]. Products are available in a range of sizes, shapes and absorbencies, should be washed after each use and will last approximately 2 years.

Reusable pads- They are worn outside the body and fixed to underwear using poppers. Made from layers of absorbent fabric. Can be made from natural fibres such as cotton and bamboo, or from synthetic fibres such as polyester. Pads can be worn for 4–6 h and should be washed after each use. They will last approximately 5 years[13].

Organic Disposable sanitary pads- It is worn in the same way as inorganic disposable pads, fixed to underwear with adhesive strip. Absorbent cellulose centre and cotton top layer. One pad can be used for 4–6 h depending on flow and should be disposed of in a bin or composted.

Organic Disposable tampons- It is used in the same way as a non-organic tampon, but the main absorbent body of the tampon and the attached string is made from organic cotton. Applicators are made from cardboard. One tampon can be used for 4–8 h then it should be disposed of in a bin or composted.

Women have developed their own personal strategies to handle menstruation. Globally, these strategies vary greatly due to the personal preferences, availability of resources, economic status, cultural traditions and beliefs, education status, and knowledge about menstruation.

**Situation in India**

Since the Vedic Ages, society in India has confined women within their quarters, especially during menstruation, and it was believed that their touch poisoned objects around them. Throughout generations, women followed the doctrines and meekly hid behind their chambers during the menstrual period until the colonization of India that brought about radical changes in our country. Not only did the British dominance over India result in changes in trade, economics, and legislation, but it also resulted in a shift in social ethics. Women had increased political rights once Sati was abolished, such as widow remarriage and property inheritance. Women from elite families could now get a formal education as schools opened their doors to them. Around 1850, menstruators in Europe began using sanitary aprons, and menstrual belts[14].

Around this time, intellectuals developed the theory that menstrual blood contained 'menotoxin,' a dangerous poison with the ability to contaminate anything it came into touch with[15]. The transition from sanitary aprons and linen rags to tampons and sanitary napkins shows how society's values are shifting. Imperialism introduced Western culture and ideals to colonial countries like India, and women found their place in science, health, education, sports, defense, and law in the twentieth century. With access to education and political rights, women recognised they couldn't afford to limit themselves at home, even during menstruation. As a result, working women chose pads and tampons since they were convenient to travel and work with.

By 1980, sanitary napkins emerged as the more affordable menstrual product all over the global market. Globalization brought mass-produced menstrual products to India; menstruators found these hygiene products available in their nearest stores at reasonable prices. Amid availability and affordability, the environmental impact of these plastic products took a backseat.

And now fast forward to the present scenario, India produces 12.3 million disposable pads each year without any proper menstrual waste management procedures in place. Sanitary products are disposed of in open landfills without incineration or recycling. Used sanitary products pose a threat to not only flora and fauna, but also the health of the healthcare workers[16].

**Environmental impact**

India recently went through a cleanliness wave campaign with the Swachh Bharat Abhiyan which not only succeeded in raising widespread awareness about the need of cleanliness, but also in launching a large call-to-action that, for the first time, addressed directly to the residents of the country and held them accountable. However, there was one issue that remained shrouded in silence due to the social stigma and taboos surrounding it, the issue of menstrual waste disposal.

This particular waste disposal issue still largely remains a 'silent problem' in India. According to *Menstrual Health Alliance of India* (MHAI), the number of menstruating women in India who use disposable sanitary napkins stands at a staggering 121 million. Disposable sanitary napkins are made of 90% plastic and keeping in mind the adhesives, packing, etc., each pad is equivalent to around 4 plastic bags. The estimate number of pads used per cycle to a modest 8, it equates to roughly 12 billion pads disposed per year[17]. According to a report, each of these pads can take roughly 500 to 800 years to decompose due to their largely plastic ingredients[18]. Tampons are significantly quicker to biodegrade at around six months[19], as they are mostly made from natural materials such as cotton. However, as many brands of tampon now contain plastic within them and are often wrapped in plastic, this compounds the issue.

The majority of women in metropolitan areas use commercial sanitary napkins, which are less environmentally friendly than most other alternatives. Most women dispose of used sanitary napkins with the rest of the household garbage due to a lack of understanding about sanitary or menstrual waste disposal and the lack of policies

requiring segregation. While waste is usually segregated into dry and wet waste according to waste management guidelines, separation of menstrual waste is seldom considered. Due to the taboo surrounding the subject, women frequently choose to simply toss away the waste rather than talking or caring about its disposal in metropolitan places. Most of women in cities have adopted the "out of sight, out of mind" strategy, which has to be re-evaluated immediately.

In most rural areas, where women are still subjected to the prejudice of being considered impure while menstruating, this issue is further exacerbated. They are forced to burn or bury their pads in communal pits because to a lack of access to adequate disposal facilities and knowledge. This has long-term consequences for the land's health. For women who live near water bodies, the simple option is to toss the pads in, posing serious health and environmental risks. Due of a lack of understanding, schools and colleges without suitable disposal systems urge students to flush their soiled pads into toilets, resulting in choking.

India produces 9000 tonnes of Sanitary waste every year, which is about 90% as heavy as the Eiffel Tower[20]. Despite the massive waste generated in the country, India does not have separate laws governing the disposal of sanitary waste. Only two cities – Bengaluru and Pune – have laws on segregation of sanitary waste wherein the sanitary waste must be separately handed over along with the dry and wet waste of the household.

Menstrual waste is designated as "sanitary trash" under the Solid Waste Management Rules of 2016, which apply to all solid waste. Incineration is the most common technique for disposing of sanitary waste, and the state has pushed for low-cost incinerators to be installed in schools and women's complexes. The guidelines for menstrual waste disposal also further elucidate the responsibilities of the authorities and the manufacturers in ensuring proper disposal[21]. Needless to say, these are not always followed. While the standards indicate that manufacturers not only supply a bag for proper pad disposal, but also help local authorities in raising awareness and handling product disposal, this is rarely done.

A step by Swachh, Pune to segregate waste was to put a red dot on the cover of the menstrual waste so that the people segregating the waste manually can safely segregate it without contracting infections. After the waste is segregated, the waste labelled as 'biomedical waste' has to be burnt at a higher temperature (incineration process) so that the harmful pollutants like dioxins do not leach into the environment. This is the reason why sanitary pads should not end up in the landfills, as they may leach into the ground, contaminating the soil as well as the aquifers below.

According to WHO requirements, sanitary waste should be burned at a temperature of at least 800 degrees. This is because when plastic polymers like disposable pads are burnt at lower temperatures, asphyxiant and irritant gases into the atmosphere. However, the low-cost incinerators that are installed in schools and women's community complexes burn the waste at a much lower temperature leading to the

release of toxic gases like furins and dioxins. WHO warns that these gases can travel over great distances and can cause impairment to the immune system[22]. Though this is a step towards preventing sanitary materials from ending up in landfills, this solution is not viable at the larger scale because of problems like air, water or soil pollution from the released gases and ashes.

**Sustainable alternatives**

India has an opportunity to forge an alternative path focused on reduction, rather than management, of sanitary waste. And, in many ways, India is well equipped to make a change. India has a long tradition of sustainable and resourceful practices, and menstruation is no exception. The practice of using cloth pads during periods far predates disposable pads, which have only been around for the last 30 years. Cloth pads can be used for 3 to 5 years, saving about 300 plastic bags worth of plastic. Natural material like cotton is biodegradable. This means, at the end of their use, the cloth returns to nature and is broken down into the building blocks from which new living things can be made. There are other sustainable menstrual products like menstrual cups and period panties.

Women with sensitive skin might benefit from cloth pads because, unlike regular pads, they're made of cotton and not plastic and don't irritate the skin. It is a pervasive misconception that the centuries old practice of using cloth as an absorbent is unhygienic. In fact, clean, cotton cloth is one of the best available options owing to the high absorption, retention and flow of air it offers. Due to increasing cost of cotton, it has become difficult to follow the practice of single use with cotton cloth. In order to practise single-use behaviour, many women across the country have shifted to using various forms of cheap, synthetic cloth which do not offer similar absorbency and can result in microbial growth leading to higher risk of reproductive tract infections (RTIs).

Additionally, it is the usage and maintenance practices associated with an absorbent that are hygienic or unhygienic. This applies to cloth as well. There are various myths and taboos that limit women's ability to change, wash and dry used cloth in a hygienic manner. Many women hide used pieces of blood-soaked cloth in dank and dark spaces for fear of them being seen. Many do not have access to clean, private spaces and sufficient water to wash their cloths properly. Most girls and women also dry pieces of washed cloth in dark rooms or corners when they should ideally be dried under open sunlight. A study provide evidence that lack of access to wash facilities and unhygienic wash practices are associated with higher RTI incidence in rural Indian girls and women across reproductive life stages[23].

The culture of shame and silence associated with menstruation limits the ability of women to negotiate for wash facilities and propagates unhygienic practices, thus making one of the most hygienic menstruation management options, that is, cloth, an extremely unhygienic one. However, this does help in understanding that it is not the use of cloth that is unhygienic but the associated practices and behaviours.

Reusable cloth pads are sanitary pads with cloth as the absorbent core. Innovation in design of cloth pads has led to the use of many types of fabrics as the absorbent core and of non-cloth materials for the top sheet and bottom leak-proof layer. The fabrics used range from pure cotton to different types of synthetic materials, with multiple variations of polyester being the most popular. Many reusable cloth pads apply a polyurethane laminate layer at the bottom to ensure the product is leak proof. The biggest drawback of reusable cloth pads is that hygiene is largely dependent on the user's washing, drying and maintenance practices.

Menstrual cups are another type of reusable menstrual hygiene product. A menstrual cup is a small and flexible funnel or bell-shaped receptacle made of medical grade silicone and inserted into the vagina to collect menstrual blood. The wide portion of the silicone cup can be folded and inserted into the vaginal opening, where it opens up to form a suction seal within the vaginal wall. Most cups can hold up to 30 ml of fluid. Since total menstrual blood over the course of a menstrual cycle is 30–60 ml, a menstrual cup provides more than sufficient protection in terms of the volume that it can hold. Menstrual cups can be emptied and reused over the course of a day. Most manufacturers claim that their menstrual cups can be used for 5-10 years. This has huge implications for menstrual waste management as the use of menstrual cups effectively brings down waste generated to minimal amount.

However, there are other considerations for use of menstrual cups. Market prices of menstrual cups vary from ₹200–3,500. The more expensive cups are typically those manufactured outside India. Owing to the incidence of Toxic Shock Syndrome, the European Union, Japan and United States of America have developed regulations on standardisation of menstrual cups[24]. Such regulations ensure that products manufactured in these countries meet globally accepted quality standards. There are also extremely cheap cups that are available on e-commerce websites and are imported from China for the Indian consumer. The quality of such products, especially of the silicone, is questionable and raises regulatory concerns for a product. Many Indian companies have also started manufacturing menstrual cups in India, driving down the cost of the product for the consumer. However, this does warrant the need for India to develop specific regulatory standards for menstrual cups. The BIS (The Bureau of Indian Standards) has initiated the process of developing a standard that covers menstrual cups as a consumer product[25].

Another consideration for the use of menstrual cups, similar to reusable cloth pads, is that hygiene and potentially hazardous microbial growth on the cup and within the collected menstrual blood, is dependent on proper cleaning and maintenance of the cup by the user. The use of a menstrual cup is also hindered by the stigma associated with vaginal insertion in India, especially in the context of adolescents and unmarried women. Also, vaginal insertion requires a change in behaviour in a context where most women lack basic knowledge of their reproductive organs and sex education is considered taboo.

Period underwear has been around since 2013, but in recent years these products have shifted from marginal to mainstream. Period underwear are designed to function like normal underwear, but with the ability to absorb menstrual flow. While the exact design varies between products, period undies generally have a moisture wicking top layer, over one or more absorbent layers in the gusset, and a leak-resistant final layer. Some brands also have an extra middle layer designed to neutralise odours. The first layer is absorbent which absorbs every liquid. The second layer is water-proof thus avoiding leakage. The third layer is cotton — which is responsible for providing optimum comfort to the wearer. The three layers of fabric ensure that there is no leakage. All materials used for designing a period panty are breathable and comfortable.

All period underpants are washable and reusable, making them an eco-friendly alternative to disposable sanitary products. Period underpants are similar to sanitary pads when it comes to absorbency. How long one can wear a pair for will depend on a number of factors including the heaviness of the flow, the absorbency level of the underwear and whether or not they're being used in conjunction with another product like a tampon or a menstrual cup.

Compostable sanitary pads are disposable pads with a high degree of compostable content used as raw material. Innovations in this field have been undertaken due to the huge and ever-growing volumes of menstrual waste in India. The absorbent core is made of a compostable fibre-based material like traditional sanitary pads but does not have inter-woven SAP (Superabsorbent polymer) that limits its ability to degrade. The top sheet and bottom leak-proof layer may be substituted with compostable alternatives along with some changes in the production process, which are likely to result in the product being more expensive.

Many products claim to be environment friendly on account of being degradable or biodegradable. However, a product needs to be compostable in order to minimise the impact it has on the environment. The American Society for Testing and Materials (ASTM) International clearly offers these definitions:

"A material is said to be degradable if it undergoes significant changes in its chemical structure when subjected to various environmental conditions, resulting in loss of properties that can be measured by standard methods, in a defined period of time. The nature of degraded materials and the action due to which degradation happens is not necessarily defined for a material to be degradable. A material is said to be 'biodegradable' if it undergoes complete degradation, to yield carbon dioxide, water and other inorganic compounds through natural biological processes. Biodegradability is independent of the environment or expected time period within which the material will degrade and decompose. A material is said to be 'compostable' if it undergoes the same process but under defined composting conditions that allow for growth of microbes that break down the organic matter. Their growth is supported by ensuring appropriate moisture, temperature and availability of oxygen. Given that the conditions and process are pre-determined, complete decomposition is likely to happen within a pre-determined period of time."

The key difference is that composting takes place under defined conditions and within a predetermined time period. Compostable sanitary napkins should degrade into carbon dioxide, water and other inorganic compounds typically over a period of 6–12 months, if they go through the process of composting. Many products that claim to be compostable do not meet this criterion. Non-compostable sanitary napkins have polymeric compounds which are complex chain polymers and take centuries, if not millions of years to degrade into smaller compounds that can be digested by microbes.

The environmental benefits of these products create a significant, applaudable and positive impact on the planet, where every woman's contribution to this transition from disposable to sustainable menstrual products matters. The menstrual product landscape has evolved considerably in the last few years and new sustainable innovations continue to emerge. But if women have information about and access to just disposable sanitary pads, then the demand for this alone will continue to increase – but not necessarily in an informed or hygienic way. The silence around alternatives continues largely because of social taboos surrounding menstruation which makes discussing talking about it difficult for everyone involved.

**Chapter 3**

**RESEARCH METHODOLOGY**

## Research Methodology

Scope

 The study was conducted in Pune. A total of 150 females between age group of 12-50 were enrolled in the study.

Aim

Conduct research on reusable menstrual products and study the level of awareness they have about impact of single-use products on environment.

Objectives

- Effect of disposable menstrual products on environment.
- Find out current patterns of use in the period product market.
- Recognise consumer's behavior towards reusable menstrual products.
- Research what has or could motivate or discourage people to switch from disposable products to reusable alternatives.

Level of significance

The chi-square p-value of $p \leq 0.05$ was used as the level of statistical significance.

Statistical Tools

Statistical tools that were used in this study are mean and chi-square test.

Research period

The research was conducted from 1st march, 2021 to 31st may 2021.

Research design

The study is a descriptive form of research. It was carried out to know the level of awareness of environmental impact of disposable menstrual products.

Sampling

A random sampling method was used in this research project.

Data collection:

Population and sample size

The population consisted of all females residing in Pune. The sample size of the study was 150 respondents.

Sources of data collection:

Primary data

The primary data was collected through an anonymous online questionnaire to gather the views of a broad range of participants using a mixture of multiple choice and open questions.

Secondary data

The secondary data was mainly collected through various internet websites and other studies on the topic.

Challenges faced

- Due to the current situation the researcher was not able to conduct physical interviews which led to limited sample size.
- An online survey was not applicable to ask many open-ended questions.
- The taboo and stigma around the topic also restricted the scope the research as many people do not wish to talk about their menstrual practices.
- Although there has been much research into awareness of environmental impacts and behaviour in relation to other products and environmental issues, there are only few studies related to research into people's awareness and views of the environmental impact of menstrual products.
- The researcher also failed to ascertain whether the women taking part in the survey actually menstruated, simply asking whether the participant identified as a woman or not. It is a clear flaw to assume that all women menstruate or that only women menstruate, possibly alienating some members of the population such as transgender men or non-binary individuals.
- The high level of reported awareness could also be as a result of response bias, as respondents may wish to appear more intelligent and aware of the issues. Response bias is a possibility with surveys, as participants can work out the purpose of the study and try to respond accordingly.

**Chapter 4**

**DATA ANALYSIS AND INTERPRETATION**

## Data Analysis

**Graph 1**

**Age- wise distribution of the respondents**
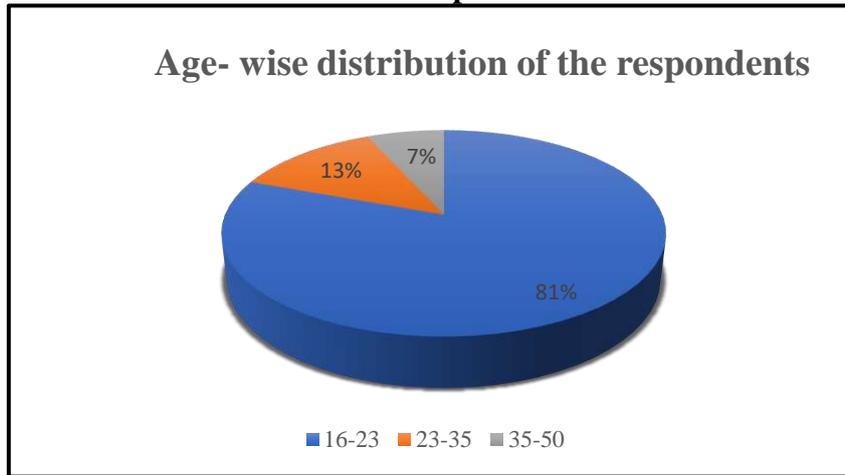


- 16-23
- 23-35
- 35-50

Maximum respondents, 81% fall in the age group of 16-23 years of age. This seemed that the current generation does not shy away from talking about menstrual hygiene and products.

**Graph 2**

**Menstrual products used currently**
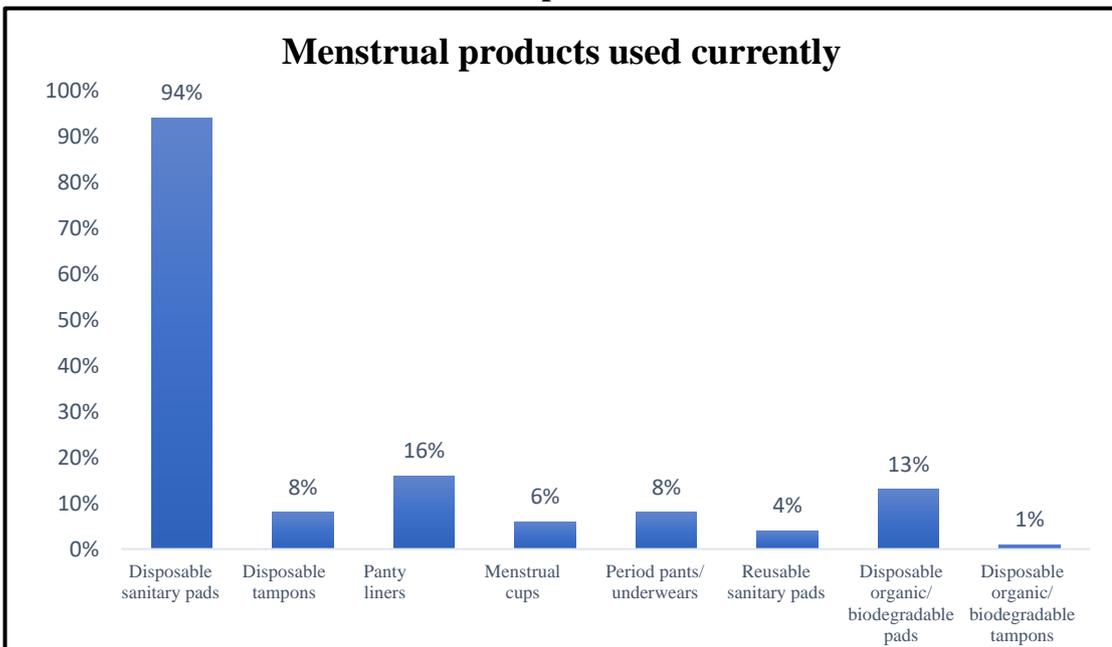


Maximum of the respondents, 94% use disposable sanitary pads. Very few respondents use reusable menstrual products and organic menstrual products.

**Graph 3**

**Reasons for using disposable products**
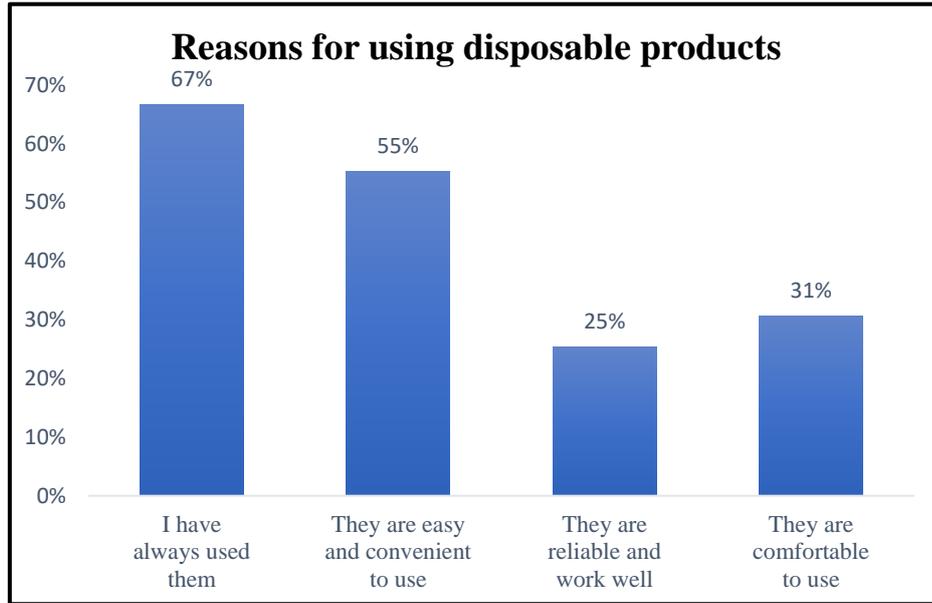


67% of the respondents use disposable products because they are habitual to using those products. One more major reason is that they are convenient and easy to use. This shows that respondents have been using disposables for a long time now, given that these products are reliable and easy for them to use. This could also mean that they never tried other options and are unaware of other alternatives.

**Graph 4**

**Use of organic, biodegradable or plastic-free disposable products**



■ Don't know ■ No ■ Yes
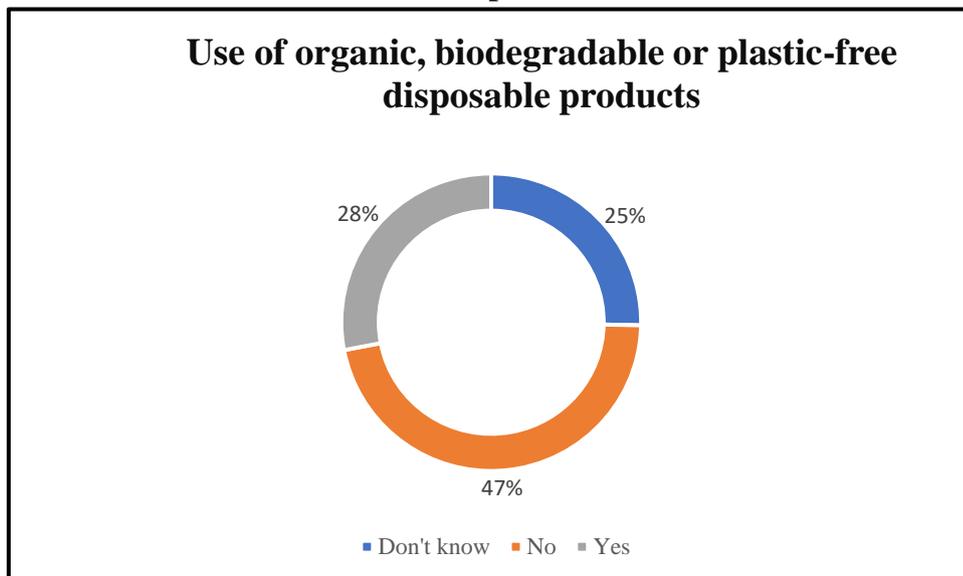
47% of the respondents do not use organic disposable products, while 25% of the respondents are unaware weather the product, they are using are organic or not.

**Table 1: Consideration of using reusable product and age**

| Consideration of using reusables | Age of respondents | | | Total |
|---|---|---|---|---|
| | 16-23 years | 23-35 years | 35-50 years | |
| Already do | 2 | 2 | - | 4 |
| Maybe | 47 | 14 | 5 | 66 |
| No | 26 | - | 2 | 28 |
| Yes | 46 | 3 | 3 | 52 |
| **Total** | 121 | 19 | 10 | 150 |

For the above data chi- square test of independence has been applied.

$H_o$: Consideration of using reusable product is independent of age

$H_1$: Consideration of using reusable product is dependent of age

The calculated chi-square p-value in this case is 0.01234, which is less than 0.05, leads to the acceptance of alternative hypothesis $H_1$. That indicates consideration of reusables products is dependent on age.

**Table 2: Choice of reusable menstrual product and age**

| Choice of product | Age | | | Total |
|---|---|---|---|---|
| | 16-23 years | 23-35 years | 35-50 years | |
| Menstrual cups | 47 | 11 | 3 | 61 |
| Period pants/ underwear | 24 | - | - | 24 |
| Reusable sanitary pads | 24 | 5 | 5 | 34 |
| Wouldn't use reusable sanitary product | 26 | 3 | 2 | 31 |
| **Total** | 121 | 19 | 10 | 150 |

For the above data chi- square test of independence has been applied.

$H_o$:       Choice of menstrual products is independent of age

$H_1$:       Choice of menstrual products is dependent of age

The calculated chi-square p-value in this case is 0.238688, which is greater than 0.05, leads to the acceptance of null hypothesis $H_o$. That indicates choice of reusable menstrual product is independent of age. This means that age is not a factor while choosing any menstrual product.

## Graph 5



**Reasons for using reusable products**
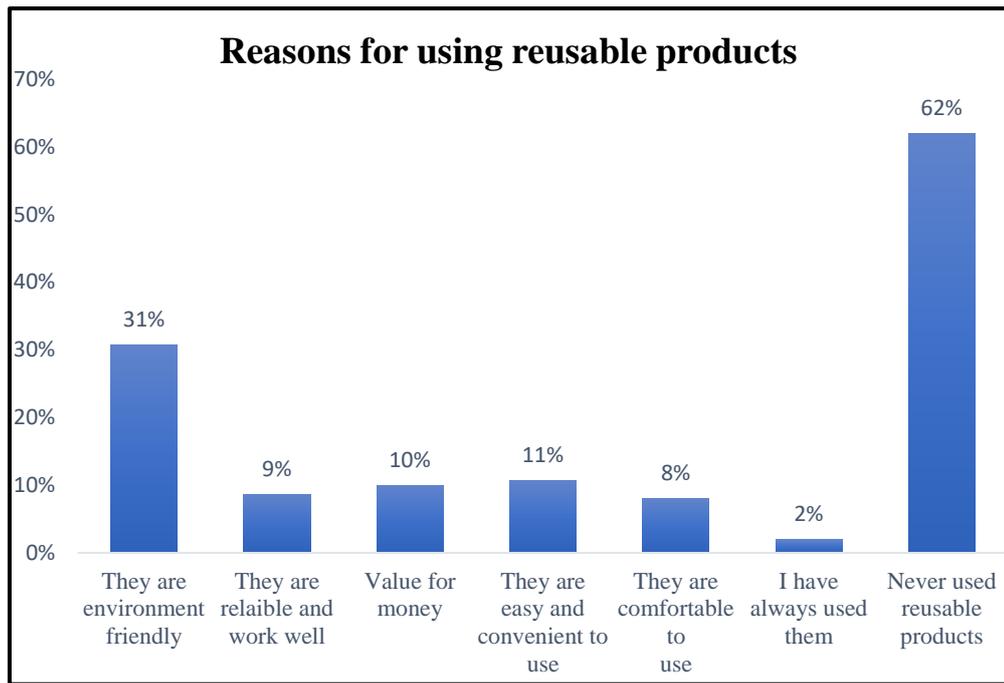
62% of the respondents have never used reusable products and only 2% of the people have always used them. 31% of the respondents feel reusable products are environment friendly.

**Graph 6**



Awareness about environmental impact of disposable products

5%  6%  25%  63%

■ Not aware  ■ Not considered the environmental impact  ■ Somewhat aware  ■ Very aware
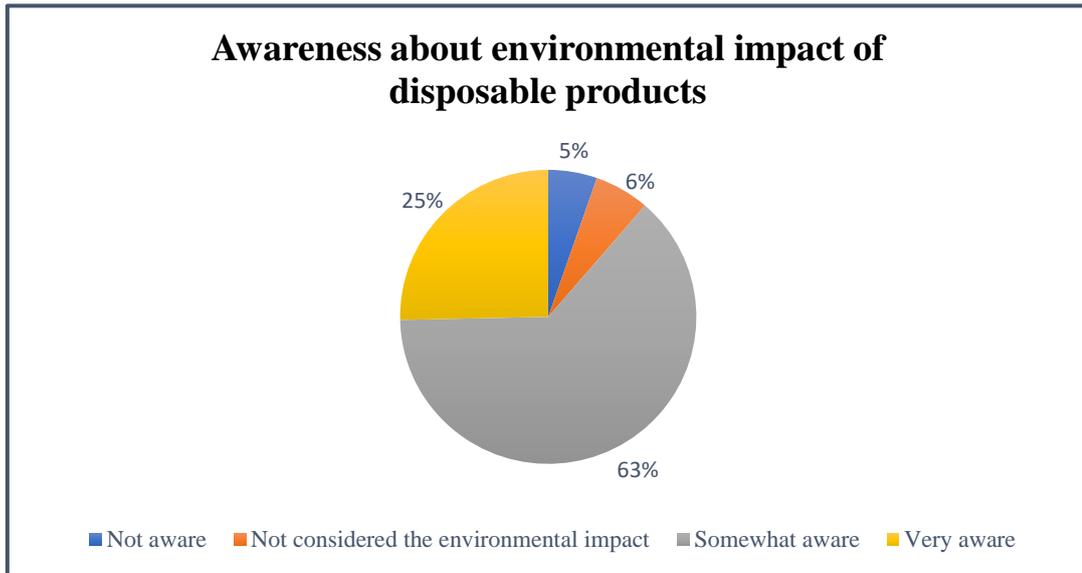
63% of the respondents are some what aware about the environmental impact of disposable menstrual products, while 25% are very aware. 6% of the respondents have not considered the environmental impact yet.

**Graph 7**



Importance of environmental impact while choosing products

27%  1%  5%  51%  16%

Don't know | Not at all important | Not very important | Quite important | Very important
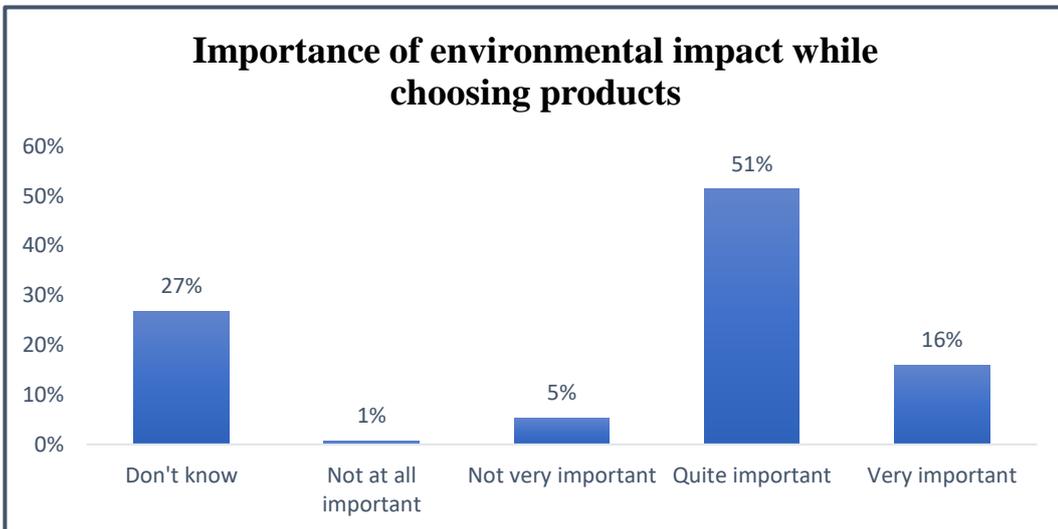
For 51% of the respondents environmental impact while choosing menstrual product is quite important while for 16% it is very important. 27% don't know if the impact of products is important or not.

**Graph 8**



**What might prompt the respondents to try reusable or organic products**
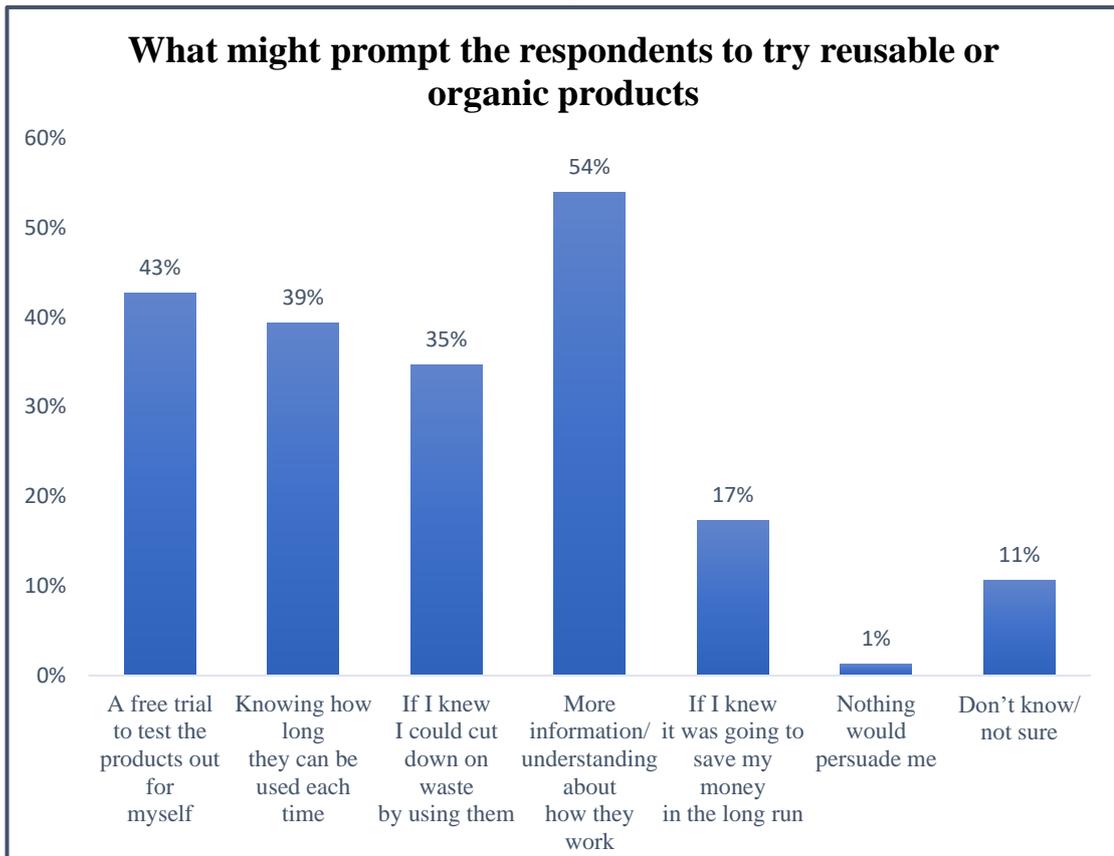
Maximum respondents, 54% said that more information/ understanding about how reusable products work would prompt them to try the products. 43% of the respondents need a free trial to test the products. From the data researcher observed that more knowledge and information about the sustainable products would help the consumers in making the right choice while choosing menstrual products. There is a lack of information about sustainable products and how to use them.

**Graph 9**



**Benefits of using reusable products**
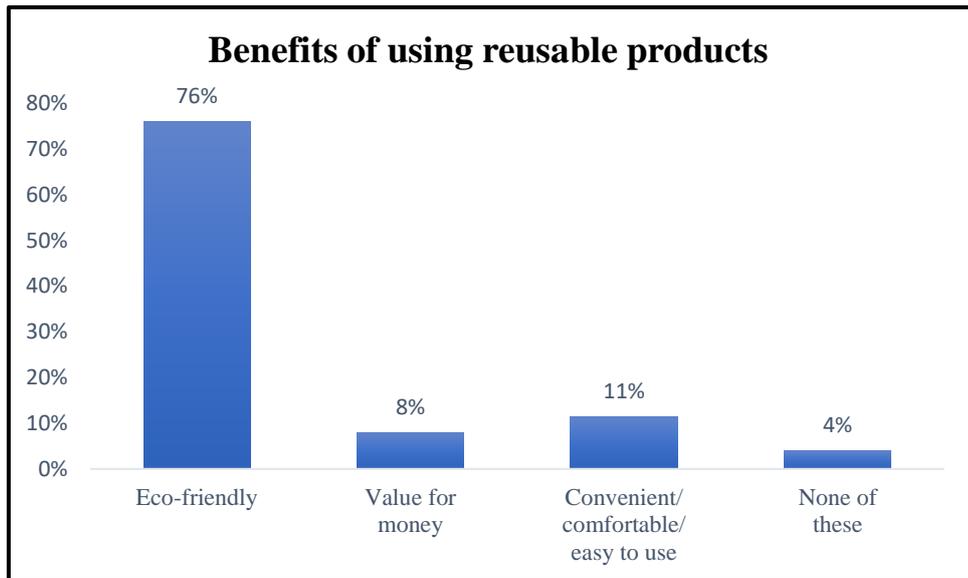
76% of the respondents state the that the benefit of using reusable product is that they are eco- friendly, while only 11% feel that benefit is convenient/comfortable/easy to use. This could be because of lack of knowledge about sustainable products.

**Graph 10**



**Awareness and use of reusable products**
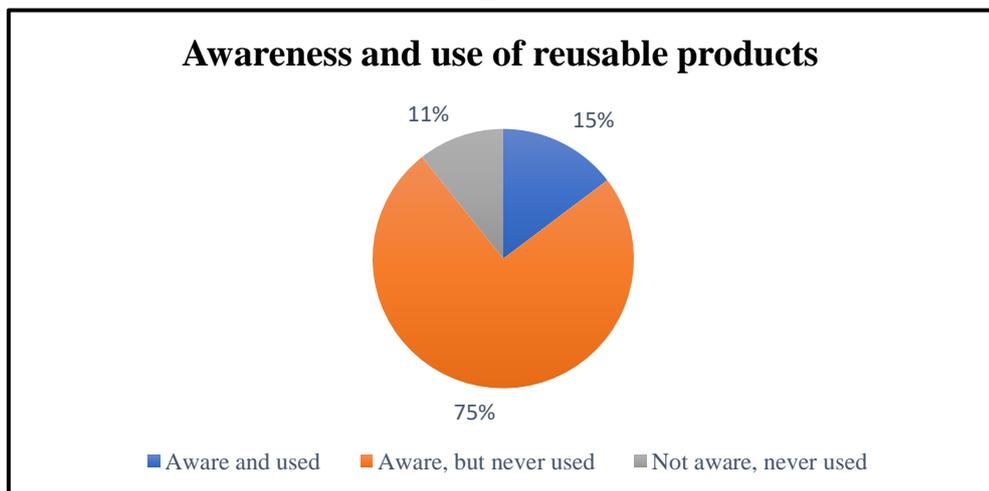
Maximum of the respondents, 75% are aware about reusable products but have never used them.

**Chapter 5**

**CONCLUSION**

## Conclusion

This research provides a wide-ranging, in-depth and robust study of attitudes towards reusable menstrual products across Pune, providing a clear steer on how to promote the use of reusables. This research shows that there is a wide spectrum of awareness within the general population. There are issues related to the environmental impact of menstrual products that are not widely known about or considered. Even for those who appear to have a higher awareness of this impact, there are some environmental aspects that people are not aware of. The vast majority of women surveyed used disposable products, most commonly pads/liners. There is a significant need to raise awareness of reusable period products as, around half of the people in the research had heard of but never tried reusables. There is lack of awareness and availability of organic sanitary napkins and tampons. Most of the respondents selected menstrual cups as their product of choice if they were to make a switch.

With conversations around the topic still remaining largely a tabooed topic, the road to solutions for several menstrual topics has been filled with obstacles. It also leads to women not discussing or adopting solutions for this problem. This situation has led to an economic imbalance in favour of sanitary pads being a preferred product as consumers and do not have correct and complete information about their adverse impact on health and the environment, nor do they have information regarding alternative products. Hence, the only means to reverse this 'adverse selection' by consumers is to offer them correct and complete information about all potential products and their hygienic use.

As the awareness generation activities on using a menstrual pad have been done widely over the years, it will be difficult for people to become aware of new and better alternatives to sanitary pads. It would also take time for people to accept the usage of products like cloth -which have been stopped using for all the wrong reasons, menstrual cup- because it has to be inserted into the vagina and period panties- fear of leakage and rashes. It is clear from participants' responses that they believe education and awareness about the topic could and should be improved.

 The inability of Indian women to use such eco-friendly products, is due to their inexplicably high price, general lack of awareness, social stigma and unavailability of said products in markets irrespective of their urban or rural location. Since the advertisements of such products are hardly made by the Indian media and no efforts are made to reduce the price of the production by the government.

If taboos associated with menstruation can be tackled and public attitudes to disposables changed, then perhaps there is chance of reducing the environmental impact that menstrual products have on our world. Clearly, it will not be easy because the social issues are complex and habits ingrained, but if the response from this study is anything to go by, there is certainly a chance of change.

**APPENDIX**

# Appendix

Q1) What is your age?

- o   Less than but not equal to 16

- o   16 or more than 16 but less than and not equal to 23

- o   23 or more than 23 but less than and not equal to 35

- o   35 or more than 35 but less than and not equal to 50

50 or more

Q2) Which of the following menstrual products are you currently using?

- o   Disposable Sanitary Pads

- o   Disposable Tampons

- o   Panty Liners

- o   Menstrual Cups

- o   Period Pants/ Underwear

- o   Reusable Sanitary Pads

- o   Disposable Organic/ biodegradable Sanitary pads

- o   Disposable Organic/ biodegradable Tampons

- o   Other

Q3) Why do you use disposable menstrual products?

- o   I have always used them/ habit

- o   They are easy and convenient to use

- o   They are reliable and work well

- o   They are comfortable to use

- o   Other

Q4) Do you use organic, biodegradable or plastic-free disposable products?

- o   Yes

- o   No

- o   Don't know

Q5) Would you consider using a reusable sanitary product?

- o   Yes

o No

o May be

o Already do

Q6) What reusable sanitary product would you possibly use?

o Menstrual cups

o Period pants/ underwear

o Reusable sanitary pads

o Wouldn't use reusable sanitary product

Q7) Why do you use reusable menstrual products?

o They are environmentally friendly

o They are reliable and work well

o Value for money

o They are easy and convenient to use

o They are comfortable to use

o I've always used them

o Never used reusable sanitary product

Q8) Rate your awareness of the environmental impact of menstrual products?

o Very aware

o Somewhat aware

o Not considered the environmental impact

o Not aware

Q9) How important is the product's environmental impact to you while choosing you menstrual products?

o Not at all important

o Not very important

o Don't know

o Quite important

o Very important

Q10) Which of the following, if any, might prompt you to try reusables or organic products?

- A free trial to test the products out for myself

- Knowing how long they can be used each time before you have to change them

- If I knew I could cut down on waste by using them

- More information/understanding more about how they work

- If I knew it was going to save me money in the long-run

- Other

- Nothing would persuade me

- Don't know/not sure

Q11) What do you think are the main benefits of using reusable menstrual products?

- Eco- friendly

- Value for money

- Convenient/ comfortable/ easy to use

- Other

- None of these

Q12) What do you think are the main barriers that would put you off trying reusable products?

Q13) Before taking this survey, had you ever heard of reusable menstrual products?

- Aware and used

- Aware, but never used

- Not aware, never used

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# DECCAN EDUCATION SOCIETY'S

# BRIHAN'S MAHARASHTRA COLLEGE OF COMMERCE



A PROJECT REPORT ON

**RESEARCH STUDY OF SOCIAL MEDIA EFFECTS ON THE CAREERS OF TODAY'S YOUTH**

PREPARED BY:

MRUNAL BOKIL

TYBBA IB

ROLL NO. 13

UNDER THE GUIDANCE OF

PROF. MANJUSHA WADEKAR

SUBMITTED TO SAVITRI BAI PHULE UNIVERSITYFOR THE PARTIAL FULFILMENTS OF REQUIREMNTS OF THE BACHELOR OF BUSINESS MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE 2020-21

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
### (International Business)

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This is to certify that Mr. / Miss. ....**MRUNAL BOKIL**......................................

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of B.B.A.I.B. Exam Seat No. ......**13**...... has satisfactorily completed the

project work.

Title **RESEARCH STUDY OF SOCIAL MEDIA EFFECTS ON THE CAREERS OF**

**TODAY'S YOUTH**

Date : **JUNE 2021**                                      Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**

# DECCAN EDUCATION SOCIETY'S

# BRIHAN'S MAHARASHTRA COLLEGE OF COMMERCE



A PROJECT REPORT ON

**RESEARCH STUDY OF SOCIAL MEDIA EFFECTS ON THE CAREERS OF TODAY'S YOUTH**

PREPARED BY:

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TYBBA IB

ROLL NO. 13

UNDER THE GUIDANCE OF

PROF. MANJUSHA WADEKAR

SUBMITTED TO SAVITRI BAI PHULE UNIVERSITYFOR THE PARTIAL FULFILMENTS OF REQUIREMNTS OF THE BACHELOR OF BUSINESS MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE 2020-21

# DECLARATION



Miss Mrunal Bokil of TYBBA IB hereby declare that the project report submitted on "RESEARCH STUDY OF SOCIAL MEDIA EFFECTS ON THE CAREERS OF TODAY'S YOUTH" made under the subject of project report (subject code -606) represents my own collection of information,original research and work , which was carried out by me at Brihan's Maharashtra college of Commerce,Pune.

   I have completed this mandatory Project work as prescribed by the University of Pune .

   I further declare that the foregoing statements made by me in regard to my project report are correct and complete.

<div align="right">

Miss Mrunal Bokil

TY BBAIB

BMCC

</div>

# ACKNOWLEDGEMENT

The project report needed co-operation from many people . I would like to take this opportunity and thank all the people who gave their opinions and helped me with the research. I am thankful to

Mrs. Bharti Upadhye ,Coordinator (BBA and BBA IB) BMCC

Prof. Manjusha Wadekar

I am grateful for their help and guidance in the project and everything.I feel motivated with the environment provided by them.

I would like to thank my parents ,friends and relatives who supported me throughout the journey

Date: 6$^{th}$ June 2021

Place: BMCC,Pune

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2. No. of users for different social media platforms
3. Pie charts of question from the google form.

# Chapter1:

## INTRODUCTION

"Social media is just a buzzword until you come up with a plan."

- ## What Is Social Media?

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.
Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. The largest social media networks include Facebook, Instagram,
Social media typically features user-generated content and personalized profiles.
By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

- ## Understanding Social Media

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. Globally, there are more than 3.8 billion social media users. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.
 According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over $75,000 per year

- <u>Types of Social Media</u>

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support.
Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media.

- <u>Examples of Social Media</u>

While social media has its positive side, many point to the platform and call out negative features, likening its overuse to an addiction. Some contest it contributes to inattentiveness, stress, and jealousy. The National Center for Biotechnology Information links heavy social media use to depression. Also, many times, social media may be a conduit for misleading information and falsehoods.

The 2016 American presidential election has well-documented accounts of the impact of the ability to spread false information through the platform. Such a phenomenon leverages the power of social media, allowing anyone to reach an audience of millions with content that lacks oversight or fact-checking.

Facebook is the largest social media platform in the world, with a clear advantage over other social media, though it has similar audiences to others like Twitter and Instagram. The figures for the most popular social media websites as of January 2021 are as follows:
Facebook (2.74 billion users)

YouTube (2.29 billion users)

WhatsApp (2 billion users)



Facebook Messenger (1.3 billion users)

Instagram (1.22 billion users)



TikTok (689 million users)
QQ (617 million users)
Douyin (600 million users)
Sino Weibo (511 million users)

- ## Benefits of Social Media

Social media has changed the way that we all interact with each other online. It's given us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance. e friends, and in order to have access to endless amounts of information at your fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.

According to a survey by Pew Research Center, the use of social media is correlated with having more friends and more diverse personal networks, especially within emerging economies. For many teenagers, friendships can start virtually, with 57% of teens having met a friend online.

Businesses are also using social media marketing to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand. Some companies, such as Denny's, have created entire personas on Twitter in order to market to younger consumers using their own language and personas.

- Aim of the study:

To study the effects of the social media platforms on the careers of today's Youth

- Objectives to be attained with the research
  - Survey of average social media usage of today's youth on a daily basis

  - Honest reviews of their emotional reaction on different posts

  - How addictive is it?

  - What is your plans for your future

  - Had being on social media affected your goals

  - In a positive way or not

- Direction of the Research

Getting to know the concept of social media and the factors which are actually causing a difference ,positive or negative.

# Chapter 2:

## LITERATURE REVIEW

Social media has a huge effects on a large population of the world. The world has come closer yet gone far at the same time with social media.One can connect to people living miles away across the world but often forget to actual communicate with people in our house very close to us.

One can follow inspiring celebrities and great iconic personalities and get inspired by their schedules ,their work that is so easily accessible and motivational towards the career goals .Social media has also been the voice of people who were never heard before ,many of them who haven't had the guts to speak up but needed to. People have become so vocal about their problems now that everyone knows he/she isn't alone in the problem. Many social causes gain their audience and support through social media also many wrong conventional mindset of a mass of people has been broken by the bold and informative posts by doctors ,bloggers and many content creators.

Social events are promoted and encouraged throughout the social media platforms.Motivation to save the environment ,do something for the community and volunteer for social activities are the messages which are passed on very efficiently.

Jokes in the form of memes are circulated around the social media. Everyone relates to atleast one creative post and a nice laugh on the memes.They act as stress busters for almost everyone.

Social Media has also become a platform for online business stores ,some of theme are also owned by students.Here the limit for creativity is the sky.
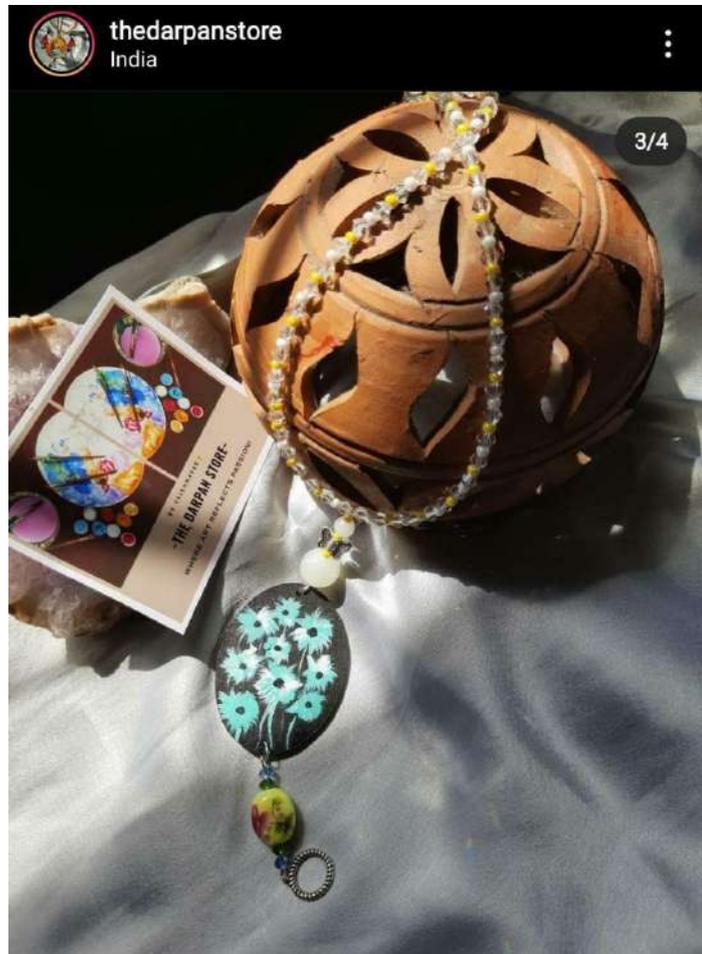


The posts of people's transformation may help in motivation for their own progress.

**BUT**
Like every coin has two sides Social media is filled with stuff which has no sunny side.Looking at the memes has caused many youngsters to have anxiety ,the successful posts have caused depression and so on.Social media addiction has become a serious problem.

What Is Social Media Addiction?

Checking and scrolling through social media has become an increasingly popular activity over the last decade. Although the majority of peoples' use of social media is non-problematic, there is a small percentage of users that become addicted to social networking sites and engage in excessive or compulsive use. In fact, psychologists estimate that as many as 5 to 10% of Americans meet the criteria for social media addiction today. Social media addiction is a behavioral addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas.

Addictive social media use will look much like that of any other substance use disorder, including mood modification (i.e., engagement in social media leads to a favorable change in emotional states), salience (i.e., behavioral, cognitive, and emotional preoccupation with social media), tolerance (i.e., ever increasing use of social media over time), withdrawal symptoms (i.e., experiencing unpleasant physical and emotional symptoms when social media use is restricted or stopped), conflict (i.e., interpersonal problems ensue because of social media usage), and relapse (i.e., addicted individuals quickly revert back to their excessive social media usage after an abstinence period).

The phenomena of social media addiction can largely be contributed to the dopamine-inducing social environments that social networking sites provide. Social media platforms such as Facebook, Snapchat, and Instagram produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible. Studies have shown that the constant stream of retweets, likes, and shares from these sites have affected the brain's reward area to trigger the same kind of chemical reaction as other drugs, such as cocaine. In fact, neuroscientists have compared social media interaction to a syringe of dopamine being injected straight into the system.

How Social Media Affects the Brain

Due to the effect that it has on the brain, social media is addictive both physically and psychologically. According to a new study by Harvard University, self-disclosure on social networking sites lights up the same part of the brain that also ignites when taking an addictive substance. The reward area in the brain and its chemical messenger pathways affect decisions and sensations. When someone experiences something rewarding, or uses an addictive substance, neurons in the principal dopamine-producing areas in the brain are activated, causing dopamine levels to rise.

Therefore, the brain receives a "reward" and associates the drug or activity with positive reinforcement.

This is observable in social media usage; when an individual gets a notification, such as a like or mention, the brain receives a rush of dopamine and sends it along reward pathways, causing him or her to feel pleasure. Social media provides an endless amount of immediate rewards in the form of attention from others for relatively minimal effort. Therefore, the brain rewires itself through this positive reinforcement, making people desire likes, retweets, and emoticon reactions.

Another perpetuating factor of social media addiction is the fact that the reward centers of the brain are most active when people are talking about themselves. In real life, it's estimated that people talk about themselves around 30 to 40% of the time; however, social media is all about showing off one's life and accomplishments, so people talk about themselves a staggering 80% of the time. When a person posts a picture and gets positive social feedback, it stimulates the brain to release dopamine, which again rewards that behavior and perpetuates the social media habit.

Social media use becomes problematic when someone views social networking sites as an important coping mechanism to relieve stress, loneliness, or depression. For these people, social media use provides continuous rewards that they're not receiving in real life, and end up engaging in the activity more and more. This continuous use eventually leads to multiple interpersonal problems, such as ignoring real life relationships, work or school responsibilities, and physical health, which may then exacerbate an individual's undesirable moods. This then causes people to engage in the social networking behavior even more as a way of relieving dysphoric mood states. Consequently, when social network users repeat this cyclical pattern of relieving undesirable moods with social media use, the level of psychological dependency on social media increases.

on social network sites can also cause low self-esteem and disordered eating in young adults. Though many teens know that their peers share only their best pictures and moments on social media, it's very difficult to avoid making comparisons. The ongoing exposure to unrealistic beauty standards through social networking sites can affect how teenagers perceive their own bodies. One study from the University of Pittsburgh found a correlation between time spent scrolling through social media apps and negative body image feedback. Those who had spent more time on social media had 2.2 times the risk of reporting eating and body image concerns, compared to their peers who spent less time on social media. Everything from physical appearance to life circumstances to perceived successes are scrutinized and processed by users. The need to gain likes on social media can cause teens to not only alter their appearance, but make choices they would otherwise not make, including accepting risky social media challenges and engaging in negative behaviors.

The competition for attention and likes can even lead to online bullying. Name-calling, rumor-spreading, and harassment among adolescents has always happened, but social media presents young users more opportunities to do so than ever before. Teenage girls are at particular risk for cyberbullying through use of social media; however, boys are not immune. In addition to the implemented techniques of face-to-face bullying, the spreading and posting of non-consensual explicit pictures is a form of cyberbullying that has gained popularity within recent years. One-quarter of teens say they have been sent explicit images they didn't ask for, while 7% say someone has shared explicit images of them without their consent. This type of abuse, along with other forms of cyberbullying, has led to increased suicide rates among young adults. Additionally, these factors have also contributed to the development of increased levels of anxiety in teens and adolescents.

Find Treatment Today

While many people are able to use social media on a daily basis with no problem, those suffering from a social media addiction are consumed by their need to use and engage on social networking sites. Luckily, the condition is very treatable and many have successfully recovered. One of the best ways to break an addiction to social media is to set boundaries and reduce screen-time; however, if the addiction is too severe you may require professional help.If someone has a hard time controlling social media use and think they may be addicted, contact a dedicated treatment provider. They can help  find the rehabilitation program that's best-suited for the needs and get started on the path towards recovery today.

Following are some books written by authors to give their opinion on social media.

1.  Trick Mirror by Jia Tolentino

Tolentino's essay The I in the Internet, the first chapter in Trick Mirror, is perhaps the most important single text on life as a user of social media, as it tracks the slow souring of the dream of total connectivity within her lifetime. She locates 2012 as the moment when the balance shifted: "Where we had once been free to be ourselves online, we were now chained to ourselves online." While Tolentino acknowledges the valuable things that have been enabled by social media – including the #MeToo movement, and her own career as a writer after a decade of marketising her selfhood – her conclusions about its future are pessimistic, since Web 2.0 is "governed by incentives that make it impossible to be a full person while interacting with it".

2.  The Twittering Machine by Richard Seymour

Seymour is wide-ranging in his analysis of the destructive effects of the "social industry" on personal and political life. He shows how the "variable rewards" of social media alerts are geared to perpetuate addictive and depressive cycles of

engagement; how the imperative to think of yourself as a micro-celebrity, with a personal brand that constantly needs to be maintained and is always in danger of trashing, has poisoned private life; how the attention economy incentivises trolling and reactionary politics; and how the "degradation of information" perpetuated by social media outruns even liberal diagnoses of Trumpian "fake news". By the end, if you weren't already, you will be on the verge of deleting your Twitter account. And yet Seymour himself is still on there, professionally compelled as a freelance writer to plug into the machine …

3. The Age of Surveillance Capitalism by Shoshana Zuboff

If Seymour doesn't convince you to delete, Zuboff just might. Her study of how private experience has been colonised by data-harvesting tech firms (not just social media platforms but also Google), expropriating and monetising every aspect of our thoughts, choices and bodily lives, reveals how easily we as citizens have connived at the process.

4. The Circle by Dave Eggers

"Secrets are lies", "Sharing is caring" and "Privacy is theft" run the mantras of The Circle, the Facebook-like corporation in Eggers' dystopian novel, intuiting the erosion of private human experience that Zuboff would later analyse. Protagonist Mia begins the novel as a newbie struggling with the total participation demanded by the company, and ends up going fully "transparent", relaying all of her experience on to the internet in real time.

5. The Accidental Billionaires by Ben Mezrich

It all seemed to start so innocently. Mezrich's work of racy narrative journalism, on which the movie The Social Network was based, frames Facebook's founding as the story of a few enterprising and status-hungry dorks with some vague ideas about moving social life online. What rings true about the book 11 years on is the sense that the new plutocrats who run the social industries never had, and still don't have, any persuasive or even interesting political understanding, despite being among the most politically influential people alive today.

# Chapter 3:

## RESEARCH METHODOLOGY

The research was initiated by circulating a google form with questions based on their social media activity. The forms were sent to the age group of 12-32 years as the research is youth oriented. Questions related to the time spent online , the effects of the posts on them and their perspective career goals.

The social media can be an infinite loop if one doesn't control it but at the same time can be really beneficial and inspiration if used in moderation.In the google form they were firstly asked their name and age.Ages from 17-22 were the ones to fill the form the most, as the forms were circulated on social media platforms like whatsapp and Instagram ,thus it can be inferred that 17-22 is the are the ages that use social media the most.Ages 22-27 are the ages which use the platforms on a great extent but a liitle less than 17-22.These are the ages which are very crucial careerwise, so the time should be invested very carefully .Every minute should be put into the right direction yet not stressing about everything and ending up doing nothing.

According to the research the most used social platform is Instagram . The screen time of a youngster has almost 70% Instagram. Instagram is very addictive according to the survey. The researcher struck up a conversation about with the people who gave the answer for the most used platform by them was instagram. The researcher concluded that the scrolling on instagram is like an involuntary activity,their fingures just follow the path without the brain knowing and it's very engaging. To focus on their career many of them just take time off instagram by uninstalling the app because it is difficult to control when it is there on your phone. Initially they used it to take a break from studies or work but have now ended up being addicted to it. However manier times when seeing the posts of people doing extraordinary things in very young ages have caused a healthy competition in the youngsters and fired them up but at some places this competition has taken a wrong turn into depression. The people looking forward to pursue a career in the arts field are also threatened by social media by getting rated on the number of views and likes or videos they have online. Instagram is 45% positive ,encouraging ,motivational, inspiring and 55% filled with fake posts ,edited pictures ,potrayal of wrong things and habits and negative people with their negative comments and posts.But the 45% is worth fighting for. The influence of instagram is strong. Instagram is a platform that can actually bring in the change if we introduce an idea,thus everyone has to be very careful while posting it..but mostly this carefulness ends up in making the posts fake.

Recognizing a Social Media Addiction

Although many people habitually use social media, very few are genuinely addicted following are the questions to be asked to a person to find out:

Does he/she spend a lot of time thinking about social media or planning to use social media?

Does he/she feel urges to use social media more and more?

Does he/she use social media to forget about personal problems?

Does he/she often try to reduce use of social media without success?

Does he/she become restless or troubled if unable to use social media?

Does he/she use social media so much that it has had a negative impact on his/her job or studies?

If the answer is "yes" to a more than three of these questions, then they may have or be developing a social media addiction.

As a precaution, that person should engage in a digital detox; a period of time during which someone significantly reduces the time spent or abstains from using electronic devices such a smartphones or computers. This can include simple steps, such as turning off sound notifications and only checking social media sites once an hour. Other changes can include having periods in the day where there is self-imposed non-screen time, such as during meal times, or leaving the phone in a separate room at night so as not to disturb sleep. This allows for a restored focus on social interaction in the physical world and reduces dependency on networking sites.

Social Media and Mental Health

Research has shown that there is an undeniable link between social media use, negative mental health, and low self-esteem. While social media platforms have their benefits, using them too frequently can make people feel increasingly unhappy and isolated. These negative emotional reactions are not only produced due to the social pressure of sharing things with others, but also the comparison of material things and lifestyles that these sites promote.

On Instagram and Facebook, users see curated content – advertisements and posts that are specifically designed to appeal to you based on your interests. While scrolling through this curated content, people may see a post by an individual that has a great job, excellent partner, or beautiful home and feel happy or inspired by this person. Others, however, may see these pictures and feel jealous, depressed, or even feel

suicidal due to the fact that their own life is not as "perfect" as those that they see on Facebook or Instagram.

Recent studies have found that frequent social network users believe that other users are happier and more successful than they are, especially when they do not know them very well in real life. Social media facilitates an environment in which people are comparing their realistic offline selves to the flawless, filtered, and edited online versions of others, which can be detrimental to mental well-being and perception of self. Excessive social media use can not only cause unhappiness and a general dissatisfaction with life in users, but also increase the risk of developing mental health issues such as anxiety and depression. Constantly comparing oneself to others can lead to feelings of self-consciousness or a need for perfectionism and order, which often manifests itself into social anxiety disorder.

Another aspect of social anxiety triggered by online media use is the fear of missing out (FOMO); the extreme fear of not being included or missing a social event. For example, someone may see pictures of a party where he or she was not invited, or of a fun outing that they were unable to attend because of work or school obligations, and experience anxiety that no one misses them as a result or that they will be forgotten since they're not there. FOMO can take a toll on self-esteem and lead to compulsive checking of social media platforms to ensure that an individual isn't missing out on anything, which can cause problems at the work place and in the classroom. In a 2017 study conducted by Harvard University, researchers found that social media has a significant detrimental effect on the emotional well-being of chronic users and their lives, negatively impacting their real life relationships and academic achievement among those still in an educational setting.

At-Risk Youth

An estimated 27% of children who spend 3 or more hours a day on social media exhibit symptoms of poor mental health. Overuse of social networking sites is much more problematic in children and young adults because their brains and social skills are still developing. Research has shown that adolescents who habitually use social media from a young age have severely stunted social interaction skills. Despite the fact that users are interacting with each other on these platforms, many of them don't necessarily translate to the real world. Studies have found that these individuals have worsened social anxiety in groups, higher rates of depression, negative body-image, and lowered levels of empathy and compassion towards others when surveyed.

A study performed by California State University found that individuals that visited any social media site at least 58 times per week were 3 times more likely to feel

socially isolated and depressed compared to those who used social media fewer than 9 times per week.

The constant barrage of perfectly filtered photos that appear. Thus being a complicated platform let's move on to the second most used platform that is WhatsApp.

Whatsapp is a work application. Used 80% of the times for work communications , official groups of colleges, a medium of conveying messeges urgently. Especially in the pandemic, whatsapp has been one of the only ways of communication of colleges with their students. Important messages are passed around the groups with highlighting emoticons so that they aren't missed by anyone. Thus can be inferred that whatsapp is a career helping application and is a necessity in today's world, although it may have some friends  groups that would contain content unrelated to work but they are not addictive. Whatsapp is followed by twitter and then Facebook and so on. Twitter can be addictive at times because of the celebrity cold wars and comments which are very involving these are also some distractions from the efforts that were taken from the careers perspective.Facebook also has a list of engaging videos one of the other for example puppy videos ,cat videos , baby videos etc These are also pretty addictive according to the conversations held with different people.The researcher also asked some questions that were necessary to get an idea about the actual effect of the social media on the careers .

And yes people are affected by the potrayal of success by others .More than 38% people spend as much as 4 hours online everyday thus getting totally involved with the content online. The Lock down is one of the vital factor because of which the rate at which people were online has doubled.Here while businesses are getting shut down people are actually depressed and are turning towards social media for happiness they are seeing other people succeed . This is affecting their confidence on a huge level. Children of 12-13 years age are developing softwares and becoming Ceo's is obviously a thing to be proud of,but imagine being in the shoes of a prior successful businessman who's business is in it's worst days ,worse than when he started it and now reading the post of people who are much much younger and successful. This business has invested his blood and sweat from the age of 19 and now has become somewhat successful at the age of 28 . After struggle of 9 years with his education and still not upto the mark imagine the frustration and depression. But this is just one example according to the Google forms circulated 48% people feel motivated on viewing the success stories of people ,but according to google 30% people lie in such surveys about their social media activities to sound ideal.  There are about 35-40% genuine people who feel anxious and competitive after these posts,also they've admitted that they , themselves have Posted on good pictures and not the struggle behind it on the social media just to stay in competition.

Instagram,Facebook has also become giving employment and career opportunities. Many of the users have opened their own online stores and earning a great profit out of it. Fitness channels and pages have flourished a lot too especially in the lockdown. Thus making career on it's own,but only if the algorithm works.If you are selling better quality products or giving brilliant performances or even giving the perfect fitness regimes and deit plans it is not enough. It is necessary for the algorithm to work. Unless the traffic is steered towards the pages ,income cannot be guaranteed.Two people selling the same quality products but one is blooming and other isn't. This is a high possibility.Even the presentation of the items of business is very important.

## Chapter 4:

## DATA ANALYSIS AND INTERPRETATION

Following are the tables from statistics drawn by researchers all over.

There are currently 3.78 billion social media users worldwide. ... Among US adults, 84 percent of those aged 18–29, 81 percent of those aged 30–49, 73 percent of those aged 60–64, and 45 percent of those aged 65 and above are active social media users



Source: Statista and TNW (2019)                                    CC BY
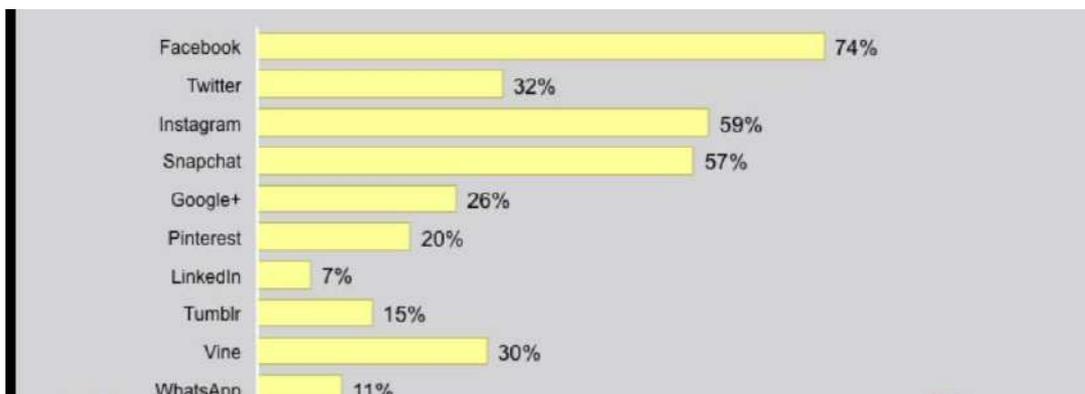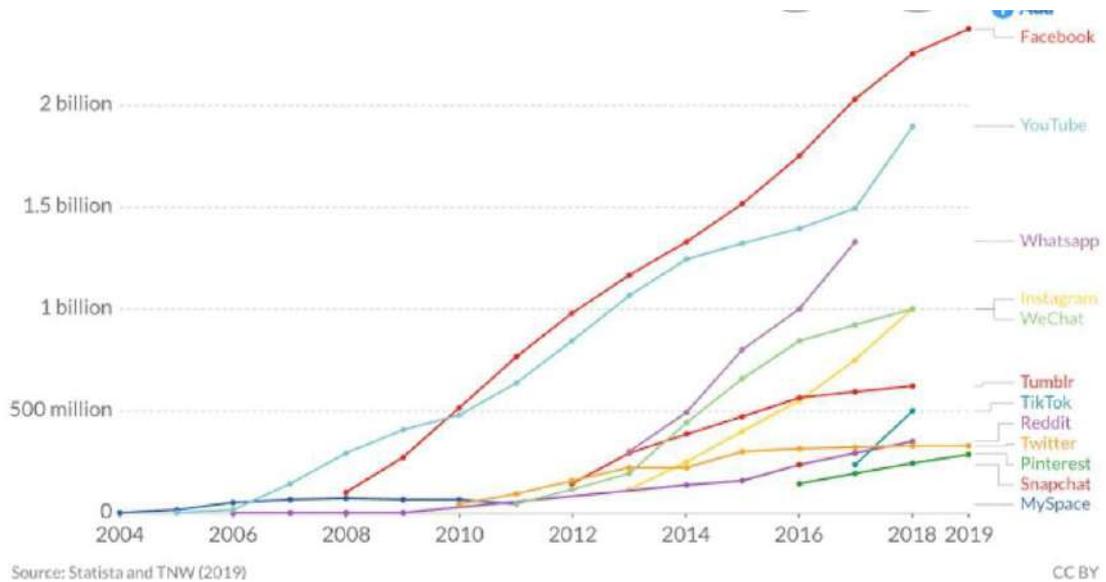
Following are the tables from the research conducted.The tables are from a form circulated and was filled.



Personally some of the posts make me doubt myself and some others inspire me,do you feel so too?

91 responses
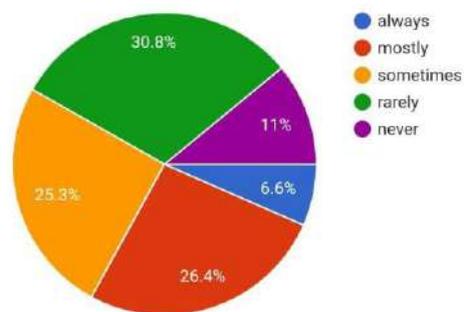


What does seeing achievements and posts of other people make you feel?

88 responses
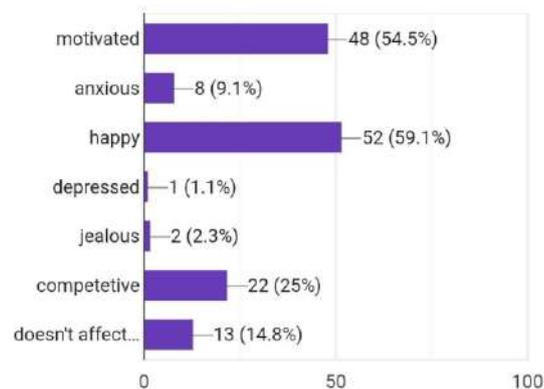
## Do you like posting pictures/videos or your achievements on social media?

90 responses



- Yes
- No
- Maybe

43.3%
18.9%
37.8%
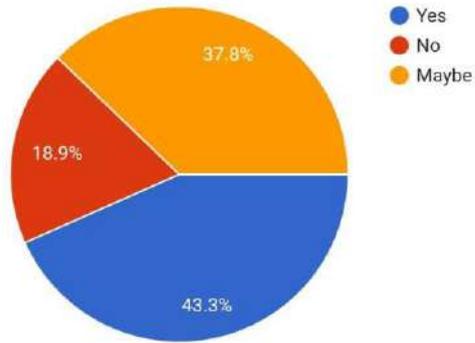
## Does looking at memes or other posts make you feel better?

90 responses



- always
- mostly
- sometimes
- rarely
- never

47.8%
30%
13.3%
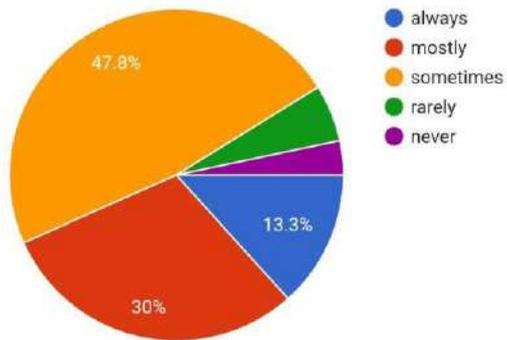
## If yes ,which social media platform do you prefer?

91 responses



| | |
|---|---|
| Instagram | 79 (86.8%) |
| Facebook | 21 (23.1%) |
| Twitter | 8 (8.8%) |
| Whatsapp | 70 (76.9%) |
| Signal | 1 (1.1%) |
| Telegram, etc. | 1 (1.1%) |
| linkedin | 1 (1.1%) |
| Telegram, Link... | 1 (1.1%) |
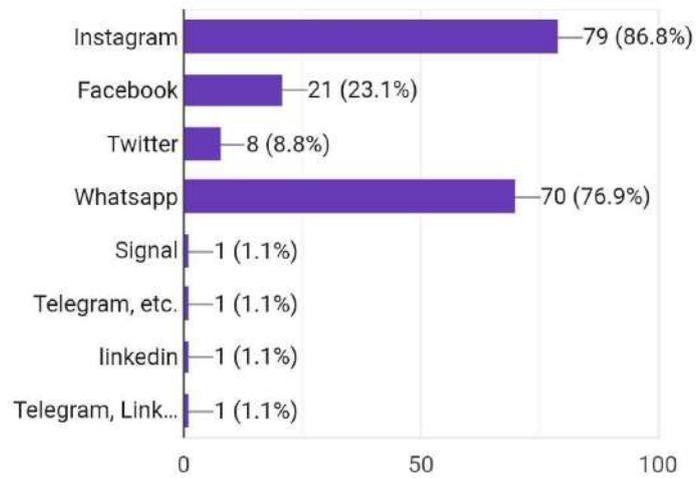
## Do you use social media as an Escape to your problems?

91 responses



- always
- mostly
- sometimes
- rarely
- never

27.5%
29.7%
7.7%
30.8%
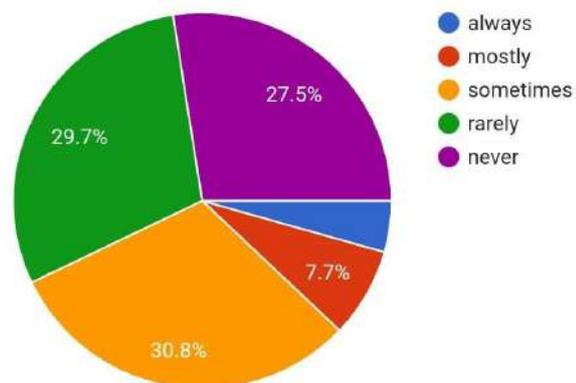
# Chapter 5:

## CONCLUSION

Conclusion

Social media is spoiling the career orientation of maximum youth population but there is 30-40% population making good use of it.

Ideally it can be a break fron the hectic schedule and one can share a laugh or two. Laughing is the best therapy for most of the health issues, if you are making people happy and spreading positivity is the best motivation to them to move on it is about careers though but a motivation.

Working with positive minds , not letting the negativity affect you is one of the ways to enjoy the platform. But ideally the social media platforms must be used in moderation. Before JIO was launched it was observed that the internet prices were quite high making the use limited,but with JIO initially the internet was free ,thus no limit to how much one should be exposed to it. Internet was made available for other purposes ideally, like collecting study data ,remote learning,quick way of working, lag free work on the internet and many more such reasons. It was overly misused. After a year even if JIO charged for the internet although cheap , people had got so in habit and addicted that they would have agreed anyway.

 All the platforms were created for the sake of facilities ,to improve the state of mind so that one can work better but if it's becoming a distraction it's definitely not worth it .

And with the research it is concluded that yes social media is affecting youth's career goals, their perspectives of a career and eating up most of their precious time of the day.

They are expecting to earn with minimal efforts as it is falsely implicated online.l But yes, 30-35 % of mature youth are taking positive thoughts and taking advantage of the facilities provided. Getting motivated by the posts and limiting their use of it.


In an ideal world following would be the situations(these are the suggestions given by the people)

Achievements as well as failures should be posted, less filters more authenticity. The idea behind posting should be to motivate others instead of bragging or putting others down.

Social media is addictive sometimes..but if everyone is Sharing their success stories or smallest achievement at the same time sharing the failures and negative points in their career paths then everyone can uplift themselves to be the better one at the same time if anyone is feeling low that person can know he /she is not the one who has suffered and this can help the person come out of negativity.

Achievements as well as failures should be posted, less filters more authenticity. The idea behind posting should be to motivate others instead of bragging or putting others down.

Posts related to discoveries/developments/achievements in respective fields of career would be ideal along with the "bucket list" kind of adventure related posts just to keep you motivated towards something in life in my opinion.

Thus using it in moderation,using it with the heart in the right place, using it towards your career goal, to attain motivation should be the solution because these facilities are something which should be taken advantage of not as a distraction.

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Q3. Are you active on social media?

Q4. If yes ,which social media platform do you prefer?

Q5. How many hours do spend online?

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Q7. Do you use social media as an Escape to your problems?

Q8. Does looking at memes or other posts make you feel better?

Q9. Do you like posting pictures/videos or your achievements on social media?

Q10. What does seeing achievements and posts of other people make you feel?

Q11. Personally some of the posts make me doubt myself and some others inspire me, do you feel so too?

Q12. Do you feel posting only successes on social media affects our thinking process in a negative way?

Q13. Have these social media potrayals affected your career goals?

Q14. What is the ideal social media situation to create a motivating environment for our careers according to you?(you can be creative)

WEBLIOGRAPHY

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- Images are imported from  Instagram pages - @fitnessmethods @funnymemes
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**DECCAN EDUCATION SOCIETY'S**

**BRIHAN MAHARASHTRA COLLEGE OF COMMERCE**
**845, Shivajinagar, Pune 411004,**



A PROEJCT REPORT ON

**ONLINE EDUCATION OF SCHOOL STUDENTS**

**(FROM PARENT'S PERSPECTIVE)**

PREPARED BY

**NINAD DNYANDEV RASKAR**

TY BBA IB

UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITYFOR PARTIAL
FULFILLMENT OF THE BACHELORS OF BUSNIESS ADMINISTARTION

(INTERNATIONAL BUSNIESS)

Deccan Education Society's

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This is to certify that Mr. / Miss.    NINAD DNYANDEV RASKAR

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of B.B.A.I.B. Exam Seat No. .............. has satisfactorily completed the

project work.

Title .  ONLINE EDUCATION OF SCHOOL STUDENTS (FROM PARENT'S PERSPECTIVE

..............................................................................................................................

Date :  JUNE 2021                                                          Place - Pune

Officiating Principal
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Pune - 411004

External Examiner     Internal Examiner     Principal     B.B.A.I.B Incharge

# DECLARATION

I, **Nina Raskar** student of TY BBA (IB) studying in Brihan Maharashtra College of Commerce, declared that the project titled "SILVER REFINERY" was submitted to Savitribai Phule Pune University is an original research work carried out by me under the guidance of Prof. Manjusha Wadekar.

This project was undertaken as part of the academic curriculum according to the rules and norms of Savitribai Phule Pune University.

I hereby declare that the project is not reproduced or copied from any source. This project is not submitted to any other college or university or published elsewhere and I also declare that the statements made by me regarding my project are true, correct, and complete, and correct to the best of my knowledge.

Ninad Raskar

Date: June 2021

Place: BMCC, Pune

# Acknowledgment

The task of acknowledging the help that was offered to me through this study by my teachers and friends is bigger than the study itself. I feel scanty of words to the magnitude of their help. I could not have completed this work, without enjoying their endless patience and affection. It gives me an immense sense of gratification to place on records my profound gratitude and sincere appreciation to every one of those who have helped me in this endeavor. I gratefully acknowledge the cooperation and help extended by my teachers, Miss. Manjusha Wadekar and Mrs.Bharti Upadhye, HOD, BBA their kind co-operation and help during the project of my last graduation year of study in the Department of bachelor of business management in international business. The love, affection, and patience of my family have been instrumental for me. Mere words cannot express the blessings of my beloved parents They have been a fountain of inspiration throughout my life, without whose help, this work would have not been possible. I humbly dedicate this piece of work to my parents. I am lucky to have a brilliant set of friends who are always willing to help me and have always supported me. I thank my primary school teachers to promote the google form for use for survey and data collection.

Any omission in this acknowledgment does not mean indeed.

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CHAPTER 1

INTRODUCTION

Due to the unforeseen event, which is the Covid-19 epidemic the whole world had to go through a forceful change to adapt and survive this situation. Governments had to impose lockdown which is a kind of curfew only some of the essential services were allowed to function.

During the initial stage of the epidemic, there was no much knowledge about as to how to deal with the virus, which leads everything to a standstill, only after a few days slowly the impacted sectors began to check for alternative solutions and adapt to the situation.

The education system was among the most hit sectors, which completely relies upon gathering up in an institution.

Online Gathering was the only solution that was safe and was quickly adopted, slowly increasing the efficiency by arraigning the necessary setup and making the users friendly with the interface.

CHAPTER 2

**REVIEW OF LITERATURE**

This section will explain what is online education and how it came into existence.

The COVID-19 pandemic has impacted education at all levels in various ways. Institutions and teacher educators had to quickly respond to an unexpected and 'forced' transition from face-to-face to remote teaching. They also had to create learning environments for student teachers doing their preparation in the light of the requirements of teacher education programs and the conditions in which both universities and schools had to operate. This paper provides a review of the literature on online teaching and learning practices in teacher education. In total, 162 samples of survey form were analyzed. Online teaching and learning practices related to social, cognitive, and teaching presence were identified. The findings highlighted the need for a comprehensive view of the pedagogy of online education that integrates technology to support teaching and learning. The implications of this study for the development of online teaching and learning practices are discussed.

## What is Online Education?

Online education is a concept where students attend virtual classrooms, using various platforms and the internet as the medium to connect.

Teachers circulate the address for the meeting for the classroom connection where students join in. The one who creates the meeting gets to view the number of students attending the meeting.

## How did it come into existence?

The concept of Online Education had to be adapted because of the global pandemic situation (Covid-19).

## History

Virtual Meeting rooms were been previously used but only for the conference, where there was a limitation of physical attendance.

**4**

**Platforms Used**

There are various popular platforms to connect like Google Meet, Microsoft Teams, Zoom Meet.

And many other proprietary ones.

**How to connect?**

The host is allowed to create a virtual room where people can join in with his permission.

**Gadgets and other requirements**

Smartphone

Tablet

Laptop/PC

Earphones and Mic if necessary.

And a stable internet connection.

CHAPTER 3

**RESEARCH METHODOLOGY**

# RESEARCH METHODOLOGY

The Research Design for this study is mainly based on the Exploratory Research Method which involves qualitative investigation in most cases. The data have been collected through Primary Data collection which involves a google form that was circulated amongst the citizens of Pune.

The options for each question are multiple-choice, select few, or scale rating type. The questionnaire was circulated to citizens of Pune in form of Google Survey Form, to see the process of online learning. Other than Primary Data, Secondary Data have also been collected.

This data is mainly collected through online platforms like websites, blogs, articles, etc. The data have also been collected from journals and newspapers The case study research method enables the exploration and understanding of the effectiveness of online learning of school-going students from the perspective of their parents. This research is based on report analysis and survey methods

Additional to these literature sources different books have been used to generate the needed information for this case study. 162 is the sample size taken into consideration to carry out the research. 162 responses are recorded.

CHAPTER 4

**DATA ANALYSIS**

# Data Analysis

## Gender Of Student



87 (Girl)
75 (Boy)

Legend: ▪ Girl  ▪ Boy
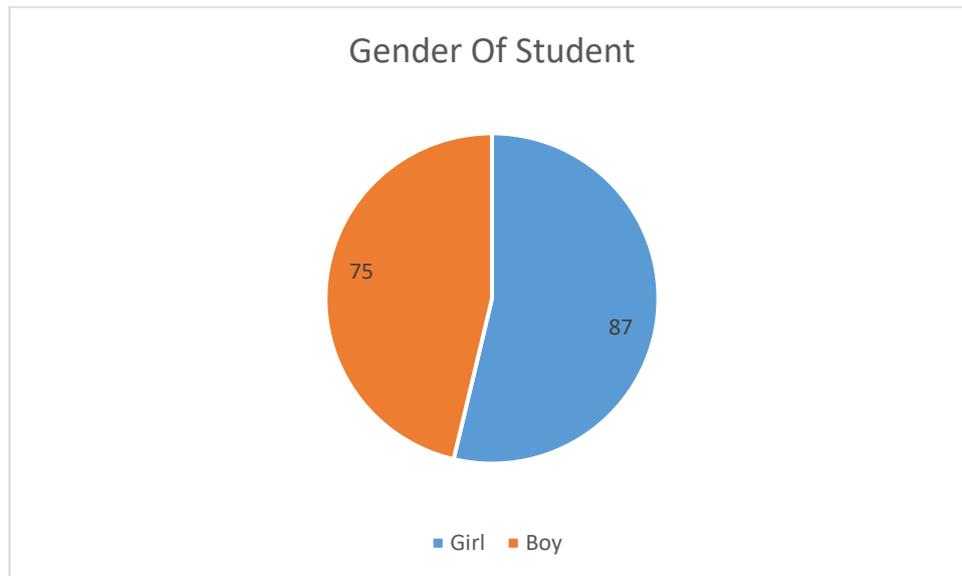
**Graph 1**

This diagram shows most forms were submitted by parents who had a girl.

## Using what Device he/she attend online school ?



97 (Mobile)
18 (Tablet)
47 (Laptop/PC)

Legend: ▪ Mobile  ▪ Tablet  ▪ Laptop/PC
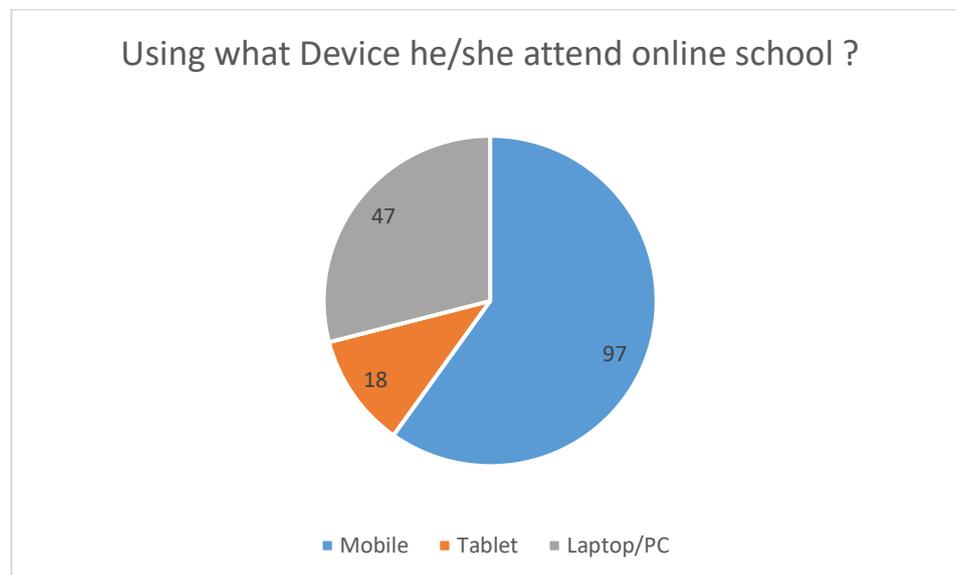
**Graph 2**

This diagram shows most of students are using laptop.
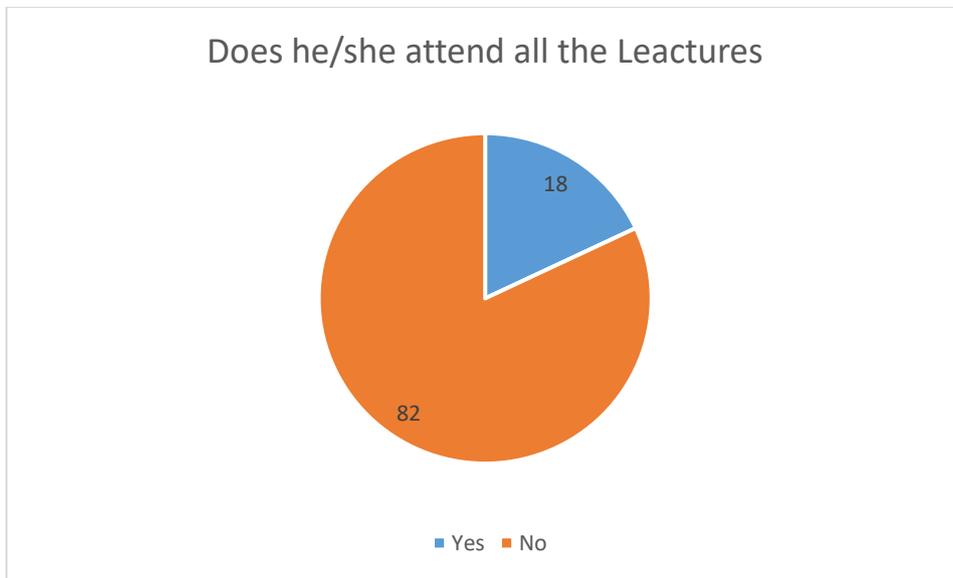
**Graph 3**

This diagram shows most students do not attend all the lectures.
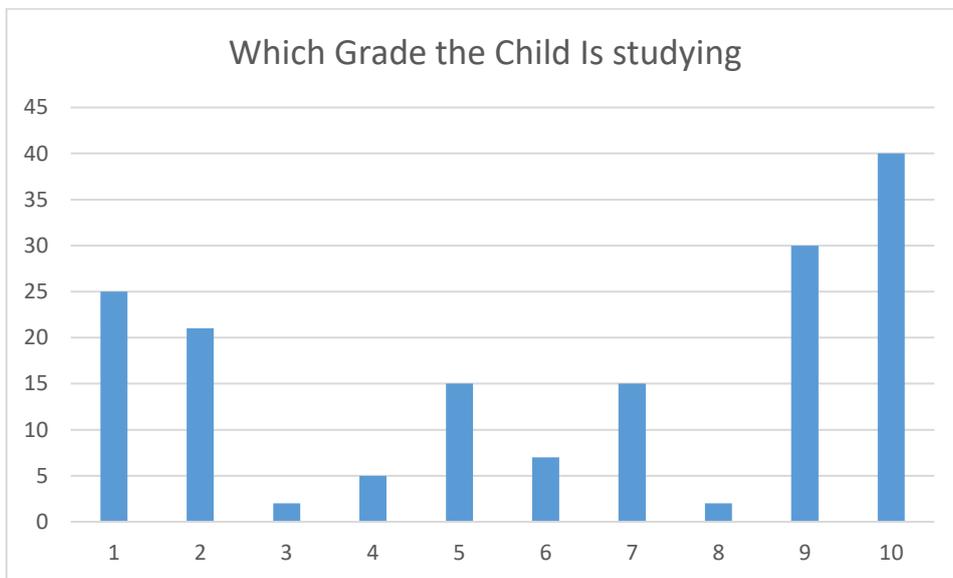


**Graph 4**

This graph shows most surveys were completed by the parents of students in std 10.
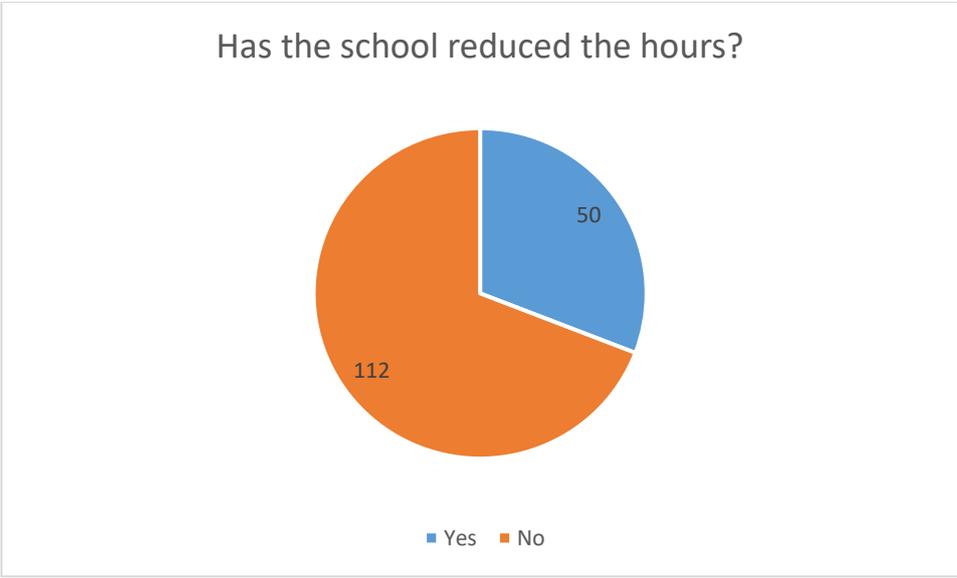
**Graph 5**

This Diagram shows school hours have not changed for the online students.
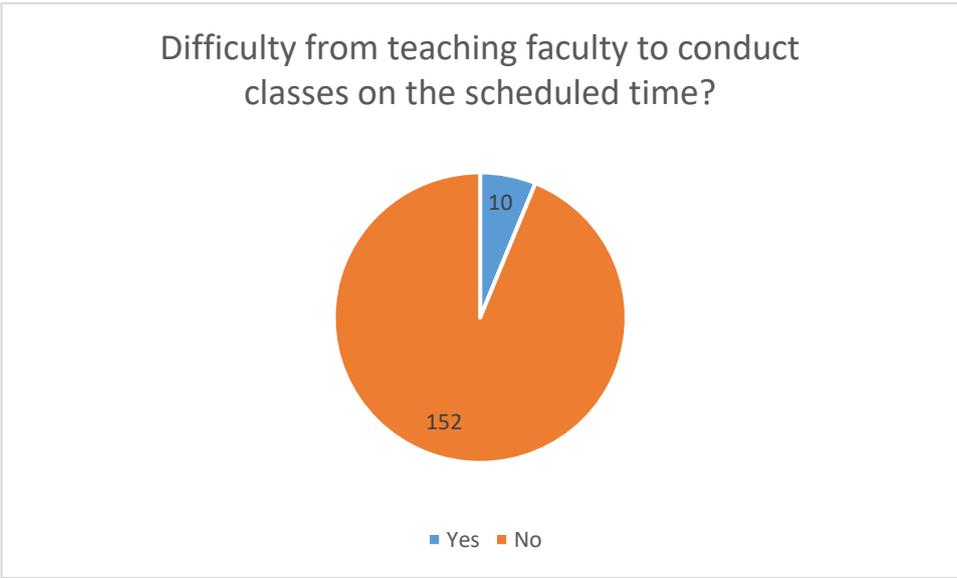


**Graph 6**

This Diagram shows that teachers have o difficulty in coping up with the online class schedule.
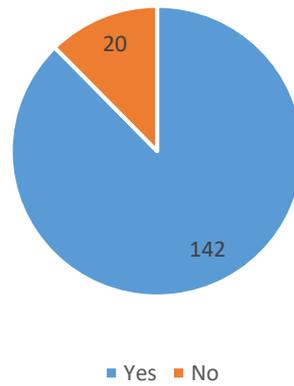
**Graph 7**

Most students found it difficult to attend an online class.
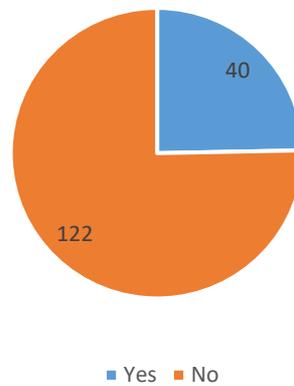


**Graph 8**

Most of the students spent unnecessary time resolving technical issues.

## Does you child complete writing down all the notes?



- 80 (Yes)
- 82 (No)

Legend: Yes, No
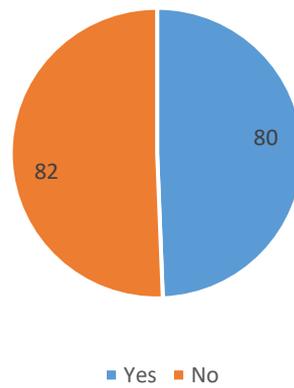
**Graph 9**

Only half the students had their notes completed.

## Does you child get distracted easily?



- 12 (No)
- 150 (Yes)

Legend: Yes, No
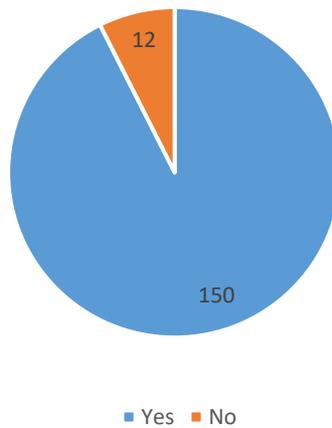
**Graph 10**

Most Students get distracted easily.
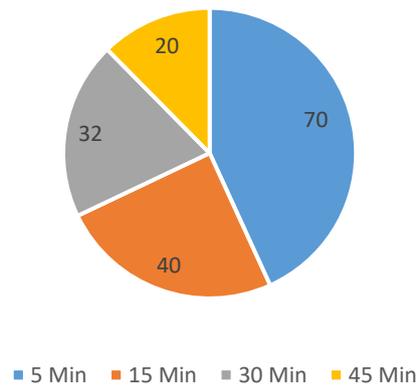
**Graph 11**

The majority of students couldn't maintain their attention for more than 5 min.
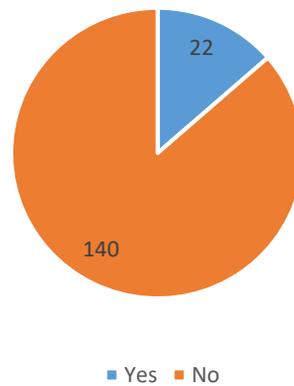


**Graph 12**

This graph clearly shows that the exams conducted are not an effective measure of what students have learned.

**Do you prefer online schooling vs regular schooling?**

32

130

■ Yes ■ No
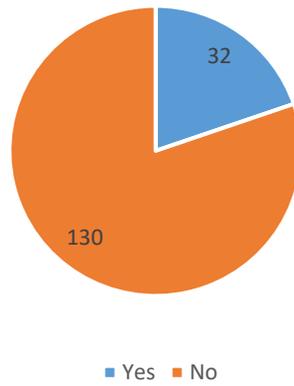
**Graph 13**

Most parents do not prefer online schooling



**Does your child prefer online schooling vs regular schooling?**

32

130

■ Yes ■ No
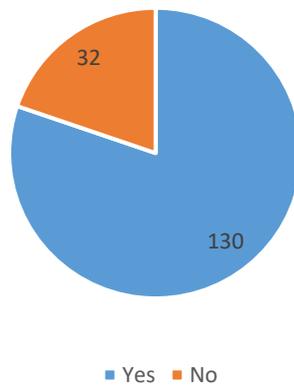
**Graph 14**

Most students prefer online schools.
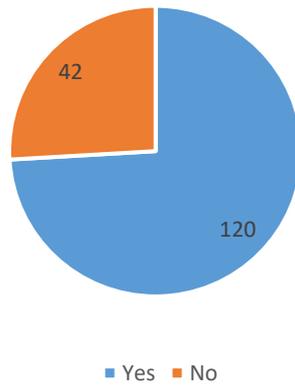
**Graph 15**

Most parents have purchased a new device for their child.

CHAPTER 5

**CONCLUSION**

# Conclusion

We can conclude that most students have a very short attention span which is reducing the efficiency of online learning.

Most of the distraction are coming up from the free available internet over the device.

Due to limitation in monitoring students are not using fair means to score in the exams which defeats the whole purpose of examination.

The number of hours put to online school is the same as regular school but the output is very low in case of online school.

Most of the survey forms were submitted by parents the very primary students and the ones nearing their 10th std.

Parents of students form std 3 to 7 did not show much interest in completing the survey, may be because the orthodox way of paying attention to only the 10th std child, here we can clearly see that parents are not much bothered about the academics of middle school kids, but start looking into the matter once board exams are near, this attitude seeps in child too.

**APPENDIX**

# QUESTIONNAIRE

Is your child a boy or girl?

Using what medium, he/she attend an online school?

Does he/she attend all the lectures?

In which grade is your child studying?

Have the school reduced the hours?

Is there any difficulty in teaching faculty to conduct classes at the given timing?

Is there any difficulty from your side to attend an online class?

Do you have to spend unnecessary time resolving technical/connectivity issues?

Does your child complete writing down all the notes?

Does your child get distracted easily?

How long do you think his attention on the screen lasts?

By what objects does he gets distracted the most?

Do you think he completely uses fair means to score in exams?

Does your kid prefer online schooling vs regular schooling?

For your child, do you prefer online schooling vs regular schooling?

Does he maintain a proper sitting posture while attending the online class?

Have you purchased him a new gadget for online schooling?

Do you think your child often uses the gadget for other activities once the school hours are over?

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Primary school teachers for circulating the survey

Deccan Education Society's
**Brihan Maharashtra College of Commerce**
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A PROJECT REPORT ON

STUDY OF CADBURY CUSTOMER SATISFACTION SURVEY IN PUNE

PREPARED BY

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FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF BUSINESS
MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE

**2020-2021**

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Date : **JUNE 2021**                                                   Place - Pune
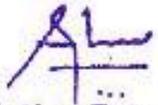
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# DECLARATION



I, **Mr.Om Potekar,** student of **TY BBA (IB)** of Deccan Education Society's Brihan Maharashtra College of Commerce, Pune hereby declare that the project titled '**STUDY OF CADBURY CUSTOER SATISAFACTION SURVEY IN PUNE'** was carried out by me in partial fulfilment of the BBA (IB)programme under the Savitribai Phule Pune University.

The project was taken as a part of academic curriculum as per the University rules and norms by no commercial interest or motive. It is my original work and not submitted anywhere else for any other purpose earlier

Mr.Om Potekar
TY BBA (IB)
BMCC

# ACKNOWLEDGEMENT

I acknowledge my gratitude to all who have given me the opportunity to and guidance in completing this project without whom it would not have seen the light of day.

First and foremost, I'd like to express my gratitude to **Dr. Seema Purohit**, the principal ofDeccan Education Society's Brihan Maharashtra College of Commerce.

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I would like to thank **Prof. Manjusha Wadekar**, faculty incharge of research methodology at Brihan Maharashtra College of Commerce, Pune, who has assisted me from the selection of the topic, right to the end. I appreciate the guidance and value additions she provided at every stage of the project.

I would also like to express my special gratitude and thanks to my friends also who helped me in developing        this project.

OM POTEKAR

# ABSTRACT

The present study is concerned with Customer Satisfaction towards Cadbury in Pune. The marketing practices of Cadbury, problems faced by them in implementing the marketing strategies and measures needed to solve these problems, come under the preview of this study.

The main focus is on the marketing strategies used by the various sectors in the area of production, promotion, distribution and pricing. The study and practices of marketing have broad banded considerably, from as a functional management issue, to a wider focus on the strategic role of marketing in overall corporate strategy. This broadening of the marketing concept, to include strategic as well as operational decisions, has resulted in an overlap between marketing and strategic management.

In this competitive modern age, where different qualities and types of goods exist, branding is of special importance in the business world, branding not only gives separate identify and easy recognition of the product but also creates a special brand preference. Consumers are aware and prefer particular brand when it is available for purchase.

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# CHAPTER- 1

# INTRODUCTION

# INTRODUCTION

**Customer satisfaction** is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty.

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

Strategic marketing, as a distinct field of study emerged in the 1970s, and built on strategic management that preceded it. Marketing strategy highlights the role of marketing as a link between the organization and its customers.

A marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer and other high-level elements.

The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities. A company's marketing strategy should have a longer lifespan than any individual marketing plan as the strategy is where the value proposition and the key elements of a company's brand reside. These things ideally do not shift very much over time.

**BREAKING DOWN Marketing Strategy**

It takes continuous effort to maintain high customer satisfaction levels. As markets shrink, companies are scrambling to boost customer satisfaction and keep their current customers rather than devoting additional resources to chase potential new customers. The claim that it costs five to eight times as much to get new customers than to hold on to old ones is key to understanding the drive toward benchmarking and tracking customer satisfaction.

Marketing strategies are often confused with marketing plans. Because they do feed off one another, it is not unusual to find the marketing strategy and the marketing plan baked together into a single document.

Measuring customer satisfaction may be a new concept to companies that have been focused almost exclusively on income statements and balance sheets. Companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation, and years of sales growth followed by two decades of flattened sales curves indicate to today's sharp competitors that their focus must change.

## The Creation of a Marketing Strategy

Developing a marketing strategy is vital for any business. Without one, your efforts to attract customers are likely to be haphazard and inefficient.

The focus of your strategy should be making sure that your products and services meet customer needs and developing long-term and profitable relationships with those customers. To achieve this, you will need to create a flexible strategy that can respond to changes in customer perceptions and demand. It may also help you identify whole new markets that you can successfully target.

The purpose of your marketing strategy should be to identify and then communicate the benefits of your business offering to your target market.

Once you have created and implemented your strategy, monitor its effectiveness and make any adjustments required to maintain its success.

This guide helps you identify which customers to focus on and your key objectives in reaching them. It explains what to include in your marketing strategy and how it can be used as the basis for effective action.

- Key elements of a successful marketing strategy

- Understanding your strengths and weaknesses

- Developing your marketing strategy

- Tips and pitfalls

A marketing strategy grows out of a company's value proposition. The value proposition summarizes the competitive advantage a company has in its market. The value proposition usually provides the key message for all marketing. Walmart, for example, is a discount retailer with "everyday low prices," and its business operations and marketing revolve around that. A company is never creating a marketing strategy from scratch. They start with the value proposition and distilled the key marketing message(s) from that.

Once the value proposition is succinctly stated, the hard work is done. Any marketing asset, from a print ad design to a social media campaign, can be judged by how well it communicates the value proposition. To further the efficiency of marketing efforts, market research can be added to the marketing strategy for the purpose of identifying untapped audiences or refining the target consumer. Finally, an overall goal for the marketing strategy can be set, with all the subsequent marketing plans inheriting the responsibility for delivering on it. These can be concrete, bottom line goals such as increasing sales or something less direct like climbing the ranking of trusted providers within the industry.

Marketing plans are operational documents that get more attention because they are the day-today work that a company does to sell itself to the world. That said, a marketing plan would be meaningless without a message, a target market and a goal — the core of every marketing strategy.

## Core of marketing strategy:

A marketing strategy usually has the following factors at the core of its formation

1) Long term objectives of the firm

The vision of the firms plays a crucial role in forming a marketing strategy for the organization. The vision defines where the firm wants to be in the long term.

2) Actions which need to be taken

The mission statement is another important part of the marketing strategy and it defines exactly what actions need to be taken by the firm.

3) Strategic plans

Exactly how a firm will achieve its mission is known as the strategic plan. This involves various steps such as getting to know the firms strengths and weaknesses, formulating a product strategy, knowing the marketing mix, and then planning resources which will be needed to implement the plan.

4) Tactics

Tactics are generally not included in long term strategic plans, however, tactics are important for the organization to achieve short term goals and hence they can be formulated along with the marketing strategy. Tactics may include giving sales discounts, addition promotional support, or any such support which motivates the customer to buy the product.

# OBJECTIVE OF THE REPORT

- To know the current market conditions for Chocolate segment.
- To understand the marketing strategy of Cadbury.
- To study the buying behaviour of the users of this product.
- To study the extent of competition in the market.
- To study the opinion of the consumer towards Cadbury Products.
- To study the various sales promotion activities undertaken by Cadbury Products.
- To study the problems faced by the company.

.

# SCOPE

- The present scenario of company is facing a lot of competition it is must to form new strategies to uphold the market share of the company.

- From this study the preference of the customer can be analysed and helps the organization to fulfil the customer needs.

- The study helps to know the buying behaviour of the customer to buy Cadbury Dairy Products. The study helps to know the necessary change that is to be made by the company for retaining itself in the highly competitive market.

- This study helps to overcome the problem in the products and how to face these problems and how should they avoid the problems in future.

- This study will help to know the promotional activities of the company and what new promotional techniques can be used.

# INTRODUCTION TO RESEARCH METHODOLOGY

**Meaning of Research:**

Research is a systematic structure of investigation undertaken in order to discover new facts. It provides a structure for decision-making. Research is an inseparable part of human knowledge. It is a process that takes the assistance of the scientific method in solving problems. Research is a way of thinking.

**Definitions of Research**:

1) Redman and Mory:

"Research is a systematized effort to gain new knowledge."

 2) John Best:

"Research is a more systematic activity directed towards discovery and the development of an organized body of knowledge."

 **Importance of Research**:

Following figure reveals importance of research in various areas.

1) Marketing Decisions:

Research plays crucial role in taking sound marketing decisions. Research tools are applied effectively for studies involving demand forecasting, consumer buying behaviour, measuring advertising effectiveness, media selection and new product potential.

2) Production Decisions:

Research helps to producer in taking production decisions. Research enables an organisation to decide on what to produce, how much to produce, when to produce and for whom to produce in the field of production.

3) Helps Banking Institution:

Research is useful to banking institution. They have found it useful to setup research departments for the purpose of gathering and analysing information both for their internal operations and for making in-depth studies on economic conditions of business.

4) Foundation for Government Policies:

Research provides basis for all government policies in our economic system. Research is useful in economic planning. It also helps the government in preparing budget and collection of information on the economic and social structure of the nation.

5) Human Resource Department:

Research helps human resource department in several ways. Research is useful to study wage rates, incentive schemes and cost of living and employment trends. Research is effectively used in manpower planning.

6) Solving Problems of Business and Industry:

Research plays significant role in solving problems of business and industry. It helps to business and industry through providing information required for business decisions.

7) Guiding Social Planning:

Social research has a crucial role to play in guiding social planning. Research helps social planning through providing a systematic knowledge of the societal resources and liabilities of the people and their culture.

8) Welfare Reforms:

Appropriate welfare reforms can be introduced in the society only when social research helps in finding out their need and necessities. State can introduce legislative measures with the help of the findings of social researcher.

9) Guiding Social Growth:

The success of planning for social development depends to a great extent on our intimate knowledge of our own society and also of other societies. Social research is initiating and guiding social growth on proper line and towards the cherished goal.

10) Improvement in the Tools and Techniques:

Every social research helps in improving old techniques and innovating the new ones. Existing tools of research are modified. There is a great chance of improvement in the methodology and its tools in social research than in any other discipline.


## Research Process

Dissertation markers expect the explanation of research process to be included in Methodology chapter. A typical research process comprises the following stages:

1.      Selecting the research area. You are expected to state that you have selected the research area due to professional and personal interests in the area and this statement must be true. The importance of this first stage in the research process is often underestimated by many students. If you find research area and research problem that is genuinely interesting to you it is for sure that the whole process of writing your dissertation will be much easier. Therefore, it is never too early to start thinking about the research area for your dissertation.

2.      Formulating research aim, objectives and research questions or developing hypotheses. The choice between the formulation of research questions and the development of hypotheses depends on your research approach as it is discussed further below in more details. Appropriate research aims and objectives or hypotheses usually result from several attempts and revisions and these need to be mentioned in Methodology chapter. It is critically important to get your research questions or hypotheses confirmed by your supervisor before moving forward with the work.

3.      Conducting the literature review. Literature review is usually the longest stage in the research process. Actually, the literature review starts even before the formulation of research

aims and objective; because you have to check if exactly the same research problem has been addressed before. Nevertheless, the main part of the literature review is conducted after the formulation of research aim and objectives. You have to use a wide range of secondary data sources such as books, newspapers, magazines, journals, online articles etc.

4.      Selecting methods of data collection. Data collection method(s) need to be selected on the basis of critically analysing advantages and disadvantages associated with several alternative data collection methods. In studies involving primary data collection, in-depth discussions of advantages and disadvantages of selected primary data collection method(s) need to be included in methodology.

5.      Collecting the primary data. Primary data collection needs to be preceded by a great level of preparation and pilot data collection may be required in case of questionnaires. Primary data collection is not a compulsory stage for all dissertations and you will skip this stage if you are conducting a desk-based research.

6.      Data analysis. Analysis of data plays an important role in the achievement of research aim and objectives. Data analysis methods vary between secondary and primary studies, as well as, between qualitative and quantitative studies.

7.      Reaching conclusions. Conclusions relate to the level of achievement of research aims and objectives. In this final part of your dissertation you will have to justify why you think that research aims and objectives have been achieved. Conclusions also need to cover research limitations and suggestions for future research.

8.      Completing the research. Following all of the stages described above, and organizing separate chapters into one file leads to the completion of the first draft. The first draft of your dissertation needs to be prepared at least one month before the submission deadline. This is because you will need to have sufficient amount of time to address feedback of your supervisor.

# CHAPTER-2

# COMPANY PROFILE

**COMPANY PROFILE-**

**Cadbury**, formerly **Cadbury's** and **Cadbury Schweppes**, is a
British multinational confectionery company fully owned by Mondelez
International (originally Kraft Foods) since 2010. It is the second largest confectionery brand in
the world after Mars. Cadbury is internationally headquartered in Uxbridge, west London, and
operates in more than 50 countries worldwide. It is known for its Dairy Milk chocolate,
the Creme Egg and Roses selection box, and many other confectionery products. One of the best-
known British brands, in 2013 The Daily Telegraph named Cadbury among Britain's most
successful exports.

Cadbury was established in Birmingham, England in 1824, by John Cadbury, a Quaker who sold
tea, coffee and drinking chocolate. Cadbury developed the business with his brother Benjamin,
followed by his sons Richard and George. George developed the Bournville estate, a model
village designed to give the company's workers improved living conditions. Dairy Milk
chocolate, introduced in 1905, used a higher proportion of milk within the recipe compared with
rival products. By 1914, the chocolate was the company's best-selling product. Cadbury,
alongside Rowntree's and Fry's, were the big three British confectionery manufacturers
throughout much of the 19th and 20th centuries.

Cadbury was granted its first Royal Warrant from Queen Victoria in 1854. It has been a holder of
a Royal Warrant from Elizabeth II since 1955. Cadbury merged with J. S. Fry & Sons in 1919,
and Schweppes in 1969, known as Cadbury Schweppes until 2008, when the American beverage
business was split as Dr Pepper Snapple Group; the rights ownership of the Schweppes brand
had already differed between various countries since 2006. Cadbury was a constant constituent

of the FTSE 100 on the London Stock Exchange from the index's 1984 inception until the company was bought by Kraft Foods Inc. in 2010.

**Introduction of Company**

Cadbury is a multinational company and the Cadbury dairy milk is a brand of chocolate which is made by Cadbury. Cadbury made different types of chocolates and other products which is sold in several countries around the world. It first sold its products in United States in 1905.

History
Cadbury's started as a one man business, opened in 1984 by a Quaker, John Cadbury, which becomes nowadays Cadbury Limited, and now becomes the world's largest chocolate producers. In 1831 the business had changed into grocery shop and John Cadbury became the manufacturer of the company.

Cadbury Dairy Milk is a worldwide brand of chocolate of United Kingdom Which made its different types of products and promote in different countries like Pakistan, India, Italy, Canada, France almost all countries.

Product Varieties
Cadbury made different types of chocolates and other products like:

Chocolates:
Cadbury dairy milk chocolate, Kit Kat, Five Star, Éclairs, Fruit & Nut, Cadbury lite, Cadbury Crackle etc…

Snacks;
Cadbury byes

Beverages:

Bourneville, Cadbury delight

Candy:

Cadbury hall

## Selection of product

From above of these products I select the Cadbury dairy Milk chocolate which is the one of product of Cadbury. In 2003 Cadbury's made Dairy milk into super brand, bringing a number of different products under the name dairy milk branding for example dairy milk with bubbles.

## Production of Cadbury Dairy Milk chocolate

Many of the newer Dairy Milk Varieties are now manufactured in the Republic of Ireland, France and Poland. Dairy milk Chocolate itself is also manufactured in France and these products are sold in the U.K and from U.K to all other countries.

## Understand the Market place and Customer Needs

Cadbury dairy milk chocolate understands the new market which is targeted. First it selects the targeted customers like Kids, Youths and then made products according to their needs. Cadbury Dairy Milk Chocolate made by company which offers to specific market, specific customers and also to all type of customers.

Marketplace also selected by Cadbury Dairy Milk according to customer needs and requirements.

## Designing a Customer Driven Marketing Strategy

Cadbury Dairy Milk Chocolate Design such a strategy which is customer driven. I mean it target those markets which is profitable for the company. It includes production, product, selling and marketing concept.

## Production concept;

Cadbury Dairy Milk Chocolate is a product which is favorable by customers and affordable by customers and Cadbury also focused to improve the quality according to customers' needs and

requirements. And also improve the production and distribution like improve the transportation chain.

Product concept;

Consumers favour the Cadbury Dairy Milk Chocolate because it offers the quality, distinctive features, Affordable price and Cadbury company devotes its full time to satisfy the new consumers and retain the oldest consumers.

# CHAPTER-3


# PROJECT DESIGN

# PROJECT DESIGN

❖     Method used

The questionnaire, interview and observation method used for data collection is the primary tool of data collection. It consists of number of questions.

❖     Source of data

The main source of data is people using Dairy Milk and other Chocolate brands. Number of people preferring Cadbury Dairy Milk and other chocolate brands and  were asked to fill the questionnaire in which they had to tick one option amongst the rest as per their opinion. And all the questions were explained to them properly along with the options so that there is no wrong interpretation or misconception.

❖     Collection of data

Only primary tool of data collection is used to gather all the necessary and important data, which means it's a first-hand information. Or we can say that the data was collected from the source of origin for the first time with respect to this project.

❖     Tools used for analysis

Analysis is done on the basis of sample Percentage analysis and also with the help of pie charts for viewing the results more accurately. There are two sampling techniques. They are probability sampling and non-probability sampling. In this study the research had adopted convenient sampling.

# CHAPTER-4

# ANALYSIS OF THE DATA AND FINDINGS

**Gender of respondents**

GENDER

59 responses
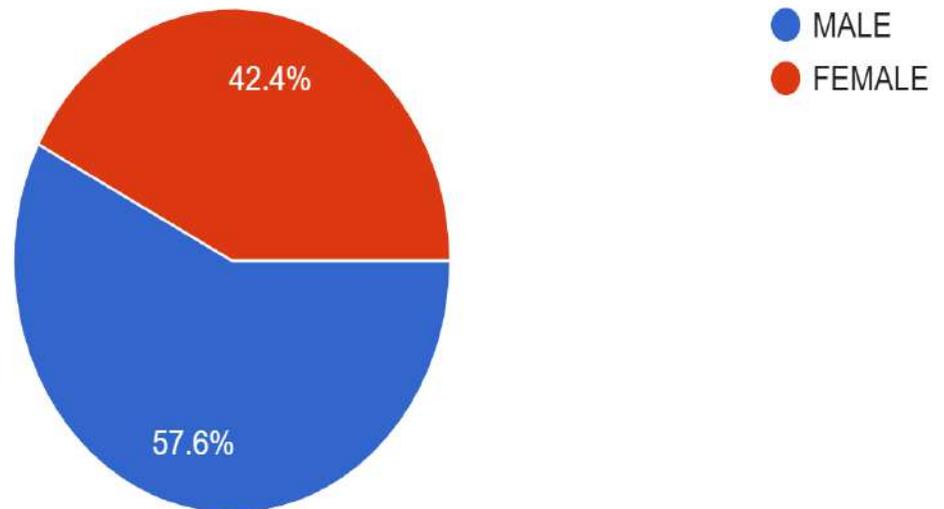


| GENDER | NUMBER OF PEPOLE |
|--------|------------------|
| **MALE** | **34** |
| **FEMALE** | **25** |

## Interpretation

In the above analysis shows that the 57.6% of the respondents are male and 42.4% of the respondents are female.

## Age of respondents

AGE
60 responses
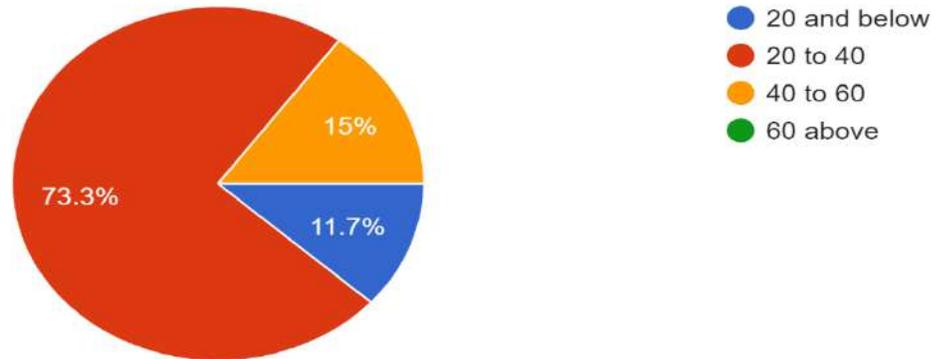


| AGE | NUMBER OF PEOPLE |
|---|---|
| 20 and below | 07 |
| 20 to 40 | 44 |
| 40 to 60 | 09 |
| 60 and below | 00 |

## Interpretation

In the above analysis it shows that the 73.3% of the respondents are in the age group of 20 to 40

and 15% of the respondents are in the age group of 40 to 60 and 11.7% of the respondents are in

the age group of 20 and below.

## Occupation
60 responses
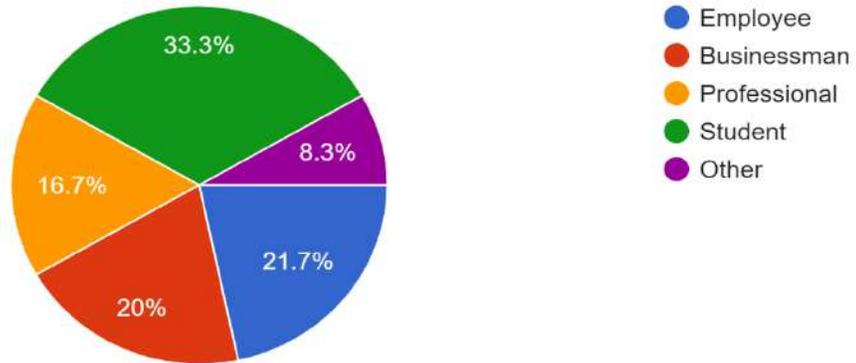


| OCCUPATION | NUMBER OF PEOPLE |
|---|---|
| Employee | 13 |
| Businessman | 12 |
| Professional | 10 |
| Student | 20 |
| Others | 05 |

## Interpretation

In the above analysis it shows that the most of the people belong to the category of others which are students or currently unemployed person which are 33.3%, 21.7% people are employees,20% of the people are businessman, 8.3% of the people do not have any occupation and 16.7% of the people are professional such as doctor or lawyer.

How did you come to know about Cadbury Dairy Milk?
60 responses
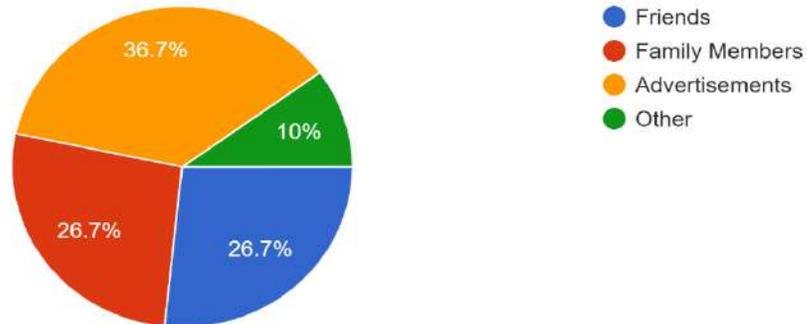


| Response From | NUMBER OF PEOPLE |
|---|---|
| FRIENDS | 16 |
| FAMILY MEMBERS | 16 |
| ADVERTISEMENTS | 22 |
| OTHER | 06 |

## Interpretation

In the above analysis it shows that 26.7% people from this area got to know about Cadbury Dairy Milk from their friends , 26.7%people from family members, 36.7% from advertisements and 10% from other reasons.

## Number of Family Members

59 responses
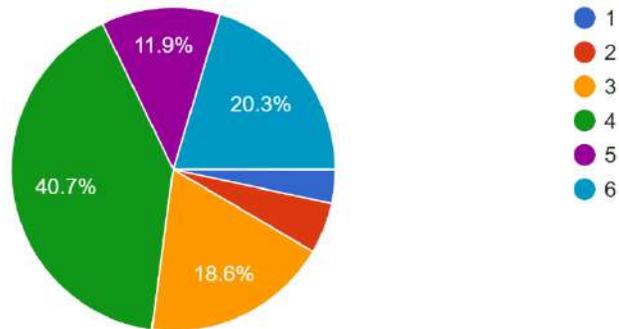


| NUMBER OF FAMILY MEMBERS | NUMBER OF RESPONDENTS |
|---|---|
| 1 | 02 |
| 2 | 03 |
| 3 | 11 |
| 4 | 24 |
| 5 | 07 |
| 6 | 12 |

## Interpretation

As in the above pie chart it shows that percentage of people having 1 and 2 as their number of family members are very few and majority of respondents have 4 family members which account to 40.7%, 18.6% people have 3 family members , 11.9% have 5 family members, 20.3% people have 6 family members according to this survey.

How many members of your family prefer having Dairy Milk Chocolate?
60 responses
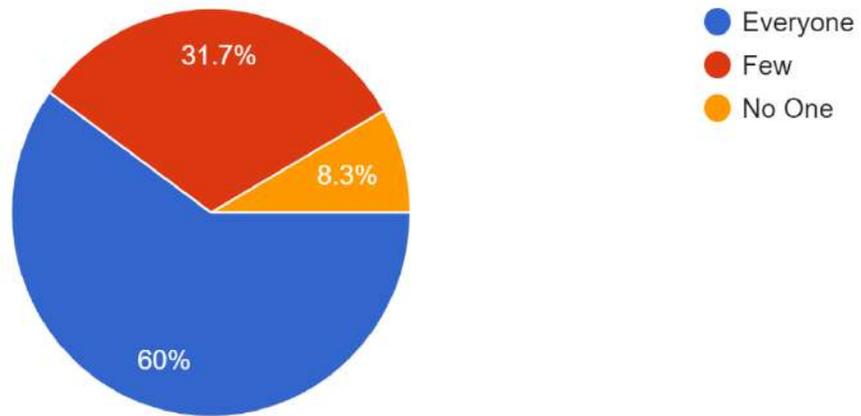


| FAMILY MEMBERS PREFERING THE PRODUCT | NUMBER OF MEMBERS |
|:---:|:---:|
| EVERYONE | 36 |
| FEW | 19 |
| NO ONE | 05 |

## Interpretation

From the above Pie Chart we get to know that 60% of respondants  family members prefer having Dairy Milk while 31% of respondant"s family members have few preference and the other 8.3% peoplefrom the family pdo not prefer having Dairy Milk Chocolate.

Do you agree that Cadbury Dairy Milk ads are eye catching?
60 responses
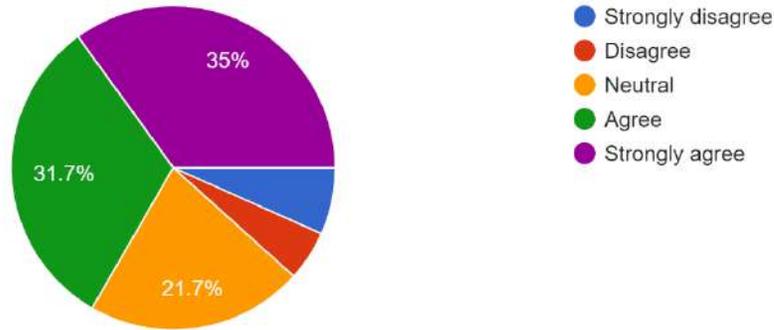


| EYE CATCHING ADS | NUMBER OF PEOPLE |
|---|---|
| STRONGLY DISAGREE | 04 |
| DISAGREE | 03 |
| NEUTRAL | 13 |
| AGREE | 19 |
| STRONGLY AGREE | 21 |

## Interpretation

In the above analysis it shows that 6.7% of the people strongly disagree that the Cadbury advertisements are eye catching while 5% people disagree with it. 21.7% of the people feel neutral. 31.7% of the people agree about the eye catching ads while 35% strongly agree about the ad being eye catching.

## How often do you consume it?
59 responses
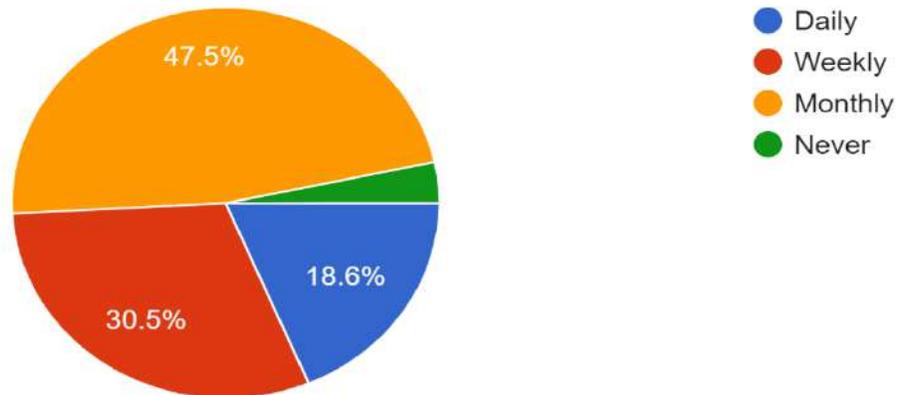


| FREQUENCY OF CONSUMING | NUMBER OF PEOPLE |
|---|---|
| Daily | 11 |
| Weekly | 18 |
| Monthly | 28 |
| Never | 02 |

## Interpretation

Frequencies of consumption is 18.6% for people with daily eating while the percent of people eating weekly is 30.5%. Percentage of people consuming monthly are 47.5% while 3.4% of people never eat Cadbury Dairy Milk .

## Why do you prefer it?
58 responses
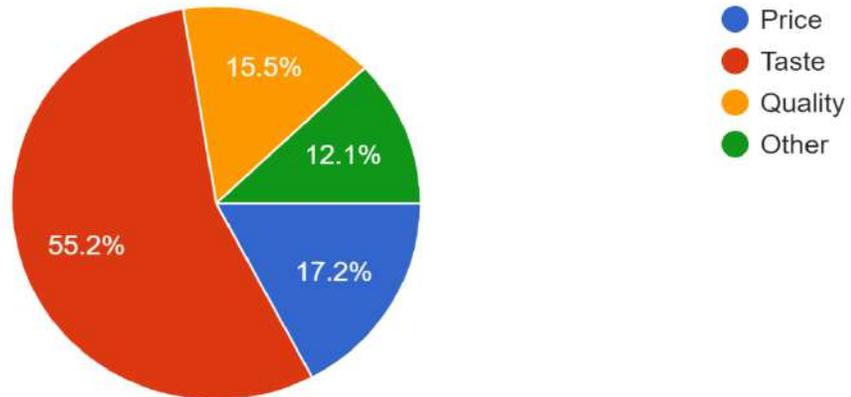


| TYPE OF PREFERENCE | NUMBER OF PEOPLE |
|:---:|:---:|
| Price | 10 |
| Taste | 32 |
| Quality | 09 |
| Other | 07 |

## Interpretation

In the above analysis it says that 55.2% of the people prefer it because of it's taste, 15.5% because of the quality of the product ,17.2% because of the product pricing and 12.1% for other reasons.

How satisfied are you with its quality? from scale 1 being lowest and 5 being highest form of satisfaction.

59 responses
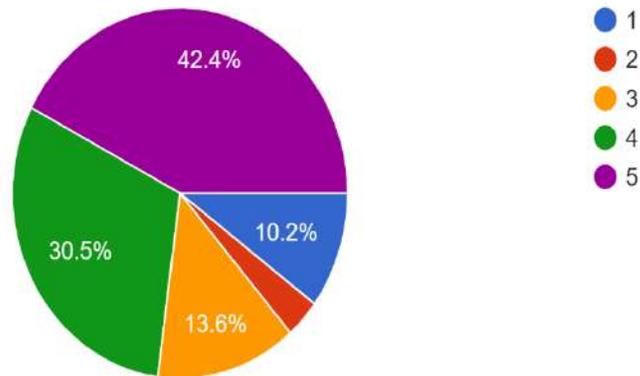


| QUALITY | NUMBER OF PEOPLE |
|---------|------------------|
| 1 | 06 |
| 2 | 02 |
| 3 | 08 |
| 4 | 18 |
| 5 | 25 |

## Interpretation

In the above analysis we notice that the 42.2% people were totally satisfied with the quality of the product while 10.2% people were not satisfied with the quality of the product.

How do you think it`s packaging is?

59 responses
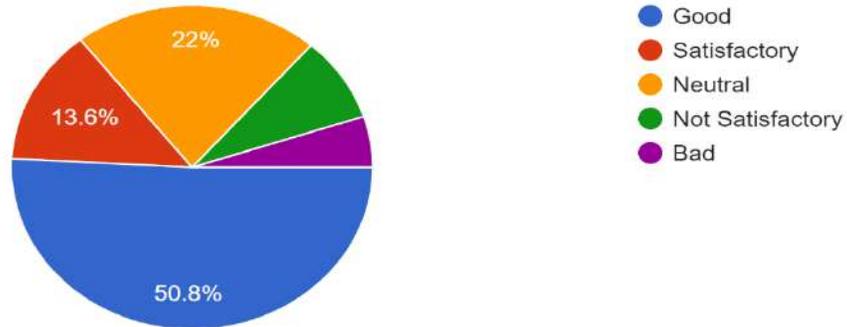


| PACKAGING | NUMBER OF PEOPLE |
|---|---|
| Good | 30 |
| Satisfactory | 08 |
| Neutral | 13 |
| Not Satisfactory | 05 |
| Bad | 03 |

## Interpretation

In the above analysis it shows that 50.8% of the people feel that the product packaging is good , 13.6% people feel the packaging to be satisfactory, 22% people feel that it is a neutral packaging while very few people have responded for bad and un satisfactory packaging.

What do you think is the market share of Cadbury Dairy Milk?

59 responses
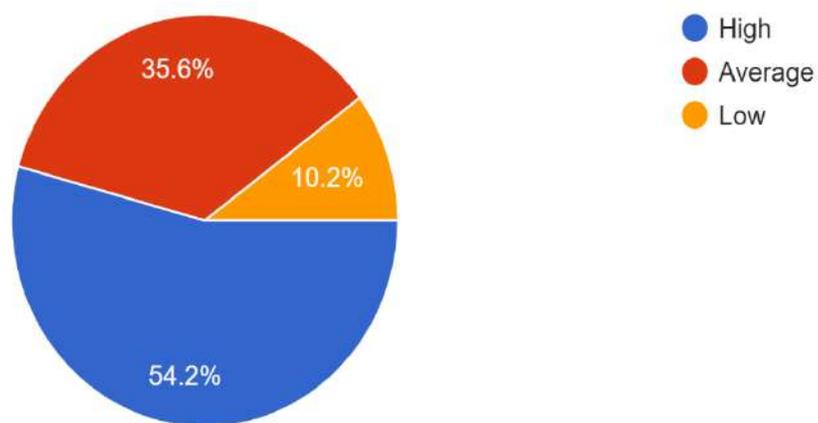


| MARKET SHARE | NUMBER OF PEOPLE |
|:---:|:---:|
| High | 32 |
| Average | 21 |
| Low | 06 |

## Interpretation

In the analysis we notice that 54.2% of the people say that the market share of the Cadbury Dairy Milk are high ,35.6%people say that the market share is average while 10.2% people say that the market share is low.

Apart from it, which other chocolates do you prefer?

59 responses
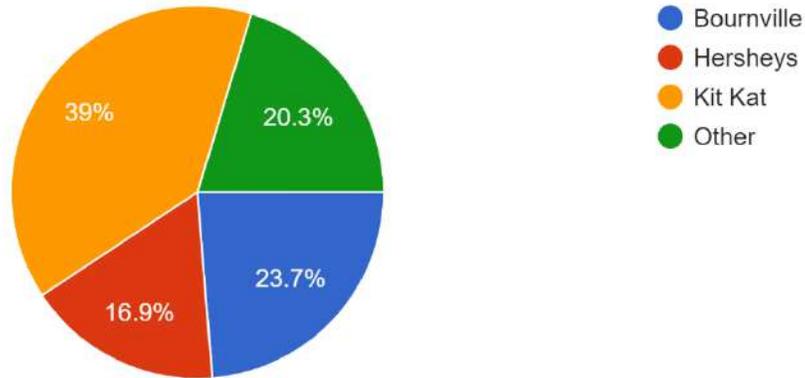


| BRAND OF CHOCOLATES | NUMBER OF PEOPLE |
|---|---|
| Bournville | 14 |
| Hersheys | 10 |
| Kit Kat | 23 |
| Other | 12 |

## Interpretation

As in this analysis we find that the brand preferences chosen by the people 23.7% people chose Bournville ,16.9% people chose Hersheys , 39% people chose Kit Kat while 20.3% people chose other brands

## Which size of Chocolate Bar do you prefer?
58 responses
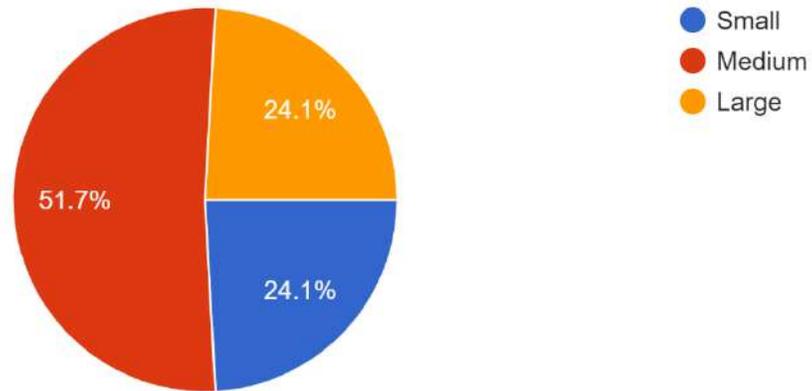


| SIZE OF CHOCOLATE BAR | NUMBER OF PEOPLE |
|---|:---:|
| Small | 14 |
| Medium | 30 |
| Large | 14 |

## Interpretation

In the above analysis we notice that 51.7% of the people go for medium sized chocolate bars rather than preferring small or large chocolate bars while 24.1% for small size and 24.1%for large sized chocolate bars.

How much will you rate Cadbury Dairy Milk?

60 responses
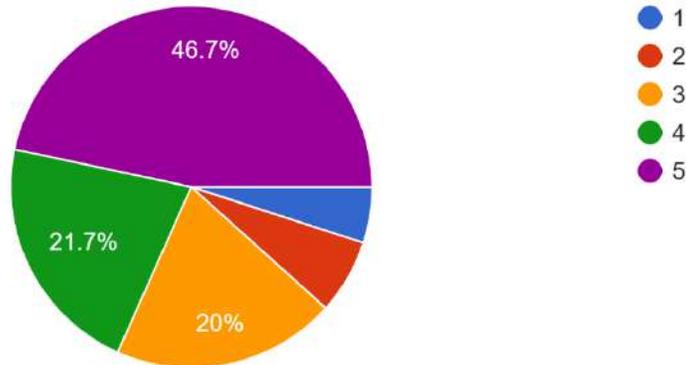


| RATING | NUMBER OF PEOPLE |
|--------|------------------|
| 1 | 3 |
| 2 | 4 |
| 3 | 12 |
| 4 | 13 |
| 5 | 28 |

## Interpretation

In the above analysis we find that 46.7% rate 5 as the rating of product while 21.7% rate it 4, 20% rate it 3 , 6.7% rate it 2 and 5% rate it 1. In this analysis we get to know about how people have rated the product according to the survey and maximum people have rated it 5.

Have you come across with any sort of issue while/after consuming it?
58 responses
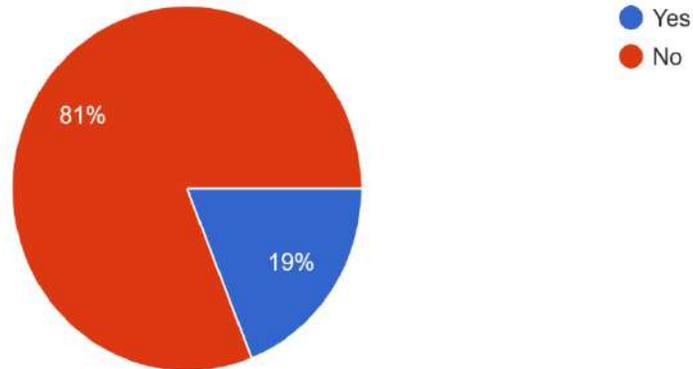


| ISSUE AFTER /WHILE CONSUMING | NUMBER OF PEOPLE |
|:---:|:---:|
| Yes | 11 |
| No | 47 |

## Interpretation

In the above analysis we find that 81% of the people did not have any issue after or while consuming the product by Cadbury while 19% of the people had some issues while or after consuming the Cadbury Dairy Milk.

How likely would you recommend it to others?

60 responses
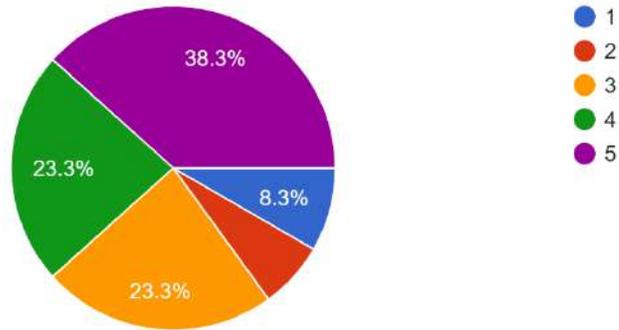


| RECOMMENDATION | NUMBER OF PEOPLE |
|---|---|
| 1 | 05 |
| 2 | 04 |
| 3 | 14 |
| 4 | 14 |
| 5 | 23 |

## Interpretation

In the analysis we notice that 8.3% of the people do not recommend it while the maximum percentage that is 38.3% people totally recommed it to others. From this survey we notice that most of the people will recommend Cadbury Dairy Milk to people.

Do you prefer it as a dessert?

60 responses
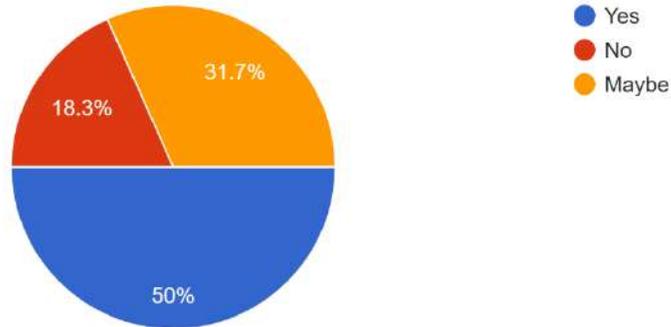


| PREFERRED AS DESSERT | NUMBER OF PEOPLE |
|---|---|
| Yes | 30 |
| No | 11 |
| Maybe | 19 |

## Interpretation

In the above analysis we notice that 50% of the people prefer it as a dessert while 18.3% do not prefer it as a dessert. 31.7% people are not sure if they prefer it as a dessert or no

## FINDINGS

Majority of the people are from the age group of 20 to 40. And among the respondents 57.6% are male and 42.4% are female.

Most of the people are students and rest of them are employees, businessman and students.

Majority of them have 4 family members and came to know about Cadbury Dairy Milk from advertisements. Majority of people from this survey are satisfied with the product.

60% of the respondents family members prefer Cadbury Dairy Milk and prefer to consume the product.

35% people strongly agree that the Cadbury Advertisements are eye catching and 31.7% agree to the same but not strongly while 21.7% are neutral and a very few percent disagree with it.

47.5% people consume it monthly , 30.5% weekly and 18.6% people daily consume the Cadbury Dairy Milk.  People are mostly attracted by the taste of the product and the quality they deliver through their brand

# CHAPTER - 5

# CONCLUSIONS AND RECOMMENDATIONS

# CONCLUSIONS:

- The product has a hold in the market the preferabilty the quality, price, taste all depict the consumer satisfaction through this survey in Pune.

- There are no or barely any minus points of the product.

- There is a lot of competition in the market of chocolates but Cadbury Dairy Milk has played a major role in the market share.

## RECOMMENDATIONS:

- The recommendation here that Cadbury should work on the type of packaging the customers want and also create new attractive ads as they continue doing.

- They should also increase the advertisings in social media also because it todays time people are more into social sites rather than spending time on television. Internet is the most popular source of advertising and it will be in the future.

- They should also form new strategies to increase the market share such as giving more purchasing offers , increasing their advertisements and understanding the customer needs or what the market demands more.

- They should launch more variety in their products.

- The company should also focus on the other products such as Kit Kat or Hersheys by which the company can increase its market share.

# CHAPTER 6


# OBSERVATION OF THE PROJECT

# Observations:

- There were time constraints.
- The people were not responding in an active manner.
- Few people responded very late to the questionnaire.
- It might happen that some of the people may have given wrong answers.
- It was required to explain few questions to the respondents.
- Since only one tool of analysis is used, the information is limited to the customer views.

# CHAPTER 7

# APPENDICES

**QUESTIONNAIRE ON CUSTOMER SATISFACTION TOWARDS CADBURY DAIRY MILK IN PUNE**

**GENDER:**

1. Male

2. Female

**AGE:**

1. 20 and below

2. 20 to 40

3. 40 to 60

4. 60 and above

**OCCUPATION:**

1. Employee

2. Businessman

3. Professional

4. Student

5. Others

**Q1. How satisfied are you with its quality? from scale 1 being lowest and 5 being highest form of satisfaction.**

 **options**

**1**

**2**

**3**

**4**

**5**

**Q2. How did you come to know about Cadbury Dairy Milk?**

**Options-**

**Friends**

**Family Members**

**Advertisements**

**Other**


**Q3. Number of Family Members**

 **options**

1

2

3

4

5

6

**Q4. How many members of your family prefer having Dairy Milk Chocolate?**

 **options**

Everyone

Few

No One


**Q5.  Do you agree that Cadbury Dairy Milk ads are eye catching?**

 **options**

Strongly disagree

Disagree

Neutral

Agree

Strongly agree


**Q6. How often do you consume it?**

 **options**

Daily

Weekly

Monthly

Never

**Q7. Why do you prefer it?**

 **options**

Price

Taste

Quality

Other

**Q8. How satisfied are you with its quality? from scale 1 being lowest and 5 being highest form of satisfaction.**

 **options**

1

2

3

4

5

**Q9. How do you think it`s packaging is?**

**options**

Good

Satisfactory

Neutral

Not Satisfactory

Bad

**Q10. What do you think is the market share of Cadbury Dairy Milk?**

 options

High

Average

Low

**Q11.  Apart from it, which other chocolates do you prefer?**

 options

Bournville

Hersheys

Kit Kat

Other

**Q12.  Which size of Chocolate Bar do you prefer?**

 options

Small

Medium

Large

**Q13. How much will you rate Cadbury Dairy Milk?**

 **Options**

1

2

3

4

5

**Q14. Have you come across with any sort of issue while/after consuming it?**

 **options**

Yes

No

**Q15. How likely would you recommend it to others?**

 **options**

1,2,3,4,5.

**Q16. Do you prefer it as a dessert?**

 **options**

Yes

No

Maybe

# CHAPTER 8

# BIBLIOGRAPHY

# BIBLIOGRAPHY

http://www.mondelezinternational.com/home/index.aspx

http://www.cadbury.com.au/

https://en.wikipedia.org/wiki/Cadbury_Dairy_Milk

# DECCAN EDUCATION SOCIETY'S
## BRIHAN MAHARASHTRA COLLEGE OF COMMERCE
## (AUTONOMOUS)

A PROJECT REPORT ON

# THE TECHNOLOGY GAP BETWEEN GENERATIONS

PREPARED BY:

**PARIDHI AMIT OSWAL**

TY.BBA(IB) DIV: A
ROLL NO:54

UNDER THE GUIDANCE OF:

**PROF. MS.MANJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY FOR THE
PARTIAL FULFILLMENTS OF REQUIREMENTS OF THE BACHELOR OF
BUSINESS MANAGEMENT IN INTERNATIONAL BUSINESS DEGREE
**2020-2021**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **PARIDHI AMIT OSWAL**

...................................................................................................

of B.B.A.I.B. Exam Seat No. ......**54**...... has satisfactorily completed the

project work.

Title **THE TECHNOLOGY GAP BETWEEN GENERATIONS**

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Date : **JUNE 2021**                                           Place - Pune
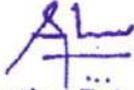
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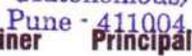
**External Examiner**    **Internal Examiner**    **Principal**    **B.B.A.I.B Incharge**

# DECLARATION

I **PARIDHI AMIT OSWAL** of **TY.BBA(IB)** hereby declare that the project report submitted on " TECHNOLOGY GAP BETWEEN GENERATIONS" made under the Subject of Project Report ( Subject Code-3606) represents my own collection of information, original research and work, which was carried out by me at the **BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, PUNE.**


I have completed this mandatory PROJECT WORK as prescribed by the UNIVERSITY OF PUNE.


I further declare that the foregoing statements made by me in regard to my project report are correct and complete.


**MISS PARIDHI AMIT OSWAL**
**TY.BBA(IB)**
**BMCC**

# <u>ACKNOWLEDGEMENT</u>

This research has come to fruition, owing to the contributions made by several individuals. I take great pleasure in expressing my gratitude to all the hands that joined in to give shape to this research.

Foremost, I would like to express my sincere gratitude to **Dr. Seema Purohit**, Principal of Brihan Maharashtra College Of Commerce, Pune, for his support and encouragement.
I am deeply grateful to **Mrs. Bharati Upadhye, Coordinator**, (BBA and BBA-IB), BMCC, for her constant support.

What started as curiosity about learning Research Methodology has turned into a full-fledged research activity; the journey of which has been intellectually rewarding. I am highly indebted to my research mentor **Prof. Ms.Manjusha Wadekar** for her constant help and valuable Guidance in choosing the subject, sharing contacts, collecting the information & arranging the same in proper manner.

I am deeply grateful to management of the various organisations for giving me an opportunity to visit their Organization.

I would also like to thank my family, friends and classmates who helped and supported me in preparing this project report

Date: 3<sup>rd</sup> June 2021
Place: BMCC, Pune.

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# EXECUTIVE SUMMARY

<u>Research study issue</u> - The technology gap between generations.

<u>Meaning of generation gap-</u>
A generation gap can be defined as the differences in opinions and ideologies of people belonging from different generations mainly young and old.

<u>Causes of generation gap-</u>

- o Differences in thought procedure, opinions, views and ideologies.
- o Varied approach towards each thing
- o Differences in awareness of technology
- o Lower rate of adopting new things easily
- o Lack of understanding
- o Differences in lifestyle

<u>Effects of generation gap-</u>
- o Relationship problems amongst generations
- o Lack of harmony
- o Loss of self confidence
- o Lack of technical knowledge
- o Diminishing respect for each other

<u>Key Points –</u>

- o In today's world, things are rapidly changing, and this makes the older generation feel bad as they cannot update themselves like the newer generations.
- o One of the significant problems that lead to a generation gap is that both the generations do not communicate and they do not try to solve each other's curiosity and ignores them.
- o The generation gap is creating a significant relationship problem amongst parents and children.
- o The new generations also feel left out when the older generation surrounds them as they find it challenging to keep track of what they are saying.
- o Nowadays, people have become more pretty much conscious of their privacy as they think that the different age would not understand their lifestyle and independence.

<u>Conclusion-</u>

The generation gap is playing a major role in widening the gap between the young and old generations. The process of negotiation, mutual harmony and regular dialogue between generations can play a crucial role in solving this generational gap.

# CHAPTER – I

# INTRODUCTION

Today in this contemporary world, we all live in a society where the only thing constant is the 'CHANGE'. There are significant changes in each walk of life. The dynamics at play in today's global workforce are complex and fascinating – not least because there are now four generations working together, and sometimes five. While the remarkable and quick change of digital active technology, media, and social media has brought positive and different elements to individual and family lives at large. On the other hand, some youths encounter daily contradictions in their lives due to some of the complexities associated with technological advancements; leading to the creation of a generation differences and miscommunication which affects the relationships.

It's important to understand the motivations and reasoning behind each generation's characteristics. For example, people in Generation Z, born since 1996, have grown up with technology all around them, gaining their first mobile phone as a child and never knowing the pre-Internet world. Meanwhile the Baby Boomers (1946 to 1964) and Generation X (1965 to 1976) remember the workplace before PCs and email. They often prefer to speak face to face than operate in a virtual world. Generation Y, or the Millennials, make up much of today's workforce and are now aged between 25 and 43. Sometimes referred to as the Snowflake generation, there has been extensive commentary on this generation's sense of entitlement – although in reality this is difficult to evidence. The reason that we divide humanity into these various generations is to drive understanding and insight, yet it often takes a negative turn that end up with sweeping generalisations and division. As leaders, our role is to find ways to unite the very diverse people that make up today's international workforce.

The concept of generation gap is concerned about any community culture continuity from one generation to another. If the process of socialisation is done favourably and cultural re-production is best performed, then the cultural partnerships between two generations will grow up and therefore, no dominant difference between two generations is brought up, so the understanding between two generations is set up and the identity crisis for new generation is removed. The indication of such a family can be seen through the relationships between parents and offspring while the socialisation process faces internal or external problem and is conducted incompletely, the society culture is transferred unacceptably and therefore, the community culture continuity leaves uncompleted whose indication can be seen among the weakness of emotional, intellectual, and feeling relationship between parents and their kids. Usually, communities are transferring or communities facing social rapid changes and socio-political conflicts, are more apt for having a gap among their generations (Tajik, 2002). Study about value gaps help us understand the mechanisms of these changes and conflicts since they are inevitable and therefore, this paper was to identify the mechanisms of these value changes to decrease the possibility of having no identity or chaos in identity among generations.

The notion of generation gap has existed for a long time but over the recent years it has become more prominent in our society and is now being seen and addressed as a major
problem of our society. Generation gap as stated by definition is considered as a difference between personal choices, opinions and perception of different generations which leads
conflicts and gap between family members. It affects not just relations but also day to day activities, due to advancement of new technologies and lack of communication between younger generation and the older one.

1. Generation gap has created a rift in familial relationships.
2. Several efforts and studies have been done in order to understand the main causative factors of this issue, to try to find some solutions to somehow reduce its growing hold over the arising conflicts between different generations.
3. Studies have been done that urge to explore inter-generational aspects.
4. A study was done by Asia Pacific Institute of Ageing Studies (APIAS), Lingnan University under the leadership of Prof. CM Chan and Prof. David R. Phillips that focused on building a partnership model in linking universities, schools and local communities through a series of well-structured program that included training workshops and social service projects. It was designed to encourage interactions and communication amongst young and old generations.
5. It is a longitudinal study conducted in 2001 and it was named University School Link Partnership Projects (USLP). The outcomes focused on how the young and old are mutually benefitted on their social competence. The design of the program was to make the two generations achieve assigned tasks and it was evident that the program had a positive impact on communication and mutual understanding amongst the participants.

The intergenerational gap needs to be bridged by the joint efforts of both the generations in order to break the "ice" and build a close parent- child relationship. These generations should make understanding between each other to solve problems.

Due to the generation gap, beautiful relationships like the one between a parent and their child is getting hampered. People must respect each other's individuality rather than imposing their ideas and try to understand each other to clear out all the problems. Everyone must be given their desired space, and when one is explaining themselves, the other must patiently listen to them and then give them their opinion and not impose it on them.

Moreover, family structures have changed form to nuclear family and the other alternative forms. These changes have made today's families more independent of one another, decreasing cohesion and playing a role in increasing generation gap. Both the generations should try to explain their ideas to family members in a forgiving manner and make their lives perfect.

Aims and Objectives of the Research:

a) To know about the core reason creating generation gap.
b) To know if technology really benefits generations.
c) To know about the technological factors benefiting each generation.
d) To know about the technological factors proving itself as a threat to generation.
e) To analyse the problem of gap between generations.

# CHAPTER- II


# LITERATURE REVIEW

This literature review discusses and outlines the existing generation gap and its reflection on psychology of youths and related variables. Today's generation gap between parents and their college aged-children is caused factors. The "millennial generations" are individuals that have grown up with active technology such as: the internet, texting, video games, and computers, as a part of their everyday lives (Pricer, 2008). Students in the millennial generation are often raised in environments that emphasises individuality, information, entertainment and social interactions with peers and friends (Roehling et al.,2011). The technological gap between parents and their college-aged children is conceptualised as much greater than the actual age gap, which could lead to a technological and emotional disconnect (Roehling et al.,2011). According to Patton (2012) many graduate students feel a form of disconnect from their family, when they are back home for the holidays or for good. Once back home, the students may experience tension, misunderstandings, and awkwardness often leading them to constantly waver between their cultures and identities. Family members left behind may experience feelings of anger or envy that their loved ones had left them and came back changed (Patton, 2012). The former family dynamic may lead students to feel devalued and disrespected by their families. However, it is essential to note that such dynamics are not limited to first-generation students, or those from minority or working-class backgrounds. This disconnection between parents and graduate students occurs regardless of the parent's educational background.

Research shows that parental educational background or even educational differences can lead to the production of a generation gap. Parents have a great influence on their children's decision for college enrolment (Dockery and McKelvey, 2013). 2002 students revealed that family plays a more important role in predicting overall 2 years or 4-year college attendances. Additionally, school performance plays an important role in predicting students' 4years college attendance, achievement, and academic excellence (Wang-Yeung, 2016). According to Summerville and Bernadette (2009) and Hirschman (2016), parents" own educational background has a prominent impact on a student's decision to attend college, as well as a determining effect on their relationship with their children once they are admitted to college. In particular, students whose parents have an educational level below a baccalaureate degree fair worse in their first year of college than students whose parents have a baccalaureate degree or at least some form of post graduate degree (Allegro and Kerns, 2010). This may be explicated by the fact that parents with higher education are more able to prepare and assist their children in their transition to college, as well as provide them with social capital that is necessary to do well in higher education. Moreover, college-educated children may feel uncomfortable with uneducated parents, and may not relate to them in terms of lifestyle, or education or eventually social class.

In addition to previous factors that generate a generation gap, an individual's cultural values have an influential impact on producing generation gaps. According to WU and CHAO (2011) generational cultural gaps represent the mismatch between the

adolescent's relationship. Choi et al. (2008) elaborate on this through their work on Intergenerational cultural dissonance. Intergenerational cultural dissonance refers to the existence of a clash between parents and children over cultural values, and is a particularly relevant issue for Asian American youth and Russian youth (Stepanova, 2014). Stepanova (2014) studied 60 younger generation youths, 55 parents, 45 grandparents, and 40 educators. The results of the study revealed that the younger generation adapts to new values, negative numerical values, indicating a discrepancy between value orientations. Stepanova (2014) recommended the generations establish and keep a sense of identity with each other and relay on cultural experiences. Choi et al., (2008) investigated the mechanisms by which intergenerational cultural dissonance contributed to problem behaviours, particularly whether it predicts the emergence of parent-child conflicts, whether these conflicts have a direct impact on youth problem behaviours, and finally whether positive bonding with parents could mediate the impact of these conflicts on youths" problem behaviour. The results of the study indicated that intergenerational cultural dissonance can predict problem behaviours by increasing parent-child conflicts, and thus leading to weaker positive parent-child bonding (Choi et al., 2008). The authors suggest that interventions that target youths' perception of intergenerational cultural gaps helps them deal with conflict and assist them in strengthening their bonds with their parents.

Research indicates that gender has a key role in producing generation gaps. Ewert (2012) highlights a dramatic reversal of gender inequality in education. The 1980s marked the era where colleges and universities granted the majority of bachelor's degrees to women. Thus, women showed equal graduation rates with men, and thus then managed to surpass them. (Ewert, 2012). In the present moment, women are more likely to achieve a bachelor's degree regardless of race, ethnic group and socioeconomic status. Reasons for this gender gap in education have been suggested to be a result of various factors including: declining discrimination, patterns of family formation, changing norms, and so on (Ewert, 2012). This gender gap can also be found in higher education academic careers (Dias et al., 2013) In Middle Eastern and Arabic societies and educational systems, gender construction is dramatically different and the deconstruction of traditional structures and norms by the new generation will promote gender equality (Arar, 2014). This contemporary gender disparity in education may cause today's generation of women to have a broader generation gap with their parents than men (Ewert, 2012). As mentioned earlier, parent-child educational differences may
have a prominent impact on their relationship, intimacy, and ways of communication.

However, researchers in another study discovered that young generations use internet on smart phones for almost 24 h connecting to social network, instant messaging, playing online games, e-reading, listening to music, and video streaming, online

shopping, paying bills on line, and online studies. On the other hand, the older generations use internet for less than 6 h per day with a slightly higher percentage of reading books or news (Ansari et al., 2016). In another study, researchers studied generation gap of 555 parents and 604 youths; they found out youths were perceived to be knowledgeable about interactive technology from both parties regardless of the interactive technology that they are using. The difference of knowledge between parents and youths was larger in the area of social networking; however, it was smaller among the technologies that have been in use for long such as e-mails (Vitellius et al., 2015). Thus, despite recent active technological advancements in communication through the Internet, smart phones and more particularly social media such as Skype (chat rooms, video chats) and so on, it is key to note that digital communication cannot replace the importance of face-to-face interactions and communication

In addition to technology, the way in which the millennial generation chose to communicate with their parents has an impact on broadening or narrowing the generation gap. On one hand, technological advances have made communication with their children more accessible as well as instantaneous to parents. This accessibility of communication has been aided by the emergence of technologies and devices such as cell phones, texting, and email that allow immediate communication (Price, 2008). The accessibility of communication has both a positive and negative impact on parent-child relationships. Parents are able to communicate more easily with their children, leading to the provision of more trust. They are also more able to assert more control and surveillances over their college-aged children. This ease of communication may intensify the emergence of the "Helicopter parent" (Pricer, 2008). According to the literature, "Helicopter parents" are conceptualised as very overprotective, and are often overly involved in their children's life. This often manifests in the parents hovering around their children's lives (Pricer,2008) Furthermore, while overprotective parenting has always existed, the accessibility of communication may increase the overprotective behaviour of 'helicopter parents', thus leading to a greater generation gap between parents and their children (Pricer, 2008).

College-educated children may feel that they can no longer relate to their parents, or may perceive their parents" views as "old fashioned". In a study, Ilomaki (2011) found that male teachers and students in Finland estimated their ICT skills on a higher level than female teachers and students. Ilomaki (2011) concluded the gap between genders and generations will reduce in the future, but continues to exist despite the social and Widespread use of ICT and computer systems. In another study from a sample of 589, researchers found out 41% of females and 34% of males used social media on smart phones; moreover, 73% of females and 60% of males used instant messaging (Ansari et al., 2016). The researchers concluded that both genders use technology in their communication; however, females have the higher percentage than the males. In his investigation of nearly 10,000 schools during the period between

leaving high school and completing college, Hirschman (2016) found that female students scored and achieved better grades, and received more support and encouragement from family, peers and educators. Another study on 1511 students also found and confirmed similar outcomes and results as discussed earlier. Male students have higher rates of academic difficulties and lower college enrolment and graduation rates compared with female students (Swanson et al., 2017). At SQU, the admission to university is 50% for males and 50% for females for similar reasons.

Studying religious beliefs and the style of life, Tanmay (2009) showed that persons having been interviewed in front of others have pretended to be accepted by existing culture of the society. Surveying the role of effective factors on personality gap between boy high school students, Sadatmand (2009) found out effective factors in generation gap (e.g., economic, social, cultural, educational, and family) were higher than average and emphasised that the economical factor was more effective than the other ones. Barber (2001) believes that age of getting married is increasing in women while it is decreasing in men in leaner way and regarding the differences among two generations of mothers and girls, it can be resulted from some modern social indices such as education, employment, birth place, and economical factors. Sharma (2005) studied about girls' traditional and religious dressing up and he could find out that those girls wearing traditional and religious dresses would have less psychological problems in their future life and he pointed out that hijab would be the required indicator for individual identity and it would have a long-term effect on girls' mental care.

Emphasising on religious beliefs between mothers and girls in Bangladesh, Raul (2009) surveyed the generation gap of values between these two generations and concluded that mothers could affect their daughters religiously and found out that there would be generation difference between mothers and their daughters. Regarding the accelerating changes in society, Scott (2010) believes that reflection of rapid social changes has been resulted from value changes and theoretically an intergeneration attitude has been emerged, so the new attitude (girls' one) would be much more distinctive than the older attitude (mothers' one).

# CHAPTER – III


# RESEARCH METHODOLOGY

This was a causative-comparative study done according to the descriptive- surveying way. In this study report various methods have been used by me. Firstly, I used Questionnaire method, which refers to a list of questions prepared to collect information regarding our research topic. The questions were asked by the means of 'Google forms and people were required to select suitable alternative as per their choice. Questions were asked in two parts- one questionnaires for old people and the other one for young generation, which provided me specialisation in collecting data and arrange it. Primary source of data was also made in use which was collected by me personally. I analysed the research topic and penned some primary data. Other data was collected by secondary data sources, which refers to data collected by someone else and available for reference on different mediums such as internet. Part of information was gathered through secondary sources only. Private publication type of secondary data was also used. Observation method was put into work to come up to some conclusions and collect the relevant data.

# CHAPTER- IV


# DATA ANALYSIS AND INTERPRETATION

Today's world is changing at a rapid tempo, and this is causing people born in different ages to distance themselves from one another. For example, if we consider India before and after independence, the change is massive. With this change, comes the shift in people's thinking pattern and opinions. This gap of generation is also affected by the whole drastic change in the economic, social environment, and cultural status.

The most troubling relationship due to this generation gap is the child-parent relationship. It has been observed that both the parents and the children have stopped communicating with each other. The main reason behind this is that both the generation thinks that the other generation finds it difficult to understand. If we keep ignoring this stuff, the generation gap will keep on increasing creating a lot of problems. Hence to analyse and understand this problem we have conducted this study report to know the core reasons creating this generation gap. Let us analyse it one by one by observing and interpreting each response given by several old and
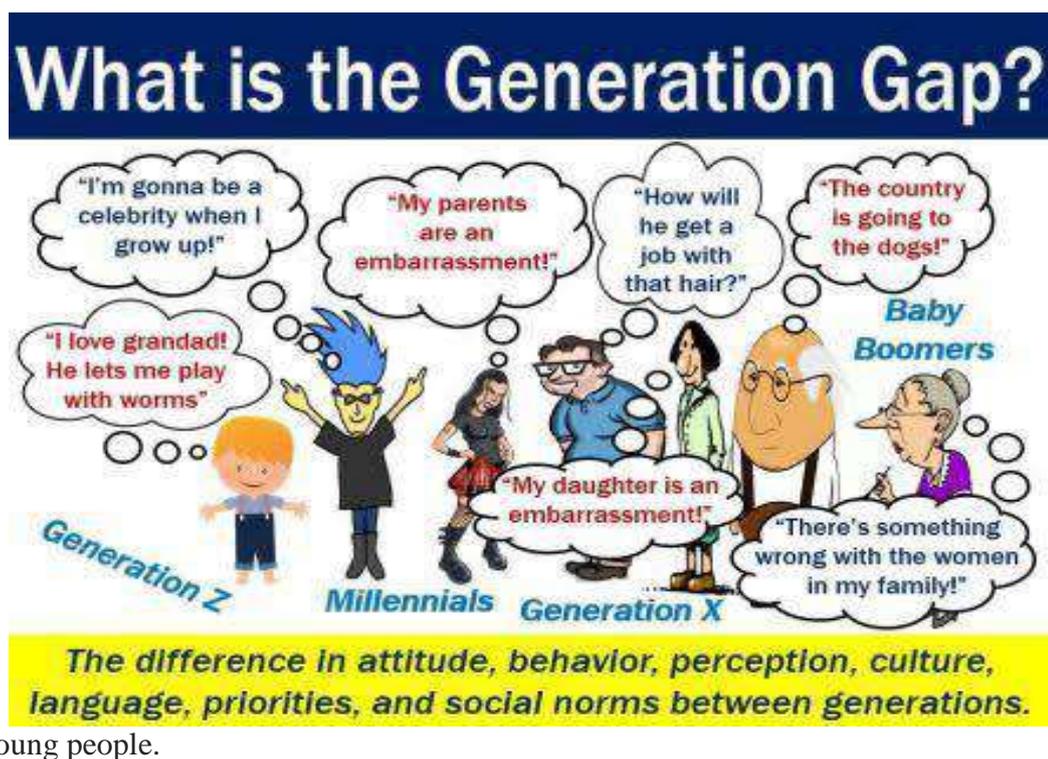


young people.

Figure 1. Generation gap introduction

This figure summarises the different generations and the cause of the generation gap

The following questions and their responses by old generation people are displayed below-

1.. You are a _____
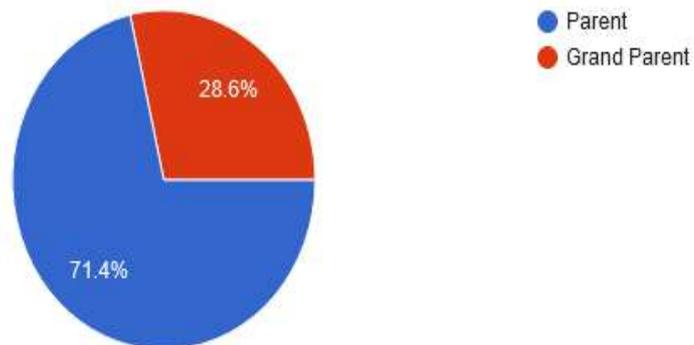


Graph 1. Parent or grandparent distribution

The responses for the old generation people's questionnaire had majority of responses from parents, which makes 71.4% of responses and remaining 28.6% responses were from the grandparents group. Hence, we can say that grandparent's side is weak as they are not well known with the technology and hence, we mostly unable to fill these forms.

2.. Do you think there is a conflict between generations?
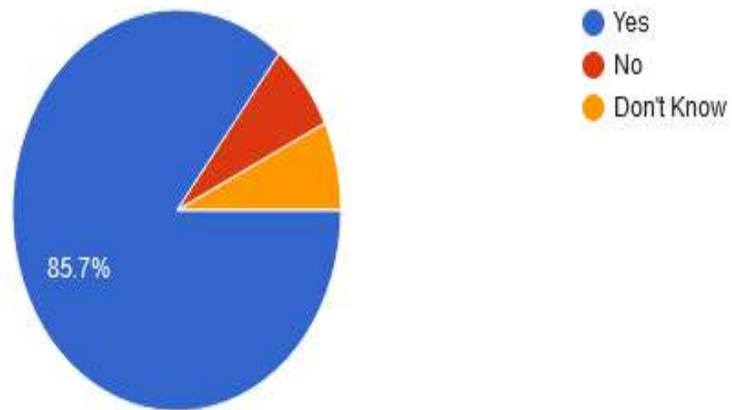


Graph 2. View of conflict between generations

85.7% agreed upon the fact that there exists a conflict between generations may be in form of varying mindset, different thought process, etc. This portrays the fact of generation gap being still live due to various factors and yet prevalent in our lives.

3. What percentage of your conflicts do you think are related to the so-called generation gap?
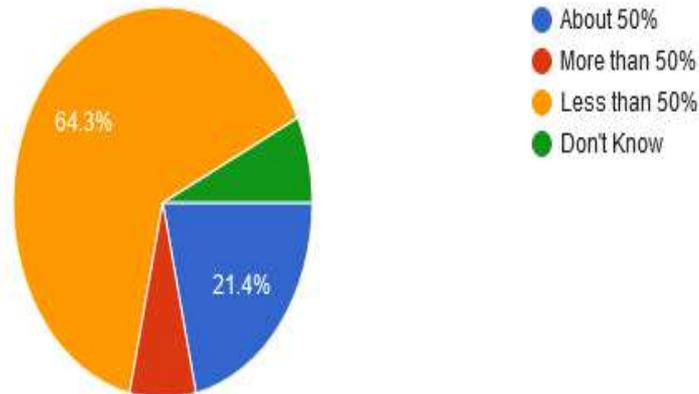


Graph 3. Percentage of conflicts related to generation gap

Here, as per the responses- majority of the people think that less than 50% of the conflicts between these generations are due to generation gap caused by technology. There are various other factors responsible for enlarging the generational gap and creating a large number of problems.

4. Is generation gap a major social problem?
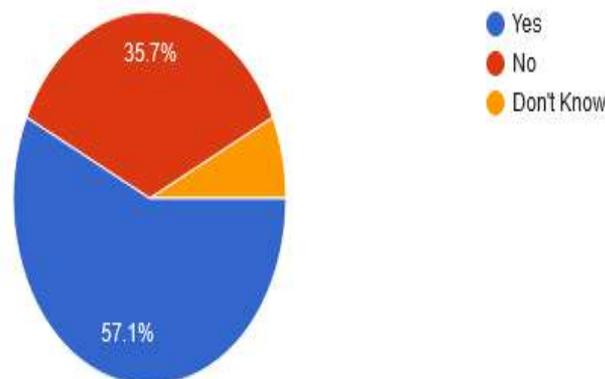


Graph 4. View of generation gap being a social problem

Socially, generation gap is being considered as a serious social problem by 57.1% of the people responding to the question agree with the fact of generational gap being a serious problem. Rest 35.7% did not consider it a serious issue.

5 If you think it is, explain why? Give reasons for your answer.

I don't think it's a major social problem

As the literacy rate the previous generation was to less and access to the technology was zero . The reasoning power on any particular topic is less than what the present generation has . The present generation has all the mediums of expression available in comparison to the previous generation.

The way technology has taken over our lives it is very easy for young ones to take over any task easily then their elderly counter part and the way we elders have been brought up becomes a question .

Conflicts due to generation gap mainly depends on how you are raised in a family and how much exposure, education is imparted in a given generation. If all these parameters are favourable , the problems reduce in a successive generations.

Because young generation has different approach to each thing

Because new generation don't understand our thought process

Because our generation is always right due to immense experience

Table 1. Reasons for generation gap being a social problem.

The reason behind considering the generational gap created due to technology were different by various people. Some say that it is due to differences in thought process, different approach towards each work, varied technological knowledge, increase in literacy rate. Such factors contribute to the issue of generation gap and it widening. Overall, it's a social issue effecting our lives regularly.

6. What do you think are the main reasons for this conflict?
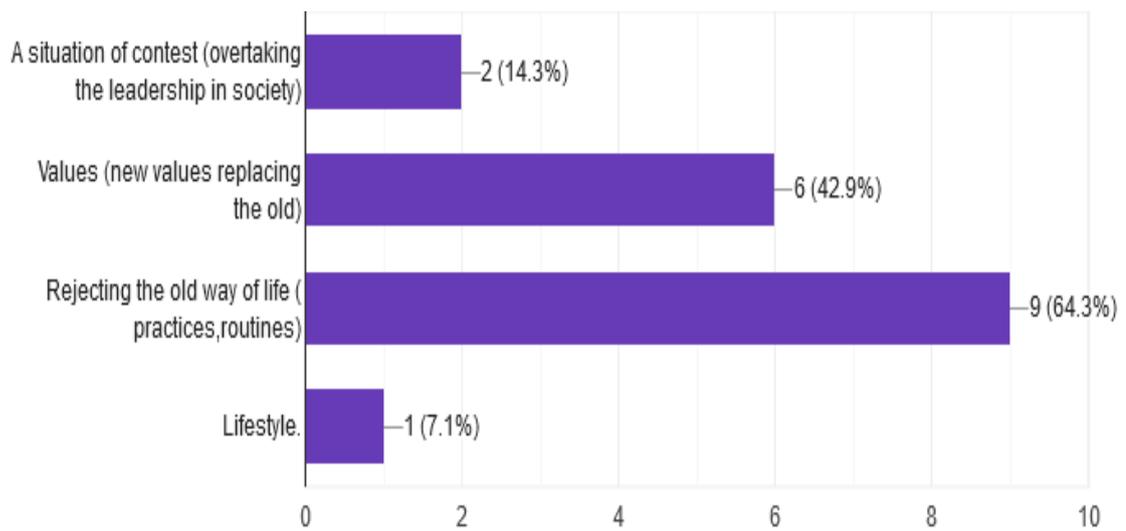


Graph 5. Reasons for generational conflict

Out of the reasons given for selection. Majority of 64.3% of people considered the 'Rejecting the old way of life' as the core reason for conflict between generations as mostly young generation don't accept the old values and way of life easily.42.9% people considered 'New values replacing the old' as reason for misunderstanding, young generation considers the new ideas very quickly and old generation are mostly stubborn at rejecting the new ideas. Others considered lifestyle and situation of contest as the reason for differences.

7. Do you think that the generation gap is mainly typical between the young and the old?
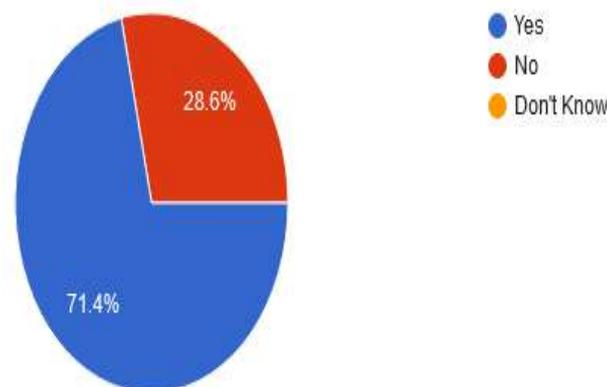


Graph 6. Generational gap being typical being young and old

Of course, generational gap due to technology is typical between young and old as old generation people are not aware of latest technology and they remain unknown about it.71.4% of respondents have already agreed on this fact through this questionnaire.

8. How difficult do you think it is to work in the same team with young people?
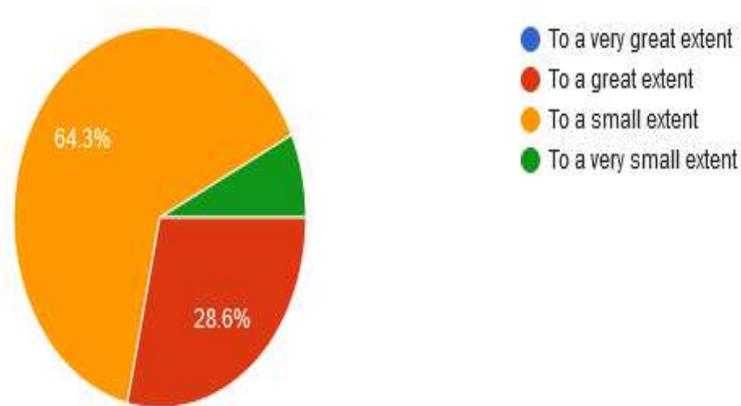


Graph 7.  View of Difficulty in working in same team with young people

64.3% of old people keep a positive view of working in the same team with young people with no differences. Only fact is old people lag in the factor of technology. Rest they are ready to team up with the young. 28.6% people disagree on the fact of working together as they may have considered the fact of differences in though process.

9. The Generation gap is mostly present between (Select the line you agree with) -
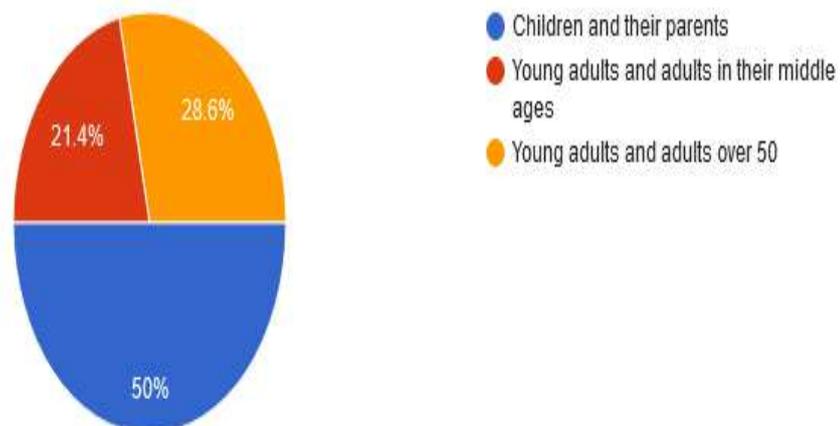


Graph 8. Presence of generational gap

15

Majority old people have agreed that the generation gap is mostly present between Children and their Parent. We all experience this fact in our day-to-day life as due to varied thinking child and parent disagree on each other's decision. While 28.6% people consider that the gap is prevalent between young adults and adults over 50. This may be due to the huge age gap and old values vs new values conflict. The rest 21.4% consider the gap between young adults and adults in their middle age.

10. Has technology been a barrier for your generation people and hence leading to generation gap?
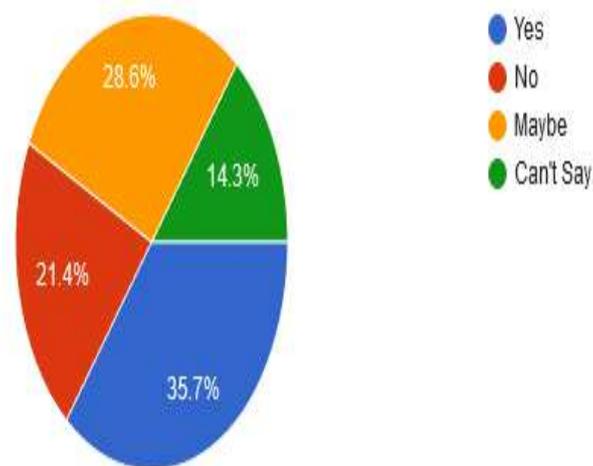


Graph 9. View of technology being a barrier

35.7% people agree upon the technology being a core factor creating generational gap. Technological advancements in the recent years have been at peak and the old generation have not been in touch with it due to lack of knowledge about it. 28.6% are doubtful about this fact and are neutral regarding it.21.4% old people are mostly aware of technology so they disagreed on the fact that technology actually creates generation gap.

11. Who do you believe suffers the most from a conflict between generations?
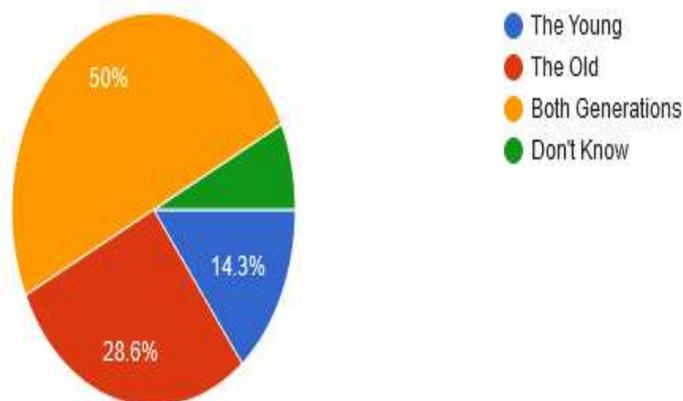


Graph 10. Sufferer in generational gap

In the true sense, both the generations suffer in this conflict. May there be any reason but the consequences of this gap affect both the generations. 50% of old people have positive attitude towards this fact. 28.6% of old people think that the only sufferer in this gap are old people. Rest 14.3% old people think that young generation suffers in this conflict.

12. Do you think that the problems arising from the generation gap can be diminished / lessened / lowered?
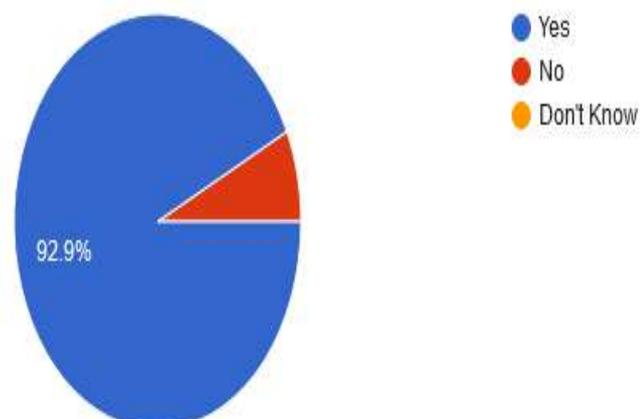
Graph 11. Possibility of generational gap being lessened

With a huge majority of 92.9% of old people, we can say that problems arising from the generational gap issues can be diminished by applying appropriate solution over each problem. Proper solution must be found out immediately as soon as the problem arises.

13. If you answered yes, choose one of the following steps that you think are important to reach this goal.



Graph 12. Steps to reduce generation gap

To solve this issue, 71.4% of the old people are of the view that dialogue between generations can help us reach the goal of solving this problem. As when the generations will dialogue with each other, they will also understand each and harmony will be developed between them leading to end of this issue.21.4% rest people think that guides of good practices can help us solve this problem. Understanding each other can solve a lot of issues between generations.

<u>Responses By Young Generation-</u>

The following questions and their responses by young generation people are displayed below-

1.Do you think there is a conflict between generations?
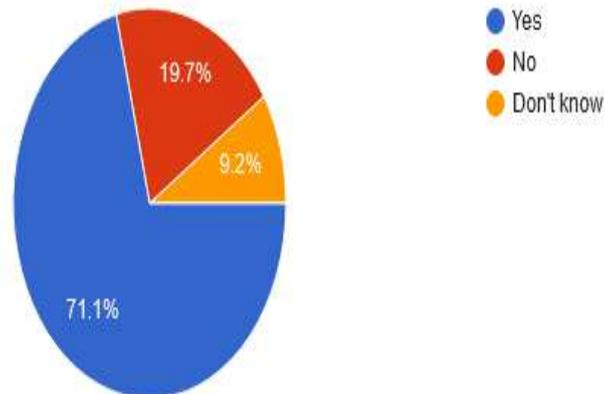


Graph 13. View of conflict between generations

The young generation is of view that there exists a conflict between young and old relating to generation gap due to technology. 71.1% of the youth respondents have gave a positive signal on this fact. While 19.7% of the young disagree with this' conflict 'fact. Rest all are neutral regarding this issue. This shows that majority youth thinks that there exists the generational gap between them and old people.

2. Is there a generation gap?
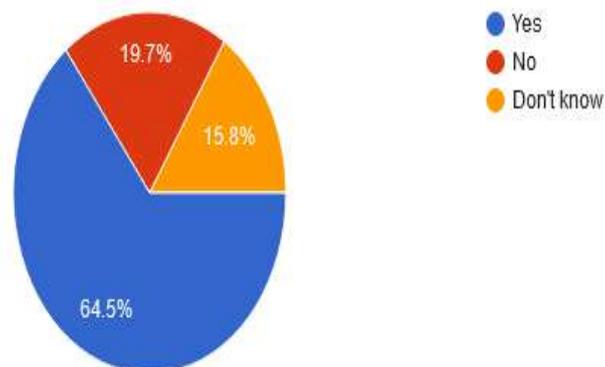


Graph 14. View of generation gap being present

As mentioned above majority youth agree that there exists generation gap between them and old. 64.5% of respondents have selected the 'yes' option. While 19.7% have disagreed. Rest 15.8% have stayed neutral.

3. If yes, Explain why?



Table 2. Reasons for generation gap by view of young generation

Our young team mentions various factors behind the generation gap due to technology. Some quote that differences in thought process makes up the conflicts. Other reasons include – Different perspectives, differences in interpretation, change in lifestyle, modernisation, lack of communication, varied technological knowledge. Such factors contribute to the widening of generation gap.

4. The Generation gap is mainly typical between young and old.
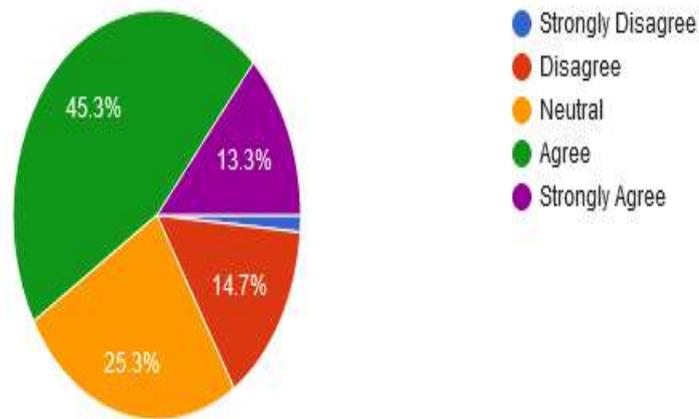


Graph 15. View of Generation gap being typical between old and young

With the old generation people, the young generation people also agree that this generation gap is typical between young and old. 45.3% of young people have agreed with this fact.25.3% have the view of being neutral. 14.7% have disagreed with this fact. Hence, with the side of majority we can say that this gap is typical between young and old.

5. Which of the following do you consider to be the main reasons for generation disputes? (Choose the most important 3)
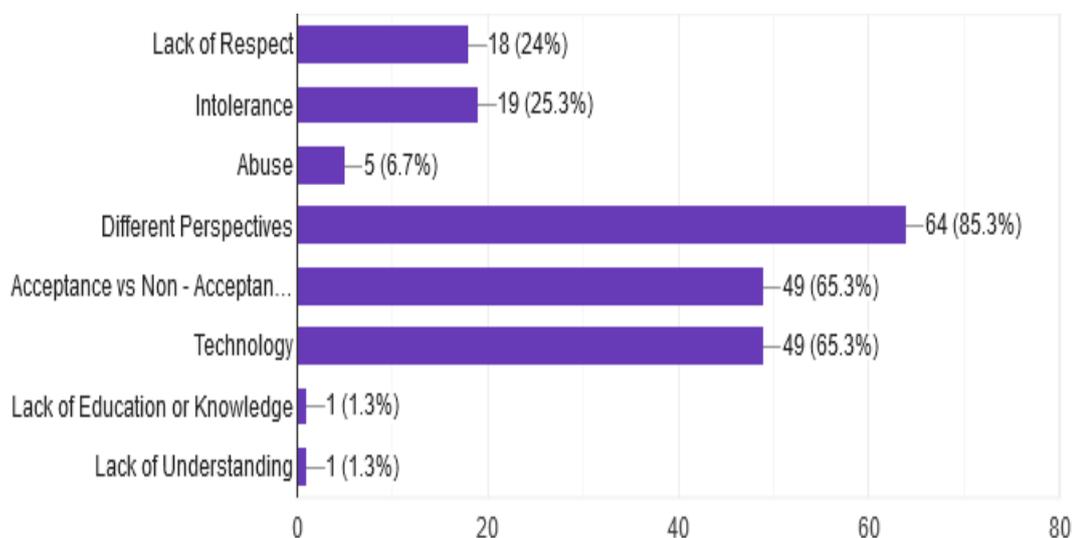


Graph 16. Reasons for generation gap by view of young generation

There may be various reasons for disputes, but 85.3% of youth thinks of 'different perspectives' as the core reason for the generation gap. Youth mostly don't agree with

the old views. 65.3% of youth considers the technology as the main reason for the gap. Technology has been progressing at a rapid rate and young generation is adopting it at the same rate. Old people to an extent lag in adopting it. This again creates a big gap in generation. While other reason chosen were Lack of respect, Intolerance, Abuse, Lack of understanding between them.

6. Please select 3 main areas of interest / activity in which the generation gap is mostly experienced.
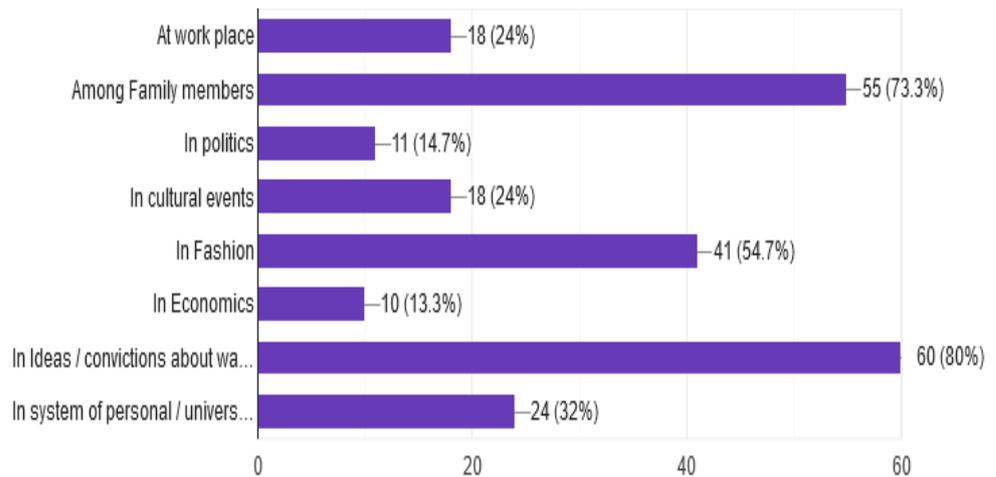


Graph 17. Areas where generations gap is experienced

The most chosen activity/interest of generation gap is 'ideas, convictions about ways of life, lifestyles'.80% of youth have chosen this alternative where generation gap is experienced. While 73.3% of respondents think that generation gap is experienced among family members. 54.7% think of 'fashion' as an alternative.24% think of it at cultural and work place. This shows that mostly generation gap is experienced in every field.

7. How difficult it is for you to accept elderly people's ideas?
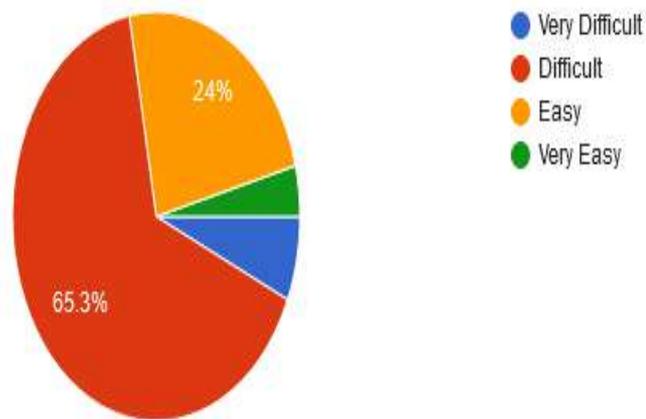


Graph 18. Difficultly in accepting elderly people's advice

Today's young generation are very stiff at accepting elderly people's advice, their views, their ideas, etc. This fact has been proved by our questionnaire as 65.3% of youth have quoted that it is difficult for them to accept elderly people's old ideas and thoughts. While rest 24% think it easy to accept elderly people's ideas and thoughts. Not accepting elderly people's ideas also acts as a reason for generation gap.

8.Has Technology been a key factor creating generation gap?
.
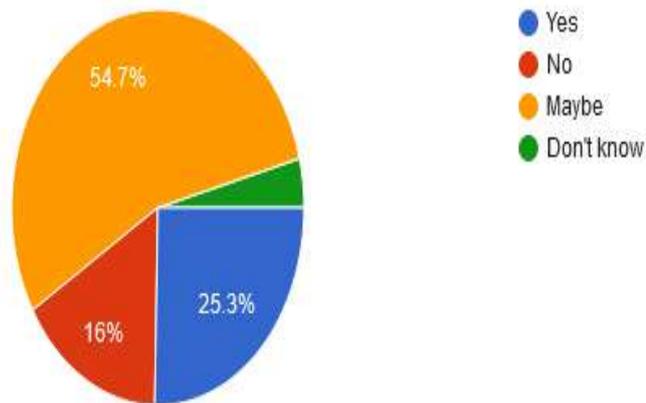


Graph 19. View of technology being a key factor creating generation gap

It's surprising to know that our youth side has been neutral to quote about the technology being a main reason creating generation gap. 54.7% youth have been neutral on this fact. While 25.3% youth have been positive while quoting the technology as a reason for generation gap. 16% have disagreed with this fact.

9.. If yes, Explain why?

> Coz technology teaches us new things or give new ideas related to our future or our life..so we start to change ourselves..and our thoughts changes compare to our elder air aged peoples...so I think technology is the reason of generation gap.

> The upgradations and technology has evolved alot over the years.

> My Answer Is Noo !!!

> We get to know more things .

> Absence of technical knowledge and education causing difficulties among young and old to form certain goal.

> Technology is changing at fast pace and it's hard for some older people to accept the change quickly .

> The way of thinking regarding past and present technology.

> Elders are not aware of most of the technology and tend to believe it is just for fun and young generation

Table 3. Reasons for technology being a key factor creating generation gap

The reasons given by youth for their view of technology creating generation gap are varied and vivid. Some quote that absence of technical knowledge has been a key factor creating this huge gap. While others say technology is present but old people are not interested in knowing and adopting this technology rather young generation is not patient to explain those modern techs to older people. Advancement in technology has kept older generation few steps back and hence this creates a wide generation gap between young and old generation.

10. Do you think that the problems arising from the generation gap can be diminished / lessened / lowered?
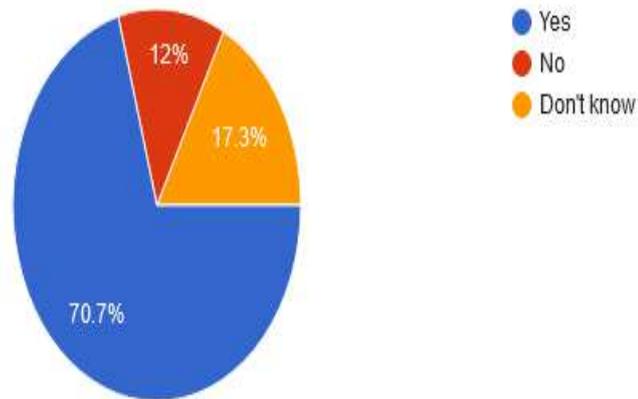


Graph 20. View of youth for generation gap problem being lessened

Young generation seems supportive in this case as 70.7% of youth have agreed upon the fact that the generation gap problem can be diminished by grouped and harmonious efforts on both sides. While 12% of young people think that the gap can't be diminished by any way as factor creating it are unavoidable. Rest 17.3% are neutral in this case.

11. If yes, choose one of the following steps that you think are important to reach this goal.
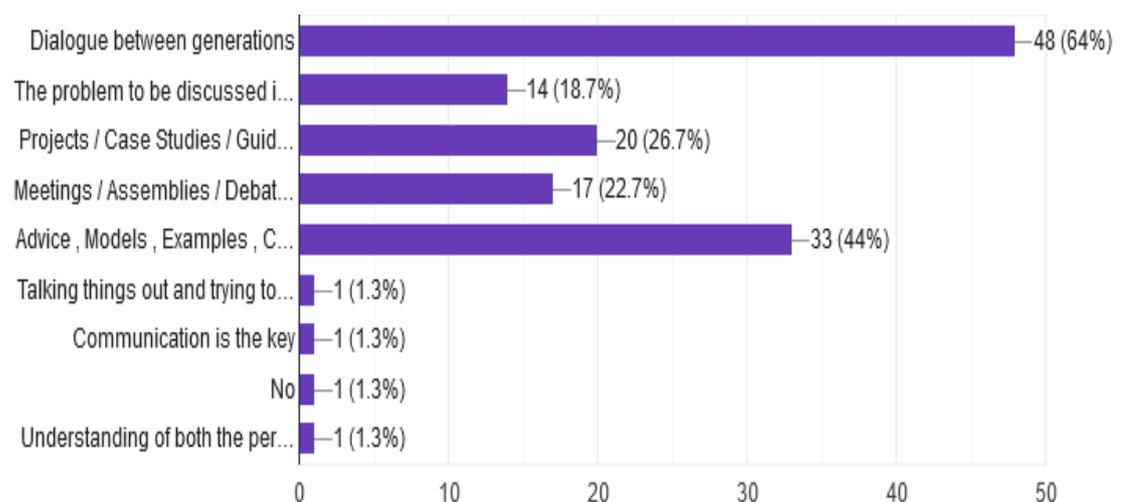


Graph 21. Views of youths to solve the generational gap issue

With the old generation, youth team has also agreed on the fact that dialogue between old generation and young generation can solve this issue of generation gap.50% youth have this positive view. Surely, understanding on both the sides, comprehending the issues faced, etc can diminish this gap. 44% youth say that Advice, Models, Examples, Cases discussed in different forums can help reduce the gap. 26.7.% have the view that Projects/ Case studies / Guides of good practices on the generation gap issue can diminish the gap. While 22.7% of the youth say that debates/ meetings/ assemblies can reduce this generational gap.

| SUMMARY OF GENERATIONAL DIFFERENCES | | | |
|---|---|---|---|
| GENERATION | Generation Y (1981 – 1997 approx) | Generation X (1966 – 1980 approx) | Baby boomers (1945 – 1964 approx) |
| PERCEPTION OF LEADERSHIP | Dedication Focus Optimism Follower autonomy Clear career paths Transparency | Credibility Trustworthiness Far-sighted | Honesty Credibility Trustworthiness Listening well Far-sighted |
| WORK VALUES | Expectation of promotion Concern for corporate responsibility | Work to live Job mobility Flexibility | Live to work Company loyalty |
| USE OF TEXTING | Seen as part of life | Used regularly | Often seen as an interruption |
| USE OF SOCIAL MEDIA | Seen as part of life | Used regularly | Increasing in use |

Venters, J. W., Green, M. T., & Lopez, D. M. SOCIAL MEDIA: A LEADERSHIP CHALLENGE. *Business Studies Journal*, 485-93. (2012).

Now let's have a look over summary of generational differences

Table 4. Summary of generational differences

After analysing and interpreting the issue subtly, we now later jump up to conclusion and have a final look over findings.

# CHAPTER- V


# CONCLUSION

With the Research, it is crystal clear that generation gap exists between young generation and old generation people. It may be due to varied factors but lack of knowledge related to technology playing the key role in creating generation gap. Technology has benefited theses generations but at the same time it has created a huge gap. Through questionnaire method research, it is obviously known now that technological differences had a huge impact on these generations.

While it might not be the most prevalent or easy to address issue with schools integrating communication technology, the generation gap is a significant one. Although the gap was in part caused by the emergence of digital technology, it is important that we close that gap even a little bit in order for the education system to effectively utilise communication technologies available to them.

It is always good to have a wide range of ideas, views and opinions. It indicates how we are developing and advancing but sometimes this becomes worrisome when the views and ideas are not accepted by both the generations. Parents create a certain image in minds for their children. They want to bring up their children with values that they have been brought up with and expect their children to follow the same. Parents want children to act in accordance with their values, as they believe, it is for their benefit and would do well to them.

Children on the other hand have broader outlook and refuse to accept the traditional ways. They want to do things in their own ways and don't like going by any rulebook. Mostly, young people experience conflict during their adolescence. They are desperately searching for self-identity. Parents at times fail to understand the demands of this fast-paced world. Ultimately, despite love and affection for each other both are drained out of energy and not able to comprehend the other. Consequently, there is a lack of communication and giving up on relationships. Nothing can be as beautiful as a parent child relationship in the world. It should be nurtured very delicately and so it is important to bridge the gap between the two generations. It is time to realise that neither is completely right nor wrong. Both the generations have to develop more understanding and acceptance for each other. Having a dialogue with each other calmly, with the idea of sorting out conflict amicably in ideas, changing their mindset for each other and coming to a middle ground can be the most helpful instrument in bridging the gap between the two generations.

In order to shrink the generation gap, we must be open minded about learning from other generations. There is often a stigma within each generation that older or younger generations are wrong because their opinions and values are different. This is a harmful frame of mind. Facilitating communication between generations will improve education, especially in how digital technology is used. Better training for teachers is also necessary, so they can comprehensively integrate digital tools such as educational

games, videos, and online collaboration, in a way that enhances education in the digital age while also supporting soft skills and personal interaction Spending more time with each other like family outings, vacations, picnics, shopping, watching movies together could be some effective ways to build up a strong bond with each other. Both the generations need to study the ways of the society during their to growing period and have mutual respect for it. To reduce the friction between the two generations, both parents and children have to give space to each other and define certain boundaries that the latter should respect the same.

Generation gap occurs because society is constantly changing. It is the responsibility of both the generations to fill this gap with love, affection and trust. Both the generations should have mutual respect for the views and opinions that they uphold and advance cautiously with the development of the society.

This will improve education as a whole by creating a richer, more engaging and diverse learning experience. Many schools and teachers do use communications technologies effectively, but many do not. There is always room to grow and learn. The more educators who seize the affordances of communication technologies in the classroom, and the more students who open up to teaching methods outside their comfort zone, the more the generation gap will close. In an ideal world this would be easy. But in reality, technology will continue to change faster than we can adapt, but by keeping these things in mind maybe it will become easier to cope up with this gap and lessen the conflicts between these generations.

# APPENDIX - A

## Questionnaire for old generation people-

Respondents are required to select suitable alternative-

1. You are a _____

   o Parent
   o Grand Parent

2. Do you think there is a conflict between generations?

   o Yes
   o No
   o Don't Know

3. What percentage of your conflicts do you think are related to the so-called generation gap?

   o About 50%
   o More than 50%
   o Less than 50%
   o Don't Know

4. Is generation gap a major social problem?

   o Yes
   o No
   o Don't Know

5. If you think it is, explain why? Give reasons for your answer.
   - ➤ Your answer..

6. What do you think are the main reasons for this conflict?

   - o  A situation of contest (overtaking the leadership in society)
   - o  Values (new values replacing the old)
   - o  Rejecting the old way of life (practices, routines )
   - o  Other:

7. Do you think that the generation gap is mainly typical between the young and the old?

   - o  Yes
   - o  No
   - o  Don't Know

8. How difficult do you think it is to work in the same team with young people?

   - o  To a very great extent
   - o  To a great extent
   - o  To a small extent
   - o  To a very small extent

9. The Generation gap is mostly present between (Select the line you agree with) -

   - o  Children and their parents
   - o  Young adults and adults in their middle ages
   - o  Young adults and adults over 50

10. Has technology been a barrier for your generation people and hence leading to generation gap?

- o Yes
- o No
- o Maybe
- o Can't Say

11.. Who do you believe suffers the most from a conflict between generations ?

- o The Young
- o The Old
- o Both Generations
- o Don't Know

12. Do you think that the problems arising from the generation gap can be diminished / lessened / lowered ?

- o Yes
- o No
- o Don't Know

13. If you answered yes, choose one of the following steps that you think are important to reach this goal.

- o Dialogue between generations
- o The problem to be discussed in school
- o Projects / case studies / guides of good practices on the generation gap
- o Meetings / Assemblies / Debates with all parties involved in conflicts
- o Advice , Models , Examples , Cases discussed in different forms ( clubs, forums, etc .)
- o Other:

# APPENDIX - B

## Questionnaire for young generation people –

Respondents are required to select suitable alternative-

1. Do you think there is a conflict between generations?

   o Yes
   o No
   o Don't know

2. Is there a generation gap?

   o Yes
   o No
   o Don't know

3. If yes, Explain why?
   ➢ Your answer

4. The Generation gap is mainly typical between young and old.

   o Strongly Disagree
   o Disagree
   o Neutral
   o Agree
   o Strongly Agree

5. Which of the following do you consider to be the main reasons for generation disputes? (Choose the most important 3 )

- o Lack of Respect
- o Intolerance
- o Abuse
- o Different Perspectives
- o Acceptance vs Non - Acceptance of rules / regulations
- o Technology
- o Other:

6. Please select 3 main areas of interest / activity in which the generation gap is mostly experienced.

- o At work place
- o Among Family members
- o In politics
- o In cultural events
- o In Fashion
- o In Economics
- o In Ideas / convictions about ways of life / lifestyles
- o In system of personal / universal values
- o Other:

7. How difficult it is for you to accept elderly people's ideas?

- o Very Difficult
- o Difficult
- o Easy
- o Very Easy

8. Has Technology been a key factor creating generation gap?

- o Yes
- o No
- o Maybe
- o Don't know

9. If yes, Explain why?
   ➤ Answer




10. Do you think that the problems arising from the generation gap can be diminished / lessened / lowered?

   o Yes
   o No
   o Don't know




11. If yes , choose one of the following steps that you think are important to reach this goal.

   o Dialogue between generations
   o The problem to be discussed in school
   o Projects / Case Studies / Guides of good practices on the generation gap
   o Meetings / Assemblies / Debates with all parties involved in conflicts
   o Advice , Models , Examples , Cases discussed in different forms (clubs, forums ,etc.)
   o Other:

# <u>**WEBLIOGRAPHY**</u>

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- https://rampages.us/200unit3ccullen/conclusion/

- https://www.wilgroup.net/insights/overcoming-the-generation-gap

- https://www.aplustopper.com/essay-on-generation-gap/

- https://www.researchgate.net/publication/320183778_973_Generation_Gap_An_Emerging_Issue_of_Society

# **GLOSSARY**

- <u>Generation Z</u>
  the generation reaching adulthood in the second decade of the 21st century, perceived as being familiar with the internet from a very young age

- .<u>Baby Boomers</u>
  a person born during a baby boom especially between 1946-1964.

- <u>Generation X</u>
  the generation born after that of the baby boomers (roughly from the early 1960S TO late 1970s typically perceived to be disaffected and directionless.

- <u>Generation Y/Millennials/ Snowflake generation</u>
  the generation born in the 1980s and 1990s, comprising primarily the children of the baby boomers and typically perceived as increasingly familiar with digital and electronic technology.

- <u>Helicopter parent</u>
  a parent who takes an overprotective or excessive interest in the life of their child or children.

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COMMERCE PUNE – 411004



A PROJECT REPORT ON

"STREET SEXUAL HARASSMENT"


PREPARED BY

PAIMORA KALANDARBEKOVA


UNDER THE GUIDANCE OF

MS. MANJUSHA WADEKAR


SUBMITTED TO

BMCC PUNE

FOR THE PARTIAL FULFILMENT OF THE

REQUIREMENT OF THE

BACHELOR OF BUSINESS ADMINISTRATION

(INTERNATIONALBUSINESS) (YEAR 2020-2021)

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **PAYMORA KALANDARBEKOVA** ..........................

...........................................................................................................

of B.B.A.I.B. Exam Seat No. ...... **38** ...... has satisfactorily completed the

project work.

Title ... **STREET SEXUAL HARASSMENT** ..................................................

...........................................................................................................

Date : **JUNE 2021**                                                    Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner      Internal Examiner      Principal      B.B.A.I.B Incharge**

## DECLARATION

I, Ms Paimora Kalandarbekova of TYBBA(IB) hereby declare that the project report submitted on "Street sexual harassment of Women", made under the subject of Research Methodology (Subject Code - 3606) represents my own collection of information, original research and work, which was carried out by me at Brihan Maharashtra College of Commerce (Autonomous), Pune.

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce.

I further declare that the forgoing statements made by me in regard to my research report are correct and complete.

<div align="right">

Ms. PAIMORA KALANDARBEKOVA

TYBBA(IB)

BMCC

</div>

## ACKNOWLEDGEMENT

I HAVE TAKEN EFFORTS IN MAKING THIS PROJECT,BUT IT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THE KIND SUPPORT OF MANY INDIVIDUALS.STATING THIS I WOULD LIKE TO EXTEND THANKS TO ALL OF THEM. FIRST AND FOREMOST ,I WOULD LIKE TO THANK PROF.MANJUSHA WADEKAR FOR HELPING ME RIGHT FROM SUPPORTING ME TO SELECT MY FAVOURITE TOPIC TILL THE VERY END. I AM GREATFUL FOR THE GUIDANCE AND HER VALUE ADDITIONS AT EVERY STAGE OF THE PROJECT.

I AM ALSO VERY THANKFUL TO THE HEAD OF DEPARTMENT OF BBA (IB)

,MRS. BHARATI UPADHAYE OF BRIHAN MAHARASHTRA COLLEGE OF COMMERCE, PUNE, FOR PROVIDING ME THIS GOLDEN OPPORTUNITY TO WORK ON THE PROJECT REPORT: "NEED AND BENEFITS OF YOGA AND MEDITATION". LASTLY, I THANK MY FAMILY AND FRIENDS FOR CONSTANT MOTIVATION AND SUPPORT THAT PLAYED AN INDISPENSABLE ROLE IN COMPLETION OF THIS RESEARCH PROJECT REPORT.

## INDEX

# CHAPTER 1

# INTRODUCTION

**INTRODUCTION**

Street Sexual Harassment: "Street Sexual harassment" describes unwanted interactions in public spaces between strangers that are motivated by a person's actual or perceived gender, sexual orientation, or gender expression and make the harassee feel annoyed, angry, humiliated, or scared. Even though "street" is in the term, street harassment also takes place in stores and restaurants, on public transports.

Men are harassers & women are harassed in public because of race, religion, disability, class, or sexual orientation etc. My research specifically focuses on men harassing women because of their gender. During the research study on April 2021 looking at street harassment in Pune found that street harassment was so prevalent that every woman felt the fear of harassment.

## Background Study:-

There is no definitive beginning of street harassment, but the discussion regarding the subject began in 1944 with the rape of Recy Taylor. Rosa Parks was commissioned to investigate the crime in which Taylor, a black woman, was kidnapped and gang-raped in Abbeville, Alabama. Parks responded by starting what was later dubbed the "strongest campaign for equal justice to be seen in a decade.[1]

In the 1960s and 1970s, a movement called Take Back the Night gained traction. This movement, still strongly represented today, is an international protest against sexual violence against women. Take Back the Night has become a non-profit organization that aims to end all forms of sexual violence, including street harassment.[2]

In 1970, the "Wall Street Ogle-In" took place. Led by Karla Jay, women marched on Wall Street with signs addressing street harassment. As a role reversal, the women catcalled the men they passed in hopes of raising awareness of the unpleasant nature of the street harassment women experience daily.[3]

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[1] Dailey, Jane (2011). "At the Dark End of the Street: Black Women, Rape, and Resistance—A New History of the Civil Rights Movement from Rosa Parks to the Rise of Black Power, by Danielle L. McGuire". The Journal of American History. 98 (2): 490–491. doi:10.1093/jahist/jar290.
[2] "About – Take Back the Night". takebackthenight.org. Retrieved 2018-04-13.
[3] "How Wall Street's Original Joan Holloway Inspired Second-Wave Feminist Protests". Stuff Mom Never Told You. 2015-08-25. Retrieved 2018-04-13.

In 1994, Deirdre Davis wrote an academic article that helped clarify what street harassment is by explaining its five characteristics: 1) it takes place in a public space, 2) it most commonly occurs between men and women, 3) saying "thank you" to a harasser provokes further harassment, 4) comments often pertain to what cannot be seen on the woman's body, and 5) the harasser's comments, though disguised as compliments, are objectifying and derogatory.[4]

## Prevalence

Various studies on street harassment show that it is a global problem & one that over 80% of women have experienced. From puberty through their early 20s are the years when women experience the most harassment in public. Women who regularly walk or ride public transportation alone or with other females tend to face more street harassment than other women.

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[4] Davis, Deirdre (1994-01-01). "The Harm That Has No Name: Street Harassment, Embodiment, and African American Women". UCLA Women's Law Journal. 4 (2).

# CHAPTER 2

# LITERATURE REVIEW

# Literature Review

One purpose of the literature review is to define key terms comprehensively.

In this study, I discuss two major definitions: Street sexual harassment. In this literature review, the studies and findings provide information to support the research topic. I aimed to demonstrate the uniqueness of the research questions of the current study. Based on the literature review, I hoped that the current 47 study would make an original contribution to the street sexual harassment. The goal of having all vital information about the nature and scope of Street sexual harassment and the perception of safety from street sexual harassment of women was established through various sources. There were several journal databases used that provide peer-reviewed journal articles published in the last 5 years. These databases were used: EBSCOhost database, Emerald database, Project MUSE, SAGE Journals Online, and Taylor & Francis Journals. The inclusion criteria of being peerreviewed and of being published in the last 5 years are necessary to provide information that is credible and relevant. This remained important when identifying the research gap that established whether the study was necessary. To filter the studies in the search for vital information, I used keywords or phrases to find the related and relevant peer-reviewed journal articles. The keywords and phrases used to search for related studies were street sexual harassment, street harassment, women, public spaces, safety and negative effects of street sexual harassment. These keywords and phrases were essential in finding relevant and related peer-reviewed journal articles and documents about street sexual harassment. I collected these peer-reviewed journal articles included in the literature review from online databases.

**Objectives of the Study:**

- To decrease the incidence (number of experiences) of sexual harassment women and girls experience in a year by X%;
- To increase the public's knowledge of what constitutes sexual harassment;
- To increase women's confidence and desire to use public spaces in the city at night;
- To Increase use of public spaces by women;
- To increased awareness of and reduced acceptability of sexual harassment among the general public;
- To reducing  sexual harassment of women and girls in the city/the neighborhoods of intervention.

**Scope:-**

- To improve community safety with women in urban environments;
- To involve women as active participants in the change process;
- To train and support women living in communities to engage with community safety issues;
- To promote gender perspectives on community safety policy and practice;
- To work with organizations in the community, voluntary, academic and statutory sectors to engage with women on community safety issues;
- To convene a network on gender and community safety;
- To provide support to communities for the implementation of violence against women policies;
- To assist communities to identify and bring forward issues that need to be solved at the provincial level;
- To increase communities' ability to analyze issues related to women's safety;
- To assist communities in addressing and removing barriers that limit women's access to the justice system and other relevant response systems for women who face particular discrimination;

- To analyze and find solutions for local, regional and provincial issues using a range of initiatives to effect change.

## Street sexual harassment includes some of the following unwanted behaviors:

- Comments, requests, and demands
- Commenting on physical appearance, such as someone's body or the clothing they're wearing
- Continuing to talk to someone after they have asked to be left alone Flashing
- Following or stalking Groping Intentionally invading personal space or blocking the way
- Persistent requests for someone's name, number, or other information
- Public masturbation or touching Sexist, racist, homophobic, transphobic slurs, or any comments insulting or demeaning an aspect of someone's identity
- Showing pornagraphic images without someone's consent Staring Taking a photo of someone without their consent Telling someone to smile. Up-skirting, which is taking a photo up a skirt or dress without that person's permission Using a mirror to look up someone's skirt or dress without their permission Whistling.

## Why most women do not like it:

Great gender inequity & a prevalence of female rape exist in most countries, and these facts influence how women experience and perceive street harassment. Street harassment reminds women that as a group they are less powerful than men as a group. It shows them that harassing men feel they have the right to interrupt them whenever they want, evaluate them, and touch them. Depending on the circumstances, a woman may be wary of any man who approaches her in public because of a common female fear of rape. In particular, if the woman is alone - and most often men harass women who are alone - in a deserted area, if it is several men, or if she has had a bad harassment or assault experience she will be more wary of ANY man that approaches her. Note, some women do report enjoying whistling or non-sexually explicit, non-sexist, and non-threatening comments on their appearance in circumstances where they do not feel threatened.

## Who does street harassment affect?

Though street harassment can happen to anyone—regardless of gender, age, or any other aspect of your identity—it is often directed at individuals because of their actual or perceived gender expression, sexual orientation, race, ethnicity, religion, or disability. No form of harassment is OK; and it is never a compliment. Everyone deserves to be treated with dignity and respect and to feel safe in public spaces.

## How street harassment impacts women's lives:

Street sexual harassment impacts most women's lives to some degree. Most commonly, it makes many women consciously or unconsciously more "on guard" in public compared to most men. Many women engage in tactics like constantly assessing their surroundings, avoiding eye contact or scowling, planning outfits which they think will attract less attention and wearing headphones or talking on a cell phone to deter harassers.

Street sexual harassment has negative effects both on those who experience it and for communities as a whole. Being harassed in a public space can make you worried about your physical safety and creates an environment of fear and intimidation.

It rarely happens just once. For those who experience street sexual harassment, it is often not an isolated incident, but something that happens over and over again. The cumulative effect of these types of comments and behaviors can cause the person being harassed to feel a heightened sense of anxiety, or to be "on edge" at all times.

It hurts communities. People are less likely to engage with strangers and participate in their communities if they fear being harassed.

It is a human rights' issue. It limits individuals' ability to be in public. Someone may avoid leaving their home, work, or school for fear of being harassed, limiting their access to opportunities and community.

Women also are commonly blamed for the harassment because of what they wear or where they are. These factors contribute to why many women find it easier to constrict their lives in public and try to avoid harassers.

Men who harass women tend to do so when the woman is alone and when no one else will realize what is happening. Or they may do it in such a way that people around them will think the man and woman know each other and are together.

For the times when a man harasses a woman in front of others, by-stander intervention can be useful in ending the incident and making it clear to the harasser and anyone else nearby that the behavior will not be tolerated. This section focuses on by-stander intervention.

## How can YOU help?

If you see street harassment happening, there are a few ways you can potentially help if you feel safe enough to do so.

When in doubt, assume you should help. If you are not sure whether a situation is harassment or not, assume that it is and ask the person being harassed if they need help. You can say something like "Are you OK?" or "Are they bothering you?"

Step in. If you can, practice bystander intervention by calling out the harasser on what they just did and why it was not acceptable. You can say something like, "You just touched that man when he didn't want you to. That's not OK. Stop harassing people."

Check in with the person being harassed. If you see harassment occur, consider asking the person who was harassed if they are OK and if they need any help.

Report. You can report that you witnessed harassment to public transportation officials, law enforcement, or the harasser's employer.

Never blame the victim. If someone tells you about street harassment they have experienced, the best thing you can do is to listen without judgement and tell them that they did not deserve what happened. You should never reduce their experiences by saying things like "this happened to you because you're so beautiful," or "maybe you shouldn't have worn that dress today."

Share your experiences. If you feel comfortable doing so, talk with people in your life about street harassment when it occurs. This can not only let others know that they are not alone in these

experiences, but can help to raise awareness of the frequency of street harassment and its harmful effects among those who haven't experienced it.

Call out your friends. If you witness your friend harassing someone on the street by cat-calling them, whistling, making a sexual comment, repeatedly asking for their information, etc., tell your friend to stop. Take time to explain to them why what they did was harassment and that it is wrong.

## What is a bystander?

A bystander is a person who is present when an event takes place but isn't directly involved. Bystanders might be present when sexual assault or abuse occurs—or they could witness the circumstances that lead up to these crimes.

In India, a woman is sexually harassed every 12 minutes.On average there are over 293,000 victims (age 12 or older) of rape and sexual assault each year. The majority of these crimes are committed by someone the victim knows. Given these circumstances, it's important to recognize the role bystanders can play in preventing crimes like sexual assault.

## Why don't people help more often?

It's not always easy to step in, even if you know it's the right thing to do. Some common reasons bystanders remain on the sidelines include:

"I don't know what to do or what to say."

"I don't want to cause a scene."

"It's not my business."

"I don't want my friend to be mad at me."

"I'm sure someone else will step in."

It's okay to have these thoughts, but it's important to realize that your actions can have a big impact. In many situations, bystanders have the opportunity to prevent crimes like sexual assault from happening in the first place.

Your Actions Matter!

## What is women's safety?

Women's safety involves strategies, practices and policies which aim to reduce gender-based violence (or violence against women), including women's fear of crime. Women's safety involves safe spaces.

In India, urban planning – a design and infrastructure prerogative – has traditionally never been associated with 'safety', which is largely a law-and-order issue. Yet, city planners play an important role in creating safer cities by incorporating and advocating safe designs. It is well-documented that areas with no or inadequate streetlights are prone to crime in cities. Well-lit streets provide a safer environment to the users, especially pedestrians.

The cities need to encourage activities and porosity on the streets to build natural surveillance. Distributing land-use so that streets are populated with a healthy number of cafes, restaurants and recreational places – like libraries and sitting areas – will ensure that people use them. Cities should also offer legitimate space and conveniences to the informal sector like hawkers, auto-rickshaw stands and so on, to facilitate the public. Porosity can be created by restricting heights of boundary walls, having houses and building gates face the roads, among other such measures.

Mobility in Indian cities is increasingly being transformed by technology-enabled shared mobility companies operating in the taxis, auto-rickshaws, ride-shares, car pools, and employee transport spaces. Providing safe, equitable, and comfortable public transport and para-transit services, which are also cost-effective, will go a long way in improving women's participation in the workforce even as it would encourage use of sustainable mass-transit among Indian societies.

**Promote Women's safety awareness and empowerment:**

Sustained multi-year programs may include self-defense, leadership skills, educating on law and legal options about women's safety and empowerment is essential. This has to be an ongoing agenda. **Communication with men** is equally important for women's safety. We need to communicate on both gender equality and sensitivity in all the campaigns and communications, across urban & rural, sectors. Women need to be perceived as strong and equal.

## 24/7 Helpline and Safety Apps with speedy response:

GPS enabled and tracked for effectiveness.

## Teaching values to everyone in society

Teach values in every sphere of society that condemn the harassment of women, as well as encourage protective and respectful attitudes towards women by every member of society.

# CHAPTER 3

# RESEARCH METHODOLOGY

# Research Methodology

This is an exploratory research that aim to assess a conveniently selected sample of google form with 47 responses on Street Sexual Harassment of women.

For the aforementioned purpose, a survey questionnaire has been designed, making sure that research questions encapsulate what the researcher is trying to find and provide the direction and shape of the research.

The survey tool is a structured questionnaire divided into four parts. The first part is composed of eight demographic questions about the sample such as name, age, gender, location of living, Nationality, email address, job title and attachment to religion. The second part is composed of twelve questions regarding habits and knowledge about Street sexual harassment. The third section deals with personal experience of Street sexual harassment, and finally the fourth section deals with actions taken against Street sexual harassment.

Respondents were chosen based on their willingness to participate and answer the set questionnaire. They belong to several organizations, including, universities, The survey questionnaire was distributed to 90 individuals. However, a total of 47 respondents did effectively fill up the questionnaires; the remaining were classified as useless.

## Research Design:

"Research Design is the plan, structure, and strategy of investigation conceived to obtain the answer to the research question and control variances." It acts as a base for the collection, measurement, and analysis of data.

Type of Study            :       Descriptive

Nature of Study          :       Quantitative

Type of Questionnaire    :       Structured

Type of Analysis         :       Statistical

Type of Questions        :       Close Ended Questions

Time Dimension           :       Cross-Sectional Study

## SAMPLE DESIGN

Population: Students of Undergraduate and Postgraduate & others

Sample Size           : 47

Sample Extent:       Pune

Sample Duration:  One Month

Sampling Procedure: Random Sampling

## **Primary data**

<u>Primary data</u>: An online survey was conducted from 20 March 2021 to collect the information. A structural questionnaire link using 'Google form' was sent to students' & others through WhatsApp and E-mail. A total of students & others provided complete information regarding the survey.

# CHAPTER 4

# DATA ANALYSIS AND INTERPRETATION

## DATA ANALYSIS.

Descriptive statistics were carried out to understand the distribution of study participants. Simple percentage distribution was estimated to assess the Street Sexual Harassment of Women  and opinion of Male and problems related to Street Sexual Harassment All the analyses were performed using Google Form to analyze.

# **INTERPRETATION**

## Age of the Participants

| Age | Responses |
|---|---|
| Under 18 | 2.1% |
| 18 or above but under 25 | 68.1% |
| 25 or above but under 35 | 25.5% |
| 35 or above but under 45 | 2.1% |
| 45 or above but under 55 | 2.1% |
| 55 or above | 2.1% |

Age group

47 responses



- under 18
- 18 or above but under 25
- 25 or above but under 35
- 35 or above but under 45
- 45 or above but under 55
- 55 or above
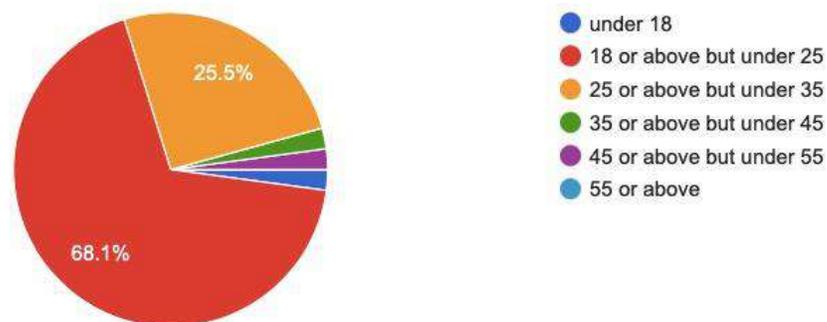
## Interpratation:-

The Study carried out which defines the people of different age groups who have responded to the questionnaire.

Out of the total sample size 47. The respondents are of the age group under 18 are 2.1% and age group 18 or above but under 25 are 68.1 %, and the age group of 25 or above but under 35 are 25.5% , and the age group 35 or above but under 45 are 2.1% , and the age group 45 or above but under 55 are 2.1% and 2.1% are of the age group of 55 or above.

**Occupation of the participants.**

| | |
|---|---|
| Accountant | 2.1% |
| Computer Scientist | 6.4% |
| Enterpreneur | 8.5% |
| Information Technology Professional | 4.3% |
| Lawyer | 2.1% |
| Photographer | 2.15 |
| Student | 61.7% |
| Researcher | 2.1% |
| Diplomat | 2.1% |
| Operation Executive | 2.1% |
| Doctor | 2.1% |
| NGO Social Worker | 2.1% |
| Social Enterprenuer | 2.1% |

Occupation

47 responses



- Accountant
- Administrator
- Agricultural Worker
- Business Analyst
- Computer Scientist
- Dentist
- Designer
- Driver

▲ 1/4 ▼
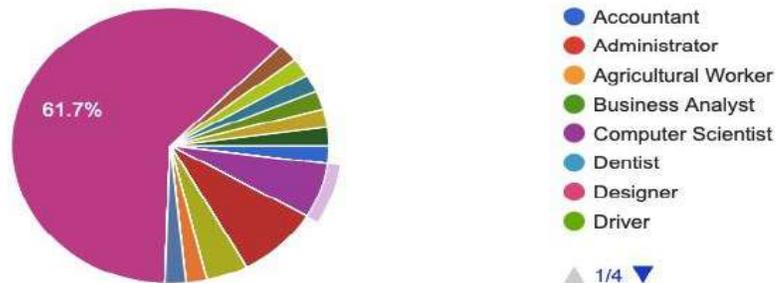
## Interpretation :-

The Occupation of the participants were optional, with the sample size of 47.

Out of the total occupation sample of 47, there are 2.1% of accounters, and 6.4% computer scientists, 8.5% enterpreneurs, 2.1% lawyers, 2.1% photographers, 61.75 students, 2.1% researchers, 2.1% diplomats, 2.1% operator execurives, 2.1% doctors, 2.1% NGO social workers and 2.1% social enterpreneurs.

**Country and City of Residense**

| Afghanistan | 3 |
|---|---|
| Bahrain | 1 |
| India- Pune | 36 |
| India-Mumbai | 3 |
| India- Solapur | 3 |
| Nepal | 1 |



Country & City of Residence
47 responses
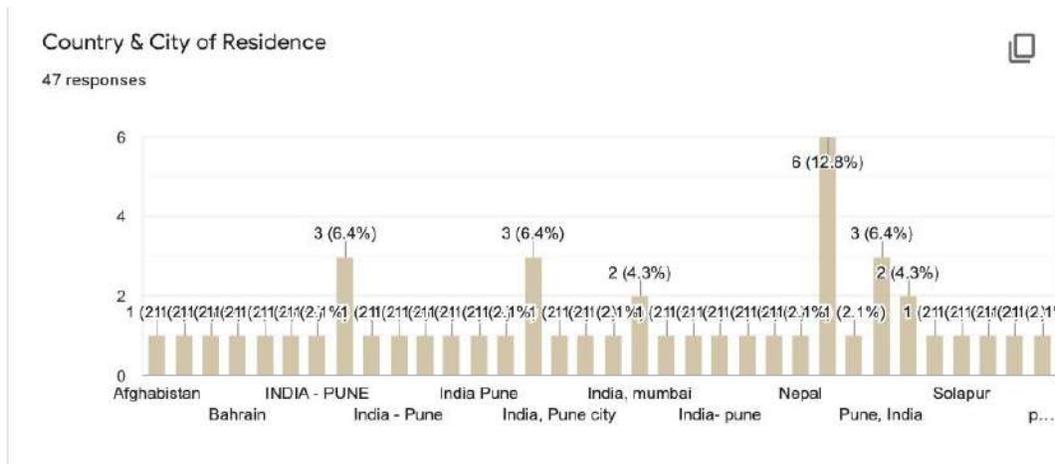
## Interpretation:-

The total sample of the study is 47 out of the sample size , 3 from Afghanistan, 1 from Bahrain, 42 from India, 1 from Nepal.

So from the Analysis which was carried 42 participants or 53.7% are Indian.

## Nationality

| | |
|---|---|
| Afghans | 23.6% |
| Bahraini | 2.1% |
| Chadian | 2.18% |
| Gambian | 2.1% |
| Indian | 53.78% |
| Iranian | 2.1% |
| Malawian | 2.1% |
| Palestinian | 2.1% |

Nationality

47 responses
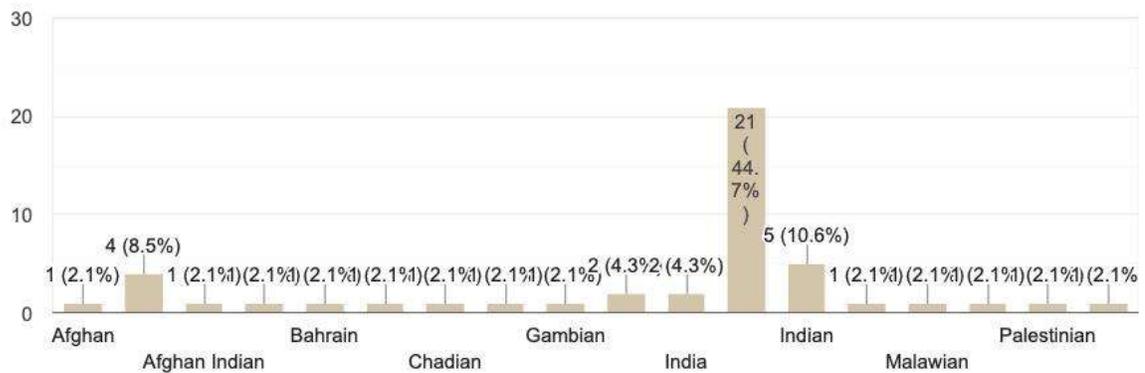
**Religion**

| Buddhism | 6.4% |
|---|---|
| Christianity | 6.4% |
| Hinduism | 48.9% |
| Islam | 31.9% |
| Irreligion or non religion | 2.1% |
| Judaism | |
| Jainism | 4.3% |
| Sikhism | |

Religion

47 responses



- Christianity
- Islam
- Hinduism
- Buddhism
- Sikhism
- Jainism
- Judaism
- Irreligion or non religion
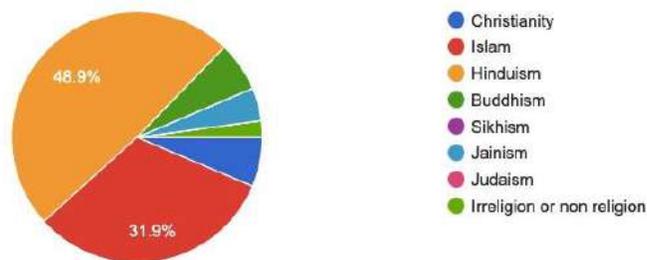
## Interpretation:-

This study was carried out to know the faith of the participants which was 47 participants .
From the sample size which we have received 48.9 which is almost 50% are Hinduism, 31.9%
which is almost 32% are Muslim, 6.4% are Buddhism and Christianism are equal, 4.3% are
Janism. Only 2.1% are non Religious.

1.Many men who do not harass women do not realize how often other men do or how much it impacts women's lives and access to public spaces. Do you think any of the following ideas would work to help inform men about street harassment and educate them that this is a problem?

| Having women in their life | 70.2% |
|---|---|
| Viewing documentary on street harassment | 2.1% |
| Reading a book on street harassment | 4.3% |
| Using social media in its right way | 2.1% |
| Sharing with family | 2.1% |
| Seeing subway bus posters | 2.1% |
| Reading and hearing news stories | 2.1 |
| TV, radio | 2.1% |
| Songs anti-Street harassment | 4.3% |
| Attending a community event | 4.3% |
| Other: Punishment | 2.1% |
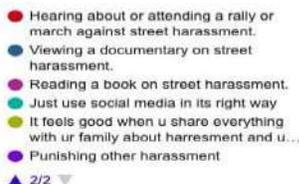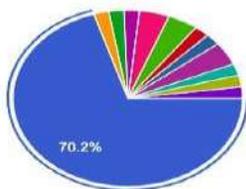


## Interpretation:-

As the Sample was 47 of the participants here we would like to see how the participants will give their reaction when they are in such position .

We found that 70.2% of the partipants were having women in their life, 2.1% were viewing documentary on Street sexual Harassment, 4.3% were using social media in the right way, 2.1% sharing with their family, 2.1% were Seeing subway bus poster and others adds, 2.1% Reading books and also news stories like TV & radio, 4.3% were listing songs , 4.3% were attending a

community event like in college and others , and others which were decided to punish the harasser are 2.1%.

**2.** Do you think any of the following messages would have an impact on getting men more involved in addressing street harassment issues?

47 responses
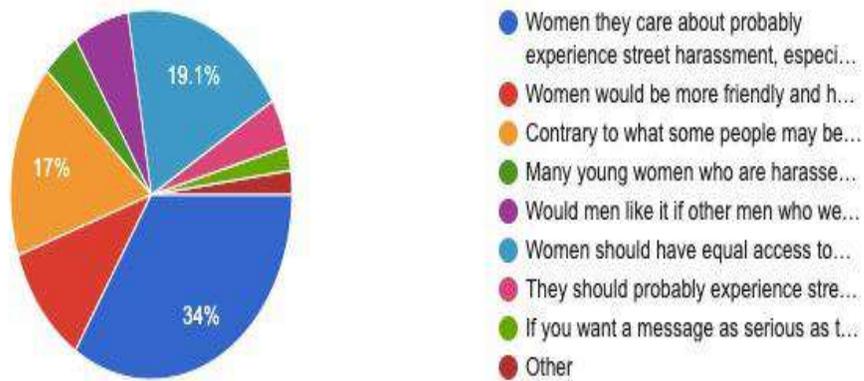


# Interpretation:-

In this analysis the sample was 47 of the paticipants which were ask there personal optinon about the impact on getting men more involved in addressing street Harassment issues so we get 34% were having women they care about probably and experience Street Harassment , 17% having women would be more friendly , 19.1% having women should which have equal access in their life or the community, so the 3.9% or 31% were having different opinion.

4. Have you ever seen a man harassing a woman in a public space? (For example, a man won't stop talking to a woman while they are at a bus stop and she looks uncomfortable and is giving him one word answers and looking away. Another example is a group of men standing along the street commenting on and whistling at women walking by)

47 responses
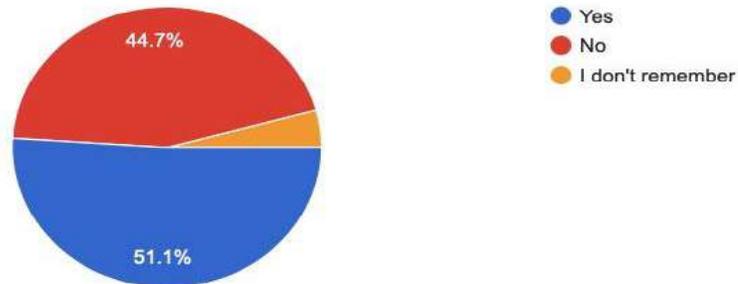


## Interpretation:-

Here is very simple question were ask to man specially out of our sample size were 47 of the participants, we have 51.1% they saw women get harasse in a public space which means is the half of our sample size and 44.7% whivh says no because they have not seen a women get harasse in public which means 3.2% they don't remender .

5.If you answered yes to #4, have you ever thought about intervening or have you ever intervened? (You can check all options that apply)

33 responses
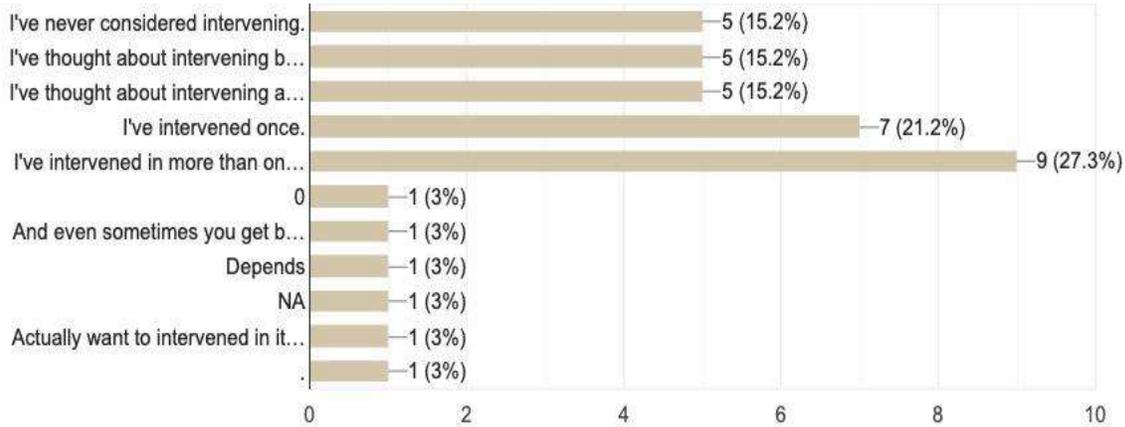


## Interpretation:-

So with the following question if the response are YES then we have carried anothers Question to know how they have prevented or intervened which we have got 15.2% they have never considered to intervening, and 15.2% they have thought about intervening, 15.2% which they have intervening once , 21.2% they will always intervening when such things happened infront of them, 27.3% they have intervening more than once , and others are having different thoughts.

# CHAPTER 5

# CONCLUSION

# Conclusion

There is no action too small for individuals to take and to make a difference. But it cannot be up to individuals alone to solve this problem, especially not just those who are harassed. We must have men, educators, government leaders, law enforcement, transit agencies, and businesses working together to create safe public spaces for woman and for everyone else.

Street Sexual Harassment is now have became something which the society has to look into it and prevent the voilance of men towards woman in the Public place or Street where our sisters, mothers, wife , daughters are not safe.

As one saying Woman is the fruit of life, without woman men or the humanity we can say tnat has no existing , which women are important in our society so their safety is our daily priority.

# CHAPTER 6

# Apprendix

# Apprendix:-

Name

--------------------------------------

Contact (phone or an e-mail)

--------------------------------------

Age group

- under 18
- 18 or above but under 25
- 25 or above but under 35
- 35 or above  but under 45
- 45 or above but  under 55
- 55 or above
- Other

Occupation
- Accountant
- Administrator
- Agricultural Worker
- Business Analyst
- Computer Scientist
- Dentist
- Designer
- Driver
- Entrepreneur
- Economist
- Farmer
- Homemaker
- Information Technology Professional
- Journalist
- Lawyer
- Manager

- Nurse
- Photographer
- Retiree
- Scientist
- Student
- Teacher

Country & City of Residence

_____

Religion

- Christianity
- Islam
- Hinduism
- Buddhism
- Sikhism
- Jainism
- Judaism
- Irreligion or non religion
- Other

Nationality

_____

*1. Many men who do not harass women do not realize how often other men do or how much it impacts women's lives and access to public spaces. Do you think any of the following ideas would work to help inform men about street harassment and educate them that this is a problem?*

- Having women in their life (e.g. friends, significant other, sister, mother, daughter) talk to them about street harassment and share their stories/how it makes them feel.
- Reading women's street harassment stories on a website or blog.
- Seeing subway and bus posters about harassment on public transportation.
- Reading and hearing news stories about street harassment.

- Television and radio PSAs against street harassment.
- Video game ads against street harassment.
- Songs on the radio that are anti-street harassment.
- Hearing about or attending a community or campus event on the topic.
- Hearing about or attending a rally or march against street harassment.
- Viewing a documentary on street harassment.
- Reading a book on street harassment.
- Other (please specify)

**2. Do you think any of the following messages would have an impact on getting men more involved in addressing street harassment issues?**

- Women they care about probably experience street harassment, especially if they are young and/or go in public alone or with female friends with any regularity.
- Women would be more friendly and helpful in public and not treat all men like potential harassers or rapists if no - or at least fewer - men harassed and raped them.
- Contrary to what some people may believe - A lot of street harassment is not "flattering" but in fact includes sexist talk, insults (such as calling them ugly, fat, or using a racial or homophobic slur), sexually explicit demands or evaluations, and other threatening language.
- Many young women who are harassed are often harassed by men old enough to be their fathers and grandfathers.
- Would men like it if other men who were larger than them regularly interrupted them to tell them to smile, comment on their looks, comment on their butts, ask for their name, touch them, follow them, or start masturbating in front of them? As one male ally suggested, this could be an example of how some men are treated in prison and could be used as an analogy for the experiences that some women face in everyday life.
- Women should have equal access to public spaces to men and until street harassment ends, they will not.

*3. What type of activism would YOU be willing to do to help end this problem?*

- Talk to my male friends and family members about street harassment.

- Intervene when I see someone harassing a woman.

- Attend a community rally or march against street harassment.

- Attend a community event on street harassment with speakers, a documentary viewing, and workshops.

- Lobby for things like more street lamps, call boxes, and PSAs about street harassment.

- Donate time to anti-street harassment organizations and initiatives.

- Donate money to help fund anti-street harassment organizations and initiatives.

- Attend an anti-street harassment conference.

- Other (please specify)

*. 4. Have you ever seen a man harassing a woman in a public space? (For example, a man won't stop talking to a woman while they are at a bus stop and she looks uncomfortable and is giving him one word answers and looking away. Another example is a group of men standing along the street commenting on and whistling at women walking by).*

- Yes

- No

- I don't remember

*5. If you answered yes to #4, have you ever thought about intervening or have you ever intervened? (You can check all options that apply)*

- I've never considered intervening.

- I've thought about intervening before, but never have.

- I've thought about intervening and there was a time when I was going to intervene, but before I did he stopped or something else occurred to end the harassment.

- I've intervened once.

- I've intervened in more than one incident.

- Other

*6. If you have intervened, please describe the harassment incident, how you intervened, and what happened.*

_____

*7. If you have intervened, what advice would you give to other people (particularly men) about intervening when someone is being harassed?*

_____

**8. If you have never considered intervening or have considered it but haven't, what do you see as barriers to wanting to intervene or to intervening? What concerns do you have?**

_____

**9. Is there anything you want to add about by-stander intervention?**
_____

10. Is there anything else you want to say about street harassment in general or how to best educate and engage men?

_____

11.General or additional thoughts on messaging that could reach men and help them care about the issue and/or want to take action.

_____

# CHAPTER 7

# Webliography

## Webliography:-

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3: https://www.bbc.com/news/world-41516540

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4: https://harvardilj.org/2010/08/online_51_srivastava/#_ftn2

# Deccan Education Society's

## Brihan Maharashtra College of Commerce (Autonomous), Pune



## A Project Report on

## "Greening the Recovery of Global Warmings"

PREPARED BY

**Pranav Gholap**

TYBBA (International Business) ROLL NO: 90
BBA(IB) VI Semester

Under the guidance of

## Ms. Manjusha Wadekar

Research Guide
Brihan Maharashtra College of Commerce (Autonomous)

SUBMITTED TO BRIHAN MAHARASHTRA COLLEGE OF
COMMERCE (AUTONOMOUS) PUNE FOR THE PARTIAL
FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF
BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

## (Autonomous)

### Pune - 411004

## Bachelor of Business Administration
## (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **PRANAV GHOLAP**

of B.B.A.I.B. Exam Seat No. **90** has satisfactorily completed the project work.

Title **GREENING THE RECOVERY OF GLOBAL WARMINGS**

Date : **JUNE 2021**                                             Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A.I.B Incharge**

# DECLARATION

I, **Pranav Gholap** of **Third Year BBA (International Business)** hereby declare that the project report submitted on "**Greening the Recovery of Global Warming**", made under the subject of **Research Methodology (Subject Code - 3606)** represents my own collection of information, original research and work, was carried out by me in **Brihan Maharashtra College of Commerce (Autonomous),Shivajinagar,Pune-04.**

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce (Autonomous). I further declare that whatever material has been borrowed from other sources and incorporated in this Project has been duly acknowledged and I could be held responsible and accountable for plagiarism, if any, detected later on.

Date8/06/2021
Place - Brihan Maharashtra College of Commerce (Autonomous) , Shivajinagar, Pune,411004

# Contents

# Chapter 3. International consensus on the science of climate and health: the IPCC Third Assessment Report

## Preface

There is now widespread consensus that the Earth is warming at a rate unprecedented during post hunter-gatherer human existence. The last decade was the warmest since instrumental records began in the nineteenth century, and contained 9 of the 10 warmest years ever recorded. The causes of this change are increasingly well understood. The Third Assessment Report of the Intergovernmental Panel on Climate Change, published in 2001, goes further than its predecessors, stating that "There is new and stronger evidence that most of the warming observed over the last 50 years is likely to be attributable to human activities", most importantly the release of greenhouse gases from fossil fuels. Stresses on the climate system are already causing impacts on Earth's surface. These include not only rising surface temperatures, but also increasingly frequent floods and droughts, and changes in natural ecosystems, such as earlier flowering of plants, and poleward shifts in the distribution of several species. All of these changes are inextricably linked to the health of human societies. Climatic conditions affect human well-being both directly, through the physical effects of climatic extremes, and indirectly, through influences on the levels of pollution in the air, on the agricultural, marine and freshwater systems that provide food and water, and on the vectors and pathogens that cause infectious diseases. As it is now widely accepted that humans are influencing global climate, decision makers are now focusing on the type and timing of actions to limit the rate of change. Attention is shifting to the balance between the possible impacts of climate change, and the economic costs, technological advances and societal adaptations that are necessary for mitigation. International agreements, supported by hard science, are proving effective in combating wide-ranging environmental threats such as ozone depletion and long-range transboundary air pollution. Can similar agreements be implemented to address the more complex risks posed by global climate change? Scientific analysis in general, and the health sector in particular, need to inform and help advance ongoing policy discussions. Firstly, the scientific community must produce rigorous and balanced evidence.

CHAPTER 1 **Global climate change and health**

## Introduction

The long-term good health of populations depends on the continued stability and functioning of the biosphere's ecological and physical systems, often referred to as life-support systems. We ignore this long-established historical truth at our peril: yet it is all too easy to overlook this dependency, particularly at a time when the human species is becoming increasingly urbanized and distanced from these natural systems. The world's climate system is an integral part of this complex of life-supporting processes, one of many large natural systems that are now coming under pressure from the increasing weight of human numbers and economic activities.

By inadvertently increasing the concentration of energy-trapping gases in the lower atmosphere, human actions have begun to amplify Earth's natural greenhouse effect. The primary challenge facing the world community is to achieve sufficient reduction in greenhouse gas emissions so as to avoid dangerous interference in the climate system. National governments, via the UN Framework Convention on Climate Change (UNFCC), are committed in principle to seeking this outcome. In practice, it is proving difficult to find a politically acceptable course of action—often because of apprehensions about possible short-term economic consequences.

This volume seeks to describe the context and process of global climate change, its actual or likely impacts on health, and how human societies should respond, via both adaptation strategies to lessen impacts and collective action to reduce greenhouse gas emissions. As shown later, much of the resultant risk to human populations and the ecosystems upon which they depend comes from the projected extremely rapid rate of change in climatic conditions. Indeed, the prospect of such change has stimulated a great deal of new scientific research over the past decade, much of which is elucidating the complex ecological disturbances that can impact on human well-being and health—as in the following example.

The US Global Change Research Program (Alaska Regional Assessment Group) recently documented how the various effects of climate change on aquatic ecosystems can interact and ripple through trophic levels in unpredictable ways. For example, warming in the Arctic region has reduced the amount of sea ice, impairing survival rates for walrus and seal pups that spend part of their life cycle on the ice. With fewer seal pups, sea otters have become the alternative food source for whales. Sea otters feed on sea urchins, and with fewer sea otters sea urchin

populations are expanding and consuming more of the kelp that provides breeding grounds for fish. Fewer fish exacerbate the declines in walrus and seal populations. Overall, there is less food available for the Yupik Eskimos of the Arctic who rely on all of these species.

Global climate change is thus a significant addition to the spectrum of environmental health hazards faced by humankind. The global scale makes for unfamiliarity—although most of its health impacts comprise increases (or decreases) in familiar effects of climatic variation on human biology and health. Traditional environmental health concerns long have been focused on toxicological or microbiological Risks to health from local environmental exposures. However, in the early years of the twenty-first century, as the burgeoning human impact on the environment continues to alter the planet's geological, biological and ecological systems, a range of larger-scale environmental hazards to human health has emerged. In addition to global climate change, these include: the health risks posed by stratospheric ozone depletion; loss of biodiversity; stresses on terrestrial and ocean food-producing systems; changes in hydrological systems and the supplies of freshwater; and the global dissemination of persistent organic pollutants.

Climate change and stratospheric ozone depletion are the best known of these various global environmental changes. Human societies, however, have had long experience of the vicissitudes of climate: climatic cycles have left great imprints and scars on the history of humankind. Civilisations such as those of ancient Egypt, Mesopotamia, the Mayans, the Vikings in Greenland and European populations during the four centuries of Little Ice Age, all have both benefited and suffered from nature's great climatic cycles. Historical analyses also reveal widespread disasters, social disruption and disease outbreaks in response to the more acute, inter-annual, quasi-periodic ENSO (El Niño Southern Oscillation) cycle (*1*). The depletion of soil fertility and freshwater supplies, and the mismanagement of water catchment basins via excessive deforestation, also have contributed to the decline of various regional populations over the millennia (*2*).

Today, climate scientists predict that humankind's increasing emission of greenhouse gases will induce a long-term change in the world's climate. These gases comprise, principally, carbon dioxide (mostly from fossil fuel combustion and forest burning), plus various other heat-trapping gases such as methane (from irrigated agriculture, animal husbandry and oil extraction), nitrous oxide and various human-made halocarbons. Indeed, most climate scientists now suspect that the accumulation of these gases in the lower atmosphere has contributed to the strong recent uptrend in world average temperature. In its Third Assessment Report, published in 2001, the Intergovernmental Panel on Climate Change (IPCC) stated: "There is new and stronger evidence that most of the warming observed over the last 50 years is attributable to human activities" (*3*).

During the twentieth century, world average surface temperature increased by approximately 0.6°C (Figure 1.1). There were, of course, natural influences on

world climate during this time. These include an increase in volcanic activity between 1960 and 1991 (when Mount Pinatubo erupted) which induced a net negative natural radiative forcing for the last two (up to possibly four) decades; and a slight overall increase in solar activity in the first half of the century which may have accounted for around one-sixth of that century's observed temperature increase. The twentieth century's global warming has taken Earth's average surface temperature above the centuries-long historical limit of the amplitude of natural variations.

The unprecedented prospect of human-induced (rapid) changes to the global climate has prompted a large international scientific effort to assess the evidence. The IPCC, established within the UN framework in 1988, was charged with advising national governments on the causes and processes of climate change; likely impacts and their associated costs; and ways to lessen the impacts. The IPCC's Third Assessment Report (2001) projects an increase in average world surface temperature ranging from 1.4 to 5.8°C over the course of the twenty-first century (see Figure 1.1). That estimation, with its wide range, is drawn from a large number of different global climate models and a range of plausible scenarios of greenhouse gas and sulphate aerosol precursor emissions. Those scenarios entail different future storylines of demographic, economic, political and technological change. A temperature increase anywhere within this range would be much more rapid than any naturally occurring increase that has been experienced by humans since the advent of agriculture, around 10000 years ago.

## Recognising the complexity of systems upon which life depends: an ecological perspective

As a human-generated and worldwide process, global climate change is a qualitatively distinct and very significant addition to the spectrum of environmental health hazards

encountered by humankind. Historically, environmental health concerns have focused on toxicological or microbiological risks to health from local exposures. However, the scale of environmental health problems is increasing and various larger-scale environmental hazards to human population health have begun to appear.

Appreciation of this scale and type of influence on human health entails an *ecological* perspective. This perspective recognises that the foundations of longterm good health in populations reside in the

continued stability and functioning of the biosphere's lifesupporting ecological and physical systems. It also brings an appreciation of the complexity of the systems upon which we depend and moves beyond a simplistic.

Environmental "sinks" into which urban-industrial metabolic waste is emptied. The moral dilemma is clear: a world of six billion cannot live at that privileged level of environmental impact. There simply is not enough world available! A recent study has estimated that human demands on the biosphere have exceeded the world's "biocapacity" sinclikely that the continuing rapid extinction of populations and species of plants and animals will leave a biotically impoverished, less ecologically resilient and less productive world for future generations.

Despite global climate change currently being the most widely discussed of various recent global environmental changes, there is mounting evidence that humans, in aggregate, are overloading the planet's great biogeochemical systems.

The long history of climatic fluctuations since the end of the last global glaciation around 15000 years ago, along with the evidence of recent temperature rises and the IPCC's projected rapid warming in the current century, are summarized in Figure 1.3. Several of the rises and falls of great civilisations are shown. Note that the climatic variations before around 1850 essentially were due to natural forcing processes—cosmological alignments, volcanic activity, solar activity and so on. Since 1850 there has been an increasing influence via human emission of greenhouse gases in excess of the biosphere's capacity to absorb them without an increase in atmospheric concentration. That more recent period also is shown, in more detail, in Figure 1.1 above.

## Climate change: overview of recent scientific assessments

The latest report from the Intergovernmental Panel on Climate Change (IPCC) makes several compellingly clear points (*8*). First, human-induced warming has apparently begun: the particular pattern of temperature increase over the past quarter-century has fingerprints that indicate a substantial contribution from the build-up of greenhouse gases due to human activities. Second, a coherent pattern of changes in simple physical and biological systems has become apparent across all continents—the retreat of glaciers, melting of sea ice, thawing of permafrost, earlier egg-laying by birds, polewards extension of insect and plant species, earlier flowering of plants and so on. Third, the anticipated average surfacetemperature rise this century, within the range of 1.4 to 5.8°C, would be a faster

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According to glaciologists there is a slight possibility that large sections of the Antarctic ice mass would melt, thus raising sea level by several metres. However, it appears that disintegration did not occur during the warm peak of the last interglacial period around 120000 years ago, when temperatures were 1–2°C higher than now. Nevertheless, substantial melting of Antarctic ice appears to have occurred in a previous interglacial, and several large ice-shelves have disintegrated in the past two decades (*3*). Another possibility is that the northern Atlantic Gulf Stream might weaken and eventually even shut down if increased melt-water from Greenland disturbs the dynamics of that section of the great, slow and tortuous "conveyor belt" circulation that distributes Pacific-equatorial warm water around the world's oceans (*3*). North-west Europe, relative to same-latitude Newfoundland, currently enjoys 5–7°C of free heating from this heat-source. If weakening of the Gulf Stream does occur over the coming century or two, Europe may actually become a little colder even as the rest of the world warms.

As mentioned earlier in this chapter, global climate change is only one of a larger set of destabilising large-scale environmental changes that are now underway, each of them reflecting the increasing human domination of the ecosphere (*3*, *11*). These include major global changes such as stratospheric ozone depletion, biodiversity loss, worldwide land degradation, freshwater depletion, and others such as the disruption of the elemental cycles of nitrogen and sulphur, and the global dissemination of persistent organic pollutants. All have great consequences for the sustainability of ecological systems: food production; human economic activities and human population health (*12*). Figure 1.4 illustrates (in simplified fashion) how part of this complex of interacting, large-scale environmental changes impinges on human health. Many of the pathways would of course be modulated by cultural and technological characteristics of human societies. That is, local populations vary in their vulnerability to these potential impacts.

There is growing realization that the sustainability of population health must be a central consideration in the public discourse on how human societies can make the transition to sustainable development (*13*, *14*). Hence, public, policymakers and other scientists have an increasing interest in hearing from population health researchers, moving towards a view of population health as an ecological entity: an index of the success of longer-term management of social and natural environments (*15*). Indeed this recognition will assist in altering social and economic practices and priorities, to avert or minimize the occurrence of global environmental changes and their adverse impacts.

Change in world climate would influence the functioning of many ecosystems and the biological health of plants and creatures. Likewise, there would be health impacts on human populations, some of which would be beneficial. For example, milder winters would reduce the seasonal winter-time peak in deaths that occurs in temperate countries, while in currently hot regions a further increase in temperatures might reduce the viability of disease-transmitting mosquito populations. Overall, scientists consider that most of the health impacts of climate change would be adverse (*16*, *17*). This assessment will be greatly enhanced by the accrual of actual evidence of early health impacts which epidemiologists anticipate will emerge over the coming decade.

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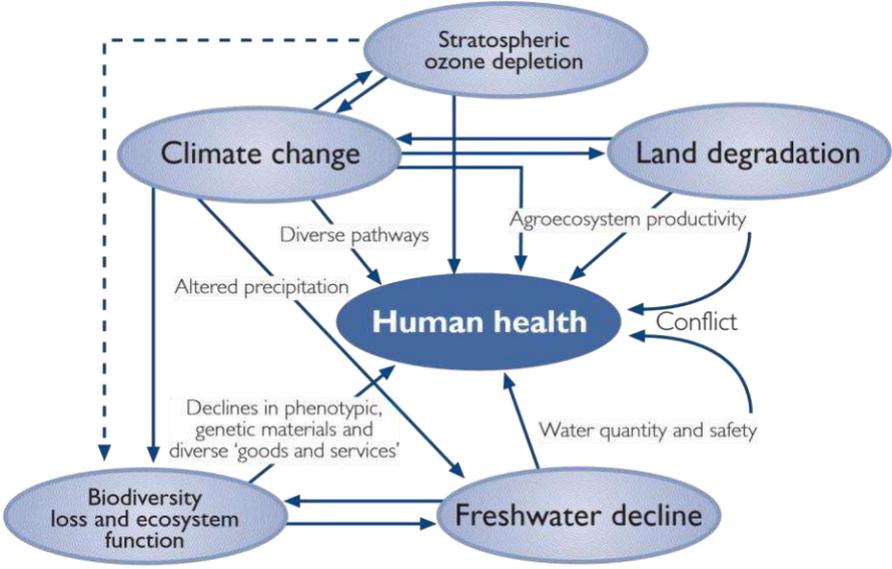


In the meantime, it is instructive to look back over the centuries and begin to understand how climatic changes and events can affect human well-being and health. This is a long and continuing story.

## Climate and human health: an ancient struggle

*Whoever wishes to investigate medicine properly, should proceed thus: in the first place to consider the seasons of the year, and what effects each of them produces, for they are not all alike, but differ much from themselves in regard to their changes.*

Recognition that human health can be affected by a wide range of ecological disruptions, consequent upon climate change, is a recent development, reflecting the breadth and sophistication of modern scientific knowledge. Nevertheless, the simpler idea that human health and disease are linked to climate probably predates written history.

The Greek physician Hippocrates (about 400 BC) related epidemics to seasonal weather changes, writing that physicians should have "due regard to the seasons of the year, and the diseases which they produce, and to the states of the wind peculiar to each country and the qualities of its waters" (*18*). He exhorts them to take note of "the waters which people use, whether they be marshy and soft, or hard and running from elevated and rocky situations, and then if saltish and unfit for cooking," and to observe "the localities of towns, and of the surrounding country, whether they are low or high, hot or cold, wet or dry . . . and of the diet and regimen of the inhabitants".

Two thousand years later, Robert Plot, Secretary to the newly-founded Royal Society in England, took weather observations in 1683–84 and noted that if the same observations were made "in many foreign and remote parts at the same time" we would "probably in time thereby learn to be forewarned certainly of divers emergencies (such as heats, colds, deaths, plagues, and other epidemical distempers)".

Between these times, countless climatic disasters befell communities and populations around the world, leading variously to starvation, infectious disease, social collapse and the disappearance of whole populations. One such is the mysterious demise of the Viking settlements in Greenland in the fourteenth and fifteenth centuries, as temperatures in and around Europe began to fall. Established during the Medieval Warm Period during the tenth century AD (see Figure 1.3), these culturally conservative, livestock dependent, settlements could not cope with the progressive deterioration in climate that occurred from the late Middle Ages. Food production declined and food importation became more difficult as sea ice persisted. To compound matters, the native Inuit population in Greenland was pressing southwards, probably in response to the ongoing climate change. The Viking settlements eventually died out or were abandoned in the fourteenth (Western Settlement) and fifteenth centuries (Eastern Settlement) (*19*).

Historical accounts abound of acute famine episodes occurring in response to climatic fluctuations. Throughout pre-industrial Europe, diets were marginal over many centuries; the mass of people survived on monotonous diets of vegetables, grain gruel and bread. A particularly dramatic example in Europe was the great medieval famine of 1315–17. Climatic conditions were deteriorating and the cold and soggy conditions led to widespread crop failures, food price rises, hunger and death. Social unrest increased, robberies multiplied and bands of desperate peasants swarmed over the countryside. Reports of cannibalism abounded from Ireland to the Baltic. Animal diseases proliferated, contributing to the dieoff of over half the

sheep and oxen in Europe. This tumultuous event and the Black Death which followed thirty years later, are deemed to have contributed to the weakening and dissolution of feudalism in Europe.

Over these and the ensuing centuries, average daily intakes were less than 2000 calories, falling to around 1800 calories in the poorer regions of Europe. This permanent state of dietary insufficiency led to widespread malnutrition, susceptibility to infectious disease and low life expectancy. The superimposed frequent famines inevitably culled the populations, often drastically. In Tuscany, between the fourteenth and eighteenth centuries there were over 100 years of recorded famine. Meanwhile in China, where the mass rural diet of vegetables and rice accounted for an estimated 98% of caloric intake, between 108 BC and 1910 AD there were famines that involved at least one province in over 90% of years (*20*).

Food shortages are never due to climate extremes alone; the risk of famine depends also on many social and political factors. For example, a strong El Niño event in 1877 caused failure of the monsoon rains in south and central India (*21*). However, the intense famine that resulted, which caused somewhere between 6 and 10 million deaths, was only partly due to the drought. There was no shortage of food in India at this time (grain exports to the United Kingdom of Great Britain and Ireland reached an all time high in 1877), but a large proportion of the Indian population was unable to access food reserves, or to find alternative sources when their usual crops failed. There were many reasons for this. Under the British Raj, common lands that previously provided sustenance in times of hardship had been converted to (taxable) private property. Local economies had been impoverished by punitive tariff schemes that favoured imported United Kingdom goods over local products. Aided by the expansion of the railways, community-controlled reserves of food had been replaced by remote stockpiles but there were no moral or regulatory controls over speculation. Because of these and other factors at the end of the nineteenth century many people in India were more vulnerable to adverse effects of drought than ever before.

In the light of this varied (often dramatic) history of the climate-society relationship, it is not surprising that scientists foresee a range of health impacts of a change in global climatic conditions. These will be explored in detail later in this volume. However, the following overview of the potential health impacts of climate change will orient the reader to that later assessment.

## Potential health impacts of climate change

Global climate change would affect human health via pathways of varying complexity, scale and directness and with different timing. Similarly, impacts would vary geographically as a function both of environment and topography and of the vulnerability of the local population. Impacts would be both positive and

negative (although expert scientific reviews anticipate predominantly negative). This is no surprise since climatic change would disrupt or otherwise alter a large range of natural ecological and physical systems that are an integral part of Earth's lifesupport system. Via climate change humans are contributing to a change in the conditions of life on Earth.

The main pathways and categories of health impact of climate change are shown in Figure 1.5.

The more direct impacts on health include those due to changes in exposure to weather extremes (heatwaves, winter cold); increases in other extreme weather events (floods, cyclones, storm-surges, droughts); and increased production of certain air pollutants and aeroallergens (spores and moulds). Decreases in winter mortality due to milder winters may compensate for increases in summer mortality due to the increased frequency of heatwaves. In countries with a high level of excess winter mortality, such as the United Kingdom, the beneficial impact may outweigh the detrimental (*23*, *24*). The extent of change in the frequency, intensity and location of extreme weather events due to climate change remains uncertain.

Climate change, acting via less direct mechanisms, would affect the transmission of many infectious diseases (especially water, food and vector-borne diseases) and regional food productivity (especially cereal grains). In the longer term and with considerable variation between populations as a function of geography and vulnerability, these indirect impacts are likely to have greater magnitude than the more direct (*25*, *26*).

For vector-borne infections, the distribution and abundance of vector organisms and intermediate hosts are affected by various physical (temperature, precipitation, humidity, surface water and wind) and biotic factors (vegetation, host species, predators, competitors, parasites and human interventions). Various integrated modelling studies have forecast that an increase in ambient temperature would cause, worldwide, net increases in the geographical distribution of particular vector organisms (e.g. malarial mosquitoes) although some localised decreases also might occur. Further, temperature related changes in the life-cycle dynamics of both the vector species and the pathogenic organisms (flukes, protozoa, bacteria and viruses) would increase the potential transmission of many vector-borne diseases such as malaria (mosquito), dengue fever (mosquito) and leishmaniasis (sand-fly)—although schistosomiasis (water-snail) may undergo a net decrease in response to climate change (*27*, *28*).

Recently, there has been considerable effort in developing mathematical models for making such projections. The models in current use have well recognised limitations—but have provided an important start. For example, from computer multiple modelling studies it seems likely that malaria will significantly extend its

geographical range of *potential* transmission and its seasonality during the twentyfirst century as average temperatures rise (*29*).

Allowing for future trends in trade and economic development, modelling studies have been used to estimate the impacts of climate change upon cereal grain yields (which account for two-thirds of world food energy). Globally, a slight downturn appears likely but this would be greater in already foodinsecure regions in south Asia, parts of Africa and central America. Such downturns would increase the number of malnourished people by several tens of millions in the world at large— that is, by at least several per cent against a current and projected total, without climate change, of between four and eight hundred million.

By reflecting the increased retention of heat energy in the lower atmosphere, global warming also affects the atmospheric heat budget so as to increase the cooling of the stratosphere (*30*). Should this cooling persist, the process of ozone depletion could continue even after chlorine and bromine loading (by human emission of ozone-destroying gases) starts to decline. If so, the potential health consequences of stratospheric ozone depletion (increase in incidence of skin cancer in fair-skinned populations; eye lesions such as cataracts; and, perhaps, suppression of immune activity) would become an issue for climate change.

It is likely that climatic change over the past quarter-century has had various incremental impacts on at least some health outcomes. However, the time at which any such health impacts of climate change first become detectable particularly depends upon, firstly, the sensitivity of response (how steep is the rate of increase) and, secondly, whether there is a threshold that results in a "step function". Further, detectability is influenced by the availability of high-quality data and the extent of background variability in the health-related variable under investigation. Detection is a matter of both statistical power and reasonable judgement about attribution. The former depends on numbers of observations and the extent of divergence between observed and expected rates or magnitudes of health outcomes. The latter includes pattern recognition: if a particular infectious disease undergoes changes in occurrence in multiple geographical locations, each in association with local changes in climate, it is more certain to be due to climatic influence than if such a change occurs in just one setting.

The first detectable changes in human health may well be alterations in the geographical range (latitude and altitude) and seasonality of certain vector-borne infectious diseases. Summertime food-borne infections (e.g. salmonellosis) may show longer-lasting annual peaks. There has been debate, as yet unresolved, over whether recent increases of malaria and dengue in highland regions around the world may be due to climate factors or to the several other factors that are known to be significant determinants of transmission. There are several other categories of likely early impact. Hot weather would amplify the production of noxious photochemical smog in urban areas and warmer summers would increase the incidence of food poisoning. By contrast, the public health consequences of the

disturbance of natural and managed food-producing ecosystems, rising sea levels and population displacement for reasons of physical hazard, land loss, economic disruption and civil strife, may not become evident for several decades.

## Population vulnerability and adaptive responses

Human populations, as with individuals, vary in their vulnerability to certain health outcomes. A population's vulnerability is a joint function of, first, the extent to which a particular health outcome is sensitive to climate change and, second, the population's capacity to adapt to new climatic conditions. The vulnerability of a population depends on factors such as population density, level of economic development, food availability, income level and distribution, local environmental conditions, preexisting health status and the quality and availability of public health care (*32*).

Adaptation refers to actions taken to lessen the impact of (anticipated) climate change. There is a hierarchy of control strategies that can help to protect population health. These strategies are categorised as: administrative or legislative, engineering, personal-behavioural. Legislative or regulatory action can be taken by government, requiring compliance by all or designated classes of persons. Alternatively, adaptive action may be encouraged on a voluntary basis, via advocacy, education or economic incentives. The former type of action would normally be taken at a supranational, national or community level; the latter would range from supranational to individual levels. Adaptation strategies will be either reactive, in response to climate impacts, or anticipatory, in order to reduce

vulnerability. Adaptation can be undertaken at the international/national, community and individual level—that is, at macro, meso and micro-levels.

The reduction of socioeconomic vulnerability remains a priority. The poor (and especially the very young and old) are likely to be at greatest health risk because of their lack of access to material and information resources. Long-term reduction in health inequalities will require income redistribution, full employment, better housing and improved public health infrastructure. There must be improvement in services with a direct impact on health such as primary care, disease control, sanitation and disaster preparedness and relief. The vulnerability of the poor may jeopardise the well-being of more advantaged members of the same population. Examples of spillover effects include spread of infectious diseases from primary foci in poor populations and the opportunity cost of public services committed to dealing with problems related to disadvantage.

Improved environmental management of health-supporting ecosystems (e.g. freshwater resources, agricultural areas) would reduce the adverse health impacts of climate change. A good example is the control of water-borne infections. In many areas increased density of rainfall is likely to lead to more frequent occurrence of

significant human infections such as giardiasis and cryptosporidiosis. Traditional public health interventions that focus entirely on personal hygiene and food safety have limited effectiveness. A broader approach would consider the interactions between climate, vegetation, agricultural practices and human activity—and would result in recommendations for the type, time and place of "upstream" public health interventions such as changes in management of water catchment areas.

The maintenance of national public health infrastructure is a crucial element in determining levels of vulnerability and adaptive capacity. The 1990s witnessed the resurgence of several major diseases once thought to have been controlled such as tuberculosis, diphtheria and sexually-transmitted diseases. The major causes were deteriorating public health infrastructure (especially the vaccination programme) as well as socioeconomic instability and population movement (*33*). Elementary adaptation to climate change can be facilitated by improved monitoring and surveillance systems. Basic indices of population health status (e.g. life expectancy) are available for most countries. However, disease (morbidity) surveillance varies widely depending on locality and the specific disease. To monitor disease incidence/prevalence—which may often provide a sensitive index of impact—lowcost data from primary care facilities could be collected in sentinel populations.

Such top-down approaches should be widely supplemented by adaptation at the community and individual levels. These would include local environmental management, urban design, public education, neighbourhood alert and assistance schemes, and individual behavioural changes. When implementing adaptation technologies care must be taken to prevent adverse secondary impacts (via maladaptation) that is, new health hazards created by the application of technologies. For example, conventional airconditioning systems can increase the urban heat-island effect and might even exacerbate climate change itself. Water development projects can have significant effects on the local transmission of parasitic diseases including malaria, lymphatic filariasis and schistosomiasis.

CHAPTER 2

# Weather and climate: changing human exposures

## Introduction

Research on the potential health effects of weather, climate variability and climate change requires understanding of the exposure of interest. Although often the terms weather and climate are used interchangeably, they actually represent different parts of the same spectrum. Weather is the complex and continuously changing condition of the atmosphere usually considered on a time-scale from minutes to weeks. The atmospheric variables that characterize weather include temperature, precipitation, humidity, pressure, and wind speed and direction. Climate is the average state of the atmosphere, and the associated characteristics of the underlying land or water, in a particular region over a particular timescale, usually considered over multiple years. Climate variability is the variation around the average climate, including seasonal variations as well as large-scale variations in atmospheric and ocean circulation such as the El Niño/Southern Oscillation (ENSO) or the North Atlantic Oscillation (NAO). Climate change operates over decades or longer time-scales. Research on the health impacts of climate variability and change aims to increase understanding of the potential risks and to identify effective adaptation options.

Understanding the potential health consequences of climate change requires the development of empirical knowledge in three areas (*1*):

1. historical analogue studies to estimate, for specified populations, the risks ofclimate-sensitive diseases (including understanding the mechanism of effect) and to forecast the potential health effects of comparable exposures either in different geographical regions or in the future;
2. studies seeking early evidence of changes, in either health risk indicators orhealth status, occurring in response to actual climate change;
3. using existing knowledge and theory to develop empirical-statistical or biophysical models of future health outcomes in relation to defined climate scenarios of change.

The exposures of interest in these studies may lie on different portions of the weather/climate spectrum. This chapter provides basic information to understand weather, climate, climate variability and climate change, and then discusses some analytical methods used to address the unique challenges presented when studying

these exposures.

## The climate system and greenhouse gases

Earth's climate is determined by complex interactions among the Sun, oceans, atmosphere, cryosphere, land surface and biosphere (shown schematically in Figure 2.1). These interactions are based on physical laws (conservation of mass, conservation of energy and Newton's second law of motion). The Sun is the principal driving force for weather and climate. The Sun's energy is distributed unevenly on Earth's surface due to the tilt of Earth's axis of rotation. Over the course of a year, the angle of rotation results in equatorial areas receiving more solar energy than those near the poles. As a result, the tropical oceans and land masses absorb a great deal more heat than the other regions of Earth. The atmosphere and oceans act together to redistribute this

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heat. As the equatorial waters warm air near the ocean surface, it expands, rises (carrying heat and moisture with it) and drifts towards the poles; cooler denser air from the subtropics and the poles moves toward the equator to take its place.

This continual redistribution of heat is modified by the planet's west to east rotation and the Coriolis force associated with the planet's spherical shape, giving rise to the high jet streams and the prevailing westerly trade winds. The winds, in turn, along with Earth's rotation, drive large ocean currents such as the Gulf Stream in the North Atlantic, the Humboldt Current in the South Pacific, and the North and South Equatorial Currents. Ocean currents redistribute warmers waters away from the tropics towards the poles. The ocean and atmosphere exchange heat and water (through evaporation and precipitation), carbon dioxide and other gases. By its mass and high heat capacity, the ocean moderates climate change from season to season and year to year. These complex, changing atmospheric and oceanic patterns help determine weather and climate.

Five layers of atmosphere surround Earth, from surface to outer space. The lowest layer (troposphere) extends from ground level to 8–16km. The height

varies with the amount of solar energy reaching Earth; it is lowest at the poles and highest near the equator. On average, air temperature in the troposphere decreases 7°C for each kilometre increase in altitude, as atmospheric pressure decreases. The troposphere is the level where the weather that affects the surface of Earth develops. The level at which temperature stops decreasing with height is called the

tropopause, and temperatures here can be as low as -58°C. The next layer (stratosphere) extends from the tropopause to about 50km above the surface, with temperatures slowly increasing to about 4°C at the top. A high concentration of ozone occurs naturally in the stratosphere at an altitude of about 24km. Ozone in this region absorbs most of the Sun's ultraviolet rays that would be harmful to life on Earth's surface. Above the stratosphere are three more layers (mesosphere, thermosphere and exosphere) characterized by falling, then rising, temperature patterns. Overall, the atmosphere reduces the amount of sunlight reaching Earth's surface by about 50%. Greenhouse gases (including water vapour, carbon dioxide, nitrous oxide, methane, halocarbons, and ozone) compose about 2% of the atmosphere. In a clear, cloudless atmosphere they absorb about 17% of the sunlight passing through it (*3*). Clouds reflect about 30% of the sunlight falling on them and absorb about 15% of the sunlight passing through them. Earth's surface absorbs some sunlight and reradiates it as long-wave (infrared) radiation. Some of this infrared radiation is absorbed by atmospheric greenhouse gases and reradiated back to Earth, thereby warming the surface of Earth by more than would be achieved by incoming solar radiation alone. This atmospheric greenhouse effect is the warming process that raises the average temperature of Earth to its present 15°C (Figure 2.2). Without this warming, Earth's diurnal temper-



ature range would increase dramatically and the average temperature would be about 33°C colder (*3*). Changes in the composition of gases in the atmosphere alter the intensity of the greenhouse effect. This analogy arose because these gases have been likened to the glass of a greenhouse that lets in sunlight but does not allow heat to escape. This is only partially correct—a real greenhouse elevates the temperature not only by the glass absorbing infrared radiation, but also by the
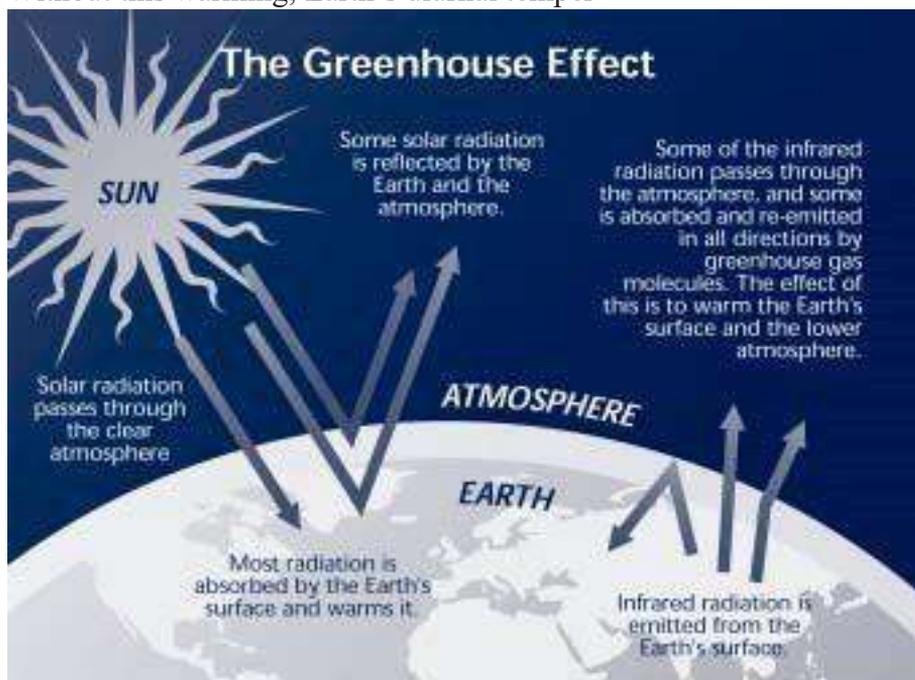
enclosed building dramatically reducing convective and advective losses from winds surrounding the building. Yet the misnomer persists.

For Earth as a whole, annual incoming solar radiation is balanced approximately by outgoing infrared radiation. Climate can be affected by any factor that alters the radiation balance or the redistribution of heat energy by the atmosphere or oceans. Perturbations in the climate system that cause local to global climate fluctuations are called forcings. This is short for radiative forcing which can be considered a perturbation in the global radiation (or energy) balance due to internal or external changes in the climate system. Some forcings result from natural events: occasional increases in solar radiation make Earth slightly warmer (positive forcing), volcanic eruptions into the stratosphere release aerosols that reflect more incoming solar radiation causing Earth to cool slightly (negative forcing). Characterization of these forcing agents and their changes over time is required to understand past climate changes in the context of natural variations and to project future climate changes. Other factors, such as orbital fluctuations and impacts from large meteors, also influenced past natural climate change.

Anthropogenic forcing results from the gases and aerosols produced by fossil fuel burning and other greenhouse gas emission sources, and from alterations in Earth's surface from various changes in land use, such as the conversion of forests into agricultural land. Increases in the concentrations of greenhouse gases will increase the amount of heat in the atmosphere. More outgoing terrestrial radiation from the surface will be absorbed, resulting in a positive radiative forcing that tends to warm the lower atmosphere and Earth's surface. The amount of radiative forcing depends on the size of the increase in concentration of each greenhouse gas and its respective radiative properties (5).

The usual unit of measure for climatic forcing agents is the energy perturbation introduced into the climate system (measured in watts per square metre). A common way of representing the consequences of such forcings for the climate system is in the change in average global temperature. The conversion factor from forcing to temperature change is the sensitivity of the climate system (5). This sensitivity is commonly expressed in terms of the global mean temperature change that would be expected after a time sufficient for both atmosphere and ocean to come to equilibrium with the change in climate forcing.

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Climate feedbacks influence climate sensitivity; the responses of atmospheric water vapour concentration and clouds probably generate the most important feedbacks . The nature and extent of these feedbacks give rise to the largest source of uncertainty about climate sensitivity.

When radiative forcing changes (positively or negatively), the climate system responds on various time-scales . The longest may last for thousands of years because of time lags in the response of the cryosphere (e.g. sea ice, ice sheets) and deep oceans. Changes over short (weather) time-scales are due to alterations in the

global hydrological cycle and short-lived features of the atmosphere such as locations of storm tracks, weather fronts, blocking events and tropical cyclones, which affect regional temperature and precipitation patterns. Greenhouse gases that contribute to forcing include: water vapour, carbon dioxide, nitrous oxide, methane and ozone. Aerosols released in fossil fuel burning also influence climate by reflecting solar radiation.

In addition to adding greenhouse gases and aerosols to the atmosphere, other anthropogenic activities affect climate on local and regional scales. Changes in land use and vegetation can affect climate over a range of spatial scales. Vegetation affects a variety of surface characteristics such as albedo (reflectivity) and roughness (vegetation height), as well as other aspects of the energy balance of the surface through evapotranspiration. Regional temperature and precipitation can be influenced because of changes in vegetation cover. A modelling study by Pielke et al. estimated that loss of vegetation in the South Florida Everglades over the last century decreased rainfall in the region by about 10% . Bonan demonstrated that the conversion of forests to cropland in the United States resulted in a regional cooling of about 2°C. There is concern that deforestation induced drought may be occurring in the Amazon and other parts of the tropics. However, recent evidence suggests that deforestation and interannual climate fluctuations interact in a non-linear manner such that the response of Amazon rainfall to deforestation also depends on the phase of the El Niño/Southern Oscillation (ENSO) cycle . In some transition regions there may be more, not less, precipitation from deforestation. Another land-use impact is the urban heat island wherein cities can be up to 12°C warmer than surrounding areas due to the extra heat absorbed by asphalt and concrete, and by the relative lack of vegetation to promote evaporative cooling .

Water vapour is the major greenhouse gas, contributing a positive forcing ten times greater than that of the other gases. Clouds (condensed water) produce both positive and negative forcing: positive by trapping Earth's outgoing radiation at night, and negative by reflecting sunlight during the day. Understanding how to measure accurately and simulate cloud effects remains one of the most difficult tasks for climate science.

Carbon dioxide currently contributes the largest portion of anthropogenic positive forcing. Atmospheric $CO_2$ is not destroyed chemically and its removal from the atmosphere occurs through multiple processes that transiently store the carbon in the land and ocean reservoirs, and ultimately in mineral deposits . A major removal process depends on the transfer of the carbon content of nearsurface waters to the deep ocean, on a century time-scale, with final removal stretching over hundreds of thousands of years. Natural processes currently remove about half the incremental man-made $CO_2$ added to the atmosphere each year; the balance can remain in the atmosphere for more than 100 years . Atmospheric concentrations of $CO_2$ have increased by 31% since 1750 (*5*). Current global concentrations average about 370ppmv (parts per million by volume). This concentration has not been

exceeded during the past 420000 years and probably not during the past 20 million years (*3*). Measurements begun in the 1950s show that atmospheric $CO_2$ has been increasing at about 0.5% per year (Figure 2.3). This rate of increase is unprecedented during at least the past 20000 years. About 75% of the anthropogenic $CO_2$ emissions to the atmosphere during the past 20 years were due to fossil fuel burning . Much of the rest were due to land-use change, especially deforestation.

Methane ($CH_4$) contributes a positive forcing about half that of $CO_2$. It is released from cultivating rice; raising domestic ruminants (cows, sheep); disposing waste and sewage in landfills; burning biomass; and operating leaking gas pipelines. The atmospheric concentration of methane has increased 151% since 1750. Measurements between the early 1980s and 2000 showed a 10% increase in atmospheric $CH_4$ to 1850ppb (parts per billion). Although the rate of increase has slowed to near zero in the past two years, present $CH_4$ concentrations have not been exceeded during the past 420000 years. $CH_4$ remains in the atmosphere about 10 years. The primary removal mechanism is by chemical reaction in the stratosphere with hydroxyl ions to produce carbon dioxideand water vapour.

Other greenhouse gases include nitrous oxide and ozone. Nitrous oxide is emitted by both natural and anthropogenic sources, and removed from the atmosphere by chemical reactions. The atmospheric concentration of nitrous oxide has increased steadily since the Industrial Revolution and is now about 16% larger than in 1750 . Nitrous oxide has a long atmospheric lifetime.

Ozone ($O_3$) is not emitted directly but formed from photochemical processes involving both natural and anthropogenic species. Ozone remains in the atmosphere for weeks to months. Its role in climate forcing depends on altitude: in the upper troposphere it contributes a small positive forcing, while in the stratosphere it caused negative forcing over the past two decades (*5*). Based on limited observations, global tropospheric ozone has increased by about 35% since preindustrial times.

# 1 Examples of greenhouse gases that are affected by human activities.

| | CO₂ (Carbon Dioxide) | CH₄ (Methane) | N₂O (Nitrous Oxide) | CFC-11 (chlorofluoro-carbon-11) | HFC-23 (Hydrofluoro-carbon-23) | CF₄ (Perfluoromethane) |
|---|---|---|---|---|---|---|
| Pre-industrial concentration | ~280ppm | ~700ppb | ~270ppb | Zero | Zero | 40ppt |
| Concentration in 1998 Rate | 365ppm | 1745ppb | 314ppb | 268ppt | 14ppt | 80ppt |
| of | 1.5ppm/yr[a] | 7.0ppb/yr[a] | 0.8ppb/yr | -1.4ppt/yr | 0.55ppt/yr | 1ppt/yr |

| | | | | | |
|---|---|---|---|---|---|
| Concentration change[b] | | | | | |
| Atmospheric lifetime | 5–200yr[c] | 12yr[d] | 114yr[d] | 45yr | 260yr | >50,000yr |

[a] Rate has fluctuated between 0.9ppm/yr and 2.8ppm/yr for $CO_2$ and between 0 and 13ppb/yr for $CH_4$ over the period 1990 to 1999. [b] Rate is calculated over the period 1990 to 1999. [c] No single lifetime can be defined for $CO_2$ because of the different rates of uptake by different removal processes. [d] This lifetime has been defined as an "adjustment time" that takes into account the indirect effect of the gas on its own residence time.  Source: reproduced from reference 5.

Aerosols are microscopic particles or droplets in air, their major anthropogenic sources are fossil fuel and biomass burning. They can reflect solar radiation and can alter cloud properties and lifetimes. Depending on their size and chemistry, aerosols contribute either positive or negative forcing. For example, sulphate particles scatter sunlight and cause cooling. Soot (black carbon particles) can warm the climate system by absorbing solar radiation. Aerosols have a lifetime of days to weeks and so respond fairly quickly to changes in emissions. They are less well measured than greenhouse gases.

Table 2.1 provides examples of several greenhouse gases and summarizes their 1790 and 1998 concentrations; rate of change over the period 1990–1999; and atmospheric lifetime. The atmospheric lifetime is highly relevant to policymakers because emissions of gases with long lifetimes is a quasi-irreversible commitment to sustained positive forcing over decades, centuries or millennia.

## Weather, climate and climate variability

The terms weather and climate often are used interchangeably, but they actually represent different parts of the same spectrum. Weather is the day-to-day changing atmospheric conditions. Climate is the average state of the atmosphere and the underlying land or water in a particular region over a particular time-scale. Put more simply, climate is what you expect and weather is what you get. Climate variability is the variation around the mean climate; this includes seasonal variations and irregular events such as the El Niño/Southern Oscillation. These differences amongst weather, climate and climate variability have not been applied consistently across studies of potential health impacts, which can lead to confusion and/or misinterpretation.

Elements of daily weather operate on a variety of scales. Well-defined patterns dominate the distribution of atmospheric pressure and winds across Earth. These largescale patterns are called the general circulation. Smaller patterns are found on the synoptic scale, on the order of hundreds or thousands of square kilometres. Synoptic scale features (e.g. cyclones, troughs and ridges) persist for a period of days to as much as a couple of weeks. Other elements of daily weather operate at the mesoscale, which is on the order of tens of square kilometres, and for periods as brief as half an hour. The smallest scale at which heat and moisture transfers occur is the microscale, such as across the surface of a single leaf.

Climate is typically described by the summary statistics of a set of atmospheric and surface variables such as: temperature, precipitation, wind, humidity, cloudiness, soil moisture, sea surface temperature, and the concentration and thickness of sea ice. The official average value of a meteorological element for a specific location over 30 years is defined as a climate normal . Included are data from weather stations meeting quality standards prescribed by the World Meteorological Organization. Climate normals are used to compare current conditions and are calculated every 10 years.

Climatologists use climatic normals as a basis of comparison for climate during the following decade. Comparison of normals between 30-year periods may lead to erroneous conclusions about climatic change due to changes over the decades in station location, instrumentation used, methods of weather observations and how the various normals were computed . The differences between normals due to these primarily anthropogenically-induced changes may be larger than those due to a true change in climate.

The climate normal for the 1990s was the period 1961–1990. This was the baseline for the analyses of climatic trends summarized by the IPCC Third Assessment Report. In January 2002, the climate normal period changed to 1971–2000. This change in the climate normal means a change in the baseline of comparison; different conclusions may result when comparisons are made using different baselines.

A climate normal is simply an average and therefore does not completely characterize a particular climate. Some measure of the variability of the climate also is desirable. This is especially true for precipitation in dry climates, and with temperatures in continental locations that frequently experience large swings from cold to warm air masses. Typical measures of variability include the standard deviation and interquartile range. Some measures of the extremes of the climate are useful also.

A variety of organizations and individuals summarize weather over various temporal and spatial scales to create a picture of the average meteorological conditions in a region. There are well-known spatial latitudinal and altitudinal

temperature gradients. For example, under typical conditions in mountainous terrain, the average surface air or soil temperature decreases by about 6.5°C for every 1000m increase in elevation, and along an equator to pole gradient a distance of 1000km corresponds to an average surface temperature change of about 5°C. Superimposed on these large-scale gradients are more complex regional and local patterns.

Temporal climate variations are most obviously recognized in normal diurnal and seasonal variations.

The amplitude of the diurnal temperature cycle at most locations is typically in the range of 5–15°C

The amplitude of seasonal variability is generally larger than that of the diurnal cycle at high latitudes and smaller at low latitudes. Years of research on seasonal to interannual variations have uncovered several recurring pressure and wind patterns that are termed modes of climate variability (*6*).

The El Niño/Southern Oscillation (ENSO) cycle is one of Earth's dominant modes of climate variability. ENSO is the strongest natural fluctuation of climate on interannual time-scales, with global weather consequences (*13*, *14*). An El Niño event occurs approximately every two to seven years. Originally the term applied only to a warm ocean current that ran southwards along the coast of Peru about Christmas time. Subsequently an atmospheric component, the Southern Oscillation, was found to be connected with El Niño events. The atmosphere and ocean interact to create the ENSO cycle: there is a complex interplay between the strength of surface winds that blow westward along the equator and subsurface currents and temperatures (*13*). The ocean and atmospheric conditions in the tropical Pacific fluctuate somewhat irregularly between El Niño and La Niña events (which consist of cooling in the tropical Pacific) (*15*). The most intense phase of each event usually lasts about one year.

Worldwide changes in temperature and precipitation result from changes in sea surface temperature during the ENSO cycle (*14*, *16*). During El Niño events, abnormally heavy rainfall occurs along part of the west coast of South America, while drought conditions often occur in parts of Australia, Malaysia, Indonesia, Micronesia, Africa, north-east Brazil and Central America (*13*). These changes can have a strong effect on the health of individuals and populations because of associated droughts, floods, heatwaves and changes that can disrupt food production (*16*). Predictions of ENSO associated regional anomalies (deviations or departures from the normal) are generally given in probabilistic terms because the likelihood of occurrence of any projected anomaly varies from one region to another, and with the strength and specific configuration of the equatorial Pacific sea surface temperature anomalies (*12*).

ENSO is not the only mode of climate variability. The Pacific Decadal Oscillation (PDO) and the

North Atlantic–Artic Oscillation (NAO–AO) are well established as influences on regional climate. The NAO is a large-scale oscillation in atmospheric pressure between the subtropical high near the Azores and the sub-polar low near Iceland (*17*). The latter appears to have a particularly large decadal signal (*18*). The PDO signal may fluctuate over several decades.

A note about terminology used by meteorologists and climatologists is relevant. The terms forecast and prediction each refer to statements about future events: predictions are statements that relate to the results of a single numerical model; forecasts are statements that relate to a synthesis of a number of predictions (*6*). Forecasts and predictions are currently most relevant to future (i.e. near-term) weather conditions and seasonal climate conditions. Estimates of long-term climate change usually are discussed in terms of projections, which are less certain than predictions or forecasts. Projections (of future climate) are based on estimates of possible future changes with no specific probability attached to them.

## Climate change

Climate change operates over decades or longer. Changes in climate occur as a result of both internal variability within the climate system and external factors (both natural and anthropogenic). The climate record clearly shows that climate is always changing (Figure 2.4). One feature of the record is that climate over the past 10000 years has been both warm and relatively stable (*5*).

Past changes could not be observed directly, but are inferred through a variety of proxy records such as ice cores and tree rings. Such records can be used to make inferences about climate and atmospheric composition extending back as far as 400000 years. These data indicate that the range of natural climate variability is in excess of several degrees Celsius on local and regional spatial scales over periods as short as a decade
.

On century to millennial scales, climate changes such as the European 'little ice age' from the fourteenth to eighteenth centuries occur (*20*). Over the past approximately million years, the global climate record is characterized by larger glacial-interglacial transitions, with multiple periodicities of roughly 20000, 40000 and 100000 years (*6*). These are correlated with the effects of EarthSun orbital variations. The amplitudes of these transitions are on the order of 5–10°C and are accompanied by large extensions and retreats of polar and glacial ice.

In 1861, instrumental records began recording temperature, precipitation and other weather elements. Figure 2.5 shows the annual global temperature (average of near surface air temperature over land and of sea surface temperatures) expressed as anomalies or departures from the 1961 to 1990 baseline. Over the twentieth century, the global average surface temperature increased about 0.6°C ± 0.2°C, the 1990s being the warmest decade and 1998 the warmest year in the Northern Hemisphere (*5*). The high global temperatures associated with the 1997–1998 El Niño event are apparent, even taking into account recent warming trends. The increase in temperature over the twentieth century is likely to have been the largest of any century during the past 1000 years (Figure 2.6) (*5*). The warmth of the 1990s was outside the 95% confidence interval of temperature uncertainty, defined by historical variation, during even the warmest periods of the last millennium (*3*).

The regional patterns of warming that occurred in the early twentieth century differ from those of the latter part (*5*). The largest increases in temperature occurred over the mid and high latitudes of the continents in the Northern Hemisphere. Regional temperature patterns are related, in part, to various phases of atmospheric-oceanic oscillations, such as the North Atlantic–Artic Oscillation (*5*). Regional temperature patterns over a few decades can be influenced strongly by regional climate variability, causing a departure from global trends. More time must elapse before the importance of recent temperature trends can be assessed. However, the Northern Hemisphere temperatures of the 1990s were warmer than any other time in the past six to ten centuries (*5*). Less is known about the conditions that prevailed in the Southern Hemisphere prior to 1861 because limited data are available.

Climate variability and change over the twentieth century
In the Third Assessment Report of the Intergovernmental Panel on Climate Change, Working Group I summarized climatic changes that occurred over the twentieth century. A concerted effort was made to express the uncertainty about climate trends in a consistent and meaningful fashion. Thus, confidence in their judgements was expressed as: virtually certain (>99% chance that a result is true); very likely (90– 99% chance); likely (66–90% chance); medium likely (33–66% chance); unlikely (10–33% chance); and very unlikely (1–10% chance) (*5*). This terminology is used in the summary below.

On average, between 1950 and 1993, night time daily minimum air temperatures over land increased by about 0.2°C per decade, although this did not happen everywhere (*5*). This increase may be due to a likely increase in cloud cover of about 2% since the beginning of the twentieth century (*5*). This increase was about

twice the

rate of increase in daytime daily maximum air temperatures (0.1°C per decade) and lengthened the freeze-free season in many mid and high latitude regions.

Along with these temperature changes, snow cover and ice extent decreased. Snow cover has very likely decreased about 10% since the late 1960s, and spring and summer sea ice extent decreased about 10–15% since the 1950s. There is now ample evidence to support a major retreat of alpine and continental glaciers in response to twentieth century warming. However, in a few maritime regions, increases in precipitation overshadowed increases in temperature in the past two decades, and glaciers re-advanced (5). Sea ice is important because it reflects more incoming solar radiation than the sea surface and insulates the sea from heat loss. Therefore, reduction of sea ice causes positive climate forcing at high latitudes.

Data show that global average sea level rose between 0.1 and 0.2m during the twentieth century. Based on tide gauge data, the rate of global mean sea level rise was in the range of 1.0 to 2.0mm per year, compared to an average rate of about 0.1 to 0.2mm per year over the last 3000 years (5). This does not mean that sea level is rising in all areas: the retreat of glacial ice in the past several thousand years has lead to a rebound of land in some areas. Sea level has been rising for several reasons. First, ocean water expands as it warms. On the basis of observations and model results, thermal expansion is one of the major contributors to historical sea level changes (5). Thermal expansion is expected to be the largest contributor to sea level rise over the next 100 years. As deep ocean temperatures change slowly, thermal expansion is expected to continue for many centuries after stabilization of greenhouse gases. Second, after thermal expansion, the melting of mountain glaciers and ice caps is expected to make the next largest contribution to sea level rise over the next 100 years. These glaciers and ice caps are much smaller than the large ice sheets of Greenland and Antarctica, and are more sensitive to climate change. Third, processes unrelated to climate change influence sea level; these processes could have regional effects on sea level, such as coastal subsidence in river delta regions. Other changes include the following:

- it is very likely that precipitation increased by 0.5–1.0% per decade over most mid and high latitudes of the Northern Hemisphere continents, and likely that rainfall increased 0.2–0.3% per decade over tropical land areas. Also it is likely that rainfall decreased over much of the Northern Hemisphere subtropical land areas. Comparable systematic changes were not detected over the Southern Hemisphere;
- it is likely that there was a 2–4% increase in the frequency of heavy precipitation events in mid and high latitudes of the Northern Hemisphere over the latter half of the twentieth century;
- since 1950, it is very likely that there was a reduction in the frequency of extremely low temperatures, with a smaller increase in the frequency of extreme high temperatures;

- El Niño events were more frequent, persistent and intense since the mid1970s, compared with the previous 100 years;
- in parts of Asia and Africa, the frequency and intensity of droughts increased in recent decades.

However, not all aspects of climate changed during the last century (*5*). A few areas of the globe cooled in recent decades, mainly over some parts of the Southern Hemisphere oceans and parts of Antarctica. No significant trends of Antarctic sea ice extent are apparent since 1978. No systematic changes in the frequency of tornadoes or other severe storms are evident.

One area of concern is the possibility of a sudden, large change in the climate system in response to accumulated climatic forcing. The paleoclimate record contains examples of such changes, at least on regional scales.

## Special Report on Emission Scenarios

The projection of future climate change first requires projection of future emissions of greenhouse gases and aerosols, for example, the future fossil fuel and land-use sources of $CO_2$ and other gases and aerosols. How much of the carbon from future use of fossil fuels will increase atmospheric $CO_2$ will depend on what fractions are taken up by land and the oceans. Future climate change depends also on climate sensitivity.

For the Third Assessment Report, the IPCC developed a series of scenarios that include a broad range of assumptions about future economic and technological development to encompass the uncertainty about the structure of society in 2100. These scenarios are called collectively the SRES, from the Special Report on Emission Scenarios (*22*). An earlier baseline, or business as usual, scenario (or IS92a) assumed rapid growth rates such that annual greenhouse gas emissions continue to accelerate; this scenario was developed for the Second Assessment Report. The SRES scenarios produce a range of emission projections that are both larger and smaller in 2100 than the IS92a scenario. The SRES scenarios are

grouped into four narrative storylines. The storylines can be categorized basically in a 2x2 table, with the axes global versus regional focus, and a world focused more on consumerism versus a

world focused more on conservation. The basic storylines are A1 (world markets), B1 (global sustainability), A2 (provincial enterprise) and B2 (local stewardship). Each storyline contains underlying assumptions about population growth, economic development, life style choices, technological change and energy alternatives. Each leads to different patterns and concentrations of emissions of greenhouse gases. In some storylines, the large growth in emissions could lead to degradation of the global environment in ways beyond climate change (*5*). No attempt was made to assign probabilities to the SRES scenarios; they are designed to illustrate a wide range of possible emissions outcomes. Much of the summary climate change information provided below is based on results from climate models that used the SRES scenarios.

## Anthropogenic climate change

Several key questions are asked about climate change:

- was there detectable climate change during the twentieth century?
- if so, how much warming already experienced was likely to be due to human activities?
- how much additional warming is likely to occur if we increase the atmospheric levels of greenhouse gases?
- what will be the likely impacts?

To distinguish anthropogenic climate changes from natural variation requires that the anthropogenic signal be identified against the noise of natural climate variability. The third question is important because the climate system has a great deal of inertia—changes to the atmosphere today may continue to affect the climate for decades or even centuries. Similarly, the consequences of efforts to reduce the magnitude of future change may not become apparent for decades to centuries. The question of impacts is addressed in other chapters in this book.

Two of the tasks of the IPCC's Third Assessment Report (TAR) were to determine whether there has been a detectable signal of climate change (in a statistical sense) and if so, to determine if any of the change could be attributed confidently to anthropogenic causes. One conclusion was that best agreement between observations and model simulations over the past 140 years was found when both natural factors and anthropogenic forcings were included in the models (Figure 2.7) (*5*). Further, the IPCC authors concluded that most of the warming observed over the past 50 years is attributable to human activities and that human influences will continue to change atmospheric composition throughout the twenty-first century (*5*). The IPCC authors concluded that emissions of $CO_2$ due to fossil

fuel burning are virtually certain to be the dominant contributor to the trends in atmospheric $CO_2$ concentration throughout the twenty-first century.

By 2100, atmospheric concentrations of $CO_2$ are projected to be between 490 and 1260ppm (75–350% above the concentration of 280ppm in 1750) (*5*). Based on climate model results using the SRES scenarios, the IPCC projected that the global mean temperature of Earth would increase by the end of the twenty-first century by between 1.4 and 5.8°C. Global precipitation also would increase. This projected rate of warming is much larger than the observed changes during the

Antarctica in winter. Of particular note is that the shift in the mean of meteorological variables, such as temperature and precipitation, will result in a shift in extremes (Figure 2.8). For example, in Chicago, Illinois, currently about 6% of days in July and August are above 35°C; under one climate scenario by 2095 that could rise to 36%. Global climate change is not likely to be spatially uniform and is expected to include changes in temperature and the hydrologic cycle. Associated health effects also will vary spatially. Higher evaporation rates will accelerate the drying of soils following rain events resulting in drier average conditions in some regions (*6*). Larger year-to-year variations in precipitation are very likely over most areas where an increase in mean precipitation is projected, including an increase in heavy rain events (*3*). Changes in other features of the climate system also could occur, for example the frequency and intensity of tropical and mid latitude storms. Global climate change may also influence the behaviour of ENSO or other modes of climate variability (*26*). Chapter 5 summarizes the health effects associated with El Niño events.

Between 1990 and 2100 global mean sea level is projected to rise 0.09–0.88 m (*5, 28*). This will be due primarily to thermal expansion of the oceans and loss of mass from glaciers and ice caps. Sea levels are projected to continue rising for hundreds of years after stabilization of greenhouse gas concentrations due to the long time-scales on which the deep ocean adjusts to climate change.

## Climate modelling

Projections of future climatic conditions are produced using climate system models. Atmosphere-Ocean general circulation models (AOGCMs) are mathematical expressions of the thermodynamics; fluid motions; chemical reactions; and radiative transfer of the complete climate system that are as comprehensive as allowed by computational feasibility and scientific understanding of their for-

**Estimates of confidence in observed and projected changes in extreme weather and climate events.** The table depicts an assessment of confidence in

observed changes in extremes of weather and climate during the latter half of the 20th century (left column) and in projected changes during the 21st century (right column).[a] This assessment relies on observational and modelling studies, as well as physical plausibility of future projections across all commonly used scenarios and is based on expert judgment. *Adapted from reference 5.*

[a]    Heat index: A combination of temperature and humidity that measures effects on human comfort. [b] For other areas there are either insufficient data or conflicting analyses. [c] Past and future changes in tropical cyclone location and frequency are uncertain.

Current AOGCMs simulate well some of the key modes of climate variability such as the North Atlantic Oscillation and ENSO.

AOGCMs generally have horizontal spatial resolutions of about 250km for their atmospheric component. This coarse spatial scale creates problems for successfully simulating possible regional climate change and its impacts. For example, two AOGCMs were used in the United States' National Assessment of the Potential Impacts of Climate Variability and Change. In one (from the UK Hadley Centre) the state of Florida was too small to be resolved, and in the other (the Canadian climate model), the Great Lakes were not represented. It is not possible to project regional climate patterns with confidence if significant geographical features are missing.

With limitations of spatial scale and other factors, AOGCMs still have difficulty portraying accurately precipitation patterns in mountainous regions and resolving important synoptic weather features (such as Mesoscale Convective Systems) that strongly influence precipitation patterns and amounts in many agricultural regions. The typical biases in reproduction of observed regional scale climate by AOGCMS

are in the range of about ±4°C for temperature, and -40 to +80% for precipitation (*29*). However, larger biases do occur. It is assumed that the ability to reproduce faithfully the current climate is a necessary condition for simulating future climate in a meaningful way (*30*).

Some techniques can ameliorate the problem of spatial scale. These regionalization techniques include statistical downscaling; regional climate modelling; and application of high resolution and variable resolution atmospheric models (AGCMS). All of these result in higher resolution simulations and, usually, better representation of regional climate (*31*). Statistical downscaling and regional modelling are the most popular techniques that have been used to provide improved regional climate representation for use in impacts studies (*30–35*). The guiding principle of both techniques is to use output from the coarse resolution AOGCMs to produce more detailed regional information.

In regional modelling, lateral and initial boundary conditions from an AOGCM are used to drive regional climate models (usually derived from mesoscale weather forecasting models) over a particular region of interest. AOGCMs provide the large-scale responses of the climate system while the regional model provides regional scale details. Regional models, which are run at higher resolutions (e.g. 30– 50km) are much more successful at simulating accurately regional climate, particularly in regions with complex topography, coastlines, or land use patterns. This ability to reproduce regional climate is limited, however, by the quality of the boundary conditions from the global model. Regional models cannot overcome large errors in the AOGCMs. Climate change experiments with regional models have been performed over many regions, including North America, Europe, Australia, China and India (*36*).

In statistical downscaling, the cross-scale relationship (i.e. large scale to regional/local scale) is expressed as a function between large-scale variables (predictors) and regional or local scale climate variables (predictands). Usually the large and local scale variables are different. It is important that the predictor variables be of relevance to the local variables. The technique of statistical downscaling relies on the assumption that the statistical relationships developed under observed climate conditions are valid under future climate conditions and that the predictors fully represent the climate change signal. The literature on statistical downscaling is quite large and the technique has been applied over most regions of the world (*30–31*).

These regionalization techniques sometimes produce climate changes, particularly of precipitation, that differ substantially from those of the global model that provides the large scale information for the techniques. There remains uncertainty regarding which projection of climate change (from the global model or from the regionalization technique) is more likely correct. However, at least in the case of regional modelling, there is good evidence to suggest that in regions of complex topography, the regional model is more apt to provide a more realistic

response to increased greenhouse gases. Applications of regionalized scenarios to impacts models (e.g. hydrologic and agricultural models) usually produce impacts that are different from those obtained using the corresponding coarse scale scenario (*35*).

Despite the regional climate limitations of AOGCMs, they remain the major source of information on possible climatic changes that can be useful for projections of possible health impacts of climate change.

However, scenarios developed using regionalization techniques will become increasingly available. It is also the case that the typical spatial resolution of AOGCMs will continue to improve in the coming years.

The rate of climate change also is of particular importance for understanding potential impacts, especially from the point of view of possible adaptations of human and natural systems. Some periods of past climate change occurred very rapidly. For example, during the last major ice age shifts of temperatures of up to 5°C occurred in fewer than 50 years (*20*). Moreover, the recent rate of global temperature change in the last (20th) century is the greatest century scale change in the past millennium. The range of climate change indicated by the projected changes from climate models represents rates of change from roughly 0.14 to 0.58°C per decade. It is expected that natural ecosystems in particular could have difficulty in adapting to the higher rates of change. There are also issues of very sudden changes as well as climate surprises (*37*). These include such events as the possible collapse of the West Antarctic Ice Sheet and the shutting down of the thermohaline circulation of the ocean in the North Atlantic. Such punctuated events would have dramatic effects on sea level rise for the former phenomenon and temperature for the latter. However, neither event is considered to have any significant likelihood in the next 100 years (*26*).

## Exposure assessment

This section begins the discussion, continued throughout the remainder of the book, on how weather, climate variability and change can influence population health. There are descriptions of some of the methods and tools that can be used to assess exposure, along with illustrative examples. Further discussion of methods to assess relevant exposures to weather and climate can be found in Ebi and Patz (*1*).

Studying the natural complexities of weather and climate variability in relation to health outcomes offers unique challenges. Weather and climate can be considered over various spatial and temporal scales, with different scales of relevance to different health outcomes. For example, one categorization of temporal scales is into episodes, short-term weather variability and longer-term variation. The consequences of a single event, from a heatwave to an El Niño event, may be useful analogues for similar events. However, a single event may not be representative of all events; it might be weaker or stronger, or may be shorter or last longer than typical events.

Although informative for future directions in research and adaptation, the predictive value of analogue studies may be limited because future events may differ from historical events and because the extent of vulnerability of a population changes over time. The 1995 heatwave caused considerably more loss of life in midwestern states in the United States than a similar heatwave in 1999, in part because of programmes established in the interim (*38*). There are similar issues for geographical analogues, such as using the current experience of heatwaves in a more southern region to predict what might happen in the future in a more northern region. Regions differ on a number of important factors, including living standards and behaviours. Therefore, scenario-based modelling approaches are needed to project what might happen under different climate conditions.

As noted in other chapters, one of the difficulties faced by researchers studying the health impacts of climate variability and change is the often limited availability of both weather and health outcome data on the same temporal and geographical scale.

Exposure assessment begins by incorporating a definition of the exposure of interest into the study hypothesis. To use heatwaves as an example, a heatwave needs to be defined and methods for assessment determined. Heatwaves may be defined by temperature alone or a combination of temperature with other weather variables. There are various definitions of heatwaves. In the Netherlands, for example, the Royal Meteorological Institute defines a heatwave as a period of at least five days, each of which has a maximum temperature of at least 25°C, including at least three days with a maximum temperature of at least 30°C (*39*). It should be noted that the adverse health effects observed during and following a heatwave do not depend on weather alone: the physiological, behavioural and other adaptations of the population exposed to the heatwave are additional determinants of outcomes.

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As well as defining the exposure of interest, decisions need to be made on the appropriate lag period between exposure and effect, and how long health outcomes may be increased after an exposure. Lag periods ranging from a few days to a year have been used, depending on the presumed underlying mechanism of effect. Deaths in the 1995 Chicago heatwave were highest two days after temperatures peaked (*40*). In a study of viral pneumonia, a seven-day lag was used (*41*); a study of water-borne disease outbreaks used lags of one and two months

(*42*); and studies of El Niño and malaria epidemics used one-year (*43–45*).

The following examples describe a variety of approaches used to summarize exposures to weather and climate. Informative exposure assessment is required for development of quantitative estimates of current vulnerability to climate-sensitive diseases using empirical epidemiological approaches.

An example of an episode analysis is a study that took advantage of the 1997/8 El Niño extreme event to assess the effects of unseasonable conditions on diarrhoeal disease in Peru (*46*). Checkley et al. used harmonic regression (to account for seasonality) and autoregressive-moving average models to show an increased risk of these diseases following the El Niño event.

Synoptic climatological approaches are one method used to summarize shortterm weather. For example, McGregor investigated the association between weather and winter ischaemic heart disease deaths (*47*). A principle component analysis followed by a cluster analysis of meteorological data for seven weather variables was used to determine winter air masses. Increases in ischaemic heart disease mortality appeared to be associated with concurrent meteorological conditions and with antecedent and rapidly changing conditions.

Time series analyses are used frequently to analyse exposures associated with short-term variability of climate. Time series analyses can take account of cyclical patterns, such as seasonal patterns, when evaluating longitudinal trends in disease rates in one geographically defined population. Seasonal patterns may be due to the seasonality of climate or to other factors, such as the school year. Two generally used approaches to time series analyses are generalized additive models (GAM) and generalized estimating equations (GEE). The generalized additive model entails the application of a series of semi-parametric Poisson models that use smoothing functions to capture long-term patterns and seasonal trends from data. The generalized estimating equation approach is similar to GAM in the use of a Poisson regression model to estimate health events in relation to weather data. However, no *a priori* smoothing is performed for the time series. Instead, the GEE model allows for the removal of long-term patterns in the data by adjusting for overdispersion and autocorrelation. Autocorrelation needs to be controlled for in time series data of weather measurements because today's weather is correlated with weather on the previous and subsequent days. Overdispersion may be present in count data (health outcomes) that are assumed to follow a Poisson distribution.

Time series analysis was used in a study that described and compared the associations between certain weather variables and hospitalizations for viral pneumonia, including influenza, during normal weather periods and El Niño events in three regions of California (*41*). Temperature variables, precipitation and sea surface temperature were analysed. Sea surface temperature was included as a marker for weather variables not included in the analysis, such as cloud cover. The cut points for the weather variables were approximately one standard deviation from the mean. A seven-day lag period was used. Specific changes in temperature

or precipitation alone could not describe the hospitalization patterns found across the three regions. Also, developing a model based on either the inland or one of the coastal regions would not have been predictive for the other regions. These results underscore the difficulties in trying to model the potential health effects of climate variability.

Another example is a study of the association between extreme precipitation and water-borne disease outbreaks in the United States (*42*). The goal of the analysis was to determine whether outbreaks clustered around extreme precipitation events as opposed to geographical clustering. Curriero et al. defined extreme precipitation events with Z-score thresholds: scores greater than 0.84, 1.28 and 1.65 corresponded to total monthly precipitation in the highest 20%, 10% and 5%, respectively. A Monte Carlo version of Fisher's exact test was used to test for statistical significance of associations. The authors repeatedly generated sets of outbreaks in a random fashion, tabulating the percentage of these artificial outbreaks with extreme levels of precipitation at each step. This process produced a distribution of coincident percentages under the assumption of no association that was then compared with the observed percentage to calculate a pvalue. Analyses were conducted at the watershed level, including outbreaks due to both ground and surface water contamination, and were further stratified by season and hydrologic region. Of the 548 outbreaks, 51% were preceded by a precipitation event above the 90%ile and 68% above the 80%ile ($p < 0.001$). Outbreaks due to surface water contamination were associated with extreme precipitation during the month of the outbreak, while outbreaks due to ground water contamination had the strongest association with extreme precipitation two months prior to the outbreak.

A study by Hay et al. demonstrates one approach for looking at longer-term variability (*48*). The authors used spectral analysis to investigate periodicity in both climate and epidemiological time series data of dengue haemorrhagic fever (DHF) in Bangkok, Thailand. DHF exhibits strong seasonality, with peak incidences in Bangkok occurring during the months of July, August and September. This seasonality has been attributed to temperature variations. Spectral analysis (or Fourier analysis) uses stationary sinusoidal functions to deconstruct time series into separate periodic components. A broad band of two to four year periodic components was identified as well as a large seasonal periodicity. One limitation of this method is that it is applicable only for stationary time series in which the periodic components do not change.

Another approach, used to study the association between El Niño events and malaria outbreaks, analysed historical malaria epidemics using an El Niño/Southern Oscillation index (*43–46*). This is discussed in more detail in chapter five.

Other statistical methods for analysing epidemiological studies of the health impacts of weather and climate are being developed. Improved methods still are needed to fit time series, as are methods to handle bivariate data (one series of

counts and one of continuous data). However, these methods are not enough. Convergence of expertise, methods and databases from multiple disciplines is required to understand and prepare for a different future climate and its potential ecological, social and population health impacts. Capacity building to improve human and ecological data quality, and the development of innovative interdisciplinary methods, remain high priorities when facing the challenges of assessing actual and potential risks from global climate change.

**My learnings**

The IPCC Third Assessment Report concluded that the best agreementbetween climate observations and model simulations over the past 140 years was found when both natural factors and anthropogenic forcings were included in the models (*5*). Further, most of the warming observed over the past 50 years is attributable to human activities.

1. Human influences will continue to change atmospheric composition throughout the twenty-first century. Global average temperature is projected to rise by 1.4 to 5.8°C over the period 1990–2100 (*5*). Global climate change will not likely be spatially uniform, and is expected to include changes in temperature and in the hydrologic cycle.
2. Studying the natural complexities of weather and climate variability in relation to health outcomes offers unique challenges. Weather and climate can be summarized over various spatial and temporal scales. The appropriate scale of analysis will depend on the study hypothesis. Each study hypothesis needs to define the exposure of interest and the lag period between exposure and effect.
3. The predictive value of analogue studies may be limited because future eventsmay be different than historical events, and because the extent of vulnerability of a population changes over time. For these and other reasons, scenariobased modelling is needed to project what might happen under different climate conditions.

4. Analysis methods need to take account of the changing climate baseline. Anadditional consideration is that the shift in the mean of distributions of meteorological variables is likely to change the extremes of the distribution.

Research gaps
1. Innovative approaches to analysing weather/climate in the context of humanhealth are needed. Many standard epidemiology approaches and methods are inadequate because these exposures operate on a population level. Methods used in other disciplines need to be modified and new methods developed to

enhance the ability to study and project potential health impacts in a future that may have a markedly different climate.

2. Long-term data sets with weather and health outcome data on the same spatialand temporal scales are required. Currently it is not possible to answer key questions such as the contribution of climate variability and change to the spread of malaria in African highlands, because the appropriate health, weather and other data (i.e. land use change) are not being collected in the same locations on the same scales. There is currently little coordination across disciplines and institutions; these links need to be established and maintained.

3. Improved understanding is needed of how to incorporate outputs from multiple AOGCMs into health studies to highlight better the range of uncertainties associated with projected future health impacts. Including several climate scenarios can illustrate the range of possible future changes, thus allowing decision-makers to identify populations that may be particularly vulnerable to adverse health impacts and to use this information when prioritizing strategies, policies and measures to enhance the adaptive capacity of future generations.

CHAPTER 3

# International consensus on the science of climate and health: the IPCC Third Assessment Report

## Introduction

In the early 1990s, there was very little awareness of the risks posed to the health of human populations by global climate change. In part this reflected epidemiologists' limited conventional approach to environmental health. The environment was viewed predominantly as a repository for specific humanmade pollutants: in air, water, soil and food, each of which was suspected of posing particular risks to human communities and individual consumers. This was compounded by a general lack of understanding of how the disruption of biophysical and ecological systems might pose threats to the longer-term health of populations. There was also little awareness among physical and natural scientists that changes in their particular objects of study—climatic conditions, biodiversity stocks, ecosystem productivity, and so on— were of potential importance to human health. Indeed, this was clearly reflected in the content of the first major report of the United Nation's Intergovernmental Panel on Climate Change (IPCC), published in 1991. That report devoted just several paragraphs to the possibility that global climate change might affect human health.

Things have changed. The Second Assessment Report of the IPCC (1996) contained a full chapter assessing the potential risks to human population health. The Third Assessment Report (*1*) did likewise, including discussion of the emergence of actual health impacts as well as the larger issue of potential health effects. The Third Assessment Report also included a review of health impacts in regional populations around the world.

## The IPCC

Recognizing that global climate change posed a range of potentially serious, often new, hazards to human societies, the World Meteorological Organization (WMO) and the United Nations Environment Programme (UNEP) established the Intergovernmental Panel on Climate Change (IPCC) in 1988. The role of the IPCC is to assess published scientific literature on how human-induced changes to the gaseous composition of the lower atmosphere, caused by an increase in the emission of greenhouse gases, are likely to influence world climatic patterns; how this in turn would affect a range of systems and processes important to human societies

(including human health); and what range of economic and social response options exists.

The IPCC does not carry out research, neither does it monitor climate-related data or other relevant parameters. Assessments are based on peer-reviewed and other accessible published scientific and technical literature.

A prime source of this chapter is the recent work of Working Group II of the IPCC (WGII), as this was set up as the internationally authoritative scientific review body in climate change and its impacts. Its work has been authorized by national governments through the processes of the United Nations' system; membership has been extensive, international and representative of world scientific skills and opinions, and its review processes have been open to external review by other scientific peers and government scientific advisors.

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The scale of the IPCC endeavour is reflected in the size of the reports produced by its working parties and the number of scientists who take part. For instance, the most recent report from WGII is almost a thousand pages long; the list of authors and reviewers includes more than 650 names from 74 countries. Given the number of scientists involved, the formal review processes required and the need to reach consensus, the IPCC is by nature a conservative body.

WGII builds on the reports of Working Group I, in which climatologists describe the evidence that climate is changing due to human intervention, and construct and test the computer models on which future projections of climate are based. Such climate models are based on physical understanding of the climate system and build upon first principles of dynamic systems. Climatic changes due to a specified, plausible, rise in greenhouse gas concentrations can be forecast with greater confidence at global and regional scales than can changes occurring at a local level. How quickly greenhouse concentrations actually rise in future will depend on many factors, including future trends in fertility, economic development, resource consumption levels and technological choices. As a guide to policy-makers, scientists therefore must devise plausible scenarios that include these features of the future world.

It has been usual to view this topic area as comprising three kinds of health impacts. First, those that are relatively direct and foreseeable. Second, the effects that arise via indirect processes of environmental change and ecological disruption, occurring in response to climate change. Third, diverse health consequences—traumatic, infectious, nutritional, psychological and other—that occur in demoralized and displaced populations in the wake of climate-induced economic dislocation, environmental decline and conflict situations.

Our understanding of the impacts of climate change and variability on human health has increased considerably in recent years. However, research in this area faces three main difficulties:

1. It is difficult to describe clearly the main environmental and biological influences on health, while at the same time including important interactions with ecological and social processes. There must be a balance between complexity and simplicity.
2. There are many sources of scientific and contextual uncertainty. The IPCC hassought a satisfactory way to describe the level of confidence that can be assigned to each statement about a particular health impact (see Box 3.2).
3. Climate change is one of several global environmental changes that affecthuman health. Various large-scale environmental changes now simultaneously impinge on human population health, often interactively (*2*). An obvious example is the transmission of vector-borne infectious diseases. These are affected by: climatic conditions; population movement; forest clearance and land-use patterns; freshwater surface configurations; human population density; and the population density of insectivorous predators (*3*).

### The effects of climate on the transmission biology of human diseases

Climate change involves a change in both the mean meteorological values and variability of these values. The anticipated change in mean climatic conditions is expected to be a slow process, occurring over many decades. Climate variability, however, occurs on a time-scale from weeks or months (e.g. storms and floods) to years (e.g. the ENSO cycle, oscillating with an approximately 5-year periodicity).

The health impacts of climate variability are, in general, likely to be more pronounced over the near term than are those of climate change. For example, large

anomalies in temperature and rainfall in a particular season could cause a number of vector-borne and water-borne epidemics, thereafter the weather could return to normal. Extremes of heat can cause heat exhaustion, cardiovascular disease (heart attacks and strokes) while cold spells can lead to hypothermia and increase morbidity and mortality from cardiovascular disease. Storms, tropical cyclones and extreme rainfall can cause immediate death and injuries, as well as increased risk of water-borne diseases in the medium-term and psychological stress on affected communities in the long-term.

Slow changes in climatic conditions may allow human populations time to adapt. For example, people or communities may develop new ways of coping with, or attenuating, rising residential temperatures. In contrast, abrupt climate changes due to anomalous seasonal climate variability do not allow such opportunities.

The complexities of interactions between environment and host are best shown by the example of vector-borne diseases. The success of pathogens and vectors is determined partly by their reproductive rate. Malaria-carrying mosquito populations can

increase tremendously within a very short time. Equally the *Plasmodium* parasite species proliferates rapidly in both mosquito and human hosts. In contrast, tsetse flies have a low reproductive rate and their populations take much longer to increase under favourable conditions. Hence, infectious diseases transmitted by the tsetse fly (including human sleeping sickness) respond less rapidly to variations in climate than do many mosquito-borne infections. Vectors' ability to transmit disease is also affected by feeding frequency. Hard ticks (such as the vectors of Lyme disease) feed more frequently and for shorter periods than soft ticks. Hard ticks therefore tend to be much more efficient vectors of human diseases. Overall, high vector and pathogen reproductive capacity; preference for humans as a source of blood meals; low life cycle complexity; and high sensitivity to temperature changes result in an infectious disease that has high sensitivity to climate variability.

While climate and environmental factors often initiate changes in the rate of disease (e.g. triggering an epidemic) health service interventions often play a major role in containing the spread of disease. Therefore, in disease outbreaks it is often unclear whether the outcome is a result of either altered climatic and environmental conditions or intervention failures. This is an example of the general problem, it is known that climate has an effect on infections and other health problems but it is difficult to tell *how much* disease and injury can be attributed to this factor.

Mathematical models provide one important means to answer the "what if?" question about the future effects of climate change on infectious disease occurrence. Both biologically based and statisticalempirical models have been used in recent years. More sophisticated integrated models are being developed to take into account the effects of other determinants such as economics and human behaviour. Historical examples of the health correlates of climate variability, such as the El Niño phenomenon, also provide insights into possible future climate and health scenarios.

The traditional role of surveillance in epidemiological assessment of diseases may not stand up to the speed with which epidemics evolve under climate change. Quite often it is difficult to tell whether a rise in the number of cases of malaria is simply normal seasonal variation or the beginning of a large-scale epidemic. At first the number of cases grows slowly, but may rapidly move into a phase of exponential growth, in which case the health care system may be overwhelmed. Hence the value of disease forecasting methods that can estimate the size of a developing epidemic depending on the level of climate anomaly.


IPCC Third Assessment Report
Bearing in mind the general caveat that they are necessarily operating within a penumbra of uncertainty, scientists have estimated the likely range of future health impacts of climate change on human health. For the moment, the most comprehensive and widely reviewed estimates come from the work of the IPCC and the remainder of this chapter therefore provides an overview of that assessment.

Unless otherwise specified, all references are to the contribution of WGII to the Third Assessment Report.

The Third Assessment Report included sectoral and regional analyses of published literature related to impacts of climate change. The Report considered the weight of evidence supporting its conclusions and attributed levels of confidence to the conclusions (these can be found in the technical summary of the IPCCTAR: see Box 3.2 above).

The health chapter in the WGII report included a discussion of specific diseases and regions that have been impacted upon by climate variability, vulnerable populations and their adaptation options and

capacity. The overall conclusion was that global climate change will have diverse impacts on human health— some positive, most negative. Changes in the frequencies of extreme heat and cold, of floods and droughts, and the profile of local air pollution and aeroallergens would affect population health directly. Other indirect health impacts would result from the effects of climate change on ecological and social systems. These impacts would include changes in occurrence of infectious diseases, local food production and under-nutrition, and various health consequences of population displacement and economic disruption.

As yet, there is little firm evidence that changes in population health status have occurred in response to observed trends in climate over recent decades. A recurring difficulty in identifying such impacts is that the causation of most human disorders is multi-factorial, and the background socioeconomic, demographic and environmental contexts change over time, so that conclusively proving (or disproving) a link with climate change is highly problematic.

## Direct effects on health

### Heatwaves and other extreme events

Human populations have, over time, acclimatized and adapted to local climates and also are able to cope with a range of weather changes. However, within populations, there is a range of individual sensitivity to extreme weather events. If heatwaves increase in frequency and intensity, the risk of death and serious illness would increase principally in the older age groups, those with pre-existing cardio-respiratory diseases, and the urban poor. The effects of an increase in heatwaves often would be exacerbated by increased humidity and urban air pollution. The greatest increases in thermal stress are forecast for mid to high latitude cities, especially in populations with unadapted architecture and limited air conditioning. Modelling of heatwave impacts in urban populations, allowing for acclimatization, suggests that many

United States' cities would experience, on average, several hundred extra deaths each summer (*4*). Although climate change may have considerable impact on thermal stress-related mortality in cities in developing countries, there has been little research in such populations. Warmer winters and fewer cold spells will decrease cold-related mortality in many temperate countries. In some instances in the temperate zones, reduced winter deaths probably would outnumber increased summer deaths (*5*).

Any increase in frequency of extreme events such as storms, floods, droughts and cyclones would harm human health through a variety of pathways. These natural hazards can cause direct loss of life and injury and affect health indirectly through loss of shelter; population displacement; contamination of water supplies; loss of food production (leading to hunger and malnutrition); increased risk of infectious disease epidemics (including diarrhoeal and respiratory diseases); and damage to infrastructure for provision of health services. If cyclones were to increase regionally, there might be devastating impacts particularly in densely settled populations with inadequate resources. Over recent years climate-related disasters have caused hundreds of thousands of deaths in countries such as China, Bangladesh, Venezuela and Mozambique.

## Air pollution

Weather conditions can influence the transportation of air-borne pollutants, pollen production and levels of fossil fuel pollutants resulting from household heating and energy demands. Climate change may increase the concentration of ground level ozone but the magnitude of the effect is uncertain (*6*). For other pollutants, the effects of climate change and/or weather are even less well known.

Climate change is expected to increase the risks of forest and rangeland fires and associated smoke hazards. Major fires in 1997 in south-east Asia and the Americas were associated with increases in respiratory and eye symptoms (*7*). In Malaysia, a two to three fold increase in outpatient visits for respiratory disease and 14% decrease in lung function in school children was reported.

Experimental research has shown that doubling $CO_2$ levels from about 300 to 600ppm induces a fourfold increase in the production of ragweed pollen (*8*, *9*). Pollen counts from birch trees (the main cause of allergies in northern Europe) rise with increasing temperature (*10*).

## Indirect effects on health

## Food production and supply

Climate change will have mixed effects on food production globally. Most of the research to date has focused on cereal grain production—an important indicator of total food production, since it accounts for around 70% of global food energy. The probability of reduced food yields is, in general, greatest in developing countries

where it is estimated that approximately 790 million people currently are undernourished (*11*). Populations in isolated areas with poor access to markets will be particularly vulnerable to local decreases or disruptions of food supply.

## Vector-borne infectious diseases

Recent studies of disease variations associated with inter-annual climate variability (such as those related to the El Niño cycle) have provided much useful evidence of the sensitivity to climate of many disease processes. This is particularly so for mosquito-borne diseases. The combination of knowledge from such empirical research; the resultant theoretical understanding of biological and ecological processes; and the output of scenario-based modelling; leads to several conclusions about the future effects of climate change on human populations.

Higher temperatures, changes in precipitation and climate variability would alter the geographical range and seasonality of transmission of many vectorborne diseases. Mostly, range and seasonality would be extended; in some cases reduced. Currently 40% of the world population lives in areas in which endemic malaria occurs (*12*). In areas with limited or deteriorating public health infrastructure, increased temperatures will tend to expand the geographical range of malaria transmission to higher altitudes and latitudes. Higher temperatures in combination with conducive patterns of rainfall and surface water will extend the transmission season in some locations. Changes in climate mean conditions and variability would affect many other vector-borne infections (such as dengue, leishmaniasis, Lyme disease, and tickborne encephalitis) at the margins of their current distributions. For some vector-borne diseases in some locations, climate change will decrease the likelihood of transmission via a reduction in rainfall, or temperatures that are too high for transmission.

A range of mathematical models, based on observed climatic effects on the population biology of pathogens and vectors, indicate that climate change scenarios over the coming century would cause a small net increase in the proportion of the world population living in regions of potential transmission of malaria and dengue (*13*, *14*, *15*). An alternative modelling approach, based on a direct correlation of the observed distribution of disease distribution against a range of climate variables, suggests that there will be little change in malaria distributions, as areas that become permissible for transmission are balanced by others that become unsuitable for at least one climatic factor. Neither approach attempts to incorporate the effects of socioeconomic factors or control programmes on the distribution of current or future disease.

## Water-borne infectious diseases

There are complex relationships between human health and water quality, water quantity, sanitation and hygiene. Increases in water stress are projected under climate change (see chapter 4, IPCC –TAR WG II), but it is difficult to translate

these changes into risk of water-related diseases.

Heavy rainfall events can transport terrestrial microbiological agents into drinking-water sources resulting in outbreaks of crytosporidiosis, giardiasis, amoebiasis, typhoid and other infections (*19*, *20*,

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*21*, *22*). Recent evidence indicates that copepod zooplankton provide a marine reservoir for the cholera pathogen and thereby facilitate its long-term persistence and disseminated spread to human consumers via the marine food-web (*23*). Epidemiological evidence has pointed to a widespread environmental cause for recent outbreaks of cholera, rather than a point source contamination as seen in Peru in 1991 and East Africa in 1997/98. Strong links are found between cholera infections, bathing and drinking water from east African lakes (*24*). Cholera epidemics also are associated with positive surface temperature anomalies in coastal and inland lake waters (*23*).

Global warming is expected to lead to changes in the marine environment that alter risks of bio-toxin poisoning from human consumption of fish and shellfish. For example, bio-toxins associated with warm waters, such as ciguatera in

**Main vector-borne diseases: populations at risk and burden of diseases.** *Based on data from reference 1*

| Disease | Vector | Population at risk | Number currently infected or new cases per year | Disability adjusted life years lost[a] | Present distribution |
|---------|--------|--------------------|--------------------------------------------------|----------------------------------------|----------------------|
| Malaria | Mosquito | 2400 million (40% world population) | 272925000 | 42280000 | Tropics/subtropics |

| Disease | Vector | | | | Distribution |
|---|---|---|---|---|---|
| Schistosomiasis | Water snail | 500–600 million | 120 million | 1760000 s | Tropics/subtropics |
| Lymphatic filariasis | Mosquito | 1000 million | 120 million | 5644000 | Tropics/subtropics |
| African trypanosomiasis (Sleeping sickness) | Tsetse fly | 55 million | 300000–500000 | 1598000 | Tropical Africa |
| Leishmaniasis | Sand Fly | 350 million | 1.5–2 million | 2357000 | Asia, Africa, Southern Europe, Americas |
| Onchocerciasis River blindness | Black fly | 120 million | 18 million | 987000 | Africa, Latin America, Yemen |
| American trypanosomiasis (Chagas' disease) | Triatomine bug | 100 million | 16–18 million | 649000 | Central and South America |
| Dengue | Mosquito | 3000 million | Tens of millions | 653000[b] | All tropical countries |
| Yellow fever | Mosquito | 468 million in Africa | 200000 | Not available | Tropical South America and Africa |
| Japanese encephalitis | Mosquito | 300 million | 50000 | 767000 | Asia |

[a] The Disability–Adjusted Life Year (DALY) is a measure of population health deficit that combines chronic illness or disability and premature death (17). Numbers are rounded up to nearest 100000. [b] Other analyses suggest this value could be as high as 1800000 (18).

Effects of social and economic disruptions

In some settings, the impacts of climate change may cause severe social disruptions, local economic decline and population displacement that would affect human health (26). Of particular concern is the impact of a rising sea level (estimated, with a wide band of uncertainty, at around 0.5m over the coming century) on island and coastal populations currently living not far above the shoreline. Population displacement resulting

from sea level rise, natural disasters or environmental degradation is likely to lead to substantial health problems, both physical and mental.

Assessments of health impacts by IPCC region

**Africa**

Africa has a number of climate-sensitive diseases, the most prominent being malaria, meningitis and cholera.

Malaria epidemics in the past 15 years have been reported mainly in the highlands of east Africa, Rwanda and Zimbabwe, associated with inter-annual climate variability (such as the occurrence of El Niño events). Following flooding in the arid regions of Somalia and Kenya, malaria outbreaks were reported during the 1997/98 El Niño event. Meanwhile, in the Sahel region malaria transmission has declined in the past 30 years due to long-term drought.

From 1931 (when Rift Valley Fever was first described) until the end of the 1970s, the disease was considered to be a relatively benign zoonosis that developed periodically in domestic animals (especially sheep) following heavy rains (27). Thereafter extensive research on mosquito vectors of Rift Valley Fever in Kenya (mainly *Aedes* and *Culex* species) clearly has linked the risk of outbreaks with flooding (28). Following the 1997/8 El Niño event in East Africa, a Rift Valley Fever outbreak in Somalia and northern Kenya killed up to 80% of livestock and affected their owners (29). In West Africa the disease is linked to epizootic diseases with increased risks during the wet season. The IPCC (2001) concluded that increased precipitation as a consequence of climate change will increase the risk of infections of this kind to livestock and people.

Currently the seventh cholera pandemic is active across Asia, Africa and South America. During the 1997/98 El Niño, the rise in sea-surface temperature and excessive flooding (29) provided two conducive factors for cholera epidemics

Rift Valley region. A significant association between bathing, drinking water from Lake

**TABLE 3.2. Summary of the number of countries in Africa that reported disease outbreaks to WHO from January 1997 to June 1999 (1).**

which were observed in Djibouti, Somalia, Kenya, Mozambique and the United Republic of Tanzania, all of which border the Indian Ocean. Cholera epidemics also have been observed in areas surrounding the Great Lakes in the Great

Tanganyika and the risk of infection with cholera has been found (*24*). It is likely that warming in these African lakes may cause conditions that increase the risk of cholera transmission.

Major epidemics of bacterial meningococcal infection usually occur every five to ten years within the African meningitis belt, and typically start in the middle of the dry season and end a few months later with the onset of the rains (*30*). Between February and April 1996, the disease affected thousands of people in parts of northern Nigeria, many of whom died (*31*). This epidemic spread from the traditional meningitis belt to Kenya, Uganda, Rwanda, Zambia and the United Republic of Tanzania (*32*). One of the environmental factors that predispose to infection and epidemics is low humidity (*33*). To date this disease has been limited to the semi-arid areas of Africa, suggesting that future distribution could expand due to increased warming and reduced precipitation.

| Disease | 1997 | 1998 | 1999 January–July |
|---|---|---|---|
| Malaria | 0 | 2 | 2 |
| Rift Valley Fever | 0 | 4 | 1 |
| Yellow Fever | 1 | 1 | 0 |
| Meningitis (bacterial) | 3 | 2 | 4 |
| Plague | 2 | 1 | 2 |
| Cholera | 8 | 10 | 7 |
| Dengue | 0 | 0 | 0 |

Plague is a flea-borne disease and the major reservoirs of infection are rodents such as the common rat. Rodent populations fluctuate widely with the availability of food which in turn depends on rainfall. Exceptionally heavy rainfall can increase food abundance; as a consequence the population of rodents and fleas may multiply rapidly. During severe droughts, rodents may leave their wild habitats in search of food in human houses and this can also increase the risk of plague transmission. Plague outbreaks in

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Africa have in the last few years been reported in Mozambique, Namibia, Malawi, Zambia and Uganda (See Table 3.2 above).


## Asia

In Asia, as in Africa, the main health concerns under climate change and variability are malaria and cholera, but thermal stress and air-pollution related illnesses also are important. Malaria still is one of the most important vector-borne diseases in India, Bangladesh, Sri Lanka, Thailand, Malaysia, Cambodia, the Lao People's Democratic Republic, Viet Nam, Indonesia, Papua New Guinea and parts of China. Vector resistance to insecticides, and parasites' to chloroquine, compound the problem of malaria control. The IPCC concluded that changes in environmental temperature and precipitation could expand the geographical range of malaria in the temperate and arid parts of Asia.

Water-borne diseases such as cholera, and various diarrhoeal diseases such as giardiasis, salmonellosis and cryptosporidiosis, occur commonly with contamination of drinking water in many south Asian countries. These diseases could become more frequent in many parts of south Asia in a warmer climate.

The direct effects of heat are important public health issues in this region. The heat index (derived from daily mean temperature, and humidity) is closely related to the occurrence of heat stroke in males aged 65 years and above residing in Tokyo. In the city of Nanjing, China, a marked increase in the number of heat stroke patients and mortality was observed when the maximum daily temperature exceeded 36°C for 17 days during July 1988. Similar events were observed when the temperature exceeded 31°C in Tokyo, Japan.


## Australia and New Zealand

In Christchurch, New Zealand, an increase of 1°C above 21.5°C was associated with a 1.3% increase in all-cause mortality. There were more than the expected numbers of deaths in winter also, although this was not statistically significant. Since 1800, deaths specifically ascribed to climate hazards have averaged about 50 per year in Australia (*34*), of which 60% are estimated to be caused by heatwaves, 20% by tropical cyclones and floods. Climate change would increase the number of heatwaves in Australia but the future frequency of storms and floods is less certain.

In Australia the number of notified cases of arbovirus infections (caused by insect-borne virus) appears to have increased in recent years. Exotic species such as *Aedes albopictus* and *Aedes camptorhynchus*, competent vectors of (respectively) the dengue and Ross River viruses, have been detected in New Zealand. Outbreaks of Ross River virus disease and Murray Valley encephalitis in southeastern Australia tend to follow heavy rainfall events. In south-western Australia the major vector for Ross River virus is the salt-water breeding mosquito

*Ae.*

*camptorhynchus,* and variations in sea level have been associated with outbreaks. Climate scenarios suggest that conditions in some parts of Australia and New Zealand will become more favourable for the transmission of several vectorborne diseases. However, whether this potential risk will translate into an increase in cases of disease will depend on other factors such as the maintenance and expansion of the public health surveillance and response system.

Ozone and other photochemical oxidants are a concern as air pollutants in several major Australian cities and in Auckland, New Zealand (*35*). In Brisbane, Australia, current levels of ozone and particulates have been associated with increased hospital admission rates (*36*). Warm weather promotes formation of these pollutants, although other factors such as wind speed and cloud cover are also important, if more difficult to anticipate.

**Europe**

The major impacts of climate change and variability on health in Europe are mainly via thermal stress and air pollution, vector and food-borne diseases, water-related diseases and flood effects.

In many European cities total daily mortality rises as summer temperatures increase. Heatwaves in July 1976 and July–August 1995 were accompanied by a 15% increase in mortality in Greater London and particularly from cardiorespiratory diseases at older age (*37*, *38*). A major heatwave in July 1987 in Athens was associated with 2000 excess deaths (*39*, *40*). Warmer winters, however, would result in reduced cold-related mortalities. It has been estimated that 9000 deaths per year could be avoided by 2025 in England and Wales under a 2.5°C increase in average winter temperature (*41*).

With deteriorating health systems, the recent resurgence of malaria in southeastern Europe could be amplified by a warmer climate. Small numbers of locally transmitted cases currently occur in the Mediterranean region (*42*). However, existing public health resources and reduction of breeding habitats for *Anopheles* mosquitoes make it unlikely that malaria will re-emerge on a large scale in western Europe, whatever changes take place in the climate. There has been no dengue transmission in Europe in recent times, but the appearance of the vector *Aedes albopictus* in Italy and Albania is a matter of concern.

The two common forms of leishmaniasis: visceral and cutaneous, are transmitted to humans and dogs in all the Mediterranean countries by phlebotomine flies (*43*). This disease is associated with dry habitats. Higher temperatures are likely to shift northwards the range of the disease.

Lyme disease and tick-borne encephalitis (TBE) are transmitted by hard ticks such as *Ixodes ricinus* and *I. persulcatus* found in the temperate regions of Europe. Recent observations in Sweden suggest that the incidence of TBE has increased following milder winters in combination with extended spring and autumn in (*44*). There is also some evidence that the northern limit of the tick's distribution in Sweden has shifted northwards as a result of a higher frequency of milder winters (*44*, *45*, *46*), although this relationship remains contentious (*47*). Climate change may extend the tick-borne disease transmission season and also its range towards the north, but disrupt transmission in more southerly regions (*48*).

Some countries in eastern Europe with restricted access to water at home could be affected by any climate-related decrease in supplies. For instance, an increase in the frequency and intensity of extreme precipitation could increase the risk of transmission of cryptosporidiosis.

The distribution of carriers of food-borne diseases such as flies, cockroaches and rodents could change due to climate change. In the United Kingdom of Great Britain and Northern Ireland, a study of foodborne illness found a strong relationship between incidence and temperature in the month preceding the illness (*49*).

Leptospirosis, a disease associated with flooding, is a major concern in some parts of Europe.

## Polar regions

At the time of the Third Assessment Report of the IPCC no studies were available on the impacts of climate change on human health in the polar region. A number of studies have been conducted subsequently and a summary report, the Arctic Climate Impact Assessment, is being prepared by the Arctic Council (an intergovernmental forum of countries making up the Arctic region), and the International Arctic Science Committee (a non-governmental organization for research and co-operation in the region).

## Small island states

Many tropical islands report outbreaks of vector-borne and water-borne infectious diseases that are attributed, in part, to changes in temperature and rainfall regimes. In some regions, e.g. the Pacific, it has been noted that extreme weather events appear to be occurring at a greater frequency than elsewhere (*67*). As a consequence, physical injuries arising from these events can be expected to increase. Some of the small island states such as the Bahamas, Kiribati, the Marshall Islands and the Maldives are a mere 2–4m above sea level, which predisposes them to inundation with seawater and consequent salinization of fresh water supplies and flooding from sea level rise.

## Post-TAR assessments

The IPCC TAR assessment ended in 2001, however other regional and country specific assessments have since begun. In Europe and a number of developing countries, a post TAR assessment on adaptation strategies is being carried out 2001–2004. The results of these assessments will be reviewed in the fourth assessment of the IPCC.

# Conclusions

Conclusions Attempts to predict the future health impacts of any risk factor are necessarily uncertain. They rely on a reasonable projection of future exposures to the risk factor, unbiased measurement of the relationship between the exposure and health impacts, and the assumption that this relationship will either hold constant, or change in a predictable manner. Climate change differs from other health risk factors in that considerable effort has been devoted to generating and evaluating formal models to forecast future climate in response to likely trajectories of atmospheric gaseous compositional change. Arguably we therefore have better information on future climate than for most health exposures. Substantial knowledge also has been accumulated on the relationship between climate variations (either over short time periods or geographically) and a series of important health impacts. Although this information is far from complete, it provides a basis for a first approximation of the likely scale of climate change effects on a range of impacts. The health impacts of climate change were estimated for the disease outcomes that (1) are of global importance, (2) the IPCC concludes are most likely to be affected by climate change, and (3) for which sufficient information for global modelling was available. Climate change is expected to affect the distribution of deaths from the direct physiological effects of exposure to high or low temperatures (i.e. reduced mortality in winter, especially in high latitude countries, but increases in summer mortality, especially in low latitudes). However, the overall global effect on mortality is likely to be more or less neutral. The effect on the total burden of disease has not been estimated, as it is unclear to what extent deaths in heat extremes are simply advancing deaths that would have occurred soon in any case. It is estimated that in 2030 the risk of diarrhoea will be up to 10% higher in some regions than if no climate change occurred. Uncertainties around these estimates mainly relate to the very few studies that have characterized the exposure-response relationship. Estimated effects on malnutrition vary markedly across regions. By 2030, the relative risks for unmitigated emissions relative to no climate change vary from a significant increase in the south-east Asia region, to a small decrease in the western Pacific region. There is no consistent pattern of reduction in relative risks with intermediate levels of climate change stabilization. Although these estimates appear somewhat unstable due to the high sensitivity to regional variation in precipitation, they are large and relate to a major disease burden. Proportional changes in the numbers of people killed in coastal floods are very large, but induce a low disease burden in terms of people immediately killed and injured. Impacts of inland floods are predicted to increase by a similar order of magnitude and generally cause a greater acute disease burden. In contrast to most other

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relationships between climate and disease. However, other factors clearly affect rates of all of these diseases and in many cases interact with climatic effects. As far as possible, the effect of non-climatic factors (both current and future) has been included in these analyses. Understanding of the interactions between climate and non-climatic effects remains far from perfect, and the degree to which population adaptation (physiological, behavioural or societal) may absorb climate-driven changes in risk represents the greatest degree of uncertainty in our projections. Research on these interactions clearly is necessary, and should greatly improve the accuracy of future estimates, as well as indicating how best to adapt to climate change. In every assessment of disease burden at global level, a model relying on a number of hypotheses needs to be constructed, as only a fraction of the necessary data is ever available. While these results still bear considerable uncertainty, the international climate research community (represented by the UN IPCC) concludes that anthropogenic climate change has occurred already, will continue to occur and will adversely affect human health.

## Looking to the future: challenges for scientists studying climate change and health

## Introduction

Chapter 3 describes ways in which climate change may affect human health and summarizes the findings of the Third Assessment Report of the IPCC (*1*). This chapter looks ahead and considers the challenges awaiting researchers who seek to advance knowledge of this area beyond what is contained in reports from the IPCC and other bodies. This begins with an outline of important ways in which climate change is different from other environmental health problems and explores the implications for researchers.

The biggest challenge is scale. Both the geographical spread of climate-related health problems and the much elongated time spans that often apply, are largely

unfamiliar to public health researchers. Research on climate change typically is conducted on three time-scales:

1. relatively short periods between altered climate (expressed as weather) andthe effects on health.
2. intermediate time periods that include recurring, inter-annual events like ElNiño and La Niña.
3. longer intervals (decades or centuries) between the release of greenhousegases and subsequent change in the climate. This category of research is most troublesome to standard epidemiological methods.

Researchers in the public health sciences are accustomed to studying geographically localized problems that have a relatively rapid onset and impact directly on human health. There are exceptions (e.g. the global spread of AIDS and tobaccorelated diseases) but, typically, health problems (and control strategies) are defined by boundaries at a finer scale: neighbourhood, town or province. The standards that researchers bring to the evaluation of evidence frequently are born out of an experimental research tradition. In this vein the natural unit of observation tends to be the individual rather than the group and when thinking about causes the emphasis lies on specific agents acting downstream in the causal process.

Weather and climate variability do not fit well the conventional research model, partly because there is no easily identified unexposed control group and little variation in exposures between individuals in a geographical region. Consequently, studies of the effects on health of weather and climate variability need to use ecological designs (in which the study unit is a population). Following a period when population-based studies were somewhat out of favour, epidemiologists are re-visiting their use and exploring ways in which evidence from ecological investigations can be combined with information collected at the individual level (*2*). While the exposure is common to a geographical area, there are frequently variations in coping capacity that cause considerable differences in outcomes. For example, excess mortality in the 1995 Chicago heatwave varied almost one hundred-fold between neighbourhoods as a result of factors such as housing quality and community cohesion (*3*).

Other important differences from traditional environmental exposures are the directness of the association between exposure and disease, and the degree to which interactions and feedbacks could occur. There are many pathways—some more direct than others—through which climate change could affect human health (see chapter 2): the effects of temperature extremes on health are direct, while the effects of changes in temperature and cloud cover on air pollutionrelated diseases involve several intermediate steps. Similarly, ecosystem change will be one mediator of the potential effects of changes in temperature and precipitation on vector-borne diseases. As another example, climate change may increase the amount of time taken for stratospheric ozone levels to return to preindustrial concentrations. This

delay could be decades or longer than expected under the Montreal Protocol (*1*). During this time, increased exposure to UV radiation is expected to continue to increase rates of skin cancer, cataracts and other diseases (see chapter 8).

Hypotheses of the effects of climate on health cannot be tested in experimental studies because climate cannot be assigned at the whim (random or otherwise) of the investigator. It may be possible to study some early effects using standard observational methods. However, the effects of future climate variability and change can be estimated only by analogue studies, using current weather or climate variability (such as El Niño events—chapter 5) that mimics in some way what might be expected under climate change, or by models. Such models cannot predict what will happen, but instead sketch out what would occur *if* certain conditions were fulfilled. Some—at least in theory—could assign probabilities, such as the chance of sea level rise along the coast of the United States of America over t he next 100 years. Ideally, models include scenarios of future societal, economic and technological conditions, since the impact of climate depends very heavily on these factors. It is important for these models to capture the effects of humans as an added stressor on the environment, and their ability to respond to change. Climate/health models should be informed but need not be constrained by historical data. For example, it is possible to construct a simulation model based upon assumed conditions and processes (e.g. with thresholds and non-linearities) different to those experienced historically.

The less than ideal fit between the problems and available study methods presents a challenge; this chapter describes some of the ways in which researchers are responding. Developments include new ways of estimating the impacts of future threats (such as scenario based assessments). Methods applied elsewhere to the study of complex non-linear systems are being translated to the health sphere (e.g. modelling of infectious disease). A more sophisticated approach to uncertainty assessment includes not only statistical sources of error (arising from sampling processes) but also the uncertainty that results from judgements that must be made to bridge knowledge gaps. Whereas in the past the variability in response between study units tended to be regarded as noise around the exposure-outcome signal, now this variability is seen as important in its own right. For example, to learn about possible mechanisms of adaptation to extreme.

## Conclusions

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Conclusions Attempts to predict the future health impacts of any risk factor are necessarily uncertain. They rely on a reasonable projection of future exposures to the risk factor, unbiased measurement of the relationship between the exposure and health impacts, and the assumption that this relationship will either hold constant, or change in a predictable manner. Climate change differs from other health risk factors in that considerable effort has been devoted to generating and evaluating formal models to forecast future climate in response to likely trajectories of atmospheric gaseous compositional change. Arguably we therefore have better information on future climate than for most health exposures. Substantial knowledge also has been accumulated on the relationship between climate variations (either over short time periods or geographically) and a series of important health impacts. Although this information is far from complete, it provides a basis for a first approximation of the likely scale of climate change effects on a range of impacts. The health impacts of climate change were estimated for the disease outcomes that (1) are of global importance, (2) the IPCC concludes are most likely to be affected by climate change, and (3) for which sufficient information for global modelling was available. Climate change is expected to affect the distribution of deaths from the direct physiological effects of exposure to high or low temperatures (i.e. reduced mortality in winter, especially in high latitude countries, but increases in summer mortality, especially in low latitudes). However, the overall global effect on mortality is likely to be more or less neutral. The effect on the total burden of disease has not been estimated, as it is unclear to what extent deaths in heat extremes are simply advancing deaths that would have occurred soon in any case. It is estimated that in 2030 the risk of diarrhoea will be up to 10% higher in some regions than if no climate change occurred. Uncertainties around these estimates mainly relate to the very few studies that have characterized the exposure-response relationship. Estimated effects on malnutrition vary markedly across regions. By 2030, the relative risks for unmitigated emissions relative to no climate change vary from a significant increase in the south-east Asia region, to a small decrease in the western Pacific region. There is no consistent pattern of reduction in relative risks with intermediate levels of climate change stabilization. Although these estimates appear somewhat unstable due to the high sensitivity to regional variation in precipitation, they are large and relate to a major disease burden. Proportional changes in the numbers of people killed in coastal floods are very large, but induce a low disease burden in terms of people immediately killed and injured. Impacts of inland floods are predicted to increase by a similar order of magnitude and generally cause a greater acute disease burden. In contrast to most other impacts, the relative increase in risks tends to be similar in developed and developing regions. However, these apply to baseline rates that are much higher in

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**Brihan Maharashtra College of Commerce**

**(Autonomous)**



A Project Report on

**The Impact of Covid-19 on Tourism Industry**

Prepared by

**Mr. Pranav Patil**

**Class: TY BBA IB**

**Roll No: 58**

Under the Guidance of

**MS. Manjusha Wadekar**

**Submitted to Brihan Maharashtra College of Commerce (Autonomous) for fulfillment of requirements of the Bachelor of Business Administration in International Business Degree 2019-2021**

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **PRANAV CHANDRAKANT PATIL**

of B.B.A.I.B. Exam Seat No. **58** has satisfactorily completed the

project work.

Title **IMPACT OF COVID-19 ON TOURISM INDUSTRY**

Date : **JUNE 2021**                                          Place - Pune

Officiating Principal
B.M.College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**   **Internal Examiner**   **Principal**   **B.B.A.I.B Incharge**

## Declaration:

I **Mr. Pranav Chandrakant Patil of TY BBA (IB**) solemnly declare that the research work included in this project entitled, **"The Impact of Covid-19 on Tourism"** has been completed by me under the valuable guidance of **Ms. Manjusha Wadekar** for the subject Research Methodology.

This mandatory project work is completed as prescribed by the Savitribai Phule Pune University. This work is original and has not been submitted in part or full to any other University or Institution for the award of any degree. The extent of information derived from the existing literature has been indicated in the body of the research report by referencing it at appropriate places. The foregoing statements made in regard to the research work are correct and complete.

Place: **Pune**                                    **Mr. Pranav Chandrakant Patil**

Date: **01 June 2021**                              **Third Year BBA (IB)**

                                    **Brihan Maharashtra College of Commerce**

## Acknowledgement:

Research report has been kept on track and been seen through towards completion with the support and encouragement of numerous people. At the end of this journey , it's a pleasant task to express hearty thanks to all those who contributed via different ways to this completion.

At this moment of accomplishment, first of all I pay homage to my teacher and guide, **Ms. Manjusha Wadekar**, for her able guidance and encouragement. I experienced a hard working, cool, disciplined, kind hearted person. Despite of her busy schedule she used to review the research progress, give valuable suggestions and made corrections. Ma'am, I will be forever grateful for your support, understanding and appreciation.

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With the deep sense of gratitude, special mention goes to **Mrs. Bharti Upadye**, Co-ordinator, BBA and BBA (IB), BMCC, Pune.

Profound gratitude with deep affection goes to Principal and Management of Brihan Maharashtra College of Commerce, Pune for hosting me for BBA (IB) degree.

I owe eternal gratitude with payment of high regards to my family members for pushing me forward with a positive acceleration and being with me during the inevitable ups and downs of life.

Thanks to all who directly and indirectly contributed to this achievement.

I bow in front of Almighty God for granting me the wisdom, health and strength to undertake this research task and enabling me to its completion.

**Pranav Chandrakant Patil**

**Table of Content:**

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# CHAPTER 1: INTRODUCTION

**The impact of Covid-19 on Tourism Industry:**

The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating as tens of millions of people are at risk of falling into extreme poverty. It has affected many sectors, one of which is Tourism. Tourism is one of the world's major economic sectors. It is the third-largest export category (after fuels and chemicals) and in 2019 accounted for 7% of global trade.[i] Tourism is one of the sectors most affected by the Covid-19 pandemic, impacting economies, livelihoods, public services and opportunities on all continents. All parts of its vast value-chain have been affected.

The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.[ii] But Covid-19 has become a spoilsport in India's ever growing tourism industry.

Aim: To study how the Covid-19 crisis has hit the ever growing tourism industry of India.

Objectives:

- To discuss the impact of Covid-19 on tourism industry
- To illustrate the loss incurred by tourist agencies and hotels
- To study the impact on tourism employment during Covid-19
- To understand the preferences of consumers after the lockdown was lifted
- To discuss what the tourist agencies and hotels are doing to win customer trust back
- To study the safety precautions taken by agencies and hotels
- To understand the future of Tourism industry

# CHAPTER 2: LITERATURE REVIEW

## Literature Review:

The recent coronavirus (COVID-19) has triggered a concern worldwide in early January 2020, and by the end of March 2020, the outbreak has infected several people globally. It is one of its kind of humanitarian disasters, has affected people and businesses worldwide, triggering a global economic crisis. In this aspect, the tourism sector is not being left behind. Tourism industry in all countries has been affected, but the impacts on Indian tourism industry are very deep. India is one of the developing nations known for its uniqueness in its tradition, culture and unparalleled hospitality. It is a major destination for many international tourists, creating several employment opportunities and generating enormous taxes. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. Moreover, the sector recorded a 3.2% growth from 2018, with 10.8 million foreign tourists arriving in India with a foreign exchange earning of USD 29.9 billion in 2019. In this regard, India ranked 8th with respect to total direct travel and contribution towards tourism of about USD 108 billion.[iii]



## Foreign Tourist Arrivals in India
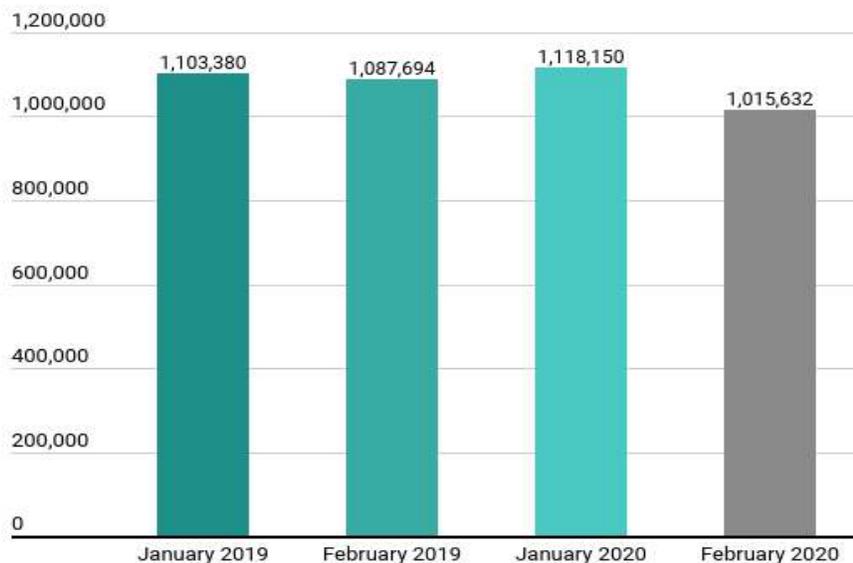
Source: Rajya Sabha

*Source: IndiaSpend*

Also, there is a 66.4% decline in overseas tourists' arrivals in India in March 2020 compared to last year. It has been estimated that there will be about 40 million direct and

3

indirect job losses in India, with an annual loss in revenue of around USD 17 billion in India.[iv]  Hotels are being closed due to fewer tourists and many five-star hotels turning into quarantine facilities. Most places are increasing the operating costs because of social distancing, hygiene, and sanitation-related costs. Therefore, sustaining during this crisis is a challenging task for the tourism industry.

Corona virus triggered global recession by 2020.There is a sense of fear among people that foreign tourists could be carriers of viruses because the virus came from abroad to India. Through an economic standpoint, the ban of traveling and closure of industrial units leads to a reduction in jobs and production. Neither can all roads be opened in rural areas or new tourism trails be built. Moreover, the Indian medical tourism that was estimated to be at $28 billion by 2020 was disrupted due to the spread of virus. The main reason behind all this was the spread of virus that can be restrained only by social- distancing and thus the affected countries decided on lockdown of the nation.[v]

Marianna Sigala (Researcher) talks about tourism impacts and transformational affordance of the COVID-19 pandemic. The article discusses how the pandemic has altered the behaviors and experiences of various tourism stakeholders in the form of tourism demand, supply and destination management, and policymaking. The pandemic has also necessitated the revision of knowledge and experience during three COVID-19 stages namely response, recovery, and reset.[vi]

Tourism and hospitality require multiskilling and professional development of the personnel for the crisis handling, increased sense of hygiene and sanitation-related standard procedures, positive attitude toward the restoration of the industry, and increased sense of responsible media roles in times of pandemic. Ensuring the protection of the guests and the staff, and other stakeholders in the hospitality sector have become a top concern.

 At the same moment, to recover from market losses and to restore the positive picture in the visitors' attitude, there is a need for strong marketing and promotional campaigns to be launched both locally and at the international level. Abhijit Mitra throws light on the impact of the Covid-19 pandemic on the global employment sector with special reference to India. The worst affected industries, as per global estimates include food and lodging that employs 1444 Million workers. This is where the 'sharp end' of the pandemic was felt and India is no exception to it.[vii]

The travel and tourism companies in India are dealing with the miserable journey of canceled bookings from travelers which have led to a "complete paralysis" in the market. The situation was worse between the period February 2020-to-late March 2020. With the impose on travel bans internationally, the airlines and railways came to a standstill as the crisis has hit its nerve centers.[viii]  Indian association of tour operators has estimated that the hotel, aviation, and travel sector collectively may acquire a loss of about ₹85 billion due to the restrictions imposed on travel and tourism. However,

4

domestic transport was started early with some regulations, the aviation sector had to wait for a long time to resume its operations.[ix]

During the lockdown period, India had canceled travel to over 80 countries, due to which the international flights were being suspended. The domestic flights were operational with regulations. The Indian domestic travelers and FTAs witnessed a significant decline in 2020. India's foreign tourists (FTA) arrival stood at 10.9 million and the foreign exchange earnings stood at Rs 210,971 crore during 2019. The states which accounted for most of it were Maharashtra, Tamil Nadu, Uttar Pradesh, and Delhi for about 60% of FTAs. Along with this, the cancellation of various events, functions, and festivities caused a great job loss to many organizers and companies.[x]

**CHAPTER 3:  RESEARCH METHODOLOGY**

**Research Methodology:**

3.1 Scope of the study:

The study is focused on understanding the worst of India's pandemic situation, and how it affected the country's tourism industry.

The purpose of the study is to identify the impact of the pandemic on the country's tourism industry.

For data collection, a survey was conducted to identify how the pandemic has affected the tourism industry and major sectors of it: hotels and travel agencies.

3.2 Objective:

The objective of the study is to discuss mainly on the impact of Covid-19 on tourism industry and to illustrate the loss incurred by travel agencies and hotels.

3.3 Statement of Hypothesis:

The study is conducted to analyze the impact of Covid-19 on tourism industry.

The pandemic has affected all the business activities across the globe, to study the impact hypothesis is being derived.

Hence, to study the the same, following hypothesis has been being derived:

**(H):** The tourism industry is adversely affected by Covid-19

3.4 Level of Significance:

The significance level refers to the probability of either accepting or rejecting a null hypothesis. A level of significance of 5% was fixed to perform the data analysis.

3.5 Data Collection Tools:

Data collection tools used for the research project are mainly in the form of questionnaire. Several articles and websites providing the same were referred to online.

Primary source of information was collected directly though the questionnaire which was sent to travel agencies and hotel managers.

Secondary source of information were different government sites, blogs and articles which were available online.

3.6 Research Period:

The following Research was conducted from 1$^{st}$ February to 31$^{st}$ March 2021.

3.7.1 Sample Area:

The questionnaires were circulated to Travel agencies and hotels located in Pune and Mumbai only.

3.7.2 Sample Size:

A total 15 travel agencies from Pune and Mumbai have been selected as sample for data collection for the first questionnaire in which 11 respondents have responded.

A total 11 hotels from Pune and Mumbai have been selected as sample for data collection for the first questionnaire in which 9 respondents have responded.

3.8 Research Design:

3.8.1 Statistical Tests:

Statistical tests used for research was percentage analysis and measures of central tendency was been carried out of the data collected through mainly primary source.

3.8.2 Sampling Technique:

There would be two surveys namely A) For Travel Agencies and B) For Hotels. The sampling frame would consist of travel agencies and hotels only.

3.9 Challenges faces:

Secondary sources were very helpful in conducting research as it was easily available, but obstacles were faced while gathering primary source of information.

Following are the obstacles faced while collecting data though stated research methodology:

a. As the questionnaire was prepared to collect the primary data, due to lockdown it was difficult to contact the business owners for the purpose of recording the response.
b. It was difficult and tedious to measure the reliability and authenticity of data collected to a certain extent as secondary data is a less reliable source than first hand primary data.

# CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

## Data Analysis and Interpretation:

B) For Travel Agencies



Impact of Covid-19 on already booked plans

0%

100%

■ Cancelled   ■ Postponed
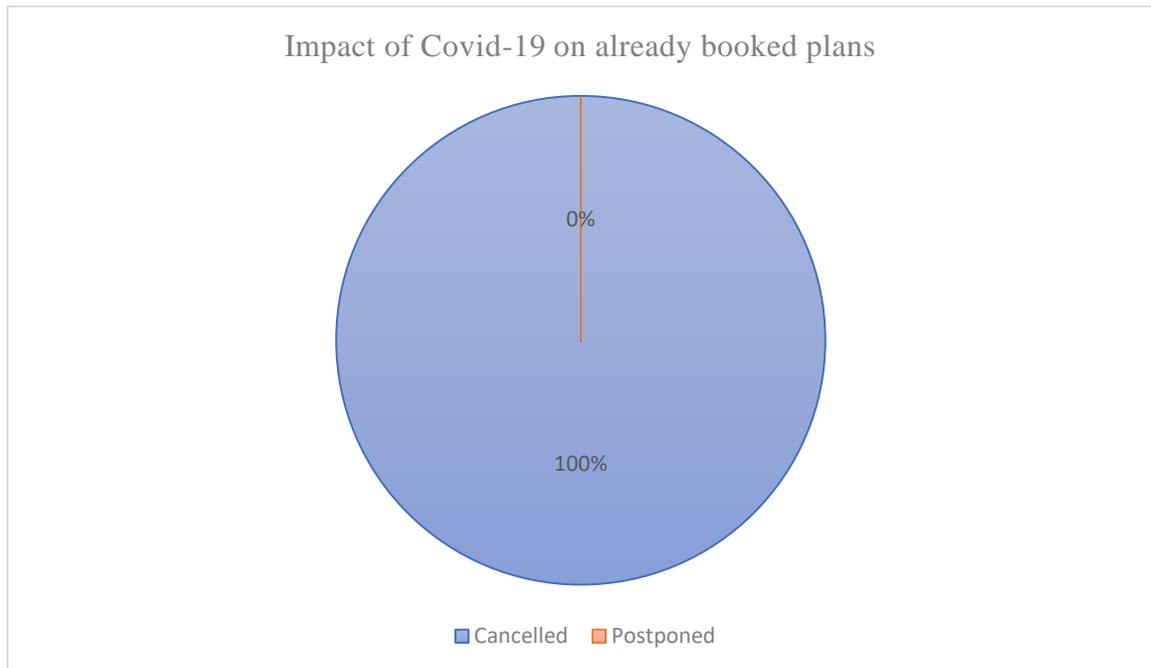
All travel trips booked via travel agencies were cancelled by the customers. This shows how scared the people were and they knew the virus is going to stay for a long

time.

How many employees were laid off
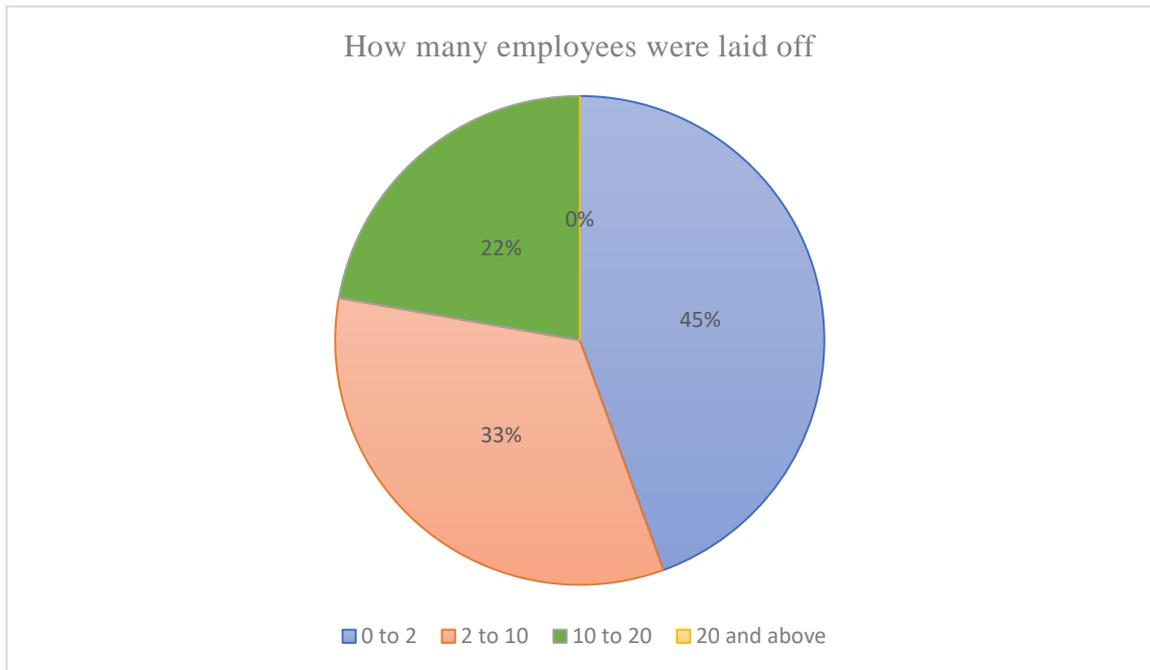


*Figure 2*

55% of the travel agencies did not lay any of their employees. Out of the 45% which laid off their employees, 45% laid anywhere between 0 to 2, and 33% between 2 to 10. And 22% between 10 to 20, while zero percentage for 20 and above section. This shows that most of the agencies cared for their employees and did not want to put them in financial crisis. There were agencies who laid off employees but only to cut their losses short.

## Loss in % in FY20 compared to FY19



Legend: Less than 10% · 10 to 20% · 20 to 30% · 30% and above

Pie chart values: 0%, 11%, 22%, 67%
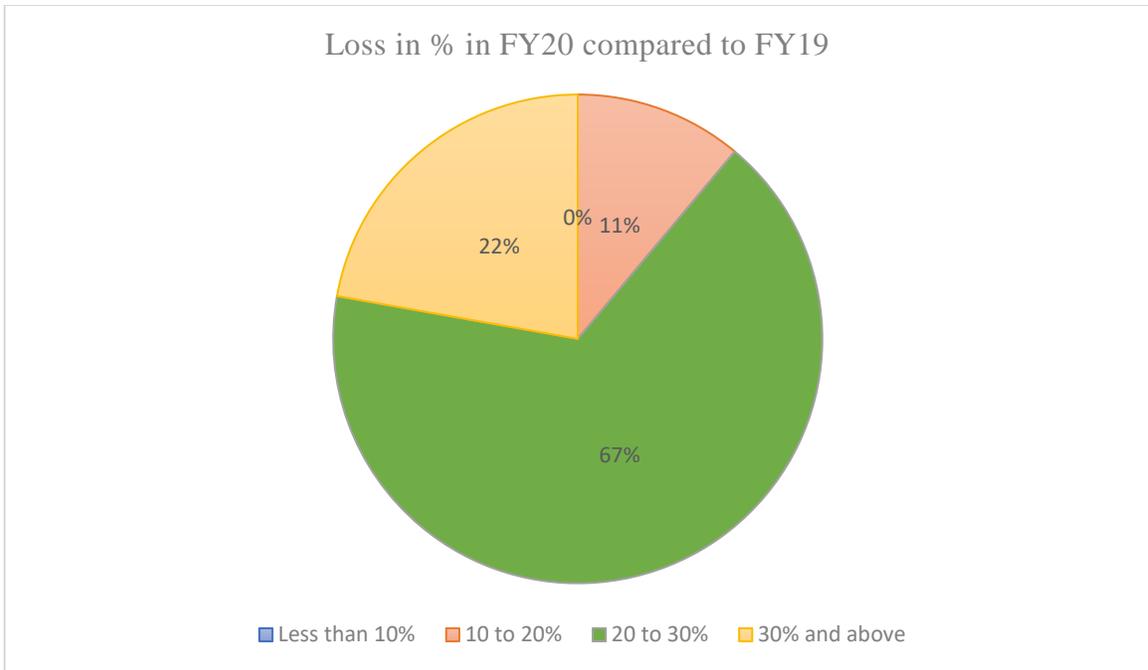
*Figure 3*

The above data clearly demonstrates how hard the pandemic hit the travel agencies. All agencies have reported their loss to be more than 10%. Majority of the agencies have their loss in between 20 to 30%, followed by 22% agencies which have faced huge losses above 30%. A decent number (11%) of agencies also had losses in 10 to 20% bracket. These losses also shows how unfortunate yet important it must have been for the agencies to let go off their employees.

Revenue drop in FY20
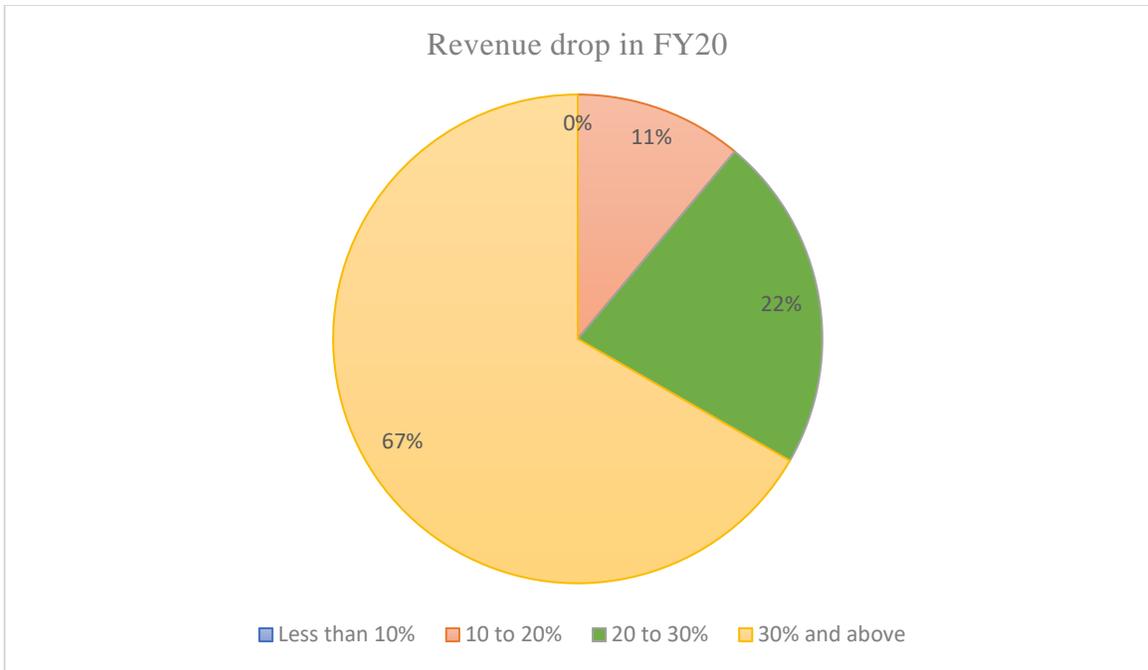
*Figure 4*

67% of the agencies had a revenue drop of more than 30%. Followed by 22% agencies having revenue drop between 20 to 30% and then 11% agencies between the range of 10 to 20%. Not even 1 agency had a drop in revenue below 10% which was quite clear in the loss in percentage comparison.



Change in customers' spending pattern

*Figure 5*

14
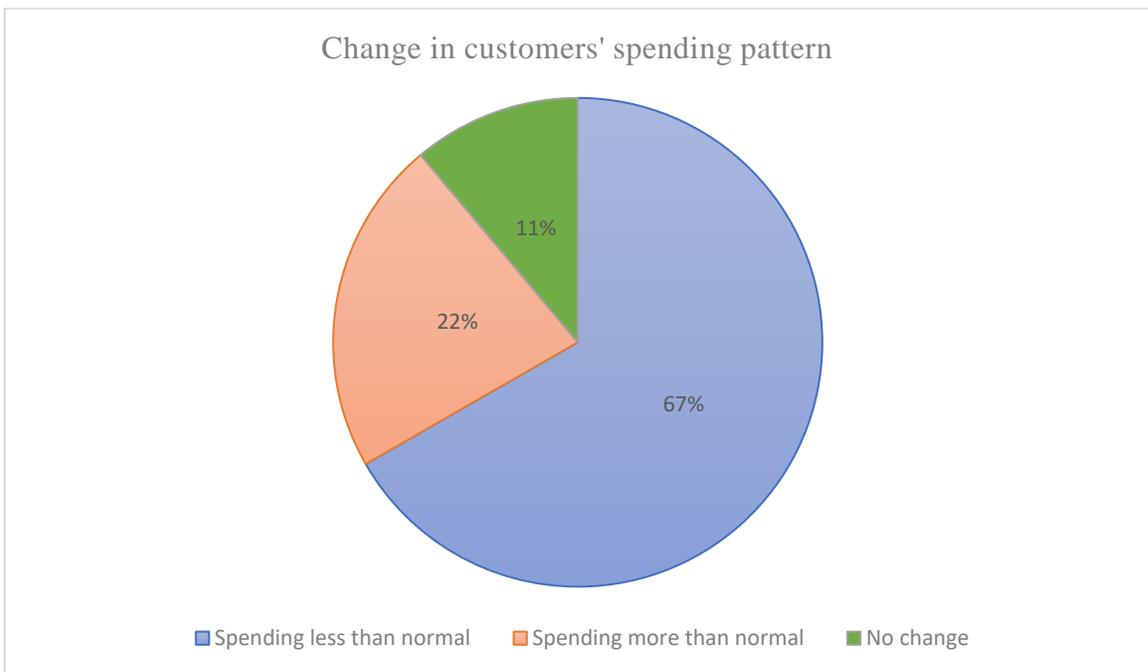
Although most of the agencies (67) said they see that customers are spending less than normal, which is understood, there is a fair share of 22% which says that people started spending more than normal. 11% of the agencies were in the can't say category.

Measures taken to win client trust back:

The travel agencies had to answer this question in a descriptive way. Based on all the answers, most of the travel agencies talked about following Covid-19 safety protocols and only 1 agency focused majorly on giving discounts. This shows how important the safety criteria has become in the Tourism industry which was much neglected in different forms.
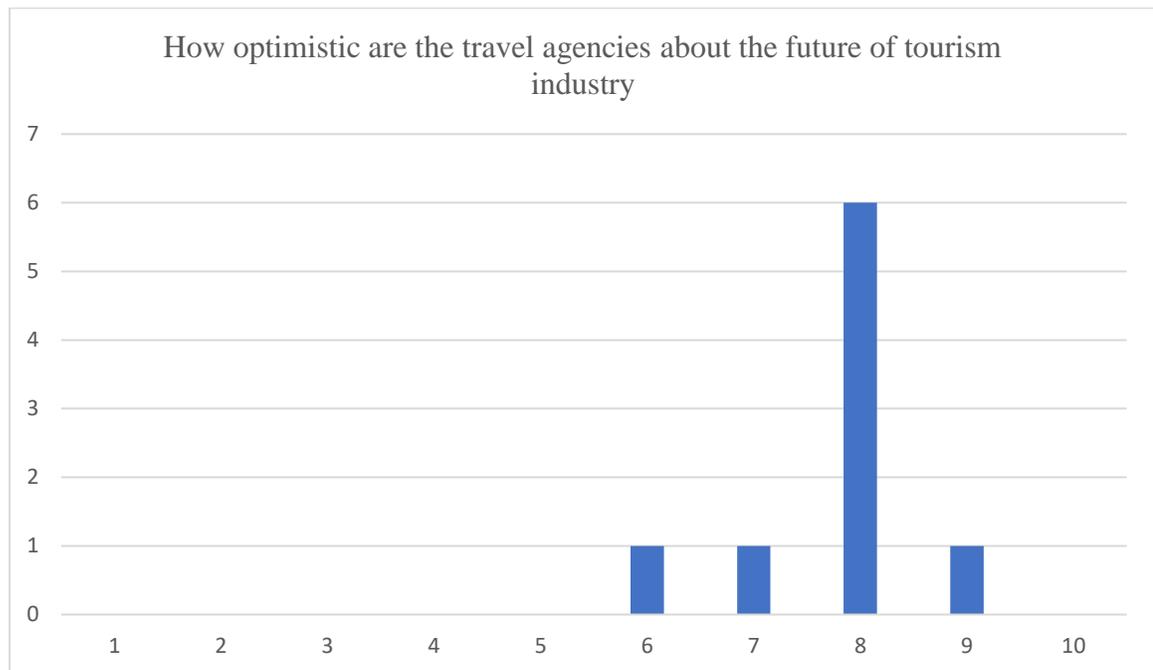


*Figure 6*

All travel agencies have rated above 5 for this question showing that they have not lost hope. Six agencies have rated 8 out of 10, while 1 agency each has voted for 6, 7 and 9 respectively.

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B) For Hotels



Impact of Covid-19 on already booked rooms

0%

100%

■ Cancelled  ■ Postponed
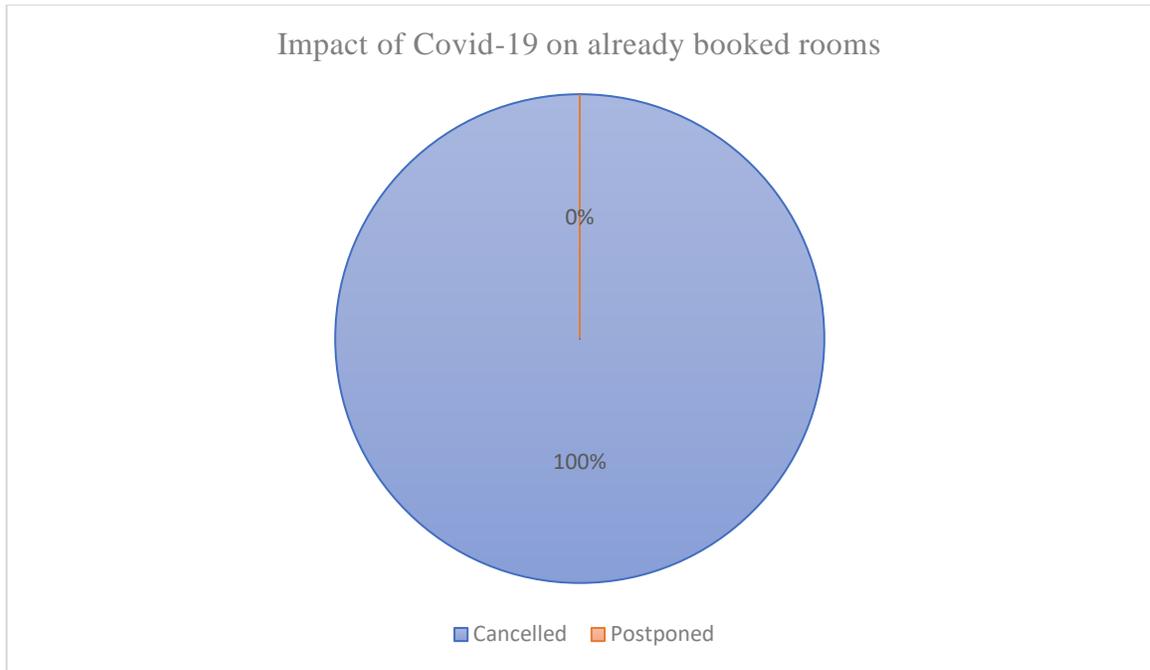
*Figure 7*

All booked hotel rooms were cancelled by the customers. This shows how scared the people were and they knew the virus is going to stay for a long time.



How many employees were laid off

11%

22%

22%

45%

■ 0 to 2  ■ 2 to 10  ■ 10 to 20  ■ 20 and above

*Figure 8*

16
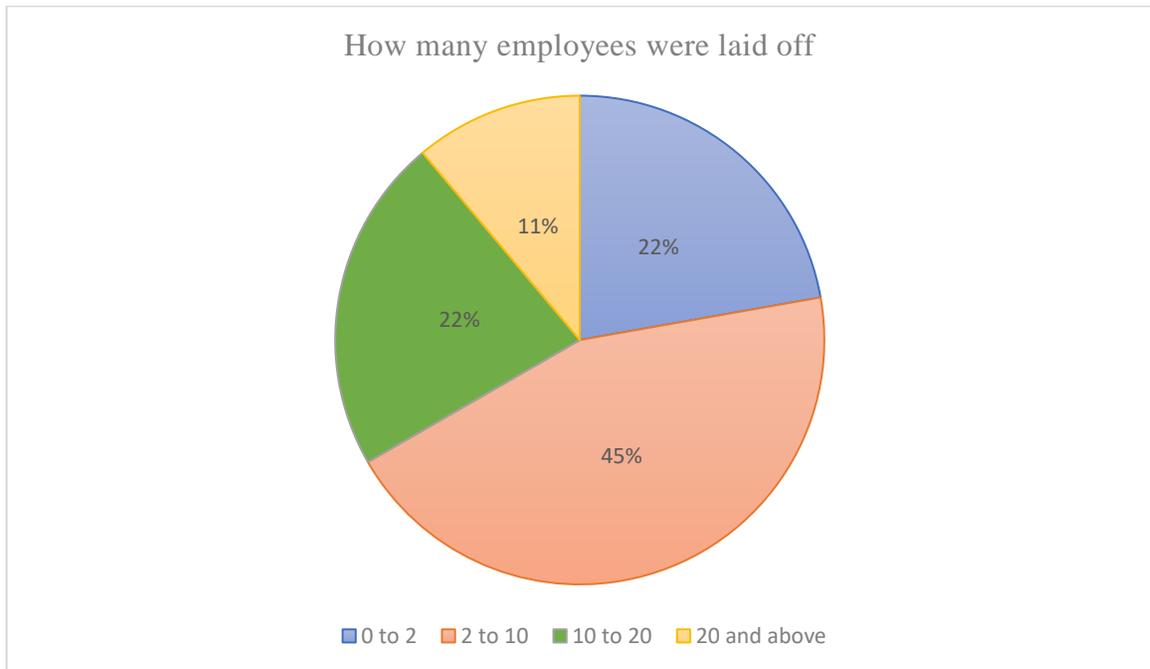
22% of the travel agencies did not lay any of their employees. Out of the 78% which laid off their employees, 22% laid anywhere between 0 to 2, and 45% between 2 to 10. And 22% between 10 to 20, while 11% for 20 and above section. Lowest percentage of lay off can be seen for 20 and above criteria, which indicates very few hotels laid off more employees to cut short their losses.
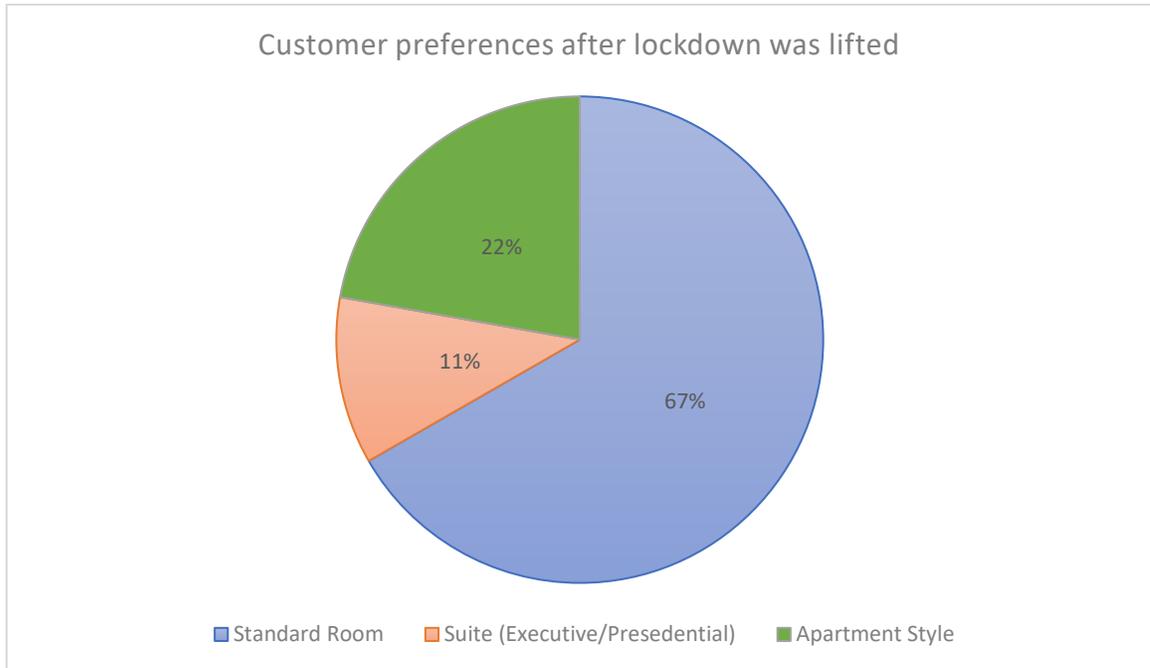


*Figure 9*

67% of the rooms booked were standard rooms, 11% were suites (comparatively expensive than standard room) and 22% were apartment style rooms (most expensive of all). We see a strange pattern here as apartment style rooms were booked more than suites, but that also indicates that more people went out with large groups after a long period of lockdown.
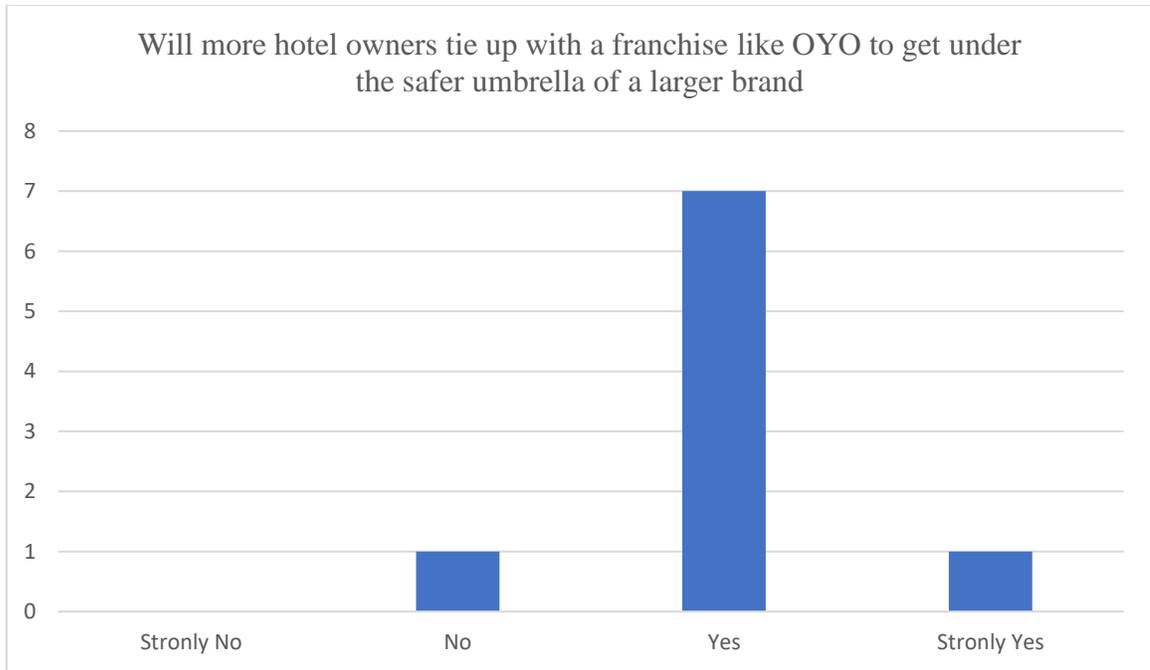
*Figure 10*

Seven hotels say *yes*, while one hotel says *strongly yes* to the idea of working with brands like Oyo for growth and increased number of sales. Only one hotel says *no* while zero hotels say *strongly no*, hence proving that most of the hotels are in favor of partnering with brands like Oyo.



*Figure 11*

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All of the hotels have met the Covid-19 protocols, right from temperature checks to having sanitization pumps in multiple locations. There are 4 hotels who have also appointed a doctor on board for emergency situations which can end up being a life saving thing in critical situations.
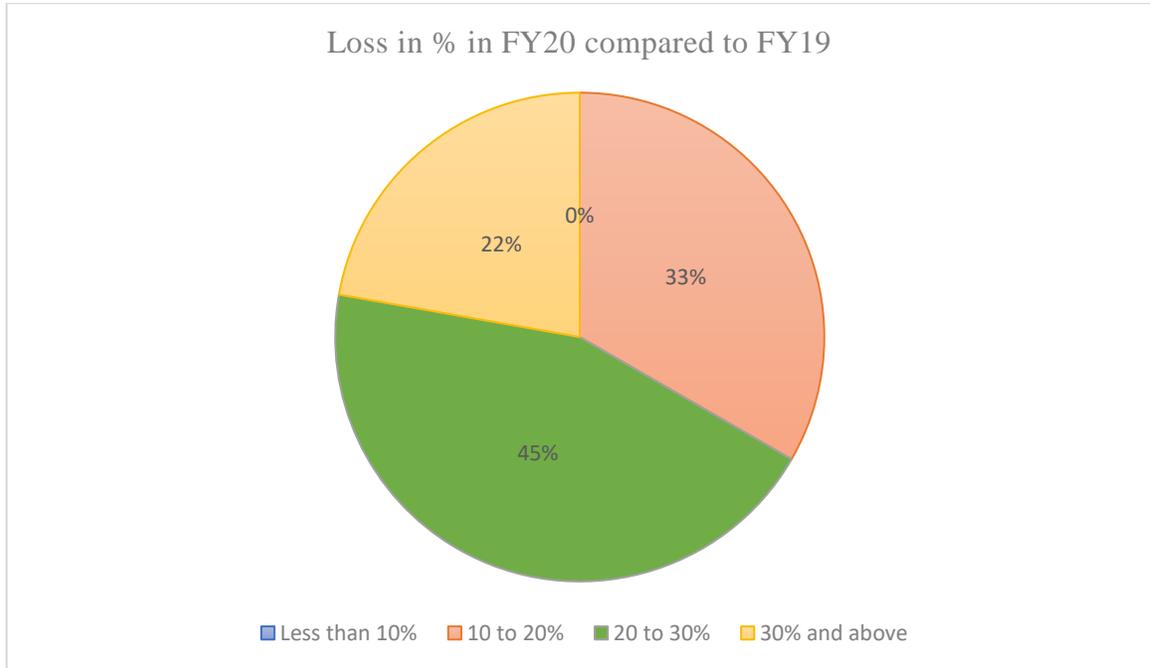
The above data clearly demonstrates how hard the pandemic hit all the hotels. All hotels have reported their loss to be more than 10%. Majority of the hotels have their loss in between 20 to 30%, followed by 22% hotels which have faced huge losses above 30%. Also, 33% of hotels had losses in 10 to 20% bracket.
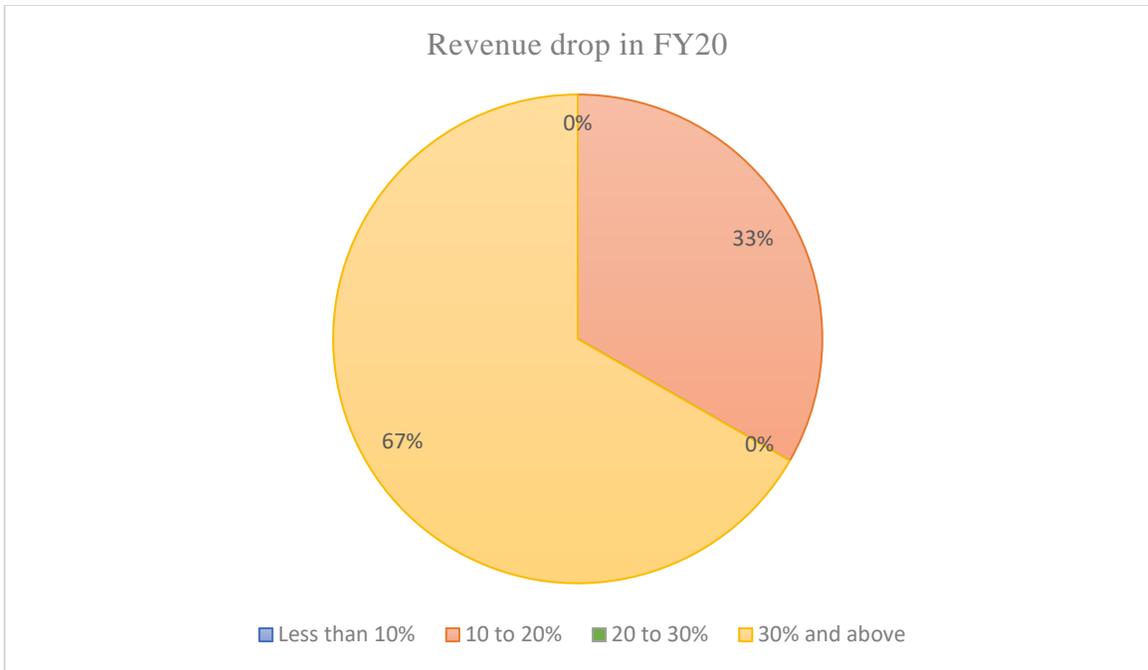
*Figure 13*

67% of the hotels had a revenue drop of more than 30%. Followed by 33% hotels having revenue drop between 10 to 20%. A strange pattern can be seen here as 0% of hotels have revenue drop between 20 to 30%. Also, not even 1 hotel had a drop in revenue below 10% which was quite clear in the loss in percentage comparison. But, zero hotels in 20 to 30% criteria can also indicate that, either the drop was considerable, or it was very high, nothing in between.



*Figure 14*

20
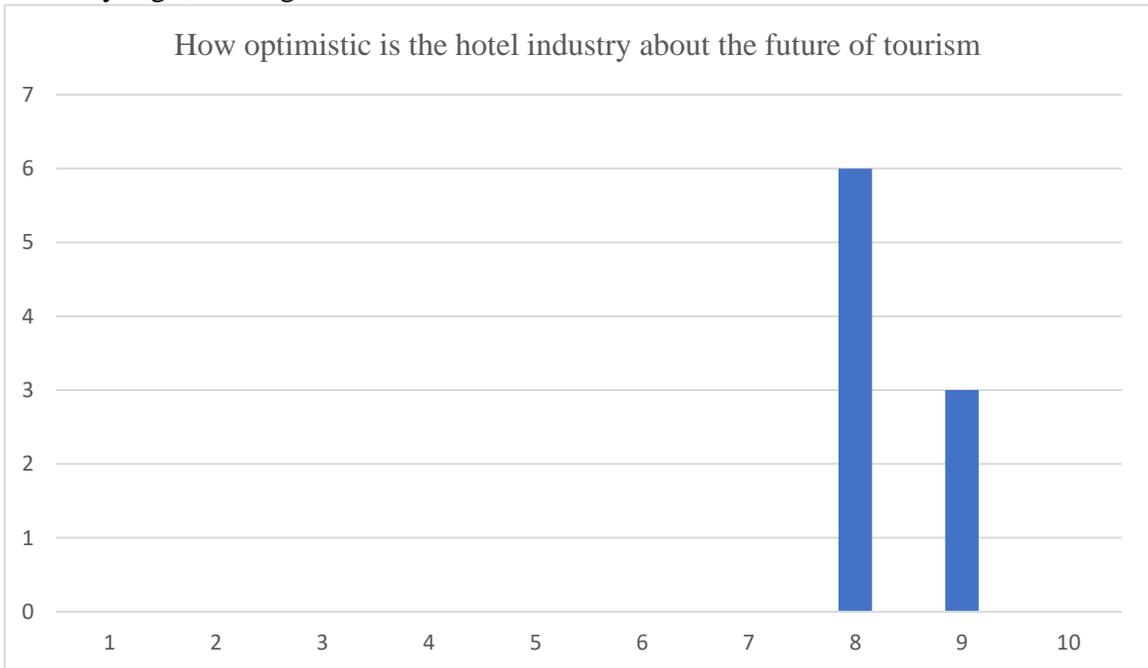
On a scale of 1 to 10, all hotels have rated above 7 for this question showing that they have not lost hope. Six hotels have rated 8 out of 10, while 3 hotels each has voted for 9 respectively. The optimism in hotels is clearly more than that of travel agencies as there are particular reasons as well for it. All travel agencies needs a hotel or lodging to stay in but not all hotels need a travel agency to bring customers. The difference can be clearly seen with the graph of travel agencies and hotel owners.

**CHAPTER 5: CONCLUSION**

## Conclusion:

Suggestion:

For tourism, especially for religious and adventure tourism, social distancing should be strictly enforced, travel entry restrictions should be applied and frequent health monitoring should be conducted to ensure safety.[xi] The tourists travelling post Covid-19 situations would be more aware on environmental health and wellbeing, therefore, adventure tour destinations would be able to capture the sustainability-oriented travelers and practice sustainable tourism.[xii] Keeping social distancing in mind, the restaurants have to maintain minimum distance between tables, they no longer can follow maximum place utilization. This would result in low turnover of guests and the restaurant has to work on bringing down the guest and staff ratio. Live kitchens or an open kitchen in the restaurants would help in building trust among the consumers. Fumigation is something that is done in all the restaurants periodically, likewise, proper sanitization has to be invested.[xiii] The sanitization to involve using hospital grade disinfectants to achieve higher level of sanitization standards. The food industry has to setup new standard operating procedures (SOP) from social distancing to cashless transactions.[xiv] The SOPs would include, providing masks, gloves and other protective gears for the food handlers, usage of menu cards has to replaced by placing orders over apps and even the bills generated in the apps which would result in cashless transaction. In regards to take away services, extensive hand washing and higher level of sanitization has to be followed as it would help in reducing the risk of spread of virus by touching the food.[xv]

Summary:

Covid has had enormous impact on people and businesses all over the world, resulting in a global economic catastrophe. The tourism industry is not left behind in this regard. All countries' tourism industries have been impacted, but the impact on India's tourism industry is particularly severe. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. Moreover, the sector recorded a 3.2% growth from 2018, with 10.8 million foreign tourists arriving in India with a foreign exchange earning of USD 29.9 billion in 2019. In this regard, India ranked 8th with respect to total direct travel and contribution towards tourism of about USD 108 billion. Corona virus triggered global recession by 2020.There is a sense of fear among people that foreign tourists could be carriers of viruses because the virus came from aboard to India. In India, travel and tourism operators are coping with a dreadful trip of cancelled bookings from tourists, which has resulted in a "total paralysis" of the sector. Between February and late March 2020, the situation deteriorated. As the crisis has touched its nerve centres, travel bans have been imposed internationally, bringing flights and railways to a halt.

A descriptive research method in the form of surveys was used for this report. Only travel agencies and hotels were included in the sampling window. Participants were

asked the influence of Covid-19 on their customers' already booked arrangements. To understand the impact on their organization, they were asked about the percentage loss and the decline in their revenue. They were next asked if any of their employees have been laid off, which will also address about the employment criteria in their respective industry. Customers' spending patterns after the First Wave was also examined in the survey. The survey will also inquire about the efforts they took to reclaim client trust, as well as all of the efforts they did to stay afloat in the *New Normal*. The survey will also inquire about their thoughts on collaborating with a larger brand like Oyo.

Customers cancelled all travel plans and their hotel reservations made through travel agencies and hotels. This demonstrates how terrified the people were, and how they understood the virus would be around for a long time. The loss and revenue drop in FY20 for all the travel agencies and hotels has been more than 10%, in most cases over 20% loss has been seen, indicating how severe the virus is. We can also see a change in spending pattern for travel agencies and hotels where most of the agencies said they see that customers are spending less than normal, which is understood, but there is a fair share of 22% which says that people started spending more than normal. Same situation was seen in the hotel industry where there was significantly fair number of customers booking apartment style rooms(penthouse) which fall on the expensive side. The reason to this could be the lockdown which kept people in their houses for a long period of time, and knowing about the uncertainty, people spent more than normal.

Majority of travel agencies and hotels have emphasized on following Covid-19 safety guidelines. This demonstrates how critical safety criteria have become in the tourism business, which has previously been overlooked in various ways. Hotels have also geared up by having multiple sanitization pumps and temperature check units at entry/exit points, quality check of food and some have even appointed a doctor on board for emergency situations. Travel agencies and hotels are very optimistic about the future of tourism industry and they have adapted themselves to the changing scenario.

**APPENDIX A QUESTIONNAIRE**

Name of the entity

Your answer

Where is your agency located? *

Your answer

What was the impact of Covid - 19 on already booked travel plans? *

○ Cancelled

○ Postponed

How many cancellations did you receive? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

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Did you lay off any of your employees? *

○ Yes

○ No

If yes, how many employees were laid off? *

○ 0 to 2

○ 2 to 10

○ 10 to 20

○ 20 and above

How much loss in % did you make in 2020 compared to the year before? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

What was your revenue drop in the year 2020? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

Are you seeing a change in the travel pattern? *

○ Yes

○ No

If yes, what it is

Your answer

Is there any type of travel that can spike in popularity because of COVID-19? *

○ Yes

○ No

○ Maybe

If yes, what is it?

Your answer

What are some of the safest trips people can start thinking about taking? *

Your answer

How tourism industry will reform after COVID-19 pandemic? *

Your answer

29

Overall, how optimistic are you about the future of travel and tourism industry? *

1  2  3  4  5  6  7  8  9  10

Not at all ○○○○○○○○○○ Very Optimistic

**APPENDIX B QUESTIONNAIRE**

Name of the entity

Your answer

Where is your agency located? (Area,City) *

Your answer

What was the impact of Covid - 19 on already booked rooms? *

○ Cancelled

○ Postponed

How many cancellations did you receive? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

Did you lay off any of your employees? *

○ Yes

○ No

If yes, how many employees were laid off? *

○ 0 to 2

○ 2 to 10

○ 10 to 20

○ 20 and above

What type of accommodations were travellers booking the most after the lockdown was lifted in 2020? *

○ Standard room

○ Suite (Executive/Presendential)

○ Apartment - Style

○ Other:

Will consumer segmentation become ever more important, because the crisis heightens the differences among people? *

○ Yes

○ No

○ Can't say

Will more hotel owners decide to affiliate with a franchise to get under the safer umbrella of a larger brand / loyalty program?(OYO) *

|  | 1 | 2 | 3 | 4 |  |
|---|---|---|---|---|---|
| Strongly No | ○ | ○ | ○ | ○ | Strongly Yes |

What measures have you taken to win customer trust during the pandemic? *

☐ Following Covid-19 Protocols

☐ Flexibility while booking and cancellation

☐ Discounts and special offers

☐ Tie-ups with popular travel agencies

☐ Other:

What measures have you taken to be called as "SAFE" in the accommodation industry? *

☐ Temperature and Oxygen checks at Entry Exit points

☐ Temperature checks of our employees

☐ Doctor on board

☐ Quality check of food

☐ Sanitization pumps in multiple locations

☐ Other:

How much loss in % did you make in 2020 compared to the year before? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

What was your revenue drop in the year 2020? *

○ Less than 10%

○ 10 to 20%

○ 20 to 30%

○ 30% and above

How well is the hotel equipped to sustain in this NEW NORMAL? *

1　2　3　4　5　6　7　8　9　10

Not at all equipped ○○○○○○○○○○ Very well equipped

Overall, how optimistic are you about the future of the travel and tourism industry? *

1  2  3  4  5  6  7  8  9  10

Not at all ○○○○○○○○○○ Very Optimistic

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Deccan Education Society's

# Brihan Maharashtra College of Commerce



A PROJECT REPORT ON

## RESERCH STUDY ON IMPORTANCE OF HEALT AND FITNESS IN TODAY'S GENERATION

PREPARED BY

**RAJ KALAL**

TYBBA(IB) DIV.A

ROLL NO. 37

UNDER THE GUIDANCE OF
**PROF. MUNJUSHA WADEKAR**

SUBMITTED TO SAVITRIBAI PHULE PUNE UNIVERSITY
FOR PARITIAL FULFILLMENT OF REQUIREMENTS OF THE
BACHELOR OF BUSINESS ADMINISTRATION IN    INTERNATIONAL
BUSINESS
2020-2021

Deccan Education Society's

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

## Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **RAJ KALAL** ..............................................................

........................................................................................................................................

of B.B.A.I.B. Exam Seat No. ......**37**...... has satisfactorily completed the

project work.

Title **RESEARCH STUDY ON IMPORTANCE OF HEALTH AND FITNESS IN TODAY'S**

**GENERATION**

Date : **JUNE 2021**                                                           Place - Pune
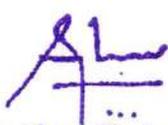
Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**      **Internal Examiner**      **Principal**      **B.B.A.I.B Incharge**

# DECLARATION



I **Mr. Raj Kalal** of **TY BBA(IB)** hereby declare that the project report submitted on "RESEARCH REPORT ON IMPORTANCE OF HEALTH AND FITNESS IN TODAYS GENERATION" made under the subject of Research Methodology (Subject Code - 3606) represents my own collection of information, research and work, which was carried out by me at **Brihan Maharashtra College of Commerce**

I have completed the mandatory Project Work as prescribed by the University of Pune

I further declare that the foregoing statements made by me in regard to my project report are correct and complete

Raj Kalal
TY BBA(IB)
BMCC

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I am deeply grateful to the various universities for giving access to their research articles and papers which helped me with my Research Report.

I would also like to thank my family, friends and classmates who helped and supported me in preparing this Project Work.

Date: 1ST JUNE, 2021
Place: BMCC, PUNE

**TABLE OF CONTENT**

## List of Figures

# EXECUTIVE SUMMARY

Regular physical activity has many positive health benefits, including protection against chronic disease, improved physical and mental health and cognitive function, and better health-related related quality of life. Moreover, lack of physical activity is associated with higher health care costs and utilization. Many Individuals, however, do not get the recommended levels of physical activity. Multiple personal, social, and environmental factors influence participation in physical activity. Providing memberships to fitness centers may be a viable option to increase physical activity and the positive health outcomes associated with such activity. Given that most of the individuals have access to some form of health insurance, health plan promotion of and coverage for fitness center memberships has the potential to address multiple barriers to physical activity (e.g., cost, access) and extend fitness center access to many Individual. The purpose of this study was to analyze weather or not the individuals now take care of their body and focus on exercising daily. This study gathered information, via questionnaires filled by individuals of each age group right from age 18 to 60. Regular Physical activity and exercise will assist you keep healthy, energetic, and freelance as you become old Exercise play avital role in preventing health diseases and stroke. The health advantages of doing regular Exercise are shown in several studies. This paper reviews the proof of the advantages of exercise for all the body systems. Physical activity and exercise will scale back stress and anxiety, boost happy chemicals, improve self-assurance, increase the brain power, sharpen the memory, and increase our muscles and bates strength. It conjointly helps in preventing and reducing heart condition, obesity, glucose fluctuations, vas diseases and Cancer.

# CHAPTER 1 – INTRODUCTION

Fitness: Importance and Overview

This quantitative study gauged the effectiveness of a Health and Fitness program by assessing individual's knowledge using awareness scale. By measuring awareness, this study provided evidence of the usefulness of importance of health and fitness and exercising daily. Due to Covid-19 most of the individuals lost their workout regime and their health got affected. This study shows the individuals fitness before, during and after the pandemic.

Physical activity is outlined as any bodily movement made by skeletal muscles that need energy expenditure. The term "Physical activity" isn't adequate "exercise". Exercise may be a subcategory of physical activity that is structured, repetitive, and purposeful. "A sound body encompasses a sound mind" It implies that if an individual is weak, dull, and sick, he's unable to try and do his work with efficiency and quickly. it's vital to possess a contemporary mind before any work, like official procedure, study, or some inventive work. The those who create exercise as essential half of their routine area unit better off and economical than others.

Exercise doesn't mean to travel to athletic facility or some club for daily activity; it solely suggests that to try and do some physical activity despite however and where. Exercise is helpful in preventing or treating coronary cardiopathy, pathology, weakness, diabetes, obesity, and depression. Strengthening exercises give applicable resistance to the muscles to extend endurance and strength. internal organ rehabilitation exercises are developed and personalized to enhance the vascular system for hindrance and rehabilitation of internal organ disorders and diseases.

A well-balanced exercise program will improve general health, build endurance, and slow several of the results of aging. the advantages of exercise not solely improve physical health, however, additionally enhance emotional well-being. Regular physical activity remains a vital behavior for endorsing health, suspending, or preventing predominant contractor disorders like mechanical low back pain, neck and shoulder pain and decreasing the danger of accelerating coronary cardiopathy, high blood pressure, diabetes, osteoporosis, fatness and colon cancers.

The amount of adolescence represents the transition from childhood to adulthood and lifelong habits like regular exercise area unit normally begun at this. However sadly analysis indicated that physical activity rates decline systematically throughout the adolescent years despite what your age or form, you should exercise daily. Not solely will exercise thus you'll be able to wear your favorite dress, it strengthens your muscles, keeps your bones robust, and improves your skin, increased relaxation, higher sleep and mood, robust immune operates, and more. Daily exercise helps in strengthening of heart muscles. It helps maintain desired sterol levels.

Daily physical activity reduces one's probabilities of stroke and therefore the risk of cardiopathy. Regular exercise lowers blood pressure and improves blood circulation. Exercise helps in reduction of excess body weight resulting in lower pressure level. Exercise ends up in the burning of calories. If supplemented with correct nutrition, exercise is that the thanks to forestall fatness. Any healthy person may become unfit physically if he doesn't apply exercise often. The potency of our muscles reduces if we tend to aren't doing regular physical elbow grease. thus, we have a tendency should do good condition exercises daily. Exercise is joined with several physical and physiological advantages that facilitate. An individual to operate effectively and feel smart. Exercise provides an associate in a nursing amusive thanks to pay pleasant time. People of all age United Nations agency are typically inactive will improve their health and well-being by changing into active at a grade of a moderate intensity in a commonplace.

Regular Exercise considerably reduces the high pressure, the risk of developing heart condition, stroke, some cancers, diabetes, and should facilitate to get rid of the stress, anxiety, and depression. At any age, being physically work is a plus to your overall health.

# CHAPTER 2 – LITERATURE REVIEW
Brief information from other researches and reports

*Figure 2.1(Source) https://images.app.goo.gl/tLi7aHMSQkyaQCbYA*

The review of literature analyzes the need to incorporate Health and Physical awareness and promotion in individuals to address the growing trend of increasing diseases and obesity, physical inactivity, and the resulting health factors. One such factor is increasing rate of cancer among the individuals and obesity which later results in diabetes. Other than this research it has also been found that there has been an increase in online fitness coaching regarding various forms of exercises like Yoga, Meditation classes, online training with and without equipment. It has also been found out that most of the individuals does not have equipment and thus created new exercises to target the same body areas. "*Necessity is the mother of innovation*"- **Plato** this can be seen now as due to low opportunities new and harder ways of exercises were innovated for fitness purpose.

**Types of Exercise**:

**Endurance**

Endurance, or aerobic, activities increase your breathing and heart rate. They keep your heart, lungs, and circulatory system healthy and improve your overall fitness. Building your endurance makes it easier to carry out many of your everyday activities. Walking or jogging, mowing, raking, digging and Dancing are kinds of this type.

**Strength**

Strength exercises make your muscles stronger. Even small increases in strength can make a big difference in your ability. We can find this type of exercise in Lifting weights, using a resistance band with your own body weight.

**Balance**

Balance exercises help prevent falls, a public problem in older adults. Many lower-body strength exercises also will improve your balance. This type can be noticeable in Standing on one foot, Heel-to-toe walk and Tai Chi.

**Flexibility**

Flexibility exercises stretch your muscles and can help your body stay limber. Being flexible gives you more freedom of movement for other exercises as well as for your everyday activities. Some examples for that in Shoulder and upper arm stretch, Calf stretch and Yoga.

**Importance of exercise**

Each one of us has a physical body made of muscles, blood, bones and various other living tissue. When any of these are injured or not working properly then we get ill. Nobody likes to be ill. So, it is important that we keep our body healthy and fit.

Exercising the body is one way of keeping it healthy. If we do not exercise, then our muscles become weaker and we are less able to do things properly. Also, the bones can become weaker and thus break easily. It is performed for various reasons, including increasing growth and development, preventing aging, strengthening muscles and the cardiovascular system, honing athletic skills, weight loss or maintenance, and merely enjoyment. Frequent and regular physical exercise boosts the immune system and helps prevent "diseases of affluence" such as cardiovascular, type 2 diabetes, and obesity It may also help prevent stress and depression, increase quality of sleep and act as a non-pharmaceutical sleep aid to treat diseases such as insomnia, help promote or maintain positive self-esteem, improve mental health, maintain steady digestion and treat constipation and gas, regulate fertility health, and augment an individual's sex appeal or body image, which has been found to be linked with higher levels of self esteem . Childhood obesity is a growing global concern,] and physical exercise may help decrease some of the effects of childhood and adult obesity. Some care providers call exercise the "miracle" or "wonder" drug—alluding to the wide variety of benefits that it can provide for many individuals.

**Benefits of Exercise**

**Boost happy chemicals**

Exercise releases endorphins, which create feelings of happiness and euphoria. Studies have shown that exercise can even improve symptoms among the clinically depressed For this reason, doctors recommend that people suffering from depression or anxiety. In some cases, exercise can be just as effective as antidepressant pills in treating depression. Higher energy levels resulting from exercise help a person in remaining fresh and happy. Following a suitable exercise program can add some fun and brightness to the day. Working out for just 30 minutes a few times a week can instantly boost overall mood.

**Improve Self-Confidence and self-Image**

Physical fitness can boost self-esteem and improve positive self-image. Regardless of weight, size, gender, or age, exercise can quickly elevate a person's perception of his or

her attractiveness, that is, self-worth. It has been proved that in less time of aerobic exercise and resistance training method will help to improve self-image. One of the latest

research was in consistency with most of the previous studies which found significant relationship between physical activity and self-esteem by using different study designs and self-esteem scales. This finding can be considered to recommend increased physical activity participation for college student who face self-esteem problems Even if you will take your workout outside and start Exercising in the great outdoors can also increase self-esteem even more

**Increase brainpower**

Various studies on mice and men have shown that cardiovascular exercise can create new brain cells (aka neurogenesis) and improve overall brain performance. Studies suggest that a vigorous workout increases levels of a brain-derived protein (known as BDNF) in the body, believed to help with decision making, higher thinking, and learning.

. **Sharpen memory**

Regular physical activity increases memory and ability to learn new things. Getting sweaty increases production of cells in hippocampus responsible for memory and learning. For this reason, research has linked children's brain development with level of physical fitness, but exercise-based brainpower isn't just for kids, regular exercise can boost memory among adults, too. A study showed that running sprints improved vocabulary retention among healthy adults.

**Improves muscles and bones strength**

Exercise involves a series of sustained muscle contractions, of either long or short duration, depending on the nature of the physical activity. Muscle-strengthening activities can help you increase or maintain your muscle mass and strength. Strong muscles and ligaments reduce your risk of joint and lower back pain by keeping joints in proper alignment. Additionally, with exercise improvements to the circulatory and respiratory systems can facilitate better delivery of oxygen and glucose to the muscle.

**Reduce the Risk of Heart Diseases**

The heart is a muscle and needs exercise to stay in shape. When it's exercised, the heart can pump more blood through the body and continue working at optimal efficiency with little strain. This will likely help it to stay healthy longer. Regular exercise also helps to keep arteries and other blood vessels flexible, ensuring good blood flow and normal blood pressure. Daily exercise helps in strengthening of heart muscles. It helps maintain desired cholesterol levels. Daily physical activity reduces one's chances of stroke and the risk of heart disease. According to the American Heart Association (AHA), exercising 30 minutes a day, five days a week will improve your heart health and help reduce your risk of heart disease.

**Preventing Obesity**

Obesity and overweight are associated with increased risk for hypertension, osteoarthritis, abnormal cholesterol and triglyceride levels, type 2 diabetes, coronary heart disease, stroke, gallbladder disease, sleep apnea, respiratory problems and some cancers. Obesity is a significant health problem all over the world for all ages. Genetics can play a role in the possibility that a person will become obese, the condition occurs when the number of calories consumed exceeds the number of calories expended over a long period of time. The more you exercise, the easier it is to keep your weight under control. Excess calories are stored as fat in the body, and with long-term caloric excess, an individual eventually becomes obese. Exercise can help prevent excess weight gain or help maintain weight loss. When you engage in physical activity, you burn calories. The more intense the activity, the more calories you burn. Regular exercise (and proper nutrition) can help reduce body fat. Weight loss will achieve most effectively when we follow a cardiovascular exercise of moderate intensity activity accumulated over 5-7 days per week. Eating a healthy diet are ways in which to combat obesity.

**Exercise and Diabetes**

Diabetes and exercise go hand in hand, at least when it comes to managing your diabetes. Exercise can help you improve your blood sugar control, boost your overall fitness, and reduce your risk of heart disease and stroke. But diabetes and exercise pose unique challenges, too. To exercise safely, it's crucial to track your blood sugar before, during and after physical activity. You'll learn how your body responds to exercise, which can help you prevent potentially dangerous blood sugar fluctuations. The affect physical activity has on your blood glucose will vary depending on how long you are active and many other factors. Physical activity can lower your blood glucose up to 24 hours or more after your work out by making your body more sensitive to insulin.

**Exercise and Cancer**

Exercise is one of the most important actions you can take to help guard against many types of cancer. Up to one-third of cancer-related deaths are due to obesity and a sedentary lifestyle, including two of the most common cancers in the United States, breast, and colon cancer. Many people exercise to prevent heart disease, but exercise can also play a key role in preventing and reducing the danger of many cancers. It is estimated that 30 to 60 minutes of moderate to vigorous physical activity per day is needed to protect against colon cancer, endometrial cancer, and lung cancer. Most studies suggest that 30 to 60 minutes per day of moderate- to high-intensity physical activity is associated with a reduction in breast cancer risk also, there is one recent study suggested that regular vigorous activity could slow the progression of prostate cancer in men age 65 or older.

**Exercising and dieting**

This research also proposes the importance of diet along with regular exercises. Some also states that a way to proper health is 70% diet and 30% exercise. Nutrition is one of the important parts of fitness. The food we eat plays a vital role in how we look and feel.

Regular exercise is important but according to research, nutrition has largest impact on our fitness. Using food as our medicine has become a popular theme for health improvement. The trend is now to focus on healthy food intake as a primary fitness goal. When healthy eating habits become a lifestyle, we are healthier and happier. Eating right can help us reduce body fat, lose a few pounds, feel more confident, and reduce our risk of illness.

**Food Is Our Medicine**

Nutrient dense foods, or "superfoods," include lean proteins, healthy carbohydrates, and fats essential to our health superfoods are a rich source of vitamins, minerals, and antioxidants relative to the number of calories that they contain. Some superfoods contain compounds that increase our metabolism for more efficient fat burning. Red peppers contain a molecule called capsaicin shown to enhance the rate we burn body fat.

# CHAPTER 3 – RESEARCH METHODOLOGY

Method in which the Research was conducted

## Research method

Research methodology, in brief, is the methods via which the research is conducted. This research contains both types of research which is primary data and secondary data. Primary data was obtained by the questionnaires distributed online to the different age groups and secondary data was collected from the websites.

## Sample and site

This research project was conducted between different individuals of different age groups implementing the importance of health and fitness. Questionnaires were gives to the individuals from age group 18 to 55. Because the investigation was designed to look at individuals to compare with the others from different age groups to see what lacks in them regarding the idea of fitness. The sample size was 42 as there were 42 responses from the questionnaires distributed ranging from age 16 to 55.The reason this age group was chosen because there is a myth in that children below 16 are not allowed to go to the gym because of the height issue and outdoor activities are must for that age.

## Data gathering strategies

As stated above there were 2 sources of finding the data, that is, Primary data and secondary data. Primary data being questionnaires distributed and secondary being data from web. The questionnaire was composed of a set of 11 questions that required everyone to able to give an open-ended answer or to select the given options from a few choices. The reason for these types of questions was to determine how much importance people gives to fitness and visions about healthy lifestyles. Once the responses were gathered from everyone, they were the evaluated to determine the knowledge of individuals regarding fitness. The function of the questionnaire was to obtain measurable data for statistical comparison.

**<u>Challenges faced</u>**

As the questionnaire was distributed online the face to face interaction was missing and due to that some of the open-ended questions were missed put by the individuals. And as everything was online all the doubts had to be cleared online by chat or by calling.

# CHAPTER 4 – DATA INTERPRETATION AND ANALYSIS

Evaluation of collected data

The data interpretation and analysis are the evaluation off all the collected data via the primary and secondary sources. It basically studies the research topic in depth and helps researchers and readers to get a particular outcome and conclusion. As the research was conducted by both primary and secondary research methodologies, we will see the outcome of both separately and later together

**Data Interpretation Via Primary sources**

As the primary data was collected by the means of circulating questionnaires the responses were evaluated. With most of the responses being from the people of 18-30 years category. It was decided to limit the research to that age group. There is a great importance of fitness in the lives of people.

**Demographic Variable**
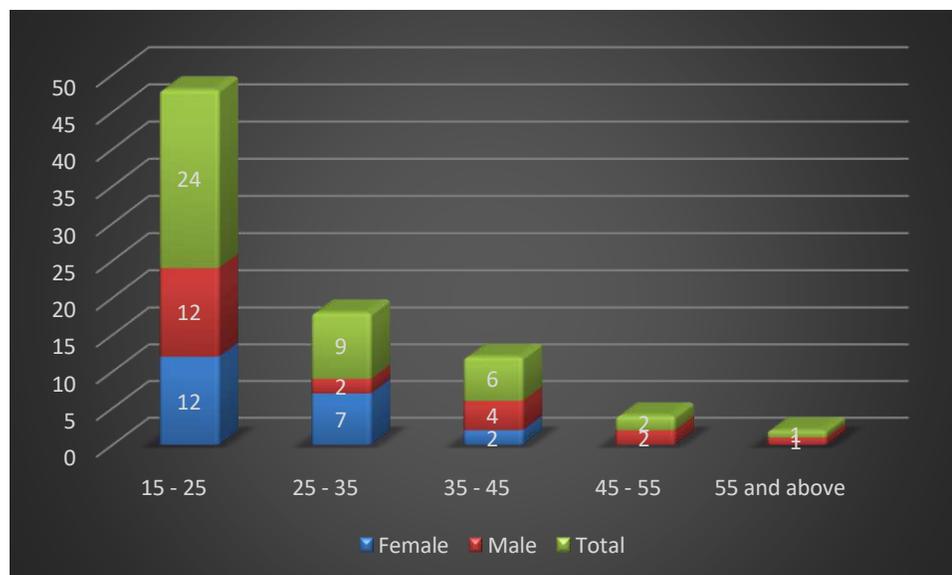


*Figure 4.1 Source (excel)*

As interpreted from the above graph it has been seen that most of the responses obtained was from age group 15-25 and the least response obtained was from age 55 and above. And 50% of the data collected is from female and 50% are male so we can see that more female are taking part in fitness now a days.

**Exercise Regime**
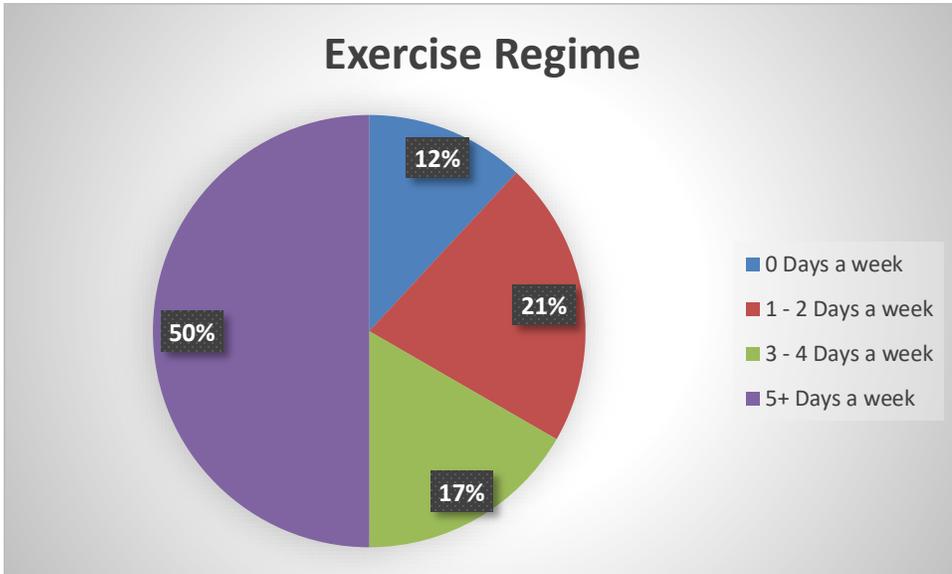


*Figure 4.2 Source (excel)*

From the above data collected it can be observed that 50% of the individuals prefer working out more then 5+ times a week. This claims that more individuals now prefer working out and focus on fitness.

**Different activities**
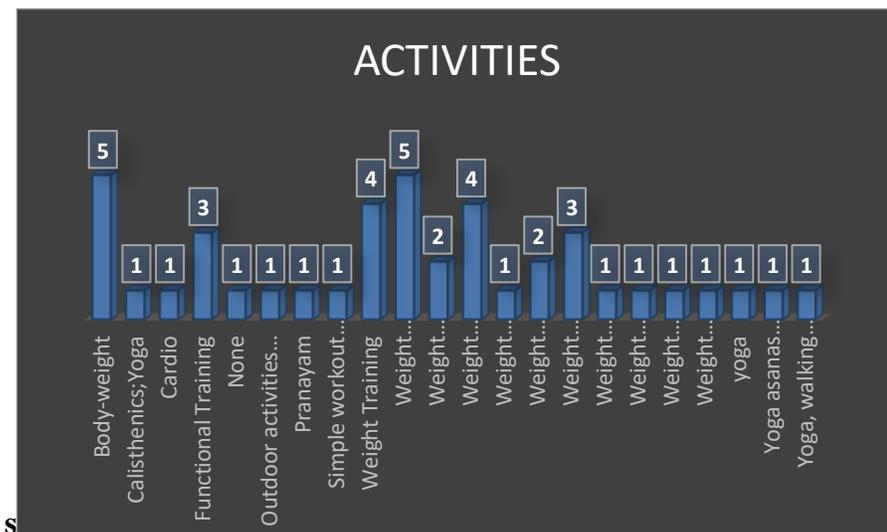
*Figure 4.3 source (excel)*

As per the obtained data most of the individuals are preferring weight training along with the body weight training. There are also new activities people are taking into consideration as gyms were closed because of the covid-19. Some of them are engaged in 2 or more activities.

**Covid-19 and Exercising**
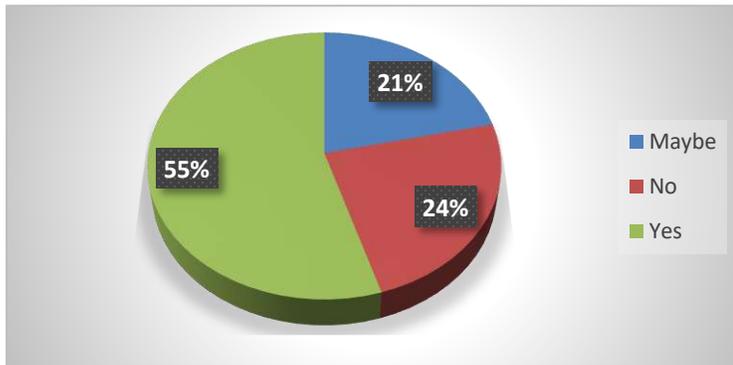


*Figure 4.4 source (excel)*

As per the obtained data is can be interpreted that 55% of the individual's workout was affected due to the covid-19 but 24% individuals workout was not affected as they were engaged in different forms of exercising which can be done anywhere and does not include any equipment's.

**Cost for maintaining health and fitness goals**



## Amount for maintaining health
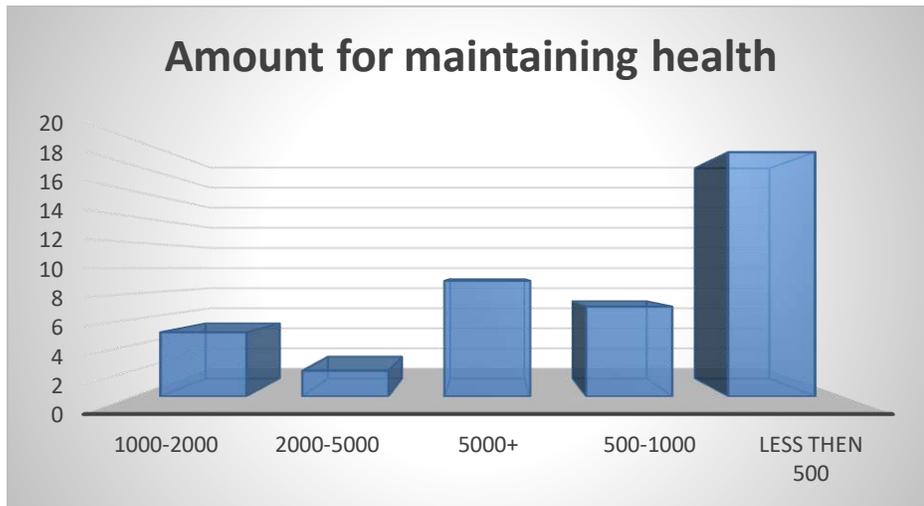
*Figure 4.5 source (excel)*

As it can be observed that most of the individuals have spent less than Rs.500 per month to maintain health and fitness goals. This is because the gyms were closed due to Covid-19. Hence, most of the individuals preferred working out at home. Somehow 21% of individuals spent more than Rs.5000 to maintain their fitness regime. They can be termed as Fitness Enthusiast. The average amount spent is around Rs.1500-2000 per individual on a monthly basis.

# CHAPTER 5- CONCLUSION

From this research it can be concluded that most of the individuals are getting cautious about their health and fitness goals. A person stays happier when he/she is fit and healthy. A fit and healthy person is less prone to chronic diseases. The healthy mind reacts better in a pressure situation. The self-confidence of a person is increased. Risk of heart failure is reduced drastically. With the increased immunity power body could fight cancerous cells. The intensity of the fracture is decreased with regular exercise. Most of the individual's workout regime was affected by covid-19 but the research found that there were many more ways to do workout. Being fit and exercising has an infinite amount of benefits to your health. It will help live longer. It will help enjoy the happiness and the sadness in life. It will keep body strong and give a good impression of sense of self-worth to those around. It will show them that you do truly care about yourself and are proud of your body and appearance. It will keep cardiovascular system functioning without fault even at old age. So it can be concluded that Health is the most important thing one can have in their lives. So after this research it proven that Health is really Wealth.

## APPENDIX

Q1 Name:

_____

Q2 Age:

- o 15 – 25
- o 25 – 35
- o 35 – 45
- o 45 – 55
- o 55 and above

Q3 Gender:

- o Male
- o Female
- o Prefer not to say
- o Other

Q4 How often do you exercise:

- o 0 Days a week
- o 1 - 2 Days a week
- o 3 - 4 Days a week
- o 5+ Days a week

Q5 What motivates you for working out:

- o To get in better shape
- o To be Healthy
- o Muscle gain
- o To build a good Personality
- o To improve mood

- To reduce stress
- To increase life span
- For sports
- To improve quality of life
- Others

Q6 What time you prefer for working out:

- Early morning
- In the noon
- In the evening
- Any time you are free

Q7 What are your health and fitness goals:

- Loose Body Fat
- Muscle Growth
- Be Healthy
- Other

Q8 Where do you prefer working out:

- Gym
- Personal Trainer at home or gym
- Garden
- Home

Q9. How much time do you work out:

- Less than 20 minutes
- 20-30 minutes
- 30-45 minutes
- More than 1 hour

Q10 Did lockdown due to Covid-19 affect your workout regime:

- o Yes
- o No
- o Maybe

Q11 If yes or no Please describe how:

_____

Q12 How much does it cost each month to you for your fitness goals:

- o less then 500
- o 500-1000
- o 1000-2000
- o 2000-5000
- o 5000+

Q13 What do you prefer from the following:

- o Open air Gym
- o Closed Gym
- o Other

Q14 In which of the following activities you're involved in:

- o Weight Training
- o Functional Training
- o Calisthenics
- o Body weight
- o MMA or similar activity
- o Other

Q15 Do you take appropriate diet according to your workout regime:

- o Yes
- o No
- o Maybe

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BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

PUNE – 411004



A PROJECT REPORT ON

**"HOW AGRO TOURISM HELPING TO THE FARMERS"**


PREPARED BY
**RUSHIKESH RATNAKAR GHUGE**


UNDER THE GUIDANCE OF

**MS. MANJUSHA WADEKAR**


SUBMITTED TO

**BMCC PUNE**

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT

OF THE

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONALBUSINESS)

(YEAR 2020-2021)

# BRIHAN MAHARASHTRA COLLEGE OF COMMERCE

(Autonomous)

Pune - 411004

## Bachelor of Business Administration
### (International Business)

# Completion Certificate

This is to certify that Mr. / Miss. **RUSHIKESH RATNAKAR GHUGE**

of B.B.A.I.B. Exam Seat No. **30** has satisfactorily completed the

project work.

Title **HOW AGRO TOURISM HELPING TO THE FARMERS**

Date : **JUNE 2021**                                                      Place - Pune

Officiating Principal
B.M. College of Commerce
(Autonomous)
Pune - 411004

**External Examiner**     **Internal Examiner**     **Principal**     **B.B.A.I.B Incharge**

## DECLARATION

I, Mr RUSHIKESH GHUGE of TYBBA(IB) hereby declare that the project report submitted on "HOW AGRO TOURISM HELPING TO THE FARMERS", made under the subject of Research Methodology (Subject Code - 3606) represents my own collection of information, original research and work, which was carried out by me at Brihan Maharashtra College of Commerce (Autonomous), Pune.

I have completed this mandatory project work prescribed by Brihan Maharashtra College of Commerce.

I further declare that the forgoing statements made by me in regard to my research report are correct and complete.

Mr. Rushikesh Ghuge

TY BBA(IB)

BMCC

# ACKNOWLEDGEMENT

I HAVE TAKEN EFFORTS IN MAKING THIS PROJECT,BUT IT WOULDN'T HAVE BEEN POSSIBLE WITHOUT THE KIND SUPPORT OF MANY INDIVIDUALS.STATING THIS I WOULD LIKE TO EXTEND THANKS TO ALL OF THEM. FIRST AND FOREMOST ,I WOULD LIKE TO THANK PROF.MANJUSHA WADEKAR FOR HELPING ME RIGHT FROM SUPPORTING ME TO SELECT MY FAVOURITE TOPIC TILL THE VERY END. I AM GREATFUL FOR THE GUIDANCE AND HER VALUE ADDITIONS AT EVERY STAGE OF THE PROJECT.

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**TABLE OF CONTENTS**

# INTRODUCTION

Tourism is now well recognised as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro Tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. Maharashtra is one of the major tourist centres in the India and there is large scope and great potential to develop agro-tourism.

## Objectives

The objectives of this paper are follows:

- To examine the importance of agro-tourism development in Maharashtra.

- To define a suitable framework for the of agro- tourism centres in the view of marginal and small farmers.

- To identify the problems of the agro-tourism and make suggestions to establishment and operations of agro-tourism.

## Importance

Agriculture is the most important occupation in the India including in the Maharashtra. But, today it becomes unprofitable due the irregular mansoon, prices fluctuations of Agro-products and some internal weaknesses of the agriculture sector. Hence, there is need to do some innovative activities in the agriculture, which will help to farmers, rural people.

Urban population is increasing day by day in the Maharashtra, today the urban people's world is restricted in the closed door flats, offices, clubs, television, video games, spicy fast food, computer, internet, and so on. They can see nature only on television or screen of the computers. These people want to enjoy rural life but there is problem of such type of facilities. Hence, it is opportunity to the farmers for the development of the agro-tourism centres and it serves him and create additional income source.

# RESEARCH METHODOLOGY

The study is based on secondary data collection method by referring various reports on agro tourism, news articles and research articles available on web based resources

Concept of Agro Tourism

World Tourism Organisation (1998) defines agro tourism as " involves accommodation being offered in the farm house or in separate guest house, providing meals and organising guest activities in the observation and participation in the farming operation".

McGehee, Kim, Jennings(2007) explains agro-tourism as "rural enterprises which incorporate both a working farm environment and a commercial tourism component"

Essentials for developing agro tourism

In order to develop agro tourism the centre should have to arrange following activities:

## Concept of Agro-Tourism

A term 'Agro-Tourism' is a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public. Agritourism is defined as "Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience". According to Mr. Pandurang Tavare (ATDC, Pune) - "Agro-Tourism is that Agri-Business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education". Agro-Tourism and Eco-Tourism are closely related to each other. Eco- Tourism provided by the tour companies but, in the agro-tourism farmers offer tours to their agriculture farm and providing entertainment, education and fun-filled experiences for the urban people.

Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions.

Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

## Who Can Start Agro-Tourism Centers

The individual farmer can start agro-tourism who have minimum two hector land, farm house, water resource and is interested to entertain the tourists. Apart from the individual farmer, agricultural co-operatives institute, Non-Government organisations, Agricultural Universities, and agricultural colleges may start their centres. Even *Grampanchayats* can start such centres in their operational areas with the help of villagers and farmers.

## Requirements for Agro-Tourism Centers

Researcher has identified the minimum requirements for the agro-tourism centre. To develop an agro-tourism in their farm, the farmer / farmers must have basic infrastructure and facilities in their farm as follows:

## Infrastructure Facilities:

- Accommodation facilities at same place or alliance with nearest hotels.
- Farmhouse, which has the rural look and feel comfortable along with all minimum required facilities.
- Rich resources in agriculture namely water and plants at the place.
- Cooking equipments for cooking food, if tourists have interested.
- Emergency medical cares with first aid box.
- The well or lake or swimming tank for fishing, swimming
- Bullock cart, cattle shade, telephone facilities etc
- Goat farm, Emu (Ostrich bird) farm, sericulture farm, green house, etc.

## Facilities Be Provided

- Offer authentic rural Indian / Maharashtrian food for breakfast, lunch and dinner.
- Farmers should offer to see and participate in the agricultural activities.
- Offer an opportunity to participate in the rural games to the tourist
- Provide information them about the culture, dress, arts,

crafts, festivals, rural traditions and also give possible demonstration of some arts.

- Offer bullock cart for riding and horse riding, buffalo ride in the water, fishing facility in your pounds or nearest lake.
- Offer fruits, corns, groundnuts, sugarcane and other agro-products as per availability.
- Show local birds, animals and waterfalls etc and give authentic information about them.
- Must provide safety to tourists with the support of alliance hospitals.
- Arrange folk dance programme, *Shekoti* folk songs *bhajan, kirtana, lezim dance, dhangari gaja,* etc.
- Make available some agro-product to purchase to the tourist

## Other Miscellaneous

- Offer pollution free environment to the tourists
- Try to create interest about the village culture for the future tourism business.
- Introduce the tourists with imminent persons of your village.
- Employ well-trained staff or funny (comedy) persons with good communication skill to entertain the tourist.
- To have authentic information regarding the railway and bus time table for the help of tourists.

Farmer can also provide other additional facilities to their requirements for the better satisfaction of tourists.

## Location for the Agro-Tourism Centre

Location is most the important factor for success in the agro-tourism. The location of the centre must easy to arrive and have a good natural background. Urban tourists are interested into enjoying the nature and rural life. So, farmers should develop their centre in the rural areas only which have a beautiful natural background to attract urban tourist in your farm.

The place of agro-tourism centre must be easy accessible by roads and railways. Tourists want to enjoy some historical and natural tourist places along with the agro-tourism. Hence, the centre should be developed near of these tourist places. It is more beneficial to both tourist and farmers. The places which are already tourist centres like *Mahbaleswara, Panchgani, Nashik, Jotiba, Narshinghvadi, Pandharpur, Akkalkot, Konkan* etc. These are the better places for the development of agro-tourism. Other than these places farmer can develop their centres in any affordable places.
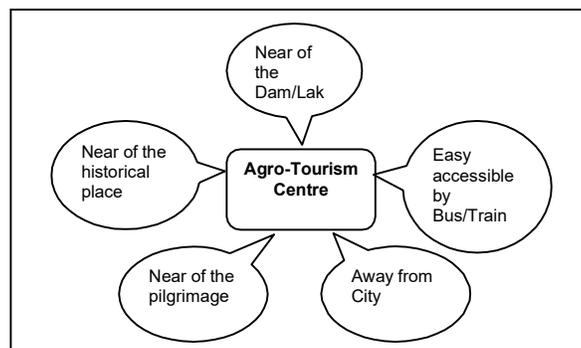
**Benefits of Agro-Tourism Centers**

Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-

- Employment opportunities to the farmers including farm family members and youth
- Additional income source for the farmers to protest against income fluctuation.
- Cultural transformation between urban and rural people including social moral values
- Farmers can improve their standard of living due to the contacts with urban people.
- Benefits to the urban people, they can understand about the rural life and know about the agricultural activities.
- It support for rural and agricultural development process.
- Help to the reduce burden on the other traditional tourist centres.

**Agro-Tourism and Traditional Tourism**

Agro-tourism also a tourism business but it is different from the traditional tourism because it has a base of agriculture and rural lifestyle. Generally tourism has provided to see and enjoy the natural places as well as some heritages. But, agro-tourism has a tourism with includes experience, education and cultural transformation. It varies special from general tourism in the

following manner:

- It provides pollution and noise free sites for travel and tourism at rural background.

- The cost of food, accommodation, recreation and travel is minimum in agro-tourism.

- Agro-tourism can satisfy the curiosity of urban peoples about sources of food, plants, animals, and industrial agro-raw materials.

- It provides information about the rural handicrafts, languages, culture, tradition, dresses and lifestyle.

- A family environment at the tourist place, is one of the most important characteristics in the agro-tourism

- In the agro-tour, tourists not only see and watch agriculture farms but they can also participate in the agricultural activities and experience the farming.

- It provides natural situations for watching birds, animals, water bodies etc

- Agro-tourism creates awareness about rural life and knowledge about agriculture It also provides opportunity for education through experience of farming and knowledge about the rural life including entertainment. Agro-tourism is an instrument of urban-rural connectivity through the tours.

# Key Techniques for Success in Agro-Tourism

Agro-Tourism is a one of the business activities. So, farmers must have commercial mindset and some marketing techniques for the success. For the better success in the agro-tourism farmers should follow the following things;

- Give a wide publicity of your tourism centre by new papers, television etc Use all possible advertisement means.
- Develop contacts with the schools, colleges, NGOs, clubs, unions, organisations etc.
- Train your staff or family members for reception and hospitality
- understand about the customers wants and their expectations and serve
- Charge optimum rent and charges for the facilities/services on the commercial base
- Do the artificially use local resources for the entertain / serve to tourist
- Develop your website and update time to time for attract foreign tourist
- Take their feedback and comments about the service and suggestions to more development and modification
- Develop a good relationship with the tourist for future business and chain publicity
- Develop different agro-tour packages of for different type of tourist and their expectations.

# DATA ANALYSIS AND INTERPRETATION
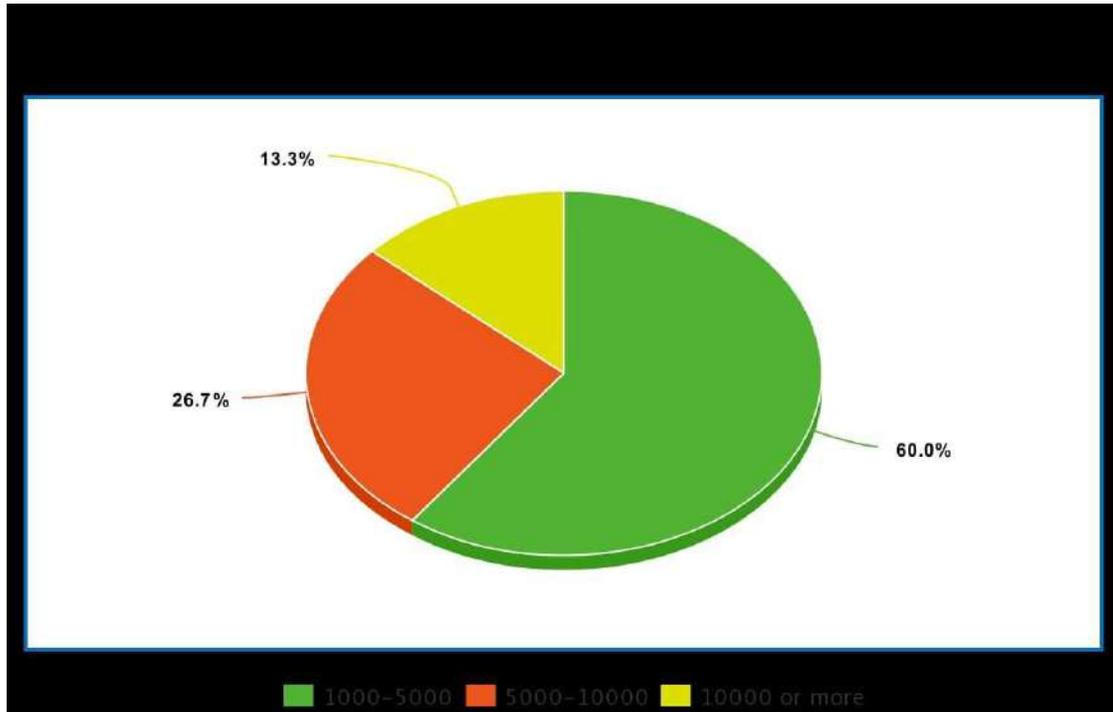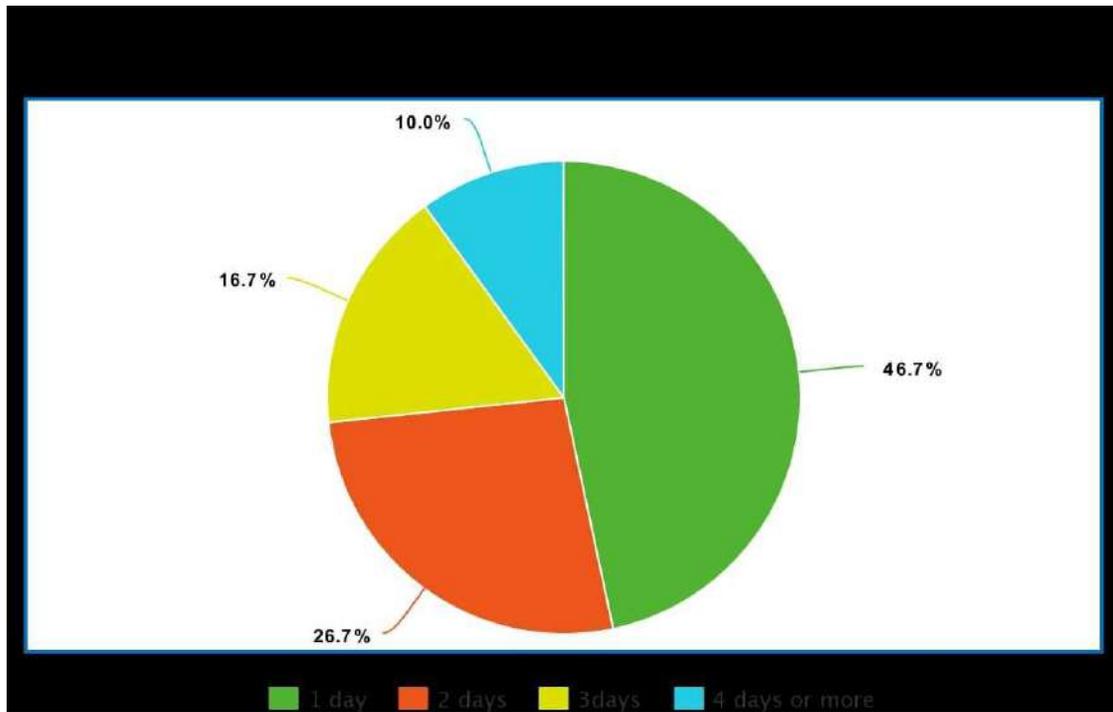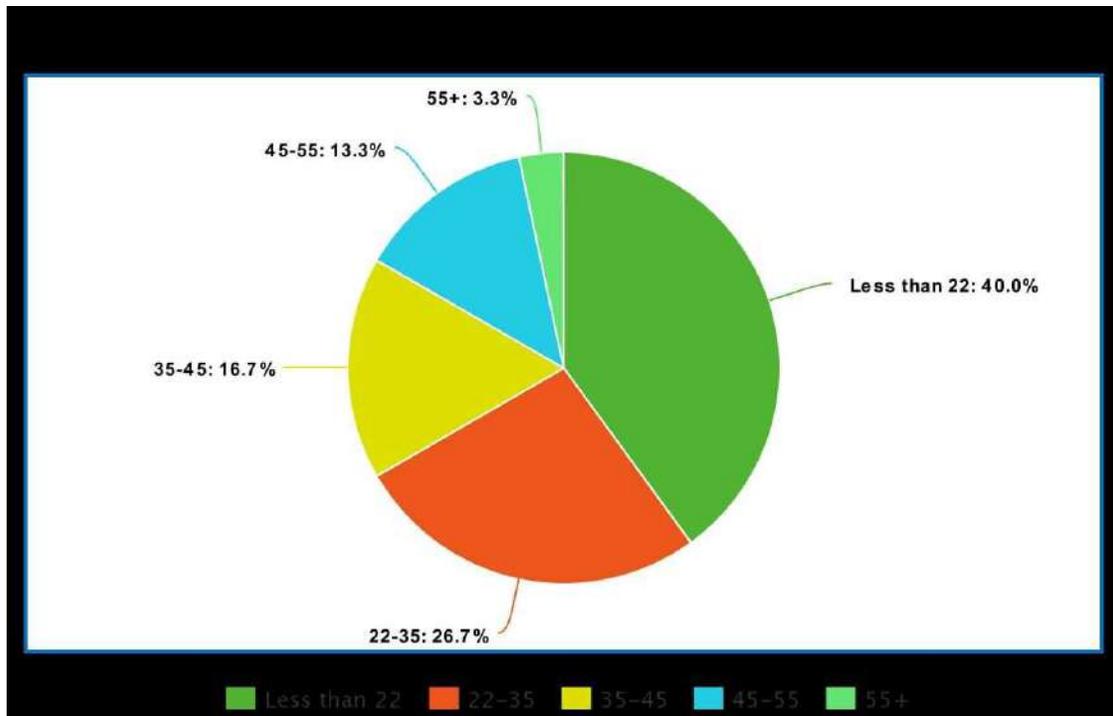
## Conclusions

Agro tourism is considered as complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative ways. It creates win situation for farmers and tourist. Farmer can earn better form such innovative use of available resources and the tourist can enjoy village life and nature in an affordable price. Some cases of agro tourism in Maharashtra in District Raigad, Pune and Satara have proved that agro tourism not only bring development to farmers but to the village as a whole from socio give priority to agro tourism business through appropriate policy measures.

Q 1. Do you know what is agro tourism *
    Yes
    No

Q2. What is your Name*

Q3 Age*
    Less than 22
    22 -35
    35-45
    45-55
    55+

Q4.have you attend any agro tourism before for tourism reason? *
>Yes
>No

Q5.what made you specially decide to attend a agro tourism activities?
>Urban pressure
>Tension
>Need to be close to nature
>Adventure

Q6.Do you think agro tourism is close to our nature environmen? *
>yes
>no

Q7.What kind of activity or services you would like to find in agrotourism? *
>Agricultural show
>Agricultural product selling
>Food service
>Agricultural education
>Accommodation service

Q8.Do you think I grow tourism can help developing local economy or society?
>Great effect
>Comparatively great
>Normal
>Little bit
>No

Q9.What do you think about developing agro tourism industry? *
>Completely agree
>Agree
>No interest
>Little disagree
>Completely disagree

Q10.Do you think attending agritourism activities is beneficial for people?
 completely agree
 somehow I agree
 neither agree not disagree
 somehow disagree
 completely disagree

Q11.How about the services in the agritourism activities? *
 Excellent
 very good
 good
 average
 bad

Q12.Is the agritourism cost lower than any non agritourism site? *
 Yes
 No

Q13.Would you like to attend agritourism activity again? *
 Yes
 No

Q13(a).After visiting agritourism activities for reaction what is your impression? *
 Excellent
 Very good
 Good
 Average
 Bad

Q14.How many days did you stay in agritourism Venue?
 One day
 Two day
 Three day
 Four or more days

Q15.Place of residence
　　Urban
　　Suburban
　　Rural

Q16.Is the agritourism cost lower than any non agritourism site? *
　　Yes
　　No

Q17.Would you like to attend agritourism activities again? *
　　Yes
　　No

Q18. How much You spent for agritourism? *
　　1000-5000
　　5000-10000
　　10000 or more

Q19. What do you think about agritourism ? *

Q20. Is agritourism helping farmer or not ?
　　Yes
　　No

# Reference

, Agri Tourism Development

Corporation,Pune In.
 www.agritourism.in
 www.ncagr.com
 www.ncsla.com
 www.agritourismworld.com