



# Anekant Institute of Management Studies (AIMS), Baramati



In association with  
All India Council for Technical Education (AICTE)

## eProceeding

10<sup>th</sup> National Virtual Conference

On

Fostering Human Resilience- Catalyst for  
Management, Science and Technology

ISBN : 978-81-947958-8-9



Anekant Education Society's  
Anekant Institute of Management  
Studies (AIMS), Baramati

NAAC Accredited | Permanent Affiliation to SP Pune University | ISO9001:2015 Certified | Green Audit - JAS Australia & New Zealand

Dist. Pune (MH.) - 413 102 Phone: 02112-227299  
director@aimsaramati.org | www.aimsaramati.org

ISBN: 978-81-947958-8-9  
8<sup>th</sup> & 9<sup>th</sup> October 2021

## **EDITORIAL BOARD**

# **E Proceeding** **10<sup>th</sup> National Conference on** **“Fostering Human Resilience- Catalyst for** **Management, Science and Technology”**

### **PATRONS**

**Shri. Jawahar Motilal Shaha (Waghlikar)**  
President, Anekant Education Society, Baramati

**Shri. Milind Rajkumar Shah (Waghlikar)**  
Secretary, Anekant Education Society Baramati

**Shri. Vikas Shah (Lengarekar)**  
Secretary, AIMS, Baramati

### **PROVOST**

**Prof. (Dr.) M.A. Lahori**  
Director, AIMS, Baramati

### **EDITORIAL ADVISORY BOARD**

**Dr. C.V. Murumkar**

Principal, T. C. College, Baramati

**Mr. Alok Babelay**

Chief General Manager, Co-Optex, Chennai

**Dr. Mohsin Shaikh**

Professor, ASM's IPS, Pune

**Dr. S.S. Bhola**

Associate Professor K. B. P. I. M. S R., Satara

**Dr. Avinash Ganbote**

Associate Professor, S.V. P. M's I.O.M, Malegaon

**Prof. Sayed Peerzade**

Associate Professor and H o D- Com. Anjuman College, Vijayapura

### **EDITORIAL REVIEW PANEL**

\* Prof. (Dr.) V.N. Sayankar \*Dr. U. S. Kollimath \* Dr. A.Y. Dikshit  
Mrs. P.D. Hanchate

### **EDITORIAL BOARD**

Dr. P.V. Yadav

Dr. D.P. More

Dr. T.V. Chavan

Prof. S.S. Badave

Prof. S. S. Khatri

Dr. M. A. Vhora

Prof. S.S. Jadhav

**© Research Cell, Anekant Institute of Management Studies, Baramati**

No part of this publication should be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording and/or otherwise without the prior permission of the editors/authors

*Note*

AIMS does not take any responsibility for any mistakes/errors incorporated in the article of the authors, either in setting, grammatical, printing of text or visuals.

**ISBN: 978-81-947958-8-9**

**Published by:**

**AES's Anekant Institute of Management Studies, Baramati**

**8<sup>th</sup> & 9<sup>th</sup> October 2021**

**National \_ Conference \_ Human Resilience \_ Catalyst \_ Management\_Science\_  
Technology\_eProceeding\_AIMS**

## From the Desk of the President, AES



I congratulate AIMS Baramati for organizing the 10<sup>th</sup> National Conference entitled “Fostering Human Resilience- Catalyst for Management, Science and Technology” on 8<sup>th</sup> and 9<sup>th</sup> October 2021.

Resilience is what gives people the psychological strength to cope with stress and hardship. It is the mental reservoir of strength that people can depend on during the times of duress without falling apart. It is proven that resilient individuals are better able to handle adversity and rebuild their lives after a struggle.

Last one and half years have been of great challenges due to the global pandemic. The governments, Business houses, academic institutions, and individuals alike, the pandemic has tested the survival capabilities of everyone and everything! It is noteworthy in this backdrop that India has surprised the global community by virtue of its collective resilience and set an example even to the developed and rich economies!

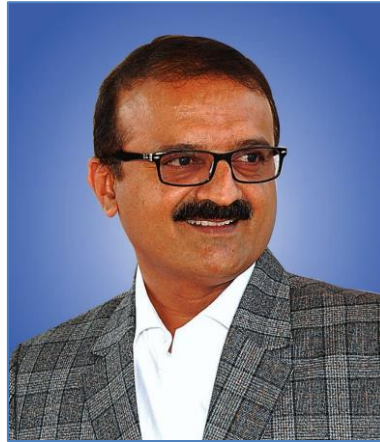
I believe, the above context has made the present National Conference extremely useful by attracting intellectual discussions as well as paper presentations. I wish all the success to the organizing committee, resource persons and delegates.

With Warm Regards

A handwritten signature in black ink, appearing to read 'J. Shaha', with a long horizontal line extending to the right.

**Shri. Jawahar M. Shaha (Wagholikar)**  
**President, AES,**  
**Baramati**

## **From the Desk of the Secretary, AES**



I am glad to note that AIMS Baramati has organized the National Conference on “Fostering Human Resilience- Catalyst for Management, Science and Technology”. The event has come up when the entire world is recuperating from effects COVID 19 Pandemic.

People have experienced at least one or many of the crisis such as Job loss, Financial problems, Illness, Medical emergencies, Death of a loved ones during the last one and half years. Some have succumbed to the pressures where most of us have managed rise up to the occasion and remain unhindered by the innumerable threats our basic existence. Afterall, this is the human resilience!

I appreciate the efforts taken by AIMS Baramati in choosing a very appropriate theme for the present National Conference. The academic event shall definitely be able to create a new ideas and models by resource persons, researchers and students in this academic event.

My Best Wishes to all the stakeholders of this intellectual congregation!

A handwritten signature in black ink, appearing to read 'Milind R. Shah'.

**Shri. Milind R. Shah (Wagholikar)**  
**Secretary, Anekant Education Society, Baramait**

**From the Desk of the Secretary, AIMS**



I cordially welcome all the resource persons and delegates representing various institutions and diverse school of thoughts for our 10<sup>th</sup> National Conference on the theme of “Fostering Human Resilience- Catalyst for Management, Science and Technology”. I am sure, this academic event shall bring many important aspects of human resilience and its implications to the human society in the coming years.

This conference also chose some of the best papers in terms of research insights, literary quality, and innovativeness to be published in a CARE Group II Journal. Thus, the deliberations of the National Conference shall definitely reach wider audience and achieve greater impact.

I wish all the resource persons, the delegates and AIMS a great success in achieving the objectives of the conference.

With Regards....

A handwritten signature in blue ink, appearing to read 'Vikas Shah'. The signature is written in a cursive style with a horizontal line underneath.

**Shri. Vikas Shah (Lengarekar)**  
**Secretary, AIMS, Baramati**

## **From the Desk of the Director, AIMS**



The 10<sup>th</sup> National Conference on the theme of “Fostering Human Resilience-Catalyst for Management, Science and Technology” aims to bring together leading academic researchers and other stakeholders to exchange and share their experiences and research results on all aspects of Human Resilience during the Conference. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered, and solutions adopted in the field of Human Resilience.

The Conference has received overwhelming response in terms of 100+ research papers, from across the country. We are publishing select, high-quality research papers in a UGC CARE Listed Journal, and another set of papers in our National Conference Proceeding, to reach wider audience with our conference outcomes. Our Review Team carried out a very rigorous and intense examination of each of the papers received within the timeline.

I am sure the Two Days’ National Conference Deliberations would be beneficial to all the resource persons, delegates, and other stakeholders.

With Warm Regards,

A handwritten signature in blue ink, appearing to read 'M.A. Lahori', written on a light yellow background.

**Dr. M.A. Lahori**  
**Director, AIMS, Baramati.**



**e - Proceeding**  
**“Fostering Human Resilience- Catalyst for Management, Science and  
 Technology”**  
**ISBN: 978-81-947958-8-9**

**CONTENTS**

#	Title & Author	Pg. No.
1.	<b>Consequences Of Glass Ceiling on Female Workforce Within Healthcare Division of Karad City in Satara District:</b> Rachana Suraj Tribhuvan and Dr. Mihika M. Kulkarni, Swaraj Institute of Management, Vanvasmachi - Karad	1-7
2	<b>A Study on Impulsive Buying Behavior Of Youth With Reference To Online Buying:</b> Prof. Shakil Mubarak Mulla, Swaraj Institute of Management, Vanvasmachi - Karad	8-14
3.	<b>Impact Of Cell Phone Utilization on Selected Students in Kolhapur City:</b> Dr. A. G. Suryavanshi, Department of Commerce, The New College, Kolhapur	15-20
4.	<b>Research Paper on ‘Impact of COVID -19 pandemic on MSME:</b> Dr. Megha Rajesh Badve	21-25
5.	<b>Challenges And Opportunities for Mutual Funding in India:</b> Dr. Brijmohan Dayma and Kanchan Khire, Dayanad College of Commerce, Latur, and Vidyapratishthan’s Arts, Science & Commerce College, Baramati	26-28
6.	<b>European Investment Bank and BRICS: New Development Bank an outlook:</b> Rita Madanlal Shetiya, Tilak Maharashtra Vidyapeeth, Pune	29-35
7.	<b>A Study of Manufacturing Process Management (Case Study at The Saswad Mali Sugar Factory Limited (Malinagar),</b> Vaibhav Dalvi, MBA II Year, AIMS Baramati	36-40
8.	<b>A Study of Investment Strategies for Share Market In Baramati:</b> Bhosale Madhuri Ganesh, MBA II Year, AIMS Baramati	41-47
9.	<b>A Brief Literature Review on Employee Motivation:</b> Nilam Sonawane, MBA II Year and Prof. Shriram S. Badave, AIMS Baramati	48-51
10.	<b>A Study on Importance Of Quality Management System During Covid-19 Situation ( A Case Study Of V. H. Son’s Industries, Baramati):</b> Akshay Mukund Ghadge, MBA Student, AIMS Baramati	52-58
11.	<b>A Study on Loans Proposal (A Case Study of Bajaj Finance Company Ltd. Baramati)</b> Khandagale Ganesh S., MBA II Year, AIMS Baramati	59-65
12	<b>A Study on Effectiveness of Loan Disbursement Processes Of Mahindra Finance Company Akluj Branch:</b> Mr. Dhainje Eshwar Vijay, MBA II Year, AIMS Baramati	66-67



13	<b>A Study on Difficulties in Loan Sanction and Disbursement Due to Covid 19 Scenario At Balasaheb Kale Primary Teachers Co-Operative Credit Society, Limited, Pandharpur:</b> Ms. Monika Sawant, MBA II Year, AIMS Baramati	68-71
14.	<b>A Comparative Study of Services Providers By Dth Operators In Baramati:</b> Ms. Prachi P. Londhe, MBA II Year, AIMS Baramati	72-73
15.	<b>A Study on Consumer Perception Towards TVS Two Wheelers:</b> Mr. Subham Kakade, MBA II Year, AIMS Baramati	74-76
16.	<b>Reduce cycle time of CMM inspection with help of new Proposed CMM room layout by using plant layout method:</b> Mr. Prashant R. Mahadik, Wellpro Kolhapur and Dr. Ganaraj Mane, Bharti Vidyapith, Karad	77-86
17.	<b>A Study on Managing Supply Chain Risks During Covid 19 Period:</b> Bhausahab Kambale, MBA II Year and Dr. Abhishek Dikshit, AIMS Baramati	87-94
18.	<b>A Study on Work Life Balance: Needs and Importance as an HR Initiative:</b> N. S. Shinde, MBA II Year, AIMS Baramati	95-99
19	<b>Comparative Study on Risk Return Analysis for Different Business Vertical at Shripal Investment Consultancies:</b> Rohit Khandekar, MBA II Year, AIMS Baramati	100-107
20	<b>A Study on Financial Performance Using Ratio Analysis:</b> Suraj Khanwale, MBA II Year, AIMS Baramati	108-111

## CONSEQUENCES OF GLASS CEILING ON FEMALE WORKFORCE WITHIN HEALTHCARE DIVISION OF KARAD CITY IN SATARA DISTRICT

<sup>1</sup>Rachana SurajTribhuvan and <sup>2</sup>Dr. Mihika M. Kulkarni

<sup>1,2</sup>Swaraj Institute of Management, Vanvasmachi

<sup>1</sup>rachanatribhuvan@gmail.com

### Abstract

*Women build up more than half of the populace of all culture and are seen as the creators and instructors of the next invention. They are potentially significant human resources in the social and cultural development of most countries and, therefore, individual consideration wants to be given to the form of their professional encouragement. This paper describes to centre on the impact of glass ceiling going on to female workforce within hospitals of Karad city.*

*The main principle of this paper to find out the obstacles facing by females to intensifying the professional ladder throughout the conception of the glass ceiling experience. Paper determines how glass ceiling factors affecting on WCD (women career development) and their organizational performance.*

*The study aims to approach with the support as a result to hold up for the association to administer their human resource with the common logic of stability and to progress sound justifications.*

*The research of study has been carrying out with the help of primary and secondary data source. The primary data has been collected with the help of on form prepared survey. Survey has included 25 questions for the study. The paradigm is 53 functioning females within government hospitals. The composed data was scrutinized, assist with the SPSS software. Factor Analysis has been made in support of scrutinizing and presenting the data. moreover conclusion of this learning would be a healthier ruling for those who are director; to identify female employee's exertion, the conduct to destroy individuals obstacle, as a principle objects for the learning, guidelines, produce and recovering policies in society in relation with Glass Ceiling.*

**Keywords:** Glass Ceiling (Diversity), WCD, Organizational Performance

### Introduction-

Female construct half the world's populace and a rising numeral of females are in going to the labour force each year. On the other hand, commencing to employ for make advancement, female workers face obstacles all through at the place of work. For the period of the conference about multiplicity and insertion in society, females in headship position are at rest in the marginal. They obtain less opportunity than their masculine complement to prove their complete potential, and have to effort more and show themselves constantly as

they work their going up to superior location.

The glass ceiling effect unmoving crossways in different business corporation for diverse grouping of people. Men static mainly the managerial location in business and other location of authority. Although there is additional concentration given to these hurdles, they are at a standstill present in the workforce.

Women at rest keep on to dictate inequity, low down position, usually female profession, such as secretarial work, in Human Resources practices, nursing jobs even though little of the women employees

have administer to demolish the hurdles. As per Grant Thornton statement, 'females in industry:', declare that whereas 74% of trade had at At least one lady in a higher administration role in 2018, contrast to 67% in 2017, females at rest to grasp only 24% of superior roles internationally. Present proportion of higher task held by female workers is only 19%, however it has enhanced little bit from 16% in 2017. Diversity, legends and preconception still hinder women from achieving the communal ladder. Women still come across difficulty in accomplishment the higher positions, attaining a certain level and then beating the glass ceiling. The glass ceiling is going to higher-level employee's prospect definite to be impractical to the huge mainstream of females and minorities

### **Theoretical background**

What exist the Glass Ceiling?

Word glass ceiling refers to metaphorical unseen barricades that put off certain persons on or after beginning upheld to proficient stage in an association or industry. Term is normally en route for explain the problems expression with women and minorities when difficult to move to senior roles in corporate business ladder. The difficulties are mainly accepted, meaning that these individuals are possibly to be constrained from moving forwards through established standard and contained prejudice to a certain extent clear business strategy.

Marilyn Loden initial denomination the idiom "glass ceiling" as speaking when panellist of New York telephone business executive, for the duration of a 1978 Women's description .when stand-in for her managers simply woman administrative, Loden was ask to talk regarding how females be to grasp to blame for the obstacle to stop them from going forward in their profession. As an

alternative, she support about ignored concern that in history reserved female workers from diverts position of power: that is glass ceiling.

This theory afterwards was introduced in a 1986 Wall Street Journal article talk about the business-related hierarchy and how unseen wall appear to stop women from move ahead in their profession lane of firm point. During 2015, Wall Street Journal had statement that the perception go rear to the 1970s and might contain begin with two females at Hewlett-Packard

U.S. branch of Labor initiate Glass Ceiling assignment in 1991 in response to the rising anxiety above difficulty to stop women and minorities from move on. Glass ceiling is a symbol with the intention of the obstacles that holding back individual, such as minorities and females stumble upon after looking for career development.

### **Literature Review**

1. Bombuwela P.M, and De Alwis A. Chamaru (2013) attempted to find out "Effect of glass ceiling on women career development in private sector organizations" within Shri lanka.They centre the focal problem of the glass ceiling on women career development. The data was collected through questionnaire from 150 respondents who were working at executive level.The researchers concluded that not only the glass ceiling factors affecting on the career development of women employees but the other factors like organizational, family and individual factors also influencing on their career development.
2. Belal A. Kaifi Nile M. Khanfar(2013) has concluded in their research study that impartiality in disbursement & increment in the workplace at rest escape from ladies only.

3. Hamid Mehmood & Saad Masood (2016): The main purpose of this study is to discover glass ceiling effect an obstacle in female's occupational improvement and authority of sex disparity, stereotype on development and involvement of female workers in crown level organization. The sample size for the study that are women's working in high, inferior and centre level positions exacting from private colleges and universities of that particular mention city..It showed that their constructive connection among Women Career Development and the Glass ceiling. Conclusion of this learning expose that there are a small number of females at the higher position of the institute; and other feature put off women from accomplishment to the higher rank position of the business that means there is presence of glass ceiling.
4. Dr. Jyotsna Pahuja Thapar, arma (2017) "Glass ceiling for women in Indian Public Sector Banks: A study of government initiatives. Responsibility of management with view of female workforce at secretarial & central position to examine obstacles in occupation of ladies & to assess the efforts made by the administration in providing sufficient information to give power to lady employees. Intention of the paper was to measure the task of administration in consider to female workforce at office and centre level, to explore the barrier in profession of the female employers.
5. Sarmistha Nandy, Arnab Bhaskar & Sovonjit Ghosh (2014) "Corporate glass ceiling – An impact on Indian women employees". They centre of attention on glass ceiling consequence or masculinity issue in association along with educational prejudice, sexual category stereotype & the come close to that all business should take to support & promote qualified ladies in deferential & professional position.
6. M. Ayisha Millath, E. Sarladevi, S. Thowseaf (2017) "Impact of Glass ceiling on women Employees in Hospitals." The research paper mainly centre on estimate the cause of glass ceiling on organizational performance & factors associated with the glass ceiling among hospital employees at kariakudi. They try to find out that how government can eradicate the glass ceiling creates employment atmosphere & hence they framed study to know the glass ceiling impact on organizational performance.
7. Claire Armstrong, Patrick C. Flood, James P. Guthrie, Wenchuan Liu, and Thadeus M kamwa. (2010) "The impact of Diversity and Equality Management on form performance: outside towering presentation employment scheme." study express that a multiplicity and impartiality in organization system donate to association appearance further than the special effects of a conventional high-performance employment scheme which consists of bunch of labour exercise and policies worn widely in higher-presenting organizations. Our study reveals that increased use of inclusive high performance labour scheme guide to very real profit for both manager and workers in the business that collected this study's section.

### Statement of Problem

In this 21st century, women are unmoving for their constitutional rights in each part of living and the female workforce also are not the exemption. Research report available by Accenture, females believe to masculinity difficulty is playing an important role in drawing in their accomplishment at the place of work.

Glass ceiling or sexual characteristics differences within the organization have extensive be an apprehension of the researches. As women show to be fewer than men in peak grade location so suggest they might face Glass Ceiling effect.. Research paper is mainly focus on women employees working in Government Hospitals of karad city.

### Objectives of the Study

1. To make out with the concept of glass ceiling breathing in the recent position involving hospitals women employees at Karad city from Satara district of Maharashtra state.
2. To recognize the features related with glass ceiling and suggest measures to shatter the glass ceiling effect.

### Research Methodology

Explanatory design of the research had been adopted for the learning for exact explanation of the features or entire representation of the theme matter. Under the scope of the study all the women working within government Hospitals in Karad city of Satara District are covered. A sample of 53 women are selected for the study .Each working women individual in government hospitals is treated as sampling Unit. In the research, the researcher was reached the wrathful women employees working within government Healthcare sector in karad city to study their problems, opportunities and other information relating with the glass ceiling by using snowball sampling. The population consisted of women from different professions like Doctors, Pharmacists, Nurses, Sweepers and others. The data was collected by self-administering questionnaires consisting of 2 parts while first part includes demographic background of the respondent. And second part includes the questions related with the glass ceiling dimensions. The survey had consisting a

questionnaire with a five point Likert scaling ranging from disagrees to Agree.

### Data Analysis and Interpretation

Fraction (percentage) analysis was prepared to recognize the geographical background of the participants. Table No - 1 below identify the corresponding percentage and its frequency of the answer of the participants with reverence to Age, , Monthly Income , Marital status, locality and , Designation in present position were approximate.

Table No 1: Percentage Analysis of Demographic Profile of the respondents.

S. No.	Particulars	Options	Frequency	Percentage
1.	Age	20 to 30	5	9.4
		30 to 40	23	43.4
		40 to 50	14	26.4
		50 and above	11	20.8
		<b>Total</b>	<b>53</b>	<b>100</b>
2.	Monthly Income	10000 to 20000	8	15.9
		25000 to 35000	23	43.8
		40000 and above	22	40.3
		<b>Total</b>	<b>53</b>	<b>100</b>
		3.	Marital Status	Married
Unmarried	3			5.7
<b>Total</b>	<b>53</b>			<b>100</b>
4.	Locality	Urban	27	50.1
		Rural	26	49.9
		<b>Total</b>	<b>53</b>	<b>100</b>
5.	Designation	Doctors	27	50.6
		Pharmacist	3	6.5
		Nurses	18	32.1
		Administers	3	6.5
		others	2	4.3
		<b>Total</b>	<b>53</b>	<b>100</b>

Source: Primary Data

To recognize the feature that source glass ceiling in a corporation:

Table No 2: Bartlett and KMO's Test of Analysis

Meyer-Kaiser-Olkin sampling Adequacy of the measures.		.756
KMO Test of sphericity	Approximate. Chi-Square are	632.702
	DF(degree of freedom)	43
	Level of Significance	.000

Source: Primary Data

**Interpretation:**

At this point  $KMO = 0.756 > 0.5$  and Bartlett's Sphericity test of hypothesis indicate the proportion of variance in the variables that discard the null hypothesis that is unacceptable that means the characteristics are not related considerably. Hence, it is suitable to carry out factor analysis test for hypothesis.

Table No 3: Communalities Values

components	Extraction
Glass ceiling exists	.931
Does your hospital take too much time for women employee to reach at higher position as compare to men employee?	.675
Women employees are facing criticism more often than men employee by higher authority at your workplace	.824
Women with many qualifications and skills fail to be recognised for promotion	.791
Higher education will help women to overcome the barriers for discriminations.	.745
Women reject the need for work incredibly for long hours.	.916
How important is the issue of diversity in your Hospital.	.887
Standards are higher for women than men.	.934
In my opinion women employees may have to face glass ceiling barriers at their workplace	.814
Employee should be rewarded based on their performance rather than whether they are men on women.	.758

Source: Primary Data

The resulted standards of every the feature are additional than .5 so as the entire feature are considerably contributed to the data.

Table No 4: Total Variance explained Extraction Method

Principle element analysis

Component	Initial Eigen Values			Extraction Sum Of Square Loading			Rotation Sum Of Sq Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.351	63.510	63.510	6.351	63.510	63.510	4.885	48.850	48.850
2	2.015	20.150	83.660	2.015	20.150	83.660	3.481	34.810	83.660
3	.541	5.407	89.067	.541	5.407	89.067			
4	.427	4.269	93.336	.427	4.269	93.336			
5	.223	2.230	95.566	.223	2.230	95.566			
6	.149	1.490	97.056	.149	1.490	97.056			
7	.135	1.350	98.406	.135	1.350	98.406			
8	.061	.610	99.016	.061	.610	99.016			
9	.042	.420	99.436	.042	.420	99.436			
10	.056	.564	100.00	.056	.564	100.00			

Source: Primary Data

The eradicate factors are existence of glass ceiling (diversity) and men dominance. Extracted factors are originated on the basis of total variance and Eigen value explained. Total variance analysis = 63.510 (> 50) and Eigen standards of table are additional than single .So in understanding the aspect that ground the 'glass ceiling consequence. It can be showed that the mainstream of the

participants are prejudiced with glass ceiling effect.

Table No 5: Rotated Component Matrix

Glass ceiling (diversity)	Components	
	1	2
Glass ceiling exists		.728
Women with many qualifications and skills fail to be recognised for promotion		.802
Employee should be rewarded based on their performance rather than whether they are men on women		.672
Men dominance	.805	
Women employees are facing criticism more often than men employee by higher authority at your workplace	.775	
How important is the issue of diversity in your Hospital.	.627	

Source: Primary Data

Form factor analysis, the extracted variables are Glass ceiling (Diversity) and Male dominance. In considerate the feature that cause the 'glass ceiling effect. It can be incidental that most of the respondents are inequitable by the glass ceiling.

**Findings**

Reliability Test

Table No 6: Crobach's Alpha

Reliability Statistics	
Crobach's Alpha	No of items
.927	25

Source: Primary Data

1. The findings Describes obtained from the online survey. Geographical information such as age, monthly income, marital status, locality and designations convey a generally representation of the respondents backdrop.
2. Participant's view on the subsistence of the glass ceiling and its impact on their career development are revealed. The collected data are presented in charts. In order to explore the degree to which contact of glass ceiling on female workforce in hospitals of Karad City, in which to find out the obstacle's have been calculated using 5-point likert scale that differ between disagree = 1, and agree = 5.
3. Result exposed the subsistence of a glass ceiling which direct to a difficulty to the career expansion for ladies and require that they doesn't have sufficient managerial sustain with

partnership, mentoring and family responsive course.

### Suggestions

1. Consultation taking place the significance of consequence on multiplicity and insertion practices in association has been established in recent years. The causes that are these preparations run through are usually drafted only to assemble regulatory norms or, in various cases, are weakly supported. For example, organizations could spotlight on comprehensive employment to insert senior levels of multiplicity in its HR policy. They could recruit a set of applicants that is at least 50% women candidate before opening the selection procedure.
2. Association require to applying controlled systems and exercise to crack glass ceilings and create freedom for female employees. If this is not prepared, then firm guidance for employees may be unsuccessful. Why glass ceiling exists and how you can help to smash such barricade and construct a added varied with comprehensive position of employment.

### Conclusion

The term glass ceiling is a hidden barricade so as to remain a given geographic (naturally useful to female workforce) from going up a concrete level in a corporate ladder. It is manifest that unmoving in Indian business trade ;on the whole job technique and managerial outline are conventional and clutch traditional headship approach, where men grip peak location in about each segment especially in Health care sector. business nowadays there are construction on mannish custom, and seeing that a concern the learning discover that there is pay

inequality as well as diversity exposed in development process with the intention of furnish augment to female's point of view left ended stopped. In spite of this it has been experiential that ladies are self-assured and management is taking potential steps to split this pattern of glass ceiling. Both male and female executive are double as possible to appoint men more than females.

Based on the study carry out, it can be done that the invisible barrier of glass ceiling (diversity at the workplace) exists in hospital sector. In previous language the unseen wall that hiding female to move forwards assured level in their professional development and place of work shows to be present.

### References

1. M.A.Millath , E. Sarladevi and S.Thowseaf (2017): Impact of glass ceiling on women employees in hospitals. International refereed research journal www.researchersworld.com ,vol-VIII , issue-4,oct.2017(11).
2. SharjeelSaleem ,Asia Rafiq and SaquibYusaf (2017) Investigating the glass ceiling phenomenon, An empirical study of glass ceilings effects on selection- promotion and female effectiveness. South Asian journal of business studies vol.6 No3, 2017 2398-628X.
3. Bombuwela P.M, De Alwis A. Chamaru(2013) Effect of glass ceiling on women career development in private sector organizations. Journal of competitiveness ISSN 180-171X ISSN 1804-1728, 2013/02/01 Vol.5, issue2, pp.3-19, june2013.
4. Belal A. Kaifi Nile M. Khanfar (2013) Gender inequality in the workforce: A human Resource management Quandary. Journal of Business Studies

- Quarterly. ISSN – 21521034 ,2013 – Vol-4, No. 3.
5. Hamid Mehmood&SaadMasood (2016) Impact of glass ceiling on women’s career development: A case of Sahiwal&Okara city. International Review of social sciences. ISSN 2309-0081 ,Vol. 4 issue 12.
  6. Dr. JyotsnaPahujaThapar, arma.( 2017) Glass ceiling for women in Indian Public Sector Banks: A study of government initiatives. International journal of Mgt & Business studies. ISSN-2230 -9519 , ISSN – 2231-2463.
  7. SarmisthaNandy, ArnabBhaskar&sovonjitGhosh (2014)Corporate glass ceiling – An impact on Indian women employees. International Journal of Mgt & International business studies.(Research india publication), ISSN 2277-3177 VOLUME 4, No 2 (2014) .PP.135-140.
  8. M.AyishaMillath, E. Sarladevi, S. Thowseaf (2017) Impact of Glass ceiling on women Employees in Hospitals. Journal of Atrs Science & commerce. E-ISSN 2231 -4172, Vol – VIII, issue -4, October 2017(11).
  9. Claire Armsstrong,Patrick C. Flood, James P. Guthier,WenchuanLiu,SarahMaccurtain,and Thadeus M kamwa. The impact of Diversity and Equality Mangement on form performance: Beyond high performance work systems. Human Resource Management, November–December 2010, Vol. 49, No. 6, Pp. 977 – 998.
  10. Barreto, M., Ryan, M., & Schmitt, M. (2009). Introduction: Is the glass ceiling still relevant in the 21st century? In M. Barreto, M. Ryan, & M. Schmitt (Eds.), *the glass ceiling in the 21st century: Understanding barriers to gender equality* (pp. 3-19). Washington, DC: Americal Psychological Association.
  11. C A Annie Stephen, Shashi Kumar M Faculty of Commerce, Faculty Of CommerceKristuJayanti College, Bangalore, India KristuJayanti College ,Bangalore, IndiaA study on the impact of the glass ceiling effect on women at workplace with special reference to Bangalore city.



## A STUDY ON IMPULSIVE BUYING BEHAVIOR OF YOUTH WITH REFERENCE TO ONLINE BUYING

**Mr. Shakil Mubarak Mulla**

Swaraj Institute of Management, Vanvasmachi - Karad, Dist. – Satara Maharashtra

[shakil2504@gmail.com](mailto:shakil2504@gmail.com)

### ABSTRACT

*Internet is the most striking development changing the landscape of retailing. The e-commerce market in India is set to grow the fastest between 2016 and 2020. Now a day various consumers prefer to shop online instead of visiting the offline stores. Online shopping is becoming a widely accepted way to purchase different goods and services. Now a day's mobile shopping becoming more and more popular. Indian Consumers started purchasing goods or services using their mobiles. As a result of this development many consumers can now shop online. This convenience has been further increase possibilities to act and buy impulsively. Credit cards, Telemarketing, Cash on delivery, Free home delivery, 24x7 retailing has increased the level of temptation to make impulsive buying. So in this research focus is on impulse buying behavior with special reference to online buying. The implication of research would be beneficial to online retailers, online consumers and academicians.*

**Keywords:** - Online Shopping, Mobile Shopping, E-Commerce, Impulsive, Impulsive Buying

### I INTRODUCTION

An Impulse is a sudden strong wish to do something. Impulsive decisions can be part of many types of behaviors in our everyday lives, while disorders in impulse control can even lead to negative outcomes such as addictions. The focus of this research is on impulsive buying – making purchases on spur of the moment. The phenomenon of impulsive buying has interested researchers in consumer research as well as other related disciplines since the 1950s. Since then, the importance of impulsive buying behavior has increased continually as consumer society has evolved. Consumer research has acknowledged that shopping can be pleasurable in itself; an activity that does not necessarily involve making purchases at all, but consumers act on an impulse if they encounter something interesting. This contrasts the traditional view that shopping is a necessity – a rational, task-oriented activity which is directed towards filling a functional need, i.e. making planned purchases. Today, shopping and shopping related activities are regarded as relaxation, and spending time e.g. in a shopping mall to enjoy oneself purchasing products is not necessarily the main focus. Consequently, as consumers spend more time in shopping environments, they are also more likely to make more impulsive purchases. As retailers in traditional In-Shop stores have realized the

importance of the phenomenon, they have developed strategies to encourage their customers to make more impulsive purchases. For instance, as most sweets are bought on an impulse, it has become a popular strategy for retailers to place sweets at or near checkouts where customers are queuing.

Over the years, innovations in consumer retailing, such as credit cards, telemarketing, 24-hour retailing, and home shopping networks, has increased the level of temptation to make impulsive purchases. However, in the last decade, the most striking development changing the landscape of retailing has been the growth of the Internet and, as a result, the expansion of Internet commerce. According to the Statistics Portal Statista, in 2020, over 329 million people in India are expected to buy goods and services online, up from 130.4 million in 2016. Also in India, the role of the Internet and online commerce is important. India had over 749 million internet users across the country; India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India (Statistics India, 2018). Mobile shopping is also becoming popular in the country. Study found that 88 percent of Indian consumers use their mobiles for purchasing online. As a result of this development, many consumers can now 'go

shopping' in the comfort of their own homes, browsing and ordering from the offerings of the Internet webstores, where purchases are only a few mouse clicks away, 24 hours a day. This convenience of online shopping has been also suggested to further increase consumers' possibilities to act and buy impulsively.

Traditionally, online shopping has been seen as a rational behavior, where efficiency, price comparisons, and information search play a significant role in consumers' buying decisions. However, today also a more experiential side to online behavior and online buying is acknowledged. Impulsive buying behavior has been seen as one manifestation of this more experiential or recreational online. However, significant part of research on impulsive buying has concentrated on In-Shop retailing, whereas research on online impulsive buying has remained. Most of the previous research on online impulsive buying has focused on modeling the behavior, thus for example utilizing surveys or experimental designs in laboratory settings or in artificial or modified webstores. As a result, little attention has been paid to how consumer impulsive buying unfolds in authentic online shopping environment, and how consumers experience online impulsive buying.

## II REVIEW OF LITERATURE

After reviewing several research papers and thesis relevant to this study, which were published worldwide during last ten years on impulse and online impulse buying behaviour have been reviewed. Based on these reviews it is observed that the online retailing sector has undergone a radical change and is evident in the new retail format.

**1. Chris Hand, Francesca Dall'Olmo Riley, Patricia Harris, Jaywant Singh and Ruth Rettie (2008)** in research paper titled 'Online grocery shopping: the influence of situational factors' seeks to investigate the factors that influence online grocery shopping. Further, the researcher attempts to understand the triggers which affect the use and adoption of online grocery shopping. This study undertaken by the researcher tries

to establish the role of situational factors in the process of adoption. This study also aimed to determine the importance of situational factors, such as having a baby or developing health problems, as triggers for starting online shopping. The researcher through this study feels that many online buyers discontinue online grocery shopping once the initial trigger has disappeared.

**2. Claire Elizabeth Crafts (2012):** A thesis submitted to Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College in partial fulfillment of the requirements for the degree of Master of Science. In the study author examines influencers for impulsive online shopping, and marketing techniques used to encourage impulsive buying. The researcher conducted survey examining the effectiveness of online marketing techniques, shopping habits, Internet habits, and recent online impulse purchase. After the data analysis part researcher finds that the factors for online impulse purchases and offline impulse purchases are same.

**3. Damayanti Octavia (2015)** in research paper titled 'The Differences of Online and In-store Impulse Buying Behavior using Stimulus and Response Model' stated that Online and in-store impulse buying have differences in environmental stimulus. The researcher creates a framework of impulse buying in-store and online, using Stimulus-Organism-Response (SOR) models. The researcher also proposes framework that generates impulse buying in-store and online.

**4. Shopper Marketing Magazine (2016)** in their article 'Exploring Impulsivity and Online Shopping' explained new research which taps into the mindsets of online grocery shoppers and uncovers many of the triggers that drive their impulse purchases. The report stated that the top three reasons for using an online grocery shopping/delivery service are "products delivered to my doorstep," "ease of purchase" and "24/7 access." The report concluded that certain types of triggers and influences (such as peer recommendations and reviews) result in more impulse purchases online.

**5. Tingting Zou (2016)** in research paper titled ‘Online Impulse Buying Behavior amongst Undergraduate Students in Tianjin, The People’s Republic of China’ studied online business regarding impulse buying behavior amongst undergraduate students in Tianjin of China. Study employed parameters from website quality (security, navigability, and visual appeal), hedonic shopping value (product novelty, fun and escapism), and product knowledge (word of mouth and social norms), to learn how online shop owners increase their profit by encouraging impulse buying behavior. Moreover the relationship between perceived website security and impulse buying behavior on Taobao.com were also studied. The findings of the study clearly disclosed that there is strong relationship between Fun feeling and shopping behavior and online impulse buying behavior. Product knowledge in terms of word of mouth and social norms, are positive related to impulse buying online.

**6. Neil Ackerman (2016)** in his article ‘Impulse Buying in the Age of Ecommerce’ explained that impulse shopping has not gone away. The researchers also speak out that smart work is important to win the attention of online buyers and brand loyalty is the result of this. The researcher also added that sparking a buyer’s impulse requires data science. You have to know your shopper, know what will speak to them most at each moment and know exactly where on the page to place that offer. There are three elements to the data science of impulse that all CPG brands can act on today and it all starts and ends with “knowing your consumer and putting their needs first.” The researcher suggested three elements to create the opportunity for online impulse buys, Know your consumer, Make critical pairings and Create impulse moments.

**7. Nimisha Jain, Kanika Sanghi (2017)** in their article ‘Five Surprises About How Indians Shop Online (and Offline)’ explained Indian consumers’ purchasing behavior both online and offline to find, consider, and purchase products and –services. The authors added that like shoppers everywhere, Indians

are making an increasing number of purchases online: recent BCG research shows that half the nation’s urban internet users now do so. According to Redseer, a consumer Internet business consultancy, there were approximately 190 million online shoppers in India today. The researcher concluded that the invention of sophisticated technology and infrastructural capabilities like smart phones, making that impulse buying simpler.

**8. Kashif Abrar, Muhammad Naveed and Muhammad I Ramay (2017)** in research paper titled ‘Impact of Perceived Risk on Online Impulse Buying Tendency: an Empirical Study in the Consumer Market of Pakistan’ investigate influence of perceived risk (financial risk, product risk, convenience risk and non-delivery risk) on online impulse buying tendency. Web-based survey was conducted by the authors for data collection using online questionnaire distributed through stratified random sampling technique from online consumers of Pakistan. Authors concluded that overall perceived risk, financial risk and product risk were found to have a moderately negative association and convenience risk, non-delivery risk had weaker negative association with online impulse buying behavior.

**9. Mira Ustanti (2018)** in research paper titled ‘Effect of Shopping Lifestyle, Hedonic Shopping On Impulse Buying Behaviour Community Middle Class on Online Shopping’ determines the influence of shopping lifestyle, hedonic shopping toward the impulse buying behavior of middle-class society on online shopping together and partial and also determines the dominant variable affecting impulse buying behavior of middle-class society. The study shows that impulse buying behavior of middle-class society on online shopping is significantly influenced by shopping lifestyle, hedonic shopping.

**10. Umair Akram, Peng Hui, Muhammad Kaleem Khan, Chen Yan and Zubair Akram (2018)** in their article ‘Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment’ examines the impact of

situational variables, scarcity and serendipity, on online impulse buying (OIB) in Chinese social commerce (SC) environment. The study further assesses the moderating role of five dimensions of hedonic shopping value. The study results confirm that situational factors positively influence the online impulse buying among Chinese online shoppers in Social Commerce environment.

The research objectives will be:

1. To study the **demographical factors** that influence the youth to buy on impulse during an online buying.
2. To study the **personal factors** that influence the youth to buy on impulse during an online buying.
3. To study the **external factor** that influence the youth to buy on impulse during an online buying.

#### IV RESEARCH METHODOLOGY

The study is to be descriptive type. Single Cross Sectional Descriptive Research Design is to be adopted to determine young consumers Impulsive Online Buying Behavior.

Non probability convenience sampling method is to be used to elicit information regarding young consumers Impulsive Online Buying Behavior.

In the research, the youth, which shop online is to be taken as the population for this study. A survey was planned to determine young customers' Impulsive Buying Behavior in online purchasing. Primary and secondary data sources are used for this study. The primary data was collected with the help of detailed structured questionnaire with closed ended questions. The secondary data was collected from the Published Journals, Magazines, Books, News Papers, Websites and others

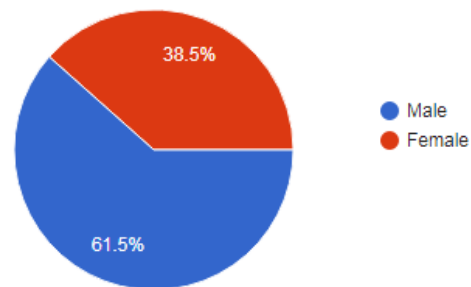
#### V DATA ANALYSIS

Gender, Age, Marital Status, Qualification and Annual Income are the major demographic variables considered for the study. The following figures show the demographic profiles of the respondents.

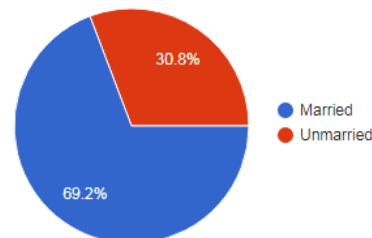
### III OBJECTIVES OF THE STUDY

Understanding the research gap in the impulsive buying behavior in an online buying has helped in framing specific objectives for this research work. The objectives of the study have been outlined keeping in mind the theoretical contribution those talks about the research gap in impulsive buying behavior and online buying.

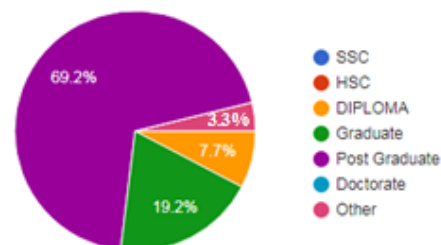
**Fig I: Graphical representation of the male and female respondents.**



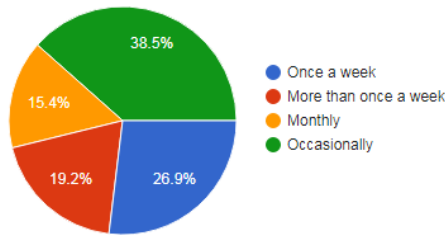
**Fig II: Graphical representation of the marital status of respondents.**



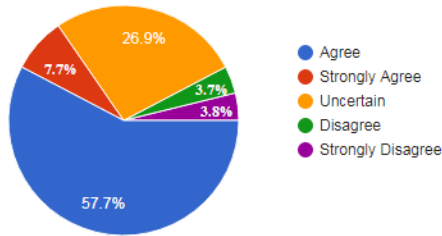
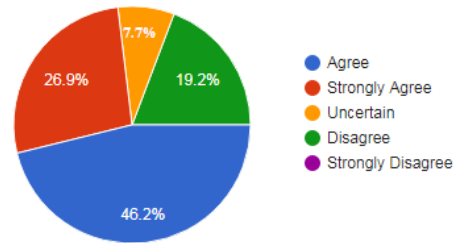
**Fig III: Graphical representation of the qualification of respondents.**



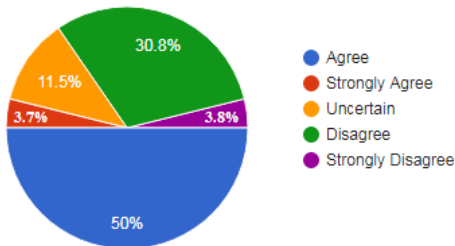
**Fig IV: Instance of visit an online shopping website.**



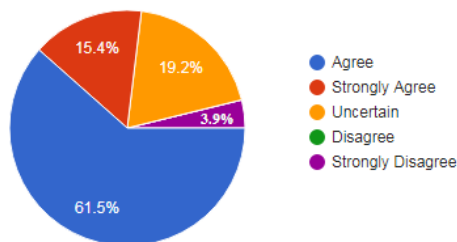
**Fig V: Buying liked product even though it was not planned.**



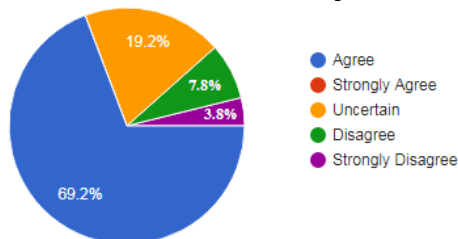
**Fig VI: Buying online to feel better.**



**Fig VII: The ease of finding the product consumer want on a website would make him/her to buy more.**



**Fig VIII: Exclusive product offers in the website would make to buy more**



**Fig IX: Exclusive product offers in the website would make to buy more**

## VI FINDINGS AND OBSERVATIONS

- Male customers are more in number as compared to Female customers. From analysis it is clear that male segment is more significant in the study.
- Data analysis shows that marital segment is more fruitful segment for the online retail business.
- Educational qualification of customer is also affect on online purchasing impulsively.
- Post graduate people are more susceptible to impulse buying and tend to buy more products online if they get premium products at lower price and also would instantly buy if a product has limited stock.
- Customers purchase the products mostly occasionally or once a week.
- Consumer spending online has increased as their frequency of online shopping has also increased.
- Data analysis shows that exclusive product offers only in the website would make customer to buy more.

## VII IMPLICATION OF THE STUDY

The implication of research would be beneficial to online retailers, online consumers and academicians due to following expected outcomes.

1. Every year there is increase in online sales, and as e-commerce continues to grow, small businesses are launching an online business to sell their products. So this research will be helpful to small businesses, startups to learn how they can increase their profit by encouraging impulse buying behavior and getting the idea about how to

face competition from large online businesses.

2. Research will be helpful to small businesses building strategies to Encourage Impulse-Buying.

3. Research may help online shopping consumers regarding how to Avoid Impulse Buying.

4. Research will provide useful information for online retailers to help develop an effective marketing strategy to promote impulse buying and ultimately increase profitability.

5. Consumers are also expected to benefit from the findings of this study by being more aware of factors affecting their own impulse-buying behaviors.

6. In the coming future most of the small business retailers will be moving towards E-

Commerce. They must withhold the existing customers and attract new customers at the same time by providing offers/ discounts according to their business.

### VIII CONCLUSION

In current scenario impulse buying behavior of customers has increased, the reason behind this is that consumers spent more time over web. Consumers came across various online shopping festivals, offers, stock clearance sales and discounts. The companies should keep these factors in mind and improve the ease of customer shopping. They may trigger the impulse buying by making their remarkable presence online. Understanding the customer groups and their preferences will also help ecommerce companies to take advantage of impulse buying behavior of consumers.

### REFERENCES

1. **Chris Hand, Francesca Dall’Olmo Riley, Patricia Harris, Jaywant Singh and Ruth Rettie (2008)**, Online grocery shopping: the influence of situational factors. *European Journal of Marketing* Vol. 43 No. 9/10, 2009 pp. 1205-1219
2. **Abrar K, Naveed M, Ramay MI (2017)** Impact of Perceived Risk on Online Impulse Buying Tendency: an Empirical Study in the Consumer Market of Pakistan. *Journal of Accounting & Marketing*
3. **Tingting Zou,(2016)** Online Impulse Buying Behavior amongst Undergraduate Students in Tianjin, The People’s Republic of China. *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP) An Online International Research Journal (ISSN: 2311-3170) 2016 Vol: 2 Issue: 2*
4. **Mira Ustanti, (2018)**, Effect of Shopping Lifestyle, Hedonic Shopping On Impulse Buying Behaviour Community Middle Class on Online Shopping. *IOSR Journal of Business and Management (IOSR-JBM) e-*
5. **Claire Elizabeth Crafts, (2012)** Impulse buying on the internet. Thesis Submitted to the Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College in partial fulfillment of the requirements for the degree of Master of Science
6. **Neil Ackerman (2016)**, Impulse Buying in the Age of Ecommerce, [www.mediapost.com](http://www.mediapost.com)
7. **Nimisha Jain and Kanika Sanghi (2017)**, Five Surprises About How Indians Shop Online (and Offline) [www.bcg.com](http://www.bcg.com) Publications Article
8. **Shopper Marketing magazine (2016)**, Exploring Impulsivity and Online Shopping, Written by the Path To Purchase Institute in collaboration with The Integer Group

**9. Umair Akram , Peng Hui , Muhammad Kaleem Khan , Chen Yan and Zubair Akram 2018;** Article Factors Affecting Online Impulse Buying: Evidence from Chinese Social Commerce Environment . Sustainability 2018, 10, 352; doi:10.3390/su10020352

**10. Damayanti Octavia (2015)** The Differences of Online and In-store Impulse Buying Behavior using Stimulus and Response Model. 3rd International Seminar and Conference on Learning Organization (ISCLO 2015)

## IMPACT OF CELL PHONE UTILIZATION ON SELECTED STUDENTS IN KOLHAPUR CITY

**Dr. A. G. Suryavanshi**

Department of Commerce, The New College, Kolhapur  
*suryavanshi.a.g@gmail.com*

### ABSTRACT

*Cell phone or Smartphone is a device which is mostly used by the people all over the world. It uses for easy to communicate, business transactions, banking, industry, agriculture, and all sectors of economy. It provides facility of accessing data through internet from one place to another. In India the number of users of was 524.9 million in 2013 which increased to 813.2 million in 2019. Most of the students in colleges or institutions are very much busy in using smart phones for entertainment, playing games, educational and non-educational purpose also. Though some are using positively for the purpose of future outcome and most of the students are badly addicted to cell phone and using for non-educational purpose.*

*This research paper attempts to analyze the use of educational and non-educational by the selected students in the Kolhapur city.*

**Keywords:** *cell phone, device, educational, non-educational, students.*

### Introduction:

Mobile or Cell Phone is a mini version of Computers which we can carry easily with us. Today if we ask a simple question to everyone, "Who is your best friend?" we get the answer 'mobile or cell phone' because it is always with us wherever we go. Even though the baby gets crying, it will be stopped by showing mobile. It means not only child but also every human being is very much familiar with this technology. The use of this device is increasing day by day for various purposes. From agriculture sector, industrial sector to service sector, schools and colleges or institutions, everywhere the man reached. The whole world is under the roof of cell phone. Most of the people are using cell phone for the personal as well as office use. But both uses affect the human body. It is said that man has created technology, but the technology over

comes on efforts of human life. The excess use of cell phone either for productive or for unproductive purpose, the need of today is to take care of everything. In 2019 there are 813.2 million people are using cell phone. Today, there is need to know the utilization and accountability in using cell phone for healthy mind.

A cell phone is a device that can make and receive telephone calls over a radio links whilst moving around a wide geographic area. It does so by connecting to cellular network provided by a mobile phone operator allowing access to the public telephone network. The constant usage and sort of addiction to cell phones has affected the people and psychologically disturbed. People have aches, pains and in some disability too; loss of their required number of hours of sleeps, get angry and so on and so forth.

**Table No. 1. Number of cell phone users from 2013 to 2019 in India**

Year	Cell phone users	Growth in %
2013	524.9	Base
2014	581.1	10.71



2015	638.4	9.86
2016	684.1	7.16
2017	730.7	6.81
2018	775.5	6.13
2019	813.2	4.86

(Source: [www.statista.com](http://www.statista.com))

From the above table no.1 it is revealed that there is an increasing trend of mobile users from 2013 to 2019 in India. There was high growth 10.71% in 2014 as compared to the base year 2013. There is a slight increase by 4.86 % in 2019. Today the number of smart phone users is also increasing as the number of mobile users.

#### Review of Literature:

Md. Moyazzem Hossain (2019) Department of Statistics, Jahangirnagar University, Savar, Dhaka, Bangladesh, has made research on Impact of Mobile Phone Usage on Academic Performance and concluded that most of the students are using this device in their study for the improvement of academic performance. The mobile designer should take initiative in the development of academic cell phone particularly for students that they can concentrate on their studies.

(The Author is acknowledged the B.Com II Student Miss. Manasvi Mohite Department of Commerce, who collected information for the completion of this research paper)

Sunyoung Han, Yong Jeong Yi (2018) has concluded in their article on how the smart phone usage of college students affects academic performance that this technology is more affected on student learning outcomes than previous one. But for virtual learning or online learning such technology is very useful to the students in their studies. The students have to change their attitude to use smart phones for increasing their academic performance. Therefore, the use of cell phones has positive impact on their studies.

Paul Barnwell (2016) studied that in teen age the use of cell phone by the teens for the purpose of entertainment, playing games, non educational purpose etc. It affects the academic performance of

the teen age students. They never concentrate on their studies.

A. Rahman, A.Gamal, A Al Hamound (2013) has concluded his views in 'Does mobile phone affect academic progress among medical students, the Egyptian Journal of Community Medicine' that use of mobile phones and IPAD Showed an impact on studies, progress and performance of medical students.

Bhavishya Rathore, Nisha Sing, Yogendra Chouhan, Indu Rathore, Soumitra Sethia (2016), has focused various issues and concluded that we have to control the use of mobile phones to the minimum level so that we can maintain sound mind and good health. in his article titled 'A Community based comparative cross-sectional study to access the effects of mobile phone on quality of sleep in smart phone users and non users in central India', in International Journal of community Medicine and Public health.

#### Objectives of the study:

1. To study the use of mobile phone by students.
2. To analyze the impact of use of mobile on students in their studies and on health.
3. To suggest suitable measures to the students for their overall improvement.

#### Hypothesis of the study:

1. Ho: The use of mobile phones for academic purpose by student respondents is not significant.

H1: The use of mobile phones for academic purpose by student respondents is significant. (two sided test)

2. Ho: The use of mobile phones for non-academic purpose by student respondents is not significant.

H1: The use of mobile phones for non-academic purpose by student respondents is significant.(one sided test)

3. The side effects due to use of mobile phones by student respondents are significant.

**Scope of the study:**

This study has a wide scope as the whole world is under one umbrella of the cell phone. The students have a huge scope in their studies to achieve their goals. But the excess use affects the health, therefore the researcher wish to focus on this research problem. The proper use of this device can make positive change ones' life.

**Research Methodology:**

**Analysis and Interpretations:**

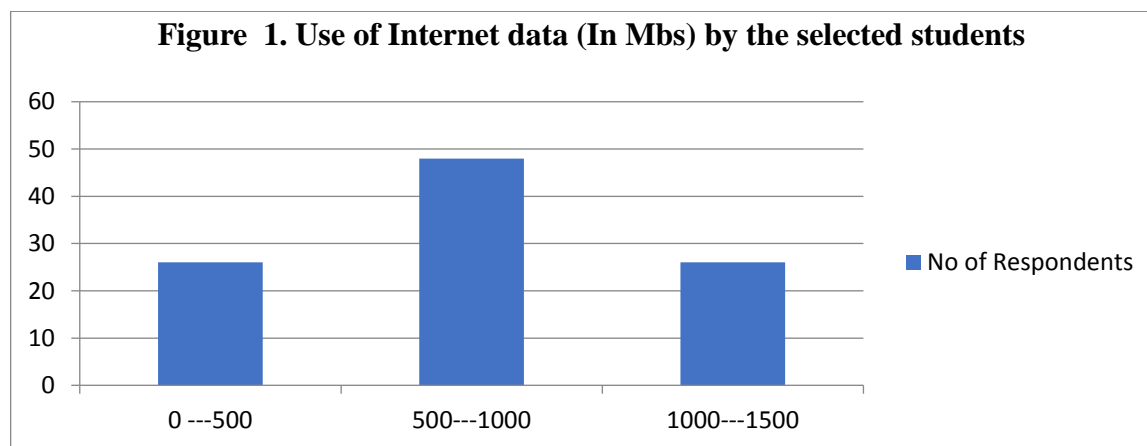
The entire primary research study was done in Kolhapur city and the questionnaire method was used. The secondary data is also collected from different research articles, websites etc.

In this study, the students of higher education in the age group 18 to 23 are considered. 100 students are taken as sample by convenience random sampling for this research study. Most of the students are under-graduate from the different colleges in Kolhapur city. The questionnaire is to be framed to collect the data from the students. While collecting data all students were requested to answer the questionnaire provided to them. The statistical tools like standard deviations, coefficient of variation, z-test et also be used to analyse and test the data.

**Table No.2 Use of Internet data (In Mbs) by the selected students**

Mobile data (in Mbs)	No of Respondents	in Percentage
0 ---500	26	26
500---1000	48	48
1000---1500	26	26
Total	100	100

(Source: Primary Data)



The table no. 2 and figure no.1 indicates the information of internet data by the selected students in Kolhapur city. 48 students are lying the use of mobile in between the range from 500

to 1000 Mbs data. 26 students are using up to 500 Mbs data and the data 1000-1500 Mbs are to be used by the remaining students.

**Table No. 3 Duration of mobile use in a day by the selected students**

Duration (in Hrs)	No of Respondents	in Percentage
1---2	13	13
2---3	54	54
3 & more	33	33
Total	100	100

(Source: Primary Data)

From the above table no.3 it shows that the students are using mobile on an average 2.7 hrs in a day. It shows the standard deviation (S.D) of mobile use is 0.6513 and C.V of use

is 25.124. It is observed that 33 percent students are using mobile 3 & more than 3 hrs daily.

**Table No. 4. Use of Mobile for academic purpose by the selected students**

Academic Purpose	Always	Sometimes	Never
Study by downloading syllabus, notes, question papers, online tests etc.	29	56	15
Calling and Messaging about study	35	58	17
Use of social media-watching educational videos	41	53	06
Getting updates by educational apps and other	37	59	04
Preparation of competitive examination	63	37	00
<b>Total</b>	<b>205</b>	<b>263</b>	<b>42</b>

(Source: Primary Data)

From the above tables it shows that the sample mean = 11.83

sample variance =1.863

$|Z_{cal}| = 13.41$ ,  $Z_{table} = Z_{at (5\%)} = 1.96$ ,

'P' Value =0.00001 (< 0.05)

As 'P' value lies in the rejection region, hence reject null hypothesis.

Therefore, the use of mobile phones for academic purpose by student respondent is significant. (two sided test)

**Table No. 5. Use of Mobile for non-academic purpose by the selected students**

Academic Purpose	Always	Sometimes	Never
Entertainment-hearing songs, watching films etc.	53	27	20
Gossiping, Chatting and Messaging funny jokes etc.	72	23	05
Online Shopping	76	24	00

Playing games	69	25	06
<b>Total</b>	<b>270</b>	<b>99</b>	<b>31</b>

(Source: Primary Data)

From the above tables it shows that the sample mean = 10.43

sample variance = 1.493

$|Z_{cal}| = 19.88$ ,  $Z_{table} = Z_{at(5\%)} = 1.64$ ,  
 'P' Value = 0.00001 (< 0.05)

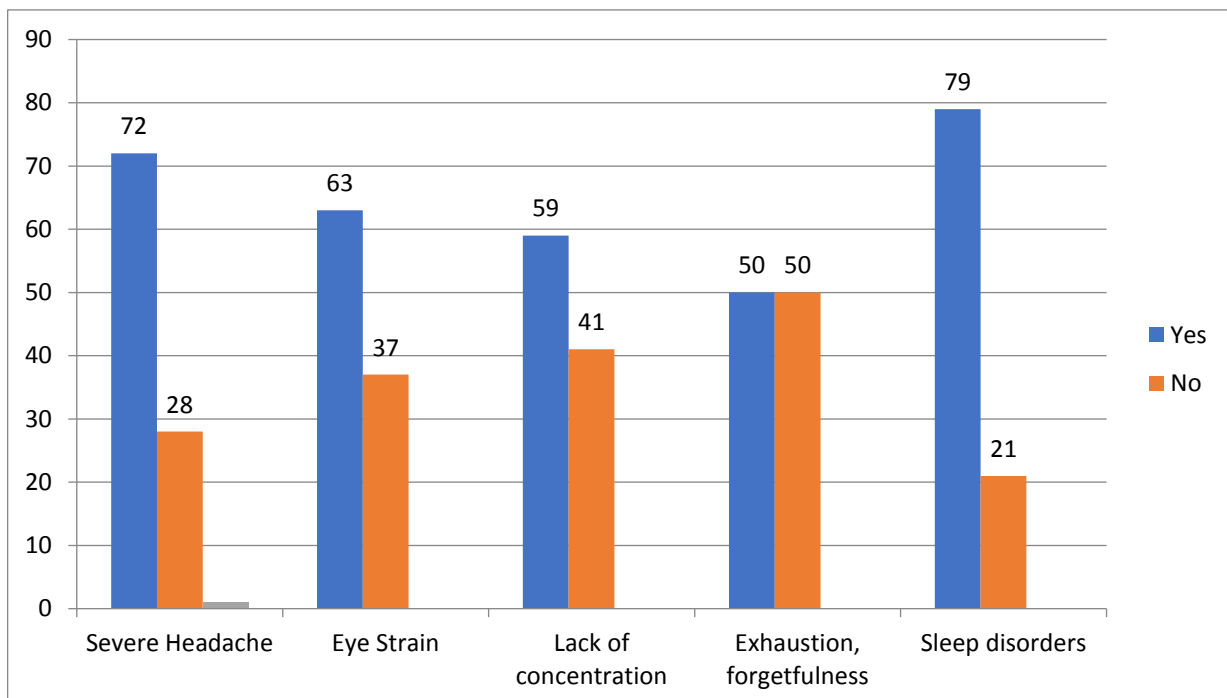
As 'P' value lies in the rejection region, hence reject null hypothesis.

Therefore, the use of mobile phones for non-academic purpose by student respondent is significant. (one sided test)

**Table No. 6. Health problems due to the Use of Mobile by the selected students**

Health problem	Yes	No	Total
Severe Headache	72	28	100
Eye Strain	63	37	100
Lack of concentration	59	41	100
Exhaustion, forgetfulness	50	50	100
Sleep disorders	79	21	100
<b>Total</b>	<b>323</b>	<b>177</b>	<b>500</b>

(Source: Primary Data)



**Figure 2. Health problems due to the Use of Mobile by the selected students**

From the above table and figure it shows that the students are suffering from various health

problems like headache, sleep disorders, eye strains, forgetfulness, lack of concentration etc.

It is observed that the sample proportion =  $p=0.646$

$|Z_{cal}| = 2.92$ ,  $Z_{table} = Z$  at (5%) = 1.96, 'P' Value = 0.0035 (< 0.05)

As 'P' value lies in the rejection region, hence reject null hypothesis.

Therefore, the health problems due to use of mobile phones by student respondent is significant.

### Conclusion

1. Majority students using 500 MB to 1GB data per day i.e., 48% students and equal number of students using 0 to 500 MB data and also 1GB to 1.5 GB data per day i.e., 26%.
2. 54% students spend their 2 to 3 hours on mobile use in a day, while 33% students spend 3 to 4 hours on mobile use.
3. It is observed that all the respondents are using their cell phones for academic as well as entertainment purpose. Most of the students are using cell phones for academic purpose sometime.
4. Majority students using cell phones for entertainment purpose for always. If students avoid their spending time on cell

phone for entertainment purpose, it will be beneficial for their studies and career.

5. 72% students are suffering from headache due to use of mobile. 63% students have the problem of eye strain. 59% students losing their concentration due to mobile phones.
6. 50 % students have a problem of exhaustion and forgetfulness. 79 % students are suffering from insomnia i.e. lack of sleep.

### Suggestions

1. It is suggested that the students should talk less on mobile phone. The radiation emitting from a mobile phone are dangerous so instead of calling longer one can use text, email or other massaging services.
2. The motivational interviewing is also another way to come out from the addiction from the cell phone.
3. The students should apply Cognitive-behavioral therapy which aims to change their maladaptive thoughts into healthy and positive ones. It is useful for internet addiction as well as cell phone addiction.
4. If the students have an android phone, there is app called 'Tawkon' which monitors the radiation of mobile phone is emitting and suggests when they should stop using of it.

### References

1. Md. Moyazzem Hossain (2019), Impact of Mobile Phone Usage on Academic Performance, World Scientific News, An International Scientific Journal, WSN 118 EISSN 2392-2192pp.164-180.
2. Sunyoung Han, Yong Jeong Yi(2018) article on How does the smartphone usage of college students affect academic performance?, Journal of Computer Assisted Learning , Volume 35, Issue 1, <https://doi.org/10.1111/jcal.12306>.
3. Paul Barnwell(2016) Do Smartphones Have a Place in the Classroom? , The Atlantic.
4. The Atlantic .com.
5. Bhavishya Rathore, Nisha Sing, yogendra Chouhan, Indu Rathore, Soumitra Sethia (2016), A Community based comparative cross-sectional study to access the effects of mobile phone on quality of sleep-in smart phone users and non-users in central India, International Journal of community

6. Medicine and Public health 3(8) 2078-2082.
- A. Rahman, A. Gamal, A Al Hamound (2013) Does mobile phone affect academic progress among medical students, the

- Egyptian Journal of Community Medicine 31(1), 67-76.
7. <https://onlinelibrary.wiley.com/doi/full/10.1111/jcal.12306>

**IMPACT OF COVID -19 PANDEMIC ON MSME**

Dr. Megha Rajesh Badve  
T. C. College, Baramati

**ABSTRACT**

*The covid-19 pandemic is the most significant economic event in our lifetime. The pandemic adversely affected social and economic life for the each and every person. It has impacted and continues to impact on nations and citizens.*

*The announcement of country wide lockdown dragged MSME owners, employers and external stakeholders in unexpected times, where no one had experience to handle this kind of situation. Extended lockdown had negative impact on supply of finished goods, procurement of raw material and availability of employees to work in production and supply processes. During April to June 2020, sector faced challenges related to debt repayments, wages/salaries, statutory dues, import-export, decrease in demand, non-availability of transportation, liquidity crises etc.*

*The coronavirus impacting cash cycles of MSMEs, who are the backbone of India's industries. MSME have felt a significant impact and faced severe disturbances. As an important part of the domestic and global value chains, the MSMEs are of adversely affected.*

*In this paper I describe the state of the Indian MSME in the pre-Covid-19 period, assess the potential impact of the shock on various segments of the MSME, and put forward a set of policy recommendations for specific sectors.*

**Keywords:** Covid-19, Pandemic, MSME, Lockdown

**Introduction**

The covid-19 pandemic is the most significant economic event in this century. The pandemic badly affected our social, cultural, and economical life for the each and every person of this planet. It has impacted and continuously impacting on every nation and every citizen.

This pandemic crisis has a multi-sector impact and impacting not only supplies on production of goods and services but also on demand i.e. consumption and investment.

Now in 'new normal' business has changed, and its impact is on people and livelihoods. According to the ILO, 76.2% of the total workforce working in the economy in India was at risk of poverty. Coronavirus severely affected on low-paid, low-skilled jobs especially on MSME sector.

MSME sector in India is second largest employment generator after agriculture, and acts as a supporting breeding ground for entrepreneurs and innovators. The estimated number of MSMEs in India is 63 million and employs 110 million individuals. Indian MSMEs produce more than 6,000 products

for local and global consumption. According to DGCIS data, the value of MSME related products in India is \$147,390.08 million and contributed 48.56% of total export during 2017-18. MSMEs exposed to higher level of integration with global value and supply chains are playing critical role in global trade systems. Data from 2019 shows that sector contributed 29% to overall GDP.

Various researches and surveys have proved that MSME sector act as a role model for socio-economic development of the country. The potential of Indian MSME sector is still neglected and that is one of the reasons why government policies are now more convergent towards building resilient ecosystem with better breadth and depth.

The announcement of country wide lockdown due to covid 19 dragged MSME owners, employers and external stakeholders in trouble, where no one had experience to handle this kind of situation.

Extended lockdown had negative impact on

1. supply of finished goods,
2. procurement of raw material
3. Availability of employees to work in production and supply processes.

During April to June 2020, sector faced challenges related to

1. debt repayments,
2. wages/salaries,
3. statutory dues,
4. import-export,
5. decrease in demand,
6. non-availability of transportation,
7. Liquidity crises etc.

### Research Objectives

1. To see the effects of COVID 19 on MSMEs in Pune
2. To suggest some remedial measures to improve the condition of MSME, which are adversely affected due to COVID 19.

### Research Design

Both quantitative and qualitative data have been collected and analysed for the research. Both Primary and Secondary sources of data have been collected. A pilot survey of MSMEs in Pune has been conducted. The primary sources of data were collected over telephone and e-mail. The secondary sources of data have been collected from Ministry of Finance and from various relevant articles, journals, magazines etc.

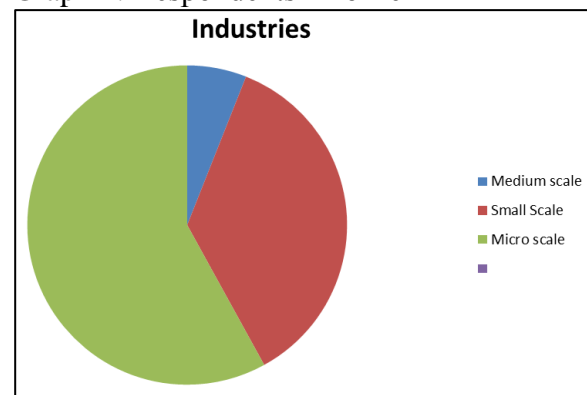
### Sampling Design

The target sample for the survey consists of 50 MSMEs of Pune district. Out of which 3 are medium, 18 are small and 29 are micro enterprises. A questionnaire was prepared & survey was conducted based on the questionnaire.

### Data Analysis & Interpretation

The data analysis has been conducted by getting information from the survey, which was done by administering questionnaires among the MSMEs.

Graph 1: Respondents' Profile

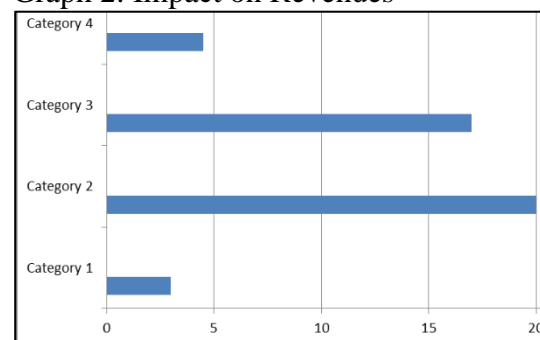


Source: Primary Survey

The 'Researcher' surveyed total 50 MSMEs from Pune region, out of these, 3 are Medium Scale Industries, 18 are Small Scale Industries and 29 are Micro Industries to explore the impact of COVID 19. The main purpose of the study is, to study the adverse effect of COVID 19 and also to suggest some remedies or solutions to solve the issue of adverse effects of COVID 19.

A majority of the participating MSMEs said that the COVID 19 has had an adverse impact on their business. Out of the total sample size, around 3% of the respondents said that their businesses have not been impacted due to the COVID 19.

Graph 2: Impact on Revenues



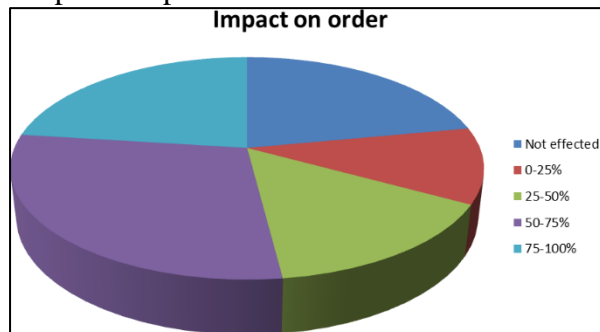
Source: Primary Survey

Nearly 3% of the respondents reported that their revenues were not affected, around 20% reported that they bore a revenue loss in the range (0%-25%), nearly 17% of the



respondents said that they suffered a loss of revenues in the range (25%-50%) and around 60% of the respondents reported a loss of revenues in the range (50%-100%)

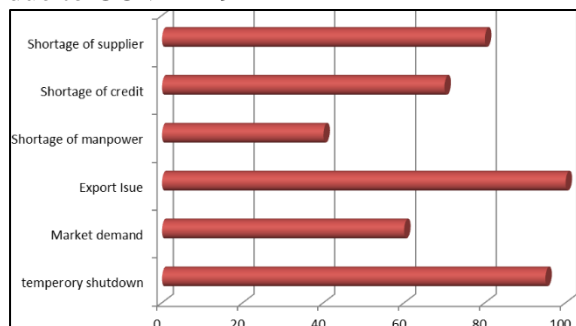
Graph 3: Impact on Orders



Source: Primary Survey

Around 22% of the respondents reported that their orders were not affected during the pandemic, nearly 11% said that they suffered a loss in orders in the range (0%-25%), 15% said that they suffered a loss in orders in the range (25%-50%), 29% said that they suffered a loss in orders in the range (50%-75%), and 23% said that they suffered a loss in order in the range (75%-100%)

Graph 4: Elements affecting on MSMS due to COVID 19



Source: Primary Survey

MSME are the backbone of India and covid 19 affecting their cash cycle. MSME have faced severe disturbances due to covid 19 pandemic situation. MSME is an important part of the domestic and global value chains of India.

Following are some of the problems/issues /factors/elements affecting on MSME due to COVID 19.

According to the survey made by the researcher,

1. About 95% businesses under study have to face the problem of temporary shutdown their organizations.
2. About 60% businesses decreases market demand for their product or services.
3. Almost all i.e. 100% industries have to stop their export, they faced the export issue.
4. About 70% organizations faced the issue of credit; they have shortage of credit from their supplier.
5. 40% of organizations have shortage of manpower in the period of COVID 19.
6. 80% organizations can't get raw material, it means they face shortage of supply of raw material.

### Remedial Steps Adopted By MSMEs to Cope Up With Covid 19

The researcher found that the organizations under study taking some remedial steps to cope up with COVID 19, they are trying to come out from the adversities of corona virus pandemic situation. Following are some of the strategies adopted by the organizations under study.

1. Nearly 42% organizations are deferring their repayment of loan, so that they can face the liquidity crises.
2. About 87% organizations under study hold expansion programs which they want to start immediately, before corona virus pandemic situation arise. The fund which was using for the expansion programs, now it is using as working capital.
3. Only 10% organizations under study, diversifying their activities into new activities, as they are facing decrease in demand due to COVID 19 situation.
4. 5% organizations under study area, have not taken to decide any remedial measures to solve or to face COVID 19 situation.

### Findings

1. The announcement of country wide lockdown dragged MSME owners, employers and external stakeholders in big problem, where no one had experience to handle this type of situation.
2. Extended lockdown had negative impact on
  1. supply of finished goods,
  2. procurement of raw material and
  3. Availability of employees to work in production and supply processes.
3. During April to June 2020, MSME sector faced challenges related to
  1. debt repayments,
  2. wages/salaries,
  3. Statutory dues, etc.
4. Survey shows that disturbances caused by the Covid-19 pandemic have impacted MSMEs earnings by 40-50%
5. Enterprises working in essential commodity business were less disturbed compare to leisure commodity.
6. Many enterprises shifting their business from non-essential commodities towards essential commodities; like
  1. production of hand sanitizer and toiletries,
  2. PPE kits,
  3. Reusable masks etc. and is trying to survive in tough times.
7. MSMEs also faced lots of difficulties in connection with supply and delivery of goods due to lack of proper transportation and communication system.
8. Not only organizations but also consumers are also facing the problem, due to lower disposable income, due to covid 19.
9. Many organizations retrenched their workers because they are unable to pay salaries, as there is no demand and production for their product.
10. Many organizers closed their offices due to fixed expenses and stopped their production due to lack of demand.
11. There is a need, push by government, to provide booster dose to market and bring back regular cash flow in economy.
12. We must focus on Swadeshi dream and according to that we should motivate to all population in our economy.
13. The Atmanirbhar Bharat Mission was launched by our prime minister to boost MSME, and another aim of this mission is less dependent upon foreign nations.
14. Small firms affected due to lockdown from both side that is demand side and supply side.
15. Trade collapse due to covid 19 and it is also affected on MSME sector.
16. Export of India was badly affected due to covid 19. Top export of India includes gems and jewellery, garments, apparel, sea food etc. are supplied by MSME sector.
17. Import of India was also badly affected due to covid 19. Import of raw material affected on MSME.
18. Millions of employee working in the MSME sector is badly affected due to covid 19 situations.

### **Suggestions**

1. Ministry of MSME should take steps towards making these enterprises global and improve the overall business environment, by making it more conducive and transparent for all stakeholders.
2. Ministry of MSME should take some initiative to make MSME global.
3. Ministry of MSME should take some steps to improve the overall business environment.
4. Digital adoption is very necessary in various sectors of MSME.
5. MSME sector should think about their future and have to reimagine about their businesses.
6. MSME should think digital platform for selling their products.

### **Conclusion**

During the lockdown a number of MSME business have realized how important going digital is and it should start to create a website or expanded their offering on to e-commerce. It is very important to trust on the customers, employees and suppliers. MSME should collaborate and try to avoid competition. MSME should build family culture in their business.

### **References**

1. MSME annual report of 2018, 2019.
2. Official websites of Reserve Bank of India
3. International Journal of Business and Management Invention ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X [www.ijbmi.or](http://www.ijbmi.or) || Volume 3 || Issue 1|| January 2014 || PP.07-16

## CHALLENGES AND OPPORTUNITIES FOR MUTUAL FUNDING IN INDIA

<sup>1</sup>Dr. Brijmohan Dayma and <sup>2</sup>Kanchan Khire

<sup>1</sup>Dayanad College of Commerce, Latur.

<sup>2</sup>Vidyapratishthan's Arts, Science and Commerce College, Vidyanagari, Baramati

<sup>1</sup>brijdayma@gmail.com; <sup>2</sup>kdeshpande911@gmail.com

### ABSTRACT

*The mutual fund is one of the financial instruments involved in the demand among investors. This is for all those who want to earn higher income than normal, SIP, bonds, postage, etc. The investment management firm has experts who can guide you in selecting partnerships. If you wish to buy a joint venture, you receive an equal share of the gain or loss from the fund. It is an investment fund that has a certain level of risk in the market. However, the risks arising from the mutual fund do not fully cover the stock market. But the shared bag industry is a dynamic market. People invest by keeping in mind the market opportunities. The current study focuses on the challenges and opportunities ahead of the co-operative fund industry in India.*

**Keywords:** Mutual Funds, Growth, Development, Stock Market, Shares

### Introduction

The mutual fund market in India has not entered. This is for all those who wish to buy and sell this fund and shares from financial institutions. The market does this to find opportunities for greater potential. This is where local investment opportunities play a role. To achieve financial goals one needs to deal with difficult times.

### Challenges Faced by the Integrated Financial Industries in India

Challenges through the distribution of shared fund product distribution channels are a major challenge. However, there have been some changes since August 2009. As a result, there have been restrictions on joint revenue loading and bold changes. Due to the lack of incentives for people selling unit funds and insurance funds, there has been a slow growth in the merger fund industry. As a result, a number of independent financial advisors and other distributors have taken a break from sending mutual fund units to specified investors. Also, they take a break from the market without

thinking about future market developments. In addition, financial information was lost. There have been major changes in the commission structures to make some changes in sales incentive programs from traditional pre-termination systems to tracking. That's when business finances were lost. Employed namely French short service test to measure the short service ability. Scot and fox serve test was used to measure the flick service ability. Poole long service test was used to measure the long service ability. Subjects were asked to do proper warming up before the test.

### 1. Investor Problems

An investor attitude is essential if you are to work effectively in a partnership. However, it is important to support investors. A major mutual fund company, Unit Trust Of India was seen to be building a comprehensive marketing network of collection centres, senior representatives and franchise offices across the country. However, they did not know about the right investment option. Compared to other affiliate fund companies, UTI is very

powerful and unique. The UTI may include a total of Rs 75159 of its investments. However, some joint ventures do not have such power. Commercial and institutional investors were also under a lot of pressure. This has led foreign investors to step in. The problem facing investors is the fact that awareness among them has been neglected. They also believed in the fact that the funds for LIC, UTI, etc. were controlled by the central government. Funds earned in investor categories were not allocated. It was difficult to align the interests of the investors.

## 2. Unemployed market

The population of India is very high and the financial situation / income situation of most people is very low. The biggest problem is the unemployed market. Also, most investors are interested in investing in traditional investments such as postal savings, bank deposits, gold, real estate etc.

## 3. Lack of Knowledge

Psychological thinking and financial literacy of investors can be a challenge facing the mutual fund industry. Even if people can invest in co-operatives in the next few years. Little did they know that affiliate fund units also have split options. Investors who are determined to take the opportunity to grow can easily reach it. But no one wants to be outdone. There could be various reasons behind it. Lack of awareness of Mutual finances is one of the most important reasons. People from all walks of life investing in mutual funds means that there is a high risk of investing in Mutual. There is a high risk of mutual investing.

## 4. Performance problem-

The challenge facing the entire wallet industry is performance. Most investors are concerned about the safety of their

investments. Therefore, there has been a significant growth in the stock market. Their expectations for the price are:

- a) Long-term benefits
- b) Normal income
- c) Tax benefits, etc.

The banking sector has come up with more business opportunities with the addition of joint ventures. Collaborative fund planning is done with the benefits that investors wish to have. However, there have been some problems in its acceptance in the financial market. As a result, the performance of the co-operative fund is still limited.

## Opportunities for the Mutual Wallet Industry

### 1. Introduction to market-related products

Most people are educated in the financial market; there is a shift in attitudes towards savings from traditional ones like gold and real estate to financial instruments. Also, most people today accept that a small amount of risk is good for getting a high impact on Mutual funds

### 2. Presentation of market-related products

It has been observed by various investors that with the transformation of people's investments in traditional investments such as gold, wealth is transferred to joint funds. Asset Management Co Ltd has an asset manager who can direct you from the proposal phase. People have decided to prefer an investment in a market-linked product rather than an offline investment. This can give you opportunities for market expansion.

### 3. Retirees, two age limits

Most seniors are interested in investing together. On average, India is expected to have a total of about 3.5 cores by the end of 2030. However, they have increased

medical costs and have a lack of public safety. Therefore, they need good financial support where they can live well for the rest of their lives. .

#### 4. Increase the income of the middle class

The majority of Indians are in the middle class. During 2005, one in 15 households was considered middle class, and in 2018 they moved to one in five families. Today, India has an average household of 6.1 crore upper income. However, only 2 foundations prefer to invest in joint ventures

#### 5. Stable income products –

Joint funds have played an important role in building the Indian financial market and have chosen as the main source of funding.

However, in addition to the variety of fixed income products, investors have shown a preference for equity funds

#### Conclusion

Pay together for the selection of Indian families. According to government estimates, both investments were between 4-5% of the remaining cash flow. This figure was kept for ten years even though there was a clear consensus by the government. Some investments go to tangible objects such as gold and buildings. Indian investors think this is a safe way and thus continue to do so. They do not know at all about the potential for growth through market expansion. For more investment solutions, it is best to talk to an expert.

#### References

1. Agarwal, Ashok Motilal. (2000). Mutual Funds: Emerging Trends and Prospects. Finance Watzke, B.B., Waddell. D.B. (2000). Biomechanical Principles Applied to Badminton Power Strokes. 18th International Symposium of Biomechanics.
2. Allen, Franklin., Chakrabarti, Rajesh & De, Shankar. (2007) *India's Financial System*.
3. CII 6th Mutual Fund Summit. (2010). Indian Mutual Fund Industry – Towards 2015:
4. [amphi.com](http://amphi.com)

**EUROPEAN INVESTMENT BANK AND BRICS: NEW DEVELOPMENT BANK AN OUTLOOK****Rita Madanlal Shetiya**

Tilak Maharashtra Vidyapeeth, Pune

ritaaindia@gmail.com

ritaaindia@yahoo.co.in

**ABSTRACT**

*Aim of this research paper is to evaluate, compare and to study the objectives, functions and the role of European Investment Bank (EIB) and BRICS: New Development Bank (NDB) as an organizational or financial institution in international relations. This paper explores the performance of the European Investment Bank and New Development bank. It's analyzed the EIB and NDB's vital role in Economic Development of developing countries (2015-2018).*

*The world is entering the new post era (2015) of the Sustainable Development. These include full employment, poverty eradication, climate change mitigation, inclusive economic growth, reduced inequality, education for all, and sustainable use of the world's ecosystems. Economic revolution is critical to make these socioeconomic and environmental goals reachable and sustainable. This paper examine, Are they playing a vital role in developing countries for their Economic development?*

*EIB is the European Union's nonprofit long-term lending institution and established in 1958 under the Treaty of Rome.1 NDB is the first multilateral development bank established by BRICS (Brazil, Russia, India, China and South Africa) in year 2015.2. EIB is not only financing institution but also is the largest multilateral lender and borrower in the world.3 NDB is a multilateral development bank that builds on the experiences of existing institutions to design policies and practices capable of living up to the challenges posed by global trends. The European Investment bank focuses on four areas; innovation and skills, Small and medium size*

*Enterprises, infrastructure and climate change. Three broad areas of NDB are relationships, projects and instruments, approaches and climate change. NDB intends to be "new" in the formation of these new institutions contributes in a valuable way to the aims of financing and supporting sustainable development.*

**Keywords:** EIB, NDB, Economic development, developing countries, comparison.

**Introduction**

The world is entering the new post era (2015) of the Sustainable Development. These include full employment, poverty eradication, climate change mitigation, inclusive economic growth, reduced inequality, education for all, and sustainable use of the world's ecosystems. Economic revolution is critical to make these socioeconomic and environmental goals reachable and sustainable.

EIB is the financing institution of the European Union under the Treaty on the Functioning of the European Union (the "EU Treaty"). The role of the EIB is to finance investment projects in support of EU policy objectives, complementing the corresponding EU's external assistance policies, programmed and instruments in the different regions, and

continuously adapting its activities to developments in EU policies.4

BRICS members have their own interests and they have realized that BRICS bank is a helpful for advancing those interests. On the other hand the five BRICS countries make a diverse combination of countries with different geographical, civilization and cultural backgrounds. In seventh summits which was held in Fortaleza, Brazil, in July 2014. In this summit all the member countries decide to take institutional initiative BRICS development bank called new development bank. The bank headquartered in Shanghai, China. The first regional office of the NDB will be opened in Johannesburg, South Africa. K. V. Kamath, from India, is the first elected president of the NDB. The tag line of BRICS

is “Zero poverty, Zero unemployment and Zero net carbon”<sup>5</sup>

**Details of EIB and NDB**

Description	European Investment Bank	BRICS: New Development Bank
Establishment	1958	2015
Headquarters	Luxemburg	Shanghai, China
Employees	3200	NA
Members	28	05
President	Werner Hoyer	K.V. Kamath (INDIA)
Mission Statement	Contribute to the development of the internal market of the European Union World’s largest international public bank and one of the largest financiers of climate related investment worldwide.	To support infrastructure and sustainable development efforts in BRICS and other underserved, emerging economies for faster development through innovation and cutting- edge technology.
Common Goal	common the goals of supporting long-term investment in renewable energy and climate related investment	common the goals of supporting long-term investment in renewable energy and climate related investment
Three broad areas	Innovation and skills, small and medium size enterprise, Infrastructure	relationships, projects and instruments, and approaches

Source: [https://en.wikipedia.org/wiki/European\\_Investment\\_Bank](https://en.wikipedia.org/wiki/European_Investment_Bank), <https://www.ndb.int/>  
[https://en.wikipedia.org/wiki/New\\_Development\\_Bank](https://en.wikipedia.org/wiki/New_Development_Bank), <http://www.eib.org/en/about/index.htm>

**Significance of the study:**

Reducing the dependence on the leading World Bank and IMF and provide new infrastructural facilities to developing countries and members countries. The European investment bank and BRICS New Development Bank will provide a new source

of finance for developing and emerging economies to meet their development needs.

**Definition:**

1. European Investment Bank - is the European Union's nonprofit long-term lending institution.<sup>6</sup>



2. New Development Bank - is the first multilateral development bank established by developing countries and emerging economies — Brazil, Russia, India, China and South Africa.<sup>7</sup>

**Review of Literature**

1. T.T. Ram Mohan, BRICS bank future hinges on governance

In this article Ram Mohan highlighted about the Mission of new development bank. NDB will provide long term finance for developing economies and member countries. IMF and World Bank is the dominated bank. To upliftment of developing countries BRICS bank is the one who will help them to reduce dominance of IMF and World bank. Ram Mohan raises the question like what is the need of Development Bank. What will be the benefits to established NDB? In what way NDB meet the expectations of member countries. Is NDB will be a worthwhile alternative to the present sources of funds? In conclusion of the paper the structure of NDB is different from IMF and World Bank. Whether it succeeds in the long run hinges entirely on the quality of governance.

2. Elfriede Bibierbrauer, the role of the European Investment Bank in promoting foreign trade by SMEs

In this article, researcher focuses on, EIB role. The EIB has played a very proactive, though indirect, role in promoting SMEs within the European economic fabric.

3. Hongying Wang, New Multilateral Development Banks Opportunities and Challenges for Global Governance

In this paper, author discussed about opportunities and challenges of all new multilateral development banks.

**Objectives:**

1. To study the overview of European Investment bank (EIB) and New Development Bank (NDB)
2. To study the objectives of EIB and NDB.
3. To study the role and functions of EIB and NDB.

**Research Methodology:**

The present study explores the said subject using a qualitative research approach. This research paper is purely based on the secondary sources of the data collected from books, journals, research article, and websites.

**Objectives and functions of EIB and NDB**

No.	EIB	NBD
1.	<b>To contribute-</b> Main objective of EIB is to contribute towards integration, balanced development, and economic and social cohesion of the Member States by financing sound investment Projects.	<b>Mobilize resources-</b> Mobilisation of resources for infrastructure and sustainable development projects in Brazil, Russia, India, China and South Africa (BRICS) and other emerging economies.
2.	<b>Financial Assistance</b> - The EIB mission is to promote the objectives of the European Union by providing long- term financing for specific capital	<b>Financial Assistance</b> - The Bank will provide support, in the form of loans, guarantees, equity

	projects, while adhering to strict banking practices.	participation and any other financial instrument to, public or private projects in member countries.
3.	<p><b>Lending Activity-</b> Development of Trans-European Networks of transport and energy (TENs) also Support for small and medium-sized enterprises (SMEs)</p> <p><b>5 main priorities:</b></p> <ul style="list-style-type: none"> <li>· Cohesion and Convergence.</li> <li>· Support for small and medium-sized enterprises (SMEs)</li> <li>· Development of Trans-European</li> <li>· Networks of transport and energy (TENs) Implementation of knowledge economy</li> </ul> <p>Sustainable, competitive and secure energy</p>	<p><b>Technical Assistance-</b> The NDB shall operate according to sound banking principles, providing support for infrastructure and sustainable development projects. Additionally, the Bank will provide technical assistance for the preparation and implementation of projects to be supported by the Bank.</p>
4.	<p><b>Climate change-</b> EIB focuses on Environmental sustainability. EIB took initiative to control global warming.</p>	<p><b>Climate change-</b> All over the world facing Global warming problem, every country want solution. BRICS aim is that, How to keep zero carbon? Natural resource depletion has become a major threat to the overall environment as well as to the economies of several developing countries. For environment protection, NDB taken initiative to Assist and provide finance for the controlling this situation.</p>
5.	<p><b>Emerging Markets and raised natural resources -</b> . It raises its resources on the financial and capital markets, mainly through bond issues or other specialized capital market operations.</p>	<p><b>Emerging Markets:</b> The Board of Governors may approve operations in non-member emerging markets and developing countries.</p>

Source - [https://en.wikipedia.org/wiki/European\\_Investment\\_Bank](https://en.wikipedia.org/wiki/European_Investment_Bank), <https://www.ndb.int/>  
[https://en.wikipedia.org/wiki/New\\_Development\\_Bank](https://en.wikipedia.org/wiki/New_Development_Bank), <http://www.eib.org/en/about/index.htm>

## Role of EIB and NDB:




### A. Role of New development bank -

1. Productive development: If NDB have the better financial and technical support of banks, the BRICS bank would provide a valuable addition to the existing network of multilateral, regional and national development banks, which seems to perform far better support for productive development.
2. Existing and experience bank: BRICS bank can and will initially benefit from the experience and expertise of existing successful

development bank. Like World Bank and IMF at the multilateral level.

3. Valuable platform for finance: BRICS bank will be a valuable platform for Developing and emerging countries.

4. Achieving sustainable development: BRICS bank help to achieve policy aims, such as helping to achieve the sustainable development goals. BRICS bank provides a important instrument and fund national, regional and global strategies.

Country	Number of Shares	Shareholding (% of Total)	Voting Rights (% of Total)	Authorized Capital (USD)
Brazil	100,000	20	20	10
China 	100,000	20	20	10
India 	100,000	20	20	10
Russia 	100,000	20	20	10
South Africa	100,000	20	20	10
Unallocated Shares	500,000	NA	NA	50
<b>Grand Total</b>	<b>1,000,000</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source - [https://en.wikipedia.org/wiki/New\\_Development\\_Bank](https://en.wikipedia.org/wiki/New_Development_Bank)

## B. Role of EIB -

1. Sustainable development- The EIB enjoys its own legal personality and financial autonomy within the EU system. It operates as a publicly owned international bank, its owners being the 25 EU member states which provide its subscribed capital. As its 'shareholders', the member states are represented on the bank's main decision-making bodies, namely the board of governors and the board of directors.

2. Economic and social cohesion – The EIB is the EU's long-term financing body, specifically set up to provide loans to finance capital investment projects that promote EU

integration and social cohesion and which further EU economic objectives.

3. To help and support for the implementation of the Innovation 2010 initiative (including the 2010 digital economy strategy)

4. Development and Access of transportation and energy Networks

5. Environmental protection and rehabilitation.

6. Improvement of the underlying conditions for SME finance

7. An enhancement of opportunities for early-stage finance

8. Greater opportunities for equity financing.

## Shareholders of EIB

Country	Capital (EUR mil.)	Capital (%)
Germany	39,195	16.1
France	39,195	16.1
Italy	39,195	16.1
United Kingdom	39,195	16.1
Spain	23,517	9.7
Belgium	10,865	4.5
Netherlands	10,865	4.5
Sweden	7,208	3.0
Denmark	5,501	2.3
Austria	5,393	2.2
other member states	23,156	9.5
<b>Total</b>	<b>243,284</b>	<b>100</b>

Source - [https://en.wikipedia.org/wiki/European\\_Investment\\_Bank](https://en.wikipedia.org/wiki/European_Investment_Bank)

The EIBs broad mandate continues to focus on supporting European Commission policy, including creating stable and positive economic growth. In 2008 and 2009 the EIB played a critical role to help sustain growth and employment in creating an anti-cyclical response to the Global Financial Crisis by

expanding lending to €79bn in 2009 from €57bn in 2008, a 41% increase, as illustrated in figure 1 below. This was supported by an increase of subscribed capital from €164bn to €232bn in 2009. This momentum in increasing lending began to level off in 2010 but remained at elevated levels.

#### EIB Financing, 2007-2009 and selected 2010 data (In billions €)

Financing	2007	2008	2009	2010 to June

Aggregate Outstanding Lending	327.1	356.5	410.7	426.2
Projects Approved	56.4	59.2	103.8	-
Signatures	47.8	57.6	79.1	-
Disbursements	43.4	48.6	54.0	-

Source: EIB Annual Reports. \*2010 data for the half year to June 2010 is only given where published and is unaudited.

Increased lending was given to those countries most impacted by the crisis, such as those with fiscal deficits and sovereign debt problems. EIB supported market confidence in relation to creditworthiness of these countries in private markets.

### Conclusion

The paper mentions an overall positive view of the role and functions of the EIB and NDB, both banks as a key tool for policy execution in the early stages of the development and integration of the European Communities and BRICS communities and today in the context of the needs to restructure the economy in relation to the 'smart, sustainable and inclusive' economy and structural changes in the global political and economic landscape.

European investment bank completed 60 years and new development bank completed 4 years. Both banks objectives are more similar. In conclusion the rationale for developing banking is strong and remains rooted in their traditional role of addressing important market gaps and failures, including and especially long-dated, low-cost and large-scale financing. This role remains because of the continued need for such financing in infrastructure and the low carbon economy, as well as for SMEs, and given the current weakness of private financial sectors in many developing countries. The establishment of both the institutions could be a significant contribution to executing economic development in the coming decades.

### References

1. T.T. Ram Mohan, BRICS bank future hinges on governance, Economic and political weekly, VOL XLIX no. 30, July 26, 2014
2. Stephaney Griffith-Jones, Judith Tyson, THE EUROPEAN INVESTMENT BANK AND ITS ROLE IN REGIONAL DEVELOPMENT AND INTEGRATION
3. [http://www.europarl.europa.eu/RegData/etudes/BRIE/2016/570458/EXPO\\_BRI\(2016\)570458\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2016/570458/EXPO_BRI(2016)570458_EN.pdf)
4. [file:///C:/Users/comp/Downloads/Discussion\\_Paper\\_Wang\\_MDBs\\_OR%20\(1\).pdf](file:///C:/Users/comp/Downloads/Discussion_Paper_Wang_MDBs_OR%20(1).pdf)
5. [https://www.die-gdi.de/en/the-current-column/article/why-we-need-a-european-development-bank/https://www.die-gdi.de/uploads/media/BP\\_13.2015.pdf](https://www.die-gdi.de/en/the-current-column/article/why-we-need-a-european-development-bank/https://www.die-gdi.de/uploads/media/BP_13.2015.pdf)
6. <https://www.die-gdi.de/en/the-current-column/article/why-we-need-a-european-development-bank/>
7. [https://www.academia.edu/37880498/BRICS\\_New\\_Development\\_Bank\\_An\\_Option\\_to\\_World\\_Bank-IMF](https://www.academia.edu/37880498/BRICS_New_Development_Bank_An_Option_to_World_Bank-IMF)
8. <http://www.stephanygj.net/papers/EIBRegDevIntegration2012.pdf>
9. [https://en.wikipedia.org/wiki/European\\_Investment\\_Bank](https://en.wikipedia.org/wiki/European_Investment_Bank)
10. <https://www.wider.unu.edu/sites/default/files/WP2013-019.pdf>

**A STUDY OF MANUFACTURING PROCESS MANAGEMENT  
(CASE STUDY AT THE SASWAD MALI SUGAR FACTORY LIMITED (MALINAGAR) )**

**Vaibhav Dalvi**

MBA IInd Year Student, AIMS Baramati

**ABSTRACT**

*The research paper about the study of Manufacturing Process Management of Ethanol, The Saswad Sugar Factory (TSSF). The paper incorporates basics of Process at TSSF. In TSSF production control process starts with marketing department, where it get demands on the basis of current market trends and it acts as a basis for developing production plan. It involves coordination with various departments of TSSF, like it starts with marketing department and ends with logistics. TSSF's main focus is on customer building by fulfilling their demands on time with great quality. The industry not only generates power for its own requirement but surplus power for export to the grid based on by-product bagasse. It also produces ethyl alcohol, which is used for industrial and potable uses, and can also be used to manufacture Ethanol, an ecology friendly and renewable fuel for blending with petrol.*

**Keywords:** Manufacturing Process, Production Control, Production Plan, Product Bagass, Quality.

**INTRODUCTION**

The factory is situated in Malinagar Village. It is an integrated manufacturing company with strategic focus on sugar and its allied products in power and ethanol. The company's registered office is in Solapur, Maharashtra and corporate office is at. The factory is 90 Kilo Meter from Solapur. The Saswad Sugar Factory established in 1932 at Co-Operative Basis. Malinagar Industries was founded Hanamantrao Ganapatrao Girme Initially it acquired TCP206 (Ton Crushing Per day).

This unit asset base was moved to its own location in malinagars and expanded its capacity to 1500 TCP in 1952. The England Technology machines, and equipment are installed those were provided by walchand industries. Then at year 1991 company was expand sugar mill capacity up to 1750TCP. As considering company progress in year 1992 government of Maharashtra gives permission for 2800 TCP. In year of 1987 as per sugar mill improvement and sugar and their by-product a special act for ethanol give permission for distillery. Power plant was established in 2010. Power plant machines and turbines are of BHEL. A distillery and ethanol plant of 60 kiloliter per day capacity was added in 2002. The sugar refinery was set up to progress raw sugar to produce refined sugar meeting European specification. The current capacity of

the sugar plant in malinagar is 3500 TCD The co-generation power plant is 15 MW plant. It is growing very fast in industry. The company manufactured and traded over 5,62,740 (quintal) of sugar in 2019-2020 .Total trade flow puts the Company in the top 10 of sugar producers/marketers in Maharashtra. This plant is so designed that sugar can be produced not only from sugarcane but also from raw sugar.

This unit manufactures ECII grade sugar conforming to European standards, with negligible sulphur content. Its distillery is among the few, to manufacture fuel ethanol from ethanol. Government of India is encouraging the use of fuel ethanol as mortar fuel since it is less polluting and also a renewable source.

**NATURE OF BUSINESS CARRIED:**

TSSF is integrated manufacturing company with Strategic focus on sugar and its allied products in Power and Ethanol .Business is seasonal in nature sugar and cogeneration units are operational during the sugar season i.e. October to April. Further, any disturbances or disruptions caused due to extreme climatic conditions in a particular season may lead to a drop in availability and supply of sugarcane to our Company which in turn reduces the number of days of operation leading to reduction in revenues.

The Group's principal activity is to manufacture and market sugar. It also provides power generation and ethanol production. The Group operates through four segments. They are Trading, Sugar, Cogeneration, Distillery and Other.

## REVIEW OF LITERATURE

### **Bhosale P. R. (2011)**

The research article entitled 'Environment audit of sugar factory They have focused on environmental audit programme in a sugar factory of Maharashtra. Researchers have seen that The environment audit is a very effective management tool which is designed and conducted to provide information on practices which differ to the current procedures. They have also seen that Kumbhi Kasari sugar factory has taken care to avoid pollution, some of the points like good drainage facility, general cleanliness of the operational area. Herekar P. M and Shinde U. R (2011)<sup>22</sup> have elucidate the challenges before sugar co-operative in Maharashtra. The study intends to take a brief review of crucial problems faced by the industry and rises to suggest some concrete remedies. The study found that the industry is facing various grave problems such as absolute technology, short margin, policy hurdles, entry of private sector, non-availability of sugarcane, financial crisis, corruption, lack of professional management and so on. And found more and more sugar co-operatives are becoming financial weak and sick. The concluded that the pace of growth of sugar manufacturing has been 'massive ever the past few years. The industry has achieved spectacular growth owing to the conducive environment in the state also concluded industry has become a movement and contributed significantly to the industrial development in the Maharashtra.

### **Ingale B. D (2011)**

Has evaluated the sugar industry in Maharashtra and focused on the role of sugar industry in rural areas development in Maharashtra and briefly discussed about history of sugar industry. Main object of the study and asses the contribution and role of the

sugar industry in economic development and status of sugar industry. The study based on secondary data have been collected from various sources. He has considered six years period from 2004-05 to 2009-10 and concluded that the Maharashtra sugar industry has been contributing nearly 40% of India's total sugar production the pace of the growth of sugar manufacturing has been massive over the past few years. The study found that the development of sugar industry in the state is progressive but after globalization support to state government is declining so sugar industry in Maharashtra is facing too so many problems. He suggested that the recovery rate should be based on 'fair and remunerative price'.

### **J. Jayarajasingh J. S. (2012)**

A case study on management of co-operative sugar factory at Thiruvalangadu. The presented study covers aspects production performance, sales, employment, and welfare activities of the Tiruttam co-operative sugar mill. The study based on the secondary data has taken a period of 5 years from 2006 to 2010. He has focused that this mill is one of the successful mills in Tamilnadu, producing considerable quantity 'of sugar and helping the local sugarcane producers and sales performance is quite satisfactory. He has suggested the mill should initiate leducc the administrative cost to increase the net profit which is very essential for the overall growth of the sugar mill. Faisal Abbas (2013)<sup>44</sup> in this study, analysed the impact of liquidity on the performance of sugar industry in Pakistan. He has used variables, cash account receivables, inventory, accounts payables, current assets, current liabilities, sales, and earnings before tax. Secondary data of sugar mills have been collected from the non-financial companies analysed of state bank of Pakistan for the period of six years from 2006 to 2011. Collected data of sugar industry are listed at Karachi stock Exchange of Pakistan. The results shows that the cash has positive relationship with profitability of the firms and also shows that rest of the all the variables are highly significant where current assets, sales are positively affecting the profitability, but current liabilities are negatively correlated with

profitability. The study revealed that this sector must focus on issue that they must reduce current liabilities and increase the current assets and sales volume for the better results.

**RESEARCH METHODOLOGY**

**Nature and Scope of the study:**

Manufacturing Process Management (MPM) is a collection of technologies and methods used to define how products are to be manufactured and Optimized manufacturing process. MPM differs from MRP which is used to plan the ordering of materials and other resources, set manufacturing schedules, and compile cost data .A cornerstone of MPM is the central repository for the integration of all these tools and activities aids in the exploration of alternative production line scenarios; making assembly lines more efficient with the aim of reduced lead time to product launch, shorter product times and reduced work in progress (WIP) inventories as well as allowing rapid response to product or product changes Manufacturing Process Management (MPM) is a business strategy for the collaborative

development and optimization of manufacturing processes in enterprise.

MPM allows multiple alternative and resources to collaborate as one single enterprise throughout the entire development of a manufacturing process. MPM leverages specific technologies and methodologies to create a collaborative environment for authoring, simulating and managing manufacturing processes. MPM enables manufacturers to use their product designs to define how the product is going to be manufactured and then to deliver these processes to the shop floor.

**OBJECTIVES OF THE STUDY**

1. To study manufacturing process of Saswad Sugar Factory.
2. To understand the environment of Saswad Sugar Factory.
3. To find out challengers of manufacturing process management.

**STATEMENT OF PROBLEM**

In Saswad Industries existing model of manufacturing process management of distillery as well as sugar is not flexible with production. To enhance production of distillery proposed new manufacturing process model.

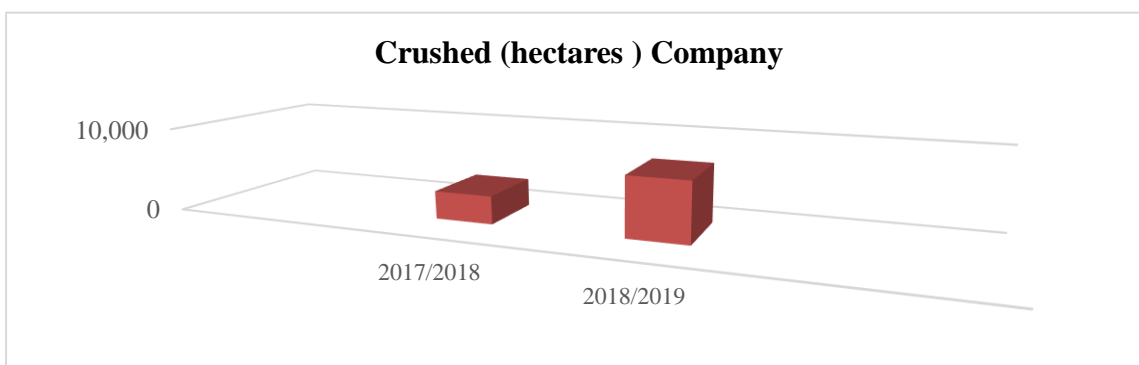
**DATA ANALYSIS AND INTERPRETATION**

**Analysis # 1. Crushed (Hectares)**

Data collected and tabulated as follows.

Years	Crushed (Hectares) company
2017/2018	3,343
2018/2019	7,124

The graphical representation of data is as follows.





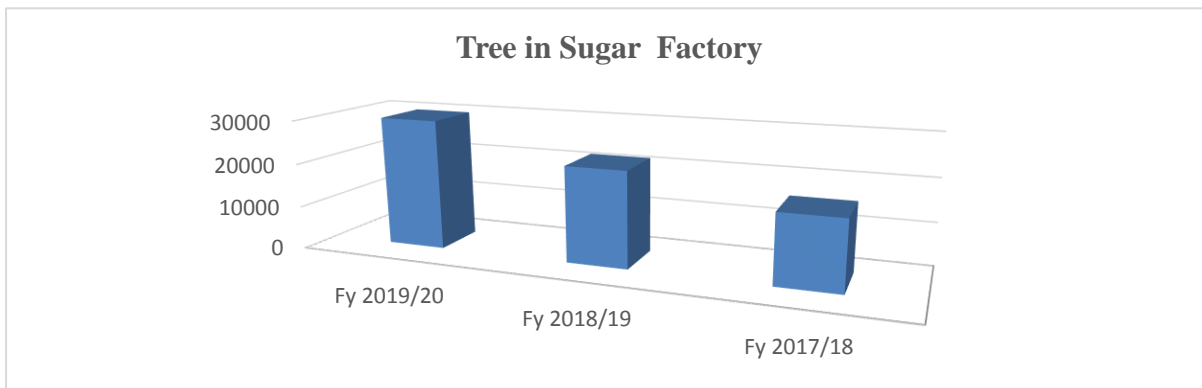
**Interpretation:-** Follow above structure in all below analysis company is a sugarcane his a crushed hectares to 2017/2018 year his a **Analysis # 2. Tress Plantation**

lowest crushed his 3,343 but his a growing to 2018/2019 this a more importantly crushed hectares in 7,124 for the year

Data collected and tabulated as follows.

Year	Tress Plantation
2019/2020	30,000
2018/2019	22,000
2017/2018	16,000

The graphical representation of data is as follows.



**Interpretation:** Follow above structure in all below analysis Company on 2017/18 year 16,000 tress and it is Increased to 2018/19 year to 22,000 to tress it has a more than to 2019/20

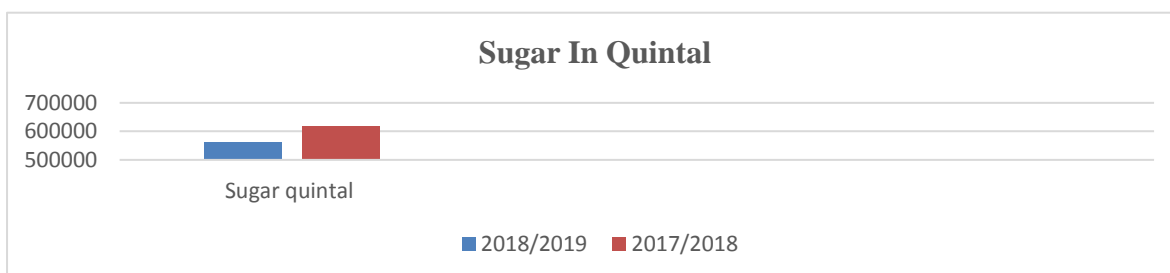
this a 30,000 tress to plantation the Saswad sugar factory clean environment trying not pollution.

**Analysis # 3. Production in Quintal**

Data collected and tabulated as follows.

Production Sugar (Quintal)	Year 2018/2019	Year 2017/2018
Sugar	5,62,720	6,16,725

The graphical representation of data is as follows.



**Interpretation:-**Follow above structure in all below analysis to sugar this a company sugar production is 2017/2018 year in sugar quintal 6,16,725 for the company it is production but company for this 2018/2019-year lowest production 5,62,720 sugar quintal

## CONCLUSIONS

The Saswad Sugar Factory Ltd Malinagar to the various factors it suggests that Process management have assumed importance as tools for creating and sustaining competitive advantage The integration strives to satisfy and promptly deliver the products, ensuring availability of product and maintaining profitability of the manufacturer department for repairing the machines

## References

1. Bhosale, P. R. et.al. (2011) "Environmental audit of Sugar factory: A case study of Kurnbhi Kasari sugar factory, Kuditer, Kolhapur", Universal Journal of Environmental Research and Technology,
2. Ingale, B. D. (2011) "Sugar industry in Maharashtra: An overview".
3. Vision Research Re-new. Vol. 1, Issue 1, p.p.
4. Jadhav, T. K. (2013) "A study of labour absenteeism in sugar co-operative: with special reference to Sharad co-operative sugar factory ltd, Narande", Indian streams Research Journal, Vol.3, Issue 10, p.p. 1-
5. The Saswad sugar factory Ltd Malinagar Annual Report
6. [www.wikipedia.org](http://www.wikipedia.org)
7. The saswad sugar factory Ltd Malinagar

**A STUDY OF INVESTMENT STRATEGIES FOR SHARE MARKET IN BARAMATI****Bhosale Madhuri Ganesh**

Student of MBA

Anekant Institute of Management Studies, Baramati

***Abstract***

*Investors are the backbone of the capital market. A developing economy like India needs a growing amount of saving to flow to corporate enterprise. The level of equity market participation of the retail investor's has been increasing over the past few years. Investment is the flow of capital which is used for productive purposes. The individual investor's plays an important role in investment strategies because of the big share of their saving are invested in the country the investor's decision in always based on risk and risk and return relationship. An individual invest in the stock market at high risk because he/she tends to look at the higher possible return form the investment.*

*The concept of the positive risk-return relationship Vis-a-Vis investment product selection underscores two important facts. (a) Debt securities generally carry lower risk but offer lower returns, whereas equity - type securities offer higher returns but also carry higher risk. (b) As an investor climbs the risk returns pyramid, both risk and return increase is true when a move is made in the positive direction. The study has collected primary data from 42 randomly selected individual investors of investment strategies with special reference to Bombay Stock Exchange using a structured with help of Google docs. The analysis indicate the demographic factors, awareness and perceived risk.*

**Keywords:** Share Market, Investment,

**INTRODUCTION**

Investment strategies is defined as a set of rules and procedure guiding and investor's to choose his investment portfolio. The components of most investment strategies including assets allocation. Buy and sell individual have different portfolio objective and their individual skills make a different tactics and strategies appropriate some choice involve to tradeoff between risk and returns most investor's fall somewhere in between accepting some risk for the expectation of higher returns.

The development and implementation of an investment portfolio is designed to achieve an investor's short-and-long-run investment objective. This definition suggest that for the investment planning process to be successful, a financial planner must not only understand the investor's but also play a crucial role in achieving a delicate balance between risk and return, concentration and diversification, An overview of the concept of investment planning is presented.

**THEORETICAL BACKGROUND**

In finance an investment strategies is a set of rules, behavior or procedure designed to guide and investor's section of an investment portfolio. Individuals have different profit, objectives and their individual skills make a different tactics and strategies appropriate some choice involve a tradeoff between risk and returns. Most investor's fall somewhere in between accepting some risk for the expectation of higher returns.

**Stock Investing Strategies:-**

There are several investing strategies for common stock investors can choose for himself the one that best meet his needs and financial goals.

**Investing Strategy 1 - Buy and Hold**

If investor's choose this investing strategy he will have to purchase a stock and be ready to hold it over a long period of time, since buy and hold strategy is based on the

assumption that the price of the stock will rise with time. However, due to the dynamics of the market he can never be sure that this will happen. This investing strategy elaborates on the idea that the market will continue to expand due to its capitalist nature. As a result it assumes that the stock prices will continue to rise and shareholders will enjoy higher dividends.

### **Investing Strategy 2 - Growth Investing Strategy**

This strategy aims to identify the growth potential of a company with high earnings growth. These are very attractive to investors who believe that such companies will experience continuing rise in their stock prices since more and more investors will want to take the advantages of the regular and large dividend paying. One of the most important factors for consideration in growth investing is the earnings per share of the company.

### **Investing strategy 3 - Value investing strategy**

Value investors are often referred to as bargains seekers. This means that they search for stocks that are sold at a price that is below the real value of the company. No matter what the current price of the stock is, be it \$20 or \$100, it should be below the real value of the company. Value stocks are those that have been overlooked by the market and as a result their price is lower. The latter may be caused by the chasing of the market after stocks that are currently considered to be more attractive. Generally, growth and value investing are considered to be positioned in opposite sides of the investment spectrum.

### **Investing strategy 4 - Timing the Market**

The major idea behind market timing is the buying low and selling high. Market timers believe that they can successfully predict the behavior of the market regarding the price movement of the stock. This makes

timing the market the opposite of the buy and hold strategy. If you are to time the market, you should familiarize yourself with such tools as technical and fundamental analysis as well as even intuition.

### **Financial Planning: - Sid Mitra, Shailendra Kumar Rai**

#### **Risk Reduction Strategies:**

Several risk reduction strategies applicable to bonds are available that have worked well overtime. These are discussed below

#### **1 Laddering Bond Investments**

Laddering bond investment is a commonly recommended strategy for bond investors, whether they wish to hold individual bonds or shares in funds. Laddering refers to the technique of buying bonds maturing at different times. This technique works best if investors buy bonds with maturity of 10 yrs or less. That way, every other year or so, as bond representing 20% of their portfolio comes due, new bonds are purchased at the prevailing rates. With this approach, investors can systematically purchase bonds at prevailing market rates, which overtime can help smooth out the overall volatility of their bonds portfolio.

#### **Diversifying with International Bonds:**

When foreign countries are still in a recession, all are beginning to recover from a recession, higher interest rates are generally offered by international bonds. However, investor going overseas for bonds should not let the relatively high returns tempt them into committing a disproportionate portion of the bond portfolio to this potentially volatile foreign bonds. As a general rule, 10-15 % of the total funds invested in fixed income securities should be sufficient to increase the foreign exposure measurably and achieve the diversification needed to help price and interest rate risk on domestic holding.

### Investing in Tax-exempt Bonds

Yields of tax-exempt bonds could provide an attractive investment vehicle, is especially for investor who pay top tax rates. And in high tax environment, increased demand for tax exempt funds can help provide some support for multiple bond prices.

Adopting Rupee Cost Averaging Strategies:

Rupee cost averaging (RCA) regularly investing a fixed amount in bonds can be an attractive strategy for long term investment. This strategy can be particularly effective when reinvesting bond come due, or when investment need to be shifted to reflect changing goals and needs. With RCA, investors buy more bonds or shares when price are lower, and by fewer when they are higher. Of course, RCA does not protect against a loss in declining market or insure a profit in rising market, and when selling their bonds, investors could wind up with a gain or loss.

#### **RESEARCH METHODOLOGY:**

Research methodology can be defined as "A careful investigation or inquiry especially through search for new facts in any branch of knowledge" Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research methodology is a technique to solve a problem logically.

#### **RESEARCH PROBLEM STATEMENT**

A research problem is one which requires finding out the best solution. This research will discuss the behavior of the investor's while making an investment in share market. It was observed that demographic factors ( age, income, gender) plays a major role while making the investment, it was also noticeable that investors are aware

about all the sector and alternatives present in the market for investment and trading.

#### **OBJECTIVE OF STUDY**

- 1) To analyze from total saving how much portion of amount people invest in stock market.
- 2) To find out the factors that investor's considered before investment..
- 3) To understand in depth about different investment option available in market.
- 4) To know about the people's preference for investment whether investment or trading.

#### **4.3 RESEARCH DESIGN**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

#### **DATA COLLECTION AND EXECUTION**

The search for answer to research question is called collection of the data are fact, and other relevant materials, past and present, savings as base for study and analysis. There are two type of data collection namely primary data collection and secondary data collection.

##### **PRIMARY DATA:-**

The primary data would be collected 1st hand for research purpose is primary data for this study researchers has collected the data of clients of Bombay Stock Exchange using questionnaires. Also while making investment client are discussing with proprietor for strategy and risk factors to gain maximum returns.

##### **SECONDARY DATA:-**

The secondary data will be collected through published literature on the topic or relevant to the area of study and from web pages from internet common source of secondary data includes censuses, large surveys and organizational records.

### **SAMPLING AND SAMPLE SIZE**

Population of research was homogeneous in nature to a large extent, hence a sample size of 50 respondents were taken into account to achieve the objective of the study.

### **DATA PRESENTATION**

The technique used in gathering data was based on questionnaires. The collected data was coded and entered using the Microsoft excel. Since the study is quantitative in nature, the finding were presented in simple descriptive statistics involving data analysis tools.

- 1) M.S. Excel -Chart, Tables
- 2) Pie chart, multiple bar diagram, Graphs. These were chosen because it made it possible to investigate the relationship of interest.

### **SCOPE OF THE STUDY**

The researchers completed the research on the topic of "A study of investment strategies" This is a very interesting and knowledgeable topic for any other person. The research help to know the investor behavior in terms of the trading and investment strategies.

### **DATA ANALYSIS AND INTERPRETATION**

#### **Analysis # 1 Age Distribution of Investor's.**

Data collected from the respondent and tabulated as follows:

<b>Age group</b>	<b>No. of Respondent</b>	<b>Percentage</b>
16 -25	4	8%
26 - 35	10	24%
36 - 40	18	42%
45 & above	10	26%

**Interpretation:** Most are in the age group of 36 -40 year i.e. 42% the second most

investors are in the age group of 26 - 35 i.e. 24% and last investors are in the age group of below 25 year.

#### **Analysis # 2 Analysis of Gender.**

Data collected from the respondent and tabulated as follows:

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Female	10	23.8%
Male	32	76.2%
Total	42	100

**Table no. 5.2**

#### **Analysis # 3 Analysis of educational background**

Data collected from the respondent and tabulated as follows:

<b>EDUCATION</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Matriculation	5	11.9%
Graduation	26	61.9%
Above graduation	11	26.2%
Total	42	100

**Table no. 5.3**

**Interpretation:** It was found that 26(61.9%) of the individuals investor's covered in the study are graduate. 11(26.2) investor's get post graduate and 5(11.9) investors are under graduate. It is interesting to note that most investor's covered in study. Can be said to process higher education thus this will increase the reliability of the study.

#### **Analysis # 4 Analysis of Occupation.**

Data collected from the respondent and tabulated as follows:

Occupation	No. of Respondent	No. of Respondent
Student	3	7%
Salaried	19	46%
Self employed	11	26%
Other	7	14%
<b>Total</b>	<b>42</b>	<b>100</b>

**Table no. 5.4**

**Interpretation:** In occupation group of investor's 46% are salaried and 26% are self-employed investor's and 7% are student and other investor's is 14%.

**Analysis # 5 Analysis of doing investment.**

Data collected from the respondent and tabulated as follows:

Parameters	Frequency	Percentage
Regular basis	20	48%
Irregular basis	22	52%
Total	42	100

**Interpretation:** From the above table is noticeable that 48% (20) clients at regular basis, whereas 52% (22) clients are doing investment irregularly. Reasons behind doing investment on regular basis may be past profit.

**Analysis # 6 Identify the security you are the most familiar with.**

Data collected from the respondent and tabulated as follows:

Parameter	No. of Respondent	%
Individual Stocks	8	20.5
Mutual Funds	26	62.5
Bonds	5	10.9

None	3	07.1
<b>Total</b>	<b>42</b>	<b>100</b>

**Table no. 5.6**

**Interpretation:** It is interpreted from the above analysis that 20% respondents says individual stock, 62% respondents says mutual funds, 11% respondents says bonds and 7% respondent says none.

**Analysis # 7 if you inherited \$100000 how would you invest the money?**

Data collected from the respondent and tabulated as follows:

Parameter	No. of Respondent	%
I would put it all into an FDIC insured saving account	13	30.8
I would invest half into saving and half into mutual funds	15	35.9
I would invest all of it into mutual fund	4	10.3
I would invest into mutual funds	10	23.1
<b>Total</b>	<b>56</b>	<b>100</b>

**Table no. 5.7**

**Interpretation:** It is interpreted from the above analysis that 30.8% respondents says I would put it all into an FDIC insured saving account, 35.9% respondents says I would invest half into saving and half into mutual funds, 10.3% respondents says I would invest all of it into and 23.1% respondent says I would invest into mutual.

**Analysis # 8 If the value of your investment account decreased by 20% in one year, you would by react?**

Data collected from the respondent and tabulated as follows:

Parameter	No. of Respondents	%
I would be very concerned and I would want to	16	38.9

increase my cash		
I would be very concerned and I would immediately reduce my stock and add bonds	12	27.8
I would not be concerned about the temporary fluctuation	14	33.3
<b>Total</b>	<b>42</b>	<b>100</b>

**Table no. 5.8**

**Interpretation: It is interpreted from the above analysis that** 39% respondents says I would be very concerned and I would want to increase my cash, 28% respondents says I would be very concerned and I would immediately reduce my stock and add bonds and 33% respondent says I would not to be concerned about the temporary fluctuation.

**Analysis # 9 is paying of your mortgage in retirement important.**

Data collected from the respondent and tabulated as follows:

<b>Parameter</b>	<b>No. of Respondents</b>	<b>%</b>
I haven't through about it	7	17.1
Yes it is important to me	28	65.7
No, I want the equity as a reserve	5	11.4
No, I will need the tax deduction	2	05.7
<b>Total</b>	<b>42</b>	<b>100</b>

**Table no. 5.9**

**Interpretation: It is interpreted from the above analysis that** 66% respondents says I haven't through about it, 17% respondents says I haven't through about it, 6% respondents no,

**OBSERVATION AND FINDINGS:**

1) From Table no. 5.1, most investors are in the age group of 36 - 40 years And second investors are in the age group of 26 - 35

2) From Table no.5.3, It was found that 61.9% of the individuals investors covered in the study are graduate 26.2% investors get post graduate and 11.9% investors are under graduate.it is interesting to note that most investors covered in study.

3) From Table no.5.4, in the occupation group most of investors 46% are salaried and 26% are self-employed investors.

4) From Table no.5.5, Most of the investors are interested in mutual funds 62.5% and 20% investors are interested in individual stock investment.

5) From Table no.5.6, Most of the clients are choosing the invest half into saving and half into mutual funds i.e. 35.9% and some clients would like the invest put it all into on FDIC insured saving account i.e. 30.8%

6) From Table no. 5.7, I observed that 39.5% people are expected their income increase more than 50% and 36.8 % peoples are expected their income increase more than 20%

7) From Table no5.8, I observed that most of 38.9 % investors react would be very concerned and I would want to increase my cash and some I would not be concerned about the temporary fluctuation.

8) From Table no5.9, Most of the 65.7% people would like to important for retirement.

**SUGGETIONS:**

1) From Table no. 5.5, I can suggest that those people doing the most investment in mutual fund and gives high returns. Try to take other opinion related to market investment and gain your income.

2) From Table no 5.6, Try to invest in those companies which are growing up and don't concerned about your money.

3) From Table no. 5.8, Youth are not that much aware about the investments in share



market, thus campaign programs must be taken for the awareness.

4) From Table no 5.5, the investor should select particular investment option on basis of their need and risk tolerance.

#### **CONCLUSION: -**

I have gained more understanding of the stock market and investor's psychology. The study described how different factors and instruments have different risk, returns and tax considerations while taking an investment decision and are of divers' nature. It is very difficult to come to any definite conclusion that how a particular

market instrument is doing and how they will perform in the future. But still the study concludes to an extent that the particular investments have performed the well in the past and will perform well in the future through estimations.

The study also draws an important conclusion from the study that investors are keen to invest in long term and less risky products, while there are aggressive investors who take risk expecting more returns. This study will somehow help investors in deciding the correct investment for their savings.

#### **References**

1. Investment management by Dr. Preeti Singh Himalaya publishing.
2. Investment Management and security analysis by Dhanesh Kumar khatri, Macmillan published India Ltd. Page No. 7

3. Financial planning, sidmitrashailendrakumar rai, Anandi p. Sahu, Harry starn, Tr.\

## A BRIEF LITERATURE REVIEW ON EMPLOYEE MOTIVATION

Nilam Sonawane and Shriram S. Badave

<sup>1</sup>MBA- II Year Student, AIMS, <sup>2</sup>Assistant professor, AIMS  
<sup>1</sup>Nilamsonawane3030@gmail.com , <sup>2</sup>Sbadave21@gmail.com

### Abstract:

*Over the last two decades, academic and corporate groups have been interested in motivation research. The authors of this study combed through a large body of literature to identify all conceivable characteristics of motivation that have a direct or indirect influence on motivation approaches. It has been shown that various motivating strategies have a beneficial influence on both employee happiness and the level of performance in the business. The study's originality stems from its theoretical framework, in which the authors attempted to develop a construct with aspects that impact employee motivation directly or indirectly.*

**Key words:** Motivation, Job satisfaction, employee performance

### INTRODUCTION

Abraham Lincoln was a failure in nearly every endeavour he took on until he was forty years old. 'My father taught me to work, but he did not teach me to enjoy my work,' he remarked when asked about the shift. When I was beyond forty, I struck it by mistake.' The intensity of people's intentions determines the degree of their "love or desire to do." Motives are the demands that are expressed, and they might be conscious or subconscious. They are continually aiming towards a certain objective.

The greatest difficulty for managers has been motivating employees to perform better and so accomplish corporate goals. Why are some people more successful than others? Why does the same individual behave in different ways at various times? Managers have been confronted with these and other inquiries about work performance on a regular basis.

Motivating employees to work at levels above their usual physical and mental limits while still keeping them pleased is a difficult task for managers.

### IMPORTANCE OF MOTIVATION:

Motivation serves three purposes in human behaviour. The first is an activating function, which directs people's actions and leads to a certain action. The leader, particularly in a group or organisation, plays a vital role in guiding employees to have great enthusiasm and work hard. The second function is strengthening; motivation may sustain and alter this activity; for example, if an employee is under a lot of stress or is frustrated at work, the management can take steps to ensure that the person maintains their motivation for work. The last function is the pointing function, which directs an activity toward a certain goal under the effect of motivation. As a result, motivation can increase employee activity and enhance their motivation at work. Motivation is really important during the entire job process.

First and foremost, motivation is a critical component of the general management process and an integrating component of performance management, according to Stefania Zlatea (2015). Some theories provide managers with additional information about people's motivation. Some managers focus on identifying acceptable strategies to encourage employees based on these suggestions.

When we have these methods for encouraging employees, and this scenario also applies to educational institutions that play a vital part in community development.

Second, educational institutions are extremely important to governments. Furthermore, research on the link between education and development reveal that education plays an essential part in a country's growth. Employee motivation has been linked to education. As a result, those who keep employees motivated may give excellent and efficient service to these organisations, creating solid foundations for future educational growth.

Furthermore, education administrators at all levels, from the Minister of Education to school principals, play an essential role. They expected to recognise various aspects of educational organisation workers, identify their needs, determine their motivation conditions, and provide these conditions based on domestic and international scientific research, the most important of which is that they provide the condition of promote motivation in order to play a positive role in education. Education is an essential element of life in any nation, whether for people, groups, or organisations, so focus on the growth of education and understands the circumstances of motivation, which is excellent for job quality.

### **LITERATURE REVIEW:**

Managers cannot encourage people, according to Bruce and Pepitone (1999), but they may affect what employees are driven to accomplish.

Shields (2007) commended the function of supporting excellent subordinate-superior communication at various levels through the use of a variety of communication

channels for its beneficial impact to employee morale. Shields (2007) highlights two specific benefits of such a practise: giving workers the opportunity to voice their concerns and express their opinions on different elements of their jobs, as well as providing them with a sense of involvement and gratitude.

Another successful employee motivation technique, according to Lockley (2012), is to provide training and development programmes that effectively contribute to individual personal and professional progress. Lockley (2012), on the other hand, cautions that in order to improve the motivating components of training and development programmes, they should preferably be developed and conducted by a third party with appropriate expertise and experience.

Llopis has labelled alternative working patterns such as job rotation, job sharing, and flexible working as successful motivating aids (2012). Furthermore, according to Llopis (2012), the motivating elements of alternate working patterns, as well as their other benefits, are being acknowledged by an increasing number of organisations; nevertheless, many organisations are being left behind in taking use of such opportunities.

Wylie (2004) offers an intriguing perspective on the subject, arguing that members of management must first be able to sustain a high level of personal motivation in order to effectively motivate their employees. As a result, Wylie (2004) advises managers to take a proactive approach to engaging in self-motivation activities.

Furthermore, Wylie (2004) suggests focusing on particular versions of intangible motivating techniques such as

birthday and other key date celebrations with the entire team's involvement.

According to Thomas (2009), the most difficult aspect of workplace motivation is determining what motivates each individual employee while taking into consideration their unique characteristics. Individual differences, in other words, have been identified by Thomas (2009) as the primary impediment to management participating in successful employee motivating.

Lockley (2012), on the other hand, focuses on cross-cultural variations amongst personnel in particular when addressing the same issue. Culture is defined as "knowledge, pattern of behaviour, beliefs, conventions, and traditions shared by members of a given group" (Kreitner and Cassidy, 2012), and cross-cultural variations are therefore seen as a key impediment to effective employee engagement.

Lockley (2012) explains this point by stating that certain workplace practises, such as engaging in constructive arguments and dialogues, can be highly motivating for representatives of Western culture, whereas the same set of practises can be counter-productive for employees from Asian countries due to vast cultural differences.

Llopis (2012) emphasises the growing importance of the work-life balance issue for modern employees, as well as its detrimental influence on employee motivation. Llopis (2012) argues that management investment in employee engagement might be lost unless workers attain an acceptable degree of work-life balance on a personal level.

This approach is based on Abraham Maslow's (1943) Hierarchy of Needs

theoretical framework, which states that there is a hierarchy for individual wants, and that more fundamental human demands must be met before the next level needs may act as motivators.

### CONCLUSION:

Employee motivation refers to the amount of enthusiasm, dedication, and inventiveness that employees bring to their employment. Finding strategies to inspire employees is always a management problem, regardless of whether the economy is booming or declining. Incentives or employee participation are emphasised in competing views (empowerment). Small firms face unique challenges when it comes to employee engagement. Because the entrepreneur has typically spent years creating a firm from the ground up, delegating important tasks to others are tough. However, entrepreneurs should be aware of such pitfalls: poor staff motivation may be detrimental to small firms. Complacency, indifference, and even widespread discouragement are examples of such issues. As a result of such mind-sets, catastrophes might arise.

However, a small firm may provide an excellent environment for employee motivation: employees can see the immediate effects of their contributions, and feedback is quick and apparent. A well-functioning and engaged workforce also frees the owner from day-to-day responsibilities to focus on long-term growth. Furthermore, both a monetary and an emotional incentive might result in the retention of attractive personnel. People that desire to make a difference thrive in creative work settings. In an ideal world, the job outcome will give people a sense of achievement on its own, but well-structured incentive and recognition systems may amplify this effect.

### References

1. Bruce, A. Pepitone, J.S. (1999) "Motivating Employees" McGraw-Hill International
2. Kreitner, R. & Cassidy, C. (2012) "Management" Cengage Learning
3. Llopis, G. (2012) "The Top 9 Things That Ultimately Motivate Employees to Achieve" Forbes, April 6, 2012
4. Lockley, M. (2012) "The Secret to Motivating a Team" The Guardian, January 6, 2012
5. Maslow, A.H. (1943) "The Theory of Human Motivation" *Psychological Review*, 50(4)6
6. Shields, J. (2007) "Managing Employee Performance and Reward: Concepts, Practices, Strategies" Oxford University Press
7. Thomas, K.T. (2009) "Intrinsic Motivation at Work: What Really Drives Employee Engagement" 2<sup>nd</sup> edition, Berrett-Koehler Store
8. Wylie, K. (2004) "Managers Get the Staff They Deserve" GRINVerlag

**A STUDY ON IMPORTANCE OF QUALITY MANAGEMENT SYSTEM  
DURING COVID-19 SITUATION  
( A CASE STUDY OF V. H. SON'S INDUSTRIES, BARAMATI)**

**Akshay Mukund Ghadge**  
MBA Student, AIMS Baramati

**ABSTRACT**

*Quality is a perceptual, conditional and somewhat subjective attribute of a product or service. Its meaning in business has developed over time. It has been understood differently and interpreted differently by different people. A business will benefit most through focusing on the key processes that provide their customers with products and services. Producers may measure the conformance quality, or degree to which the product or service was made according to the required specification. Customers on the other hand, may focus on the quality specification of a product or service, or compared it with those that are available in the marketplace. In a modern global marketplace, quality is a key competency which companies derive competitive advantage. Achieving quality is fundamental to competition in business in propelling business into new heights.*

**Keywords:** *Quality, attribute, conformance, Customers, business.*

**INTRODUCTION:**

A Quality Management System (QMS) is the means by which quality management practices are made an integral part of an organization. A QMS is not static, and by definition it must be improved continually in order to enhance organizational effectiveness and efficiency. It may formally defined as follows. A quality management system consists of the organizational structure, procedures, processes, and resources needed to implement quality management. Quality management is the process for ensuring that all project activities necessary to design, plan and implement a project are effective and efficient with respect to the objectives and its performance.

Project quality management is not a separate, independent process that occurs at the end of an activity to measure the level of quality of the output. It is not purchasing the most expensive material or services available on the market. Quality and grades are not the same, grade are characteristics of a material or service such as additional features. A product may be good quality (no defects) and be low grade (few or no extra features). Quality management is a continuous process that starts and ends with the project. It is more about

preventing and avoiding that measuring and fixing poor quality outputs. It is a part of every project management processes from the moment the project initiates to the final steps in the project closure phase.

Many quality management philosophies, methodologies, concepts and practices were created by quality gurus to manage quality of product and service in an organization.

These practices have evolved over time to create sustainable sources of competitive advantage. New challenges faced by managers are addressed to improve organization's performance and future competition. In the total quality management form, it is a structured management system adopted at every management levels that focused on ongoing effort to provide product or service. Its integration with the business plan of the organization can exact positive influence on customer satisfaction and organizational performance.

For these objectives to be achieved it is required an efficient management of quality, which implies continuous improvement activities at each operational level and in every functional area of the organization. The quality

management combines commitment, discipline and a growing effort by everyone involved in the production process and fundamental techniques of management and administration, with the goal of continuously improving all processes. For that, the industries need to be structured organizationally, establish policies and quality programs, measure customers' satisfaction and even use more quality tools and methodologies. Specifically for the food industry, also involves the knowledge and application of techniques and programs for product safety.

In recent years fruit juices have been included significantly in diet of every person irrespective to age. So maintaining the quality of processed drinks is an important issue now. Quality can be regarded as a measure of suitability of a fruit juice, fruit juice concentrate or fruit juice extract for an intended application. In general, what-ever application, it will be the consistency in performance of the product, from batch to batch and season to season, that is prime concern. In order to meet quality targets, therefore it becomes critical that processing is carried out in the correct manner using fruit of an optimal level of maturity, and that the product is stored under suitable conditions to limit effects of degradation during a required shelf-life. There are hazards that can compromise food safety in fruit juices production but there are a number of common practices that can reduce the likelihood of hazards being introduced during the production of any food.

#### **REVIEW OF LITERATURE:**

**Anderson, J. C., Rungtusanatham, M., & Schroeder, R. G. (1994). The theory of quality management underlying the Deming management method. Academy of Management review Vol. 19, 472-509:**

The contributions from quality leaders have had an influence upon later studies about QM, in such a way that the literature on QM has gradually developed, identifying various practices for effective quality management. Quality leaders believe that management and the system are the cause of poor quality rather than the workers (Juran&Gryna, 1993).

However, a brief overview of their contribution to the quality journey is given, supported by several references.

Deming is well-known for his 14 points of management and the Plan-Do-Check-Act (PDCA) Cycle that is still used today. Deming believed management is responsible for 94% of quality problems, and quality must be built into the product to achieve a high level of excellence (Deming, 1986). Deming philosophy begins with top management but maintains that a company must adopt the fourteen points of this system at all levels. Deming fourteen point plan, each of which can be derived from one or more of his SPK parts, is a complete philosophy of management, that can be applied to small or large organizations in the public, private sectors, which according to Deming (1986, p. 23) "Are a signal that management intend to stay in business and aim to protect investors and jobs".

Juran developed the quality trilogy - quality planning, quality control and quality improvement- , and ten steps to quality improvement (Juran, 1988). Crosby is well-known for his "Quality is free" concept and his zero defects concepts. Crosby's philosophy can be described best by his four absolutes of quality improvement process (Crosby, 1989).

Feigenbaum (1991) is known as the originator of total quality control, a concept he introduced in the 1950s. Feigenbaum saw it as a business method and proposed three steps to quality as Quality leadership; Modern quality technology; and Organizational commitment. QM requires a high degree of effective functional integration among people, machines, and information, stressing a systematic approach to quality. Clearly defined total quality system is a powerful foundation for QM, and Quality is the responsibility of everybody in the company (Feigenbaum, 1991).

Ishikawa developed the Japanese style of Total Quality control (TQC), Company Wide Quality Control (CWQC) means that "Quality control consists of developing, designing, producing, marketing and servicing products and services with optimum cost-effectiveness and usefulness, which customers will purchase with satisfaction. To achieve these aims, all the

separate parts of a company must work together” (Ishikawa, 1989). Ishikawa made many contributions to quality, the Ishikawa diagram and the assembly and use of the “seven basic tools of quality” such as Pareto analysis, Cause and effect diagrams, Histograms etc. (Ishikawa, 1985).

There are standardized quality models or formal evaluation models used by firms as a guide for their implementation, or in order to carry out self-assessments of their quality practices. There are several Quality Awards in the world, but the most accepted domains and demonstrate worldwide activities in this field such as the Deming Prize in Japan, the European Quality Award (EFQM) in Europe, the Malcolm Baldrige National Quality Award in the United States of America, and other similar awards in other countries was the official recognition of the importance of TQM. The most criticized shortcomings of quality award models are lack of a unified theory that explains how organizational outcomes are achieved, lack of strategic focus, and lack of credibility, which is not surprising because business excellence models have been developed and promoted by practitioners (Anderson, Rungtusanatham, & Schroeder, 1994).

**Mangal D (2013) A Quality improving Tool in process Industries, Quality Control International Journal of Application of Innovation in Engineering and Management, vol.2**

6 steps to develop a quality control process:

1. Set your quality standards.

In some industries, you may have to meet quality standards set by an outside body, such as an industry association, the local health and safety inspector, or a government regulatory agency. In others, there aren't any official quality standards, so you'll need to set your own.

Each department of your business will have different quality control standards. However, they must all be objectively measurable. For example, if you're developing quality control standards for your customer service team, “sounding friendly on the phone” is not a

measurable standard. Measurable standards might include:

- Answering all customer calls by the second ring
- Responding to all customer service emails within four hours
- Resolving customer service problems in five minutes or less

2. Decide which quality standards to focus on.

Of course, you want to ensure quality in all aspects of your operation. However, begin by focusing on the most important measures — those that have the biggest effect on your profits and your customer experience. This will enable you to get results quickly and also keeps you and your team from becoming overwhelmed.

For instance, if you own a restaurant, keeping the restrooms clean is definitely something to monitor in your quality control program—but not the most important thing. Getting orders out to customers quickly and accurately is a more important standard because it has a more direct effect on the quality of experience and customer satisfaction.

3. Create operational processes to deliver quality.

W. Edwards Deming, the founder of modern quality control, believed that well-designed processes lead to high-quality products and services. If you create good processes, continually measure the results of the processes, and work to consistently improve the process, your product or service will get better and better.

Starting with your critical operations, create step-by-step processes that include benchmarks. For instance, in a B2B company's accounting department, operational processes might require preparing and delivering invoices within 24 hours after a job is completed or a product is delivered. In a restaurant, operational processes might require servers to pick up food for delivery to the customer's table within two minutes of it being prepared.

4. Review your results.

Most business software, from financial and accounting apps to customer relationship management or customer service tools, lets you customize the information you collect and use



dashboards to view it at a glance. Review your data regularly to see how well your company is meeting its quality standards.

#### 5. Get feedback.

Use measurable feedback from external sources, such as customer surveys, online ratings and reviews and net promoter scores (NPS), to get a fuller picture of product and service quality. Also, get regular feedback from employees. How well are the operational processes working to deliver quality? How could they be improved?

#### 6. Make improvements.

Once you're meeting your quality control standards, don't stop there. For example, if you own a residential cleaning service business and you can cut the time it takes your maids to clean a home by 25 percent, you'll be able to handle 25 percent more business without hiring any additional employees. That will really boost your bottom line.

No matter how well your processes are running, quality control shows there's always room for improvement, and making small changes can pay off in big ways.

**Maimuna Muhammad Nda&Dr. Rashad YazdaniFard. The Importance of Training & Development in the Workplace. Centre of Postgraduate Studies Limkokwing University of Creative Technology. Cyberjaya, Malaysia.**

Training presents a prime opportunity to expand the knowledge base of all employees, but many employers find the development opportunities expensive. Employees also miss out on work time while attending training sessions, which may delay the completion of projects. Despite the potential drawbacks, training and development provides both the company as a whole and the individual employees with benefits that make the cost and time a worthwhile investment.

**Addressing Employee Weaknesses:** Most employees have some weaknesses in their workplace skills. A training program allows you to strengthen those skills that each employee needs to improve. A development program brings all employees to a higher level so they all have similar skills and knowledge.

This helps reduce any weak links within the company who rely heavily on others to complete basic work tasks.

Providing the necessary training creates an overall knowledgeable staff with employees who can take over for one another as needed, work on teams or work independently without constant help and supervision from others.

#### **Improved Employee Performance**

An employee who receives the necessary training is better able to perform her job. She becomes more aware of safety practices and proper procedures for basic tasks. The training may also build the employee's confidence because she has a stronger understanding of the industry and the responsibilities of her job. This confidence may push her to perform even better and think of new ideas that help her excel.

Continuous training also keeps your employees on the cutting edge of industry developments. Employees who are competent and on top of changing industry standards help your company hold a position as a leader and strong competitor within the industry.

#### **Structured Training and Development**

A structured training and development program ensures that employees have a consistent experience and background knowledge. The consistency is particularly relevant for the company's basic policies and procedures.

All employees need to be aware of the expectations and procedures within the company. This includes safety, discrimination and administrative tasks. Putting all employees through regular training in these areas ensures that all staff members at least have exposure to the information.

#### **Employee Job Satisfaction**

Employees with access to training and development programs have the advantage over employees in other companies who are left to seek out training opportunities on their own. The investment in training that a company makes shows the employees they are

valued. The training creates a supportive workplace.

Employees may gain access to training they wouldn't have otherwise known about or sought out themselves. Employees who feel appreciated and challenged through training opportunities may feel more satisfaction toward their jobs.

**RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the research problem. The research methodology in the present study deals with research design, data collection methods, sampling methods, survey, analysis and interpretations.

**RESEARCH PROBLEM STATEMENT:**

Research problem of study is quality of the product is not up to the mark i.e. filling machine creates issues, labelling and capping takes more time which increasing process time. Because of Pandemic, there is shortage in raw

material and also makes rejection in raw material which affects on production of company

**OBJECTIVES OF STUDY:**

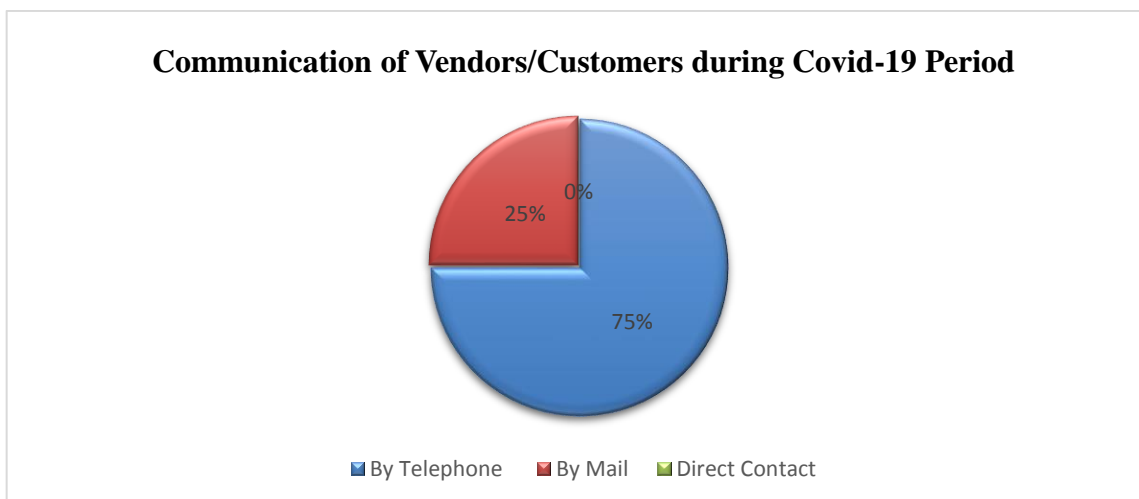
- To identify the process faults in order to control.
- To find out issues in quality control process.
- To identify training need of employees to improve product quality.
- To analyze the reduction in production cost.
- 

**SCOPE OF RESEARCH STUDY:**

As the quality management system is the means by which the organization achieve its objectives, it follows that the scope of the system is every function and activity of the organization that contributes to these objectives. The system must also include suppliers because the organization depends on its suppliers to achieve its objectives.

**DATA ANALYSIS AND INTERPRETATION:**

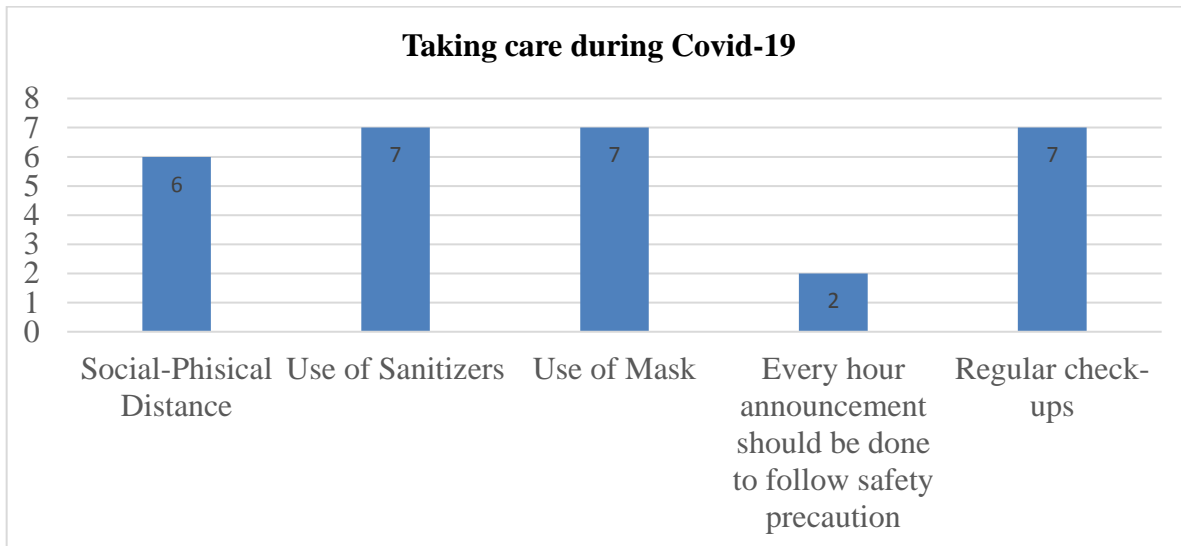
**1. How you can communicate to your vendors/customers during Covid-19 period?**



**Interpretation:** After the analysis of data, the above figure says that 75% respondent communicate by telephone and 25%

respondent communicate by mail to vendors/customers.

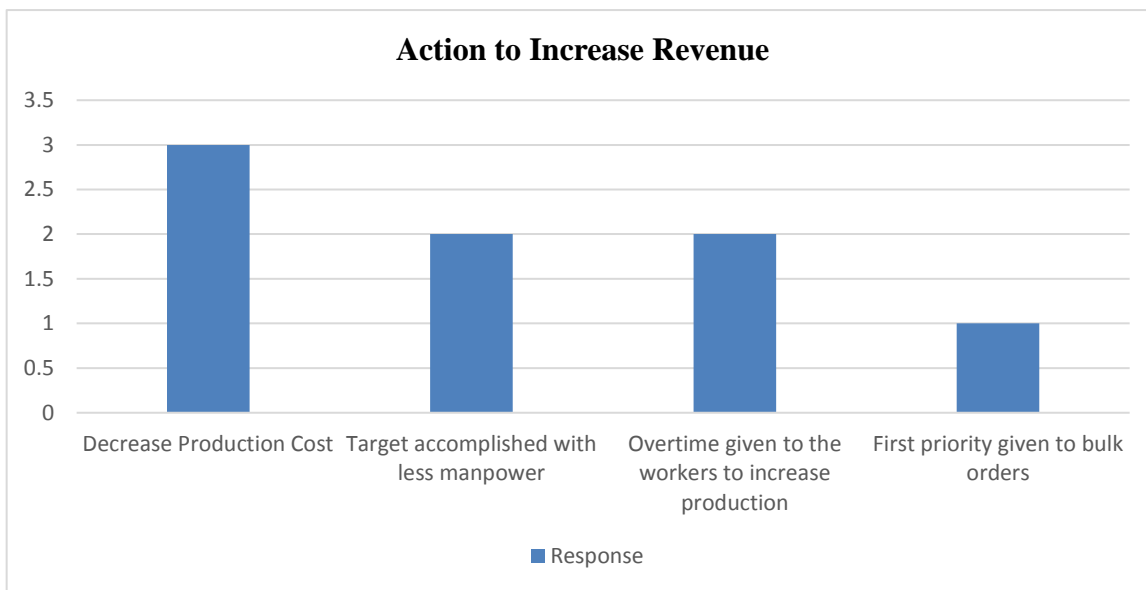
**2. What types of precaution taking care in your organization during Covid-19?**



**Interpretation:** After the analysis of data, the above figure indicates 6 respondent taking care of social-physical distance, 7 respondent use sanitizer for safety precaution, 7 respondent

use mask for safety, 2 respondent taking care of announcement to follow safety precaution and 7 respondent do regular check-ups for safety precaution during Covid-19.

**3. What action need to be taken by company to increase revenue?**



**Interpretation:** After the analysis of data, 3 respondent says decrease production cost, 2 respondent says target accomplished with less manpower, 2 respondent says overtime given

to the workers to increase production and 1 respondent says that give first priority to bulk orders.

**4. In your company, what types of procedure to follow to increase quality of product?**



**Interpretation:** After the analysis of data, 6 respondent says that they use semi-automation to minimize handling errors, 4 respondent says that they reutilize wastage during production, 6 respondent says that they purchase good

quality of material from vendors, 7 respondent says that they maintain hygiene in organization and 5 respondent says that quality training is given to workers regularly.

**CONCLUSION:**

It is concluded that quality management system is most important in this Covid-19 situation. Fruit juice production is one business that never stops might get some slow movement due to Pandemic conditions at times. Though the market is super-competitive, but there are still enough areas to explore for best quality

product. V.H. Son’s Industries, Baramati can perform very good role for fresh fruit juice market because of their quality management system which leads to high quality products. By implementing proper process of testing and checking step by step, company can produce high quality product with minimum cost & defects.

**References**

1. Anderson, J. C., Rungtusanatham, M., & Schroeder, R. G. (1994). The theory of quality management underlying the Deming management method.
2. Mangal D (2013) A Quality improving Tool in process Industries, *Quality Control International Journal of Application of Innovation in Engineering and Management*, vol.2
3. Maimuna Muhammad Nda&Dr. Rashad YazdaniFard. The Importance of Training & Development in the Workplace.
4. Methodologies in support of the quality management in the food industry
5. Quality Management for Organizational Excellence- David L. Goetsch, Stanley Davis
6. Total Quality- James R. Evans

**A STUDY ON LOANS PROPOSAL  
(A CASE STUDY OF BAJAJ FINANCE COMPANY LTD.BARAMATI)**

**Khandagale Ganesh Sanjay**  
MBA Student, AIMS Baramati

### ABSTRACT

*The most common option for getting funding is through a loan given by banks as well as other financial institutions. Nowadays, getting a loan is not as easy as it was before. The financial- economic crisis that hit several years ago has made banks restrict lending to small businesses. It is therefore very important for you to know the necessary steps for getting a business loan from a bank so you can improve your chance of getting an approval. Here are seven steps to take when applying for a business loan from the bank. In order to secure a loan, many banks need you to have a strong financial plan which brings out what your business entails. It forms an introduction about who you are and what your business is all about. A business plan should be able to state the business' goals, mission and how it will be run in order to achieve all the objectives stated. Remember a great business plan means that the business is likely to succeed according to the mind of the lender.*

**Keywords:** Financial institutions, economic crisis, business loan, business plan, lender.

### Introduction

Loan proposals are formal, written document that small business must prepare when they approach potential lenders or investors for funding. A complete loan proposal package should consist of completed loan application forms ( if required), and a comprehensive business plan with complete financial statement. Ideally, the loan proposal should present information about small business, its future prospects, and its financing needs in a straightforward manner. All the pertinent information the lender and investors might need in making a decision should be provide in a logical format. Loan proposal must be thorough yet concise, convincing yet honest. The aim is to answer all the questions that a lender or investors is likely to ask without overstating the facts and figures.

Preparing the solid loan proposal can be very time consuming, but it has proven to be the best way for a small business owner to demonstrate his or her understanding of the business and its financial demands to potential lenders and investors. Furthermore, the business plan portion of the loan proposal can serve as a sort of handbook for running the business. It presents criteria against which management's strategy and decision can be

continually evaluated. Overall, a formal loan proposal should illustrate why the small business is a good credit risk by placing it within the context of its market and competition. Explaining any peaks and valleys in cash flow and emphasizing the strengths of the management team.

### Theoretical Background

#### Meaning of Business Loan

A business loan is kind of financing you can avail to meet the argent needs of your growing business. If you need funding to expand your existing business, buy machinery, or boost production. Avail financing at attractive interest rates, borrow capital without pledging any of your asset and get access to credit that can be repaid over a specific period of time.

#### Definition of Business Loan

According to Kyra Sheahan "Business required and adequate amount of capital to fund, start-up expenses or pay for expansions. As such a companies take out business loans to gain the financial assistance they need. A business loan is debt that the company is obligated to repay according to the loans terms and conditions. According to the U. S. small business administration, before approaching a lender for a loan it is imperative for the business owners to understand how loans

works and what the lender will want to see from the owner”

#### Types of Business Loan Secured loan-

A secured loan is a loan in which the borrower pledges some asset (e.g., a car or house) as collateral.

#### Mortgage loan-

A mortgage loan is a very common type of loan, used by many individuals to purchase residential property. The lender, usually a financial institution, is given security – a lien on the title to the property – until the mortgage is paid off in full. If the borrower defaults on the loan, the bank would have the legal right to repossess the house and sell it, to recover sums owing to it.

Similarly, a loan taken out to buy a car may be secured by the car. The duration of the loan is much shorter – often corresponding to the useful life of the car. There are two types of auto loans, direct and indirect. In a direct auto loan, a bank lends the money directly to a consumer. In an indirect auto loan, a car dealership (or a connected company) acts as an intermediary between the bank or financial institution and the consumer.

#### Unsecured loan-

Unsecured loans are monetary loans that are not secured against the borrower's assets. These may be available from financial institutions under many different guises or marketing packages:

- credit card debt
- personal loans
- bank overdrafts
- credit facilities or lines of credit
- corporate bonds (may be secured or unsecured)
- peer-to-peer lending

The interest rates applicable to these different forms may vary depending on the lender and

the borrower. These may or may not be regulated by law. In the United Kingdom, when applied to individuals, these may come under the Consumer Credit Act 1974.

Interest rates on unsecured loans are nearly always higher than for secured loans because an unsecured lender's options for recourse against the borrower in the event of default are severely limited, subjecting the lender to higher risk compared to that encountered for a secured loan. An unsecured lender must sue the borrower, obtain a money judgment for breach of contract, and then pursue execution of the judgment against the borrower's unencumbered assets (that is, the ones not already pledged to secured lenders). In insolvency proceedings, secured lenders traditionally have priority over unsecured lenders when a court divides up the borrower's assets. Thus, a higher interest rate reflects the additional risk that in the event of insolvency, the debt may be uncollectible.

#### Demand loan-

Demand loans are short-term loans that typically do not have fixed dates for repayment. Instead, demand loans carry a floating interest rate which varies according to the prime lending rate or other defined contract terms. Demand loans can be "called" for repayment by the lending institution at any time. Demand loans may be unsecured or secured.

#### Subsidized loan-

A subsidized loan is a loan on which the interest is reduced by an explicit or hidden subsidy. In the context of college loans in the United States, it refers to a loan on which no interest is accrued while a student remains enrolled in education.

#### Concessional loan-

A concessional loan, sometimes called a "soft loan", is granted on terms substantially more

generous than market loans either through below-market interest rates, by grace periods or a combination of both. Such loans may be made by foreign governments to developing countries or may be offered to employees of lending institutions as an employee benefit (sometimes called a perk).

State the amount of money you need

When applying for a loan, it is good to do a thorough research in order for you not to underestimate or overestimate the amount of money you require. This is due to the fact that underestimating could lead to financial problems in the future. Overestimating on the other hand makes the bank question whether a thorough research was done before writing the business plan. To avoid all these doubts, have a good budget with proper financial projections.

Nowadays, all banks have to verify whether every applicant is eligible to be given a loan. When applying for financial help, it is advisable to check your personal credit reports and scores. A credit score of 700 and above is excellent. If your score is below 680, it would be hard for you to get a loan but you may want to consider a revenue based loan as an

**Data Analysis and Interpretation**

Schedule 1

Cost of Project and Means of Finance

Particulars	Amount
	200000
Own Contribution Term Loan	600,000
Cost Of Capital	8,00,000
Financial Requirement Term Loan	600000

alternative. If your score is low, work hard and raise it before applying for any bank loan.

**Research Methodology**

The process of used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, survey and other research techniques, and could include both present and historical information.

Definition

According to Mr. C. R. Kothari, “Defines that the research is an original contribution to the existing stock of knowledge making for its developments & techniques.”

Process of Research

Research includes a series of steps which begins with defining a problem and ends with the solution. It is not the static and linear activity but generates new areas for further research. Generally, the research ends with bringing out new problems or new areas to explore, with or without the solution and conclusion. Due to this characteristic of research, it is called a cyclic process.

Application	Amount
-------------	--------

Furniture NewBuilding	200,000 600,000
-----------------------	--------------------

**Schedule 2 Loan Repayment****1<sup>st</sup> Year**

Particulars	Year	Month	Opening Balance Rs	Repayment Principle Rs	Closing Balance Rs	Interest on 15.50%
Fixed Capital Loan	1	1	600,000	10,000	590,000	7,750
		2	590,000	10,000	580,000	7,620
		3	580,000	10,000	570,000	7,491
		4	570,000	10,000	560,000	7,362
		5	560,000	10,000	550,000	7,233
		6	550,000	10,000	540,000	7,104
		7	540,000	10,000	530,000	6,975
		8	530,000	10,000	520,000	6,845
		9	520,000	10,000	510,000	6,716
		10	510,000	10,000	500,000	6,587
		11	500,000	10,000	490,000	6,458
		12	490,000	10,000	480,000	6,329

**2<sup>nd</sup> Year**

Particulars	Year	Month	Opening Balance Rs	Repayment Principle Rs	Closing Balance Rs	Interest on 15.50%
Fixed Capital Loan	2	1	480,000	10,000	470,000	6,200
		2	470,000	10,000	460,000	6,070
		3	460,000	10,000	450,000	5,941
		4	450,000	10,000	440,000	5,812
		5	440,000	10,000	430,000	5,683
		6	430,000	10,000	420,000	5,554
		7	420,000	10,000	410,000	5,425
		8	410,000	10,000	400,000	5,295
		9	400,000	10,000	390,000	5,166
		10	390,000	10,000	380,000	5,037
		11	380,000	10,000	370,000	4,908
		12	370,000	10,000	360,000	4,779

Particulars	Year	Month	Opening Balance Rs	Repayment Principle Rs	Closing Balance Rs	Interest on 14.50%
-------------	------	-------	--------------------	------------------------	--------------------	--------------------



Fixed Capital Loan	3	1	360,000	10,000	350,000	4,650
		2	350,000	10,000	340,000	4,520
		3	340,000	10,000	330,000	4,391
		4	330,000	10,000	320,000	4,262
		5	320,000	10,000	310,000	4,133
		6	310,000	10,000	300,000	4,004
		7	300,000	10,000	290,000	3,875
		8	290,000	10,000	280,000	3,745
		9	280,000	10,000	270,000	3,616
		10	270,000	10,000	260,000	3,487
		11	260,000	10,000	250,000	3,358
		12	250,000	10,000	240,000	3,229

3<sup>rd</sup> Year4<sup>th</sup> Year

Particulars	Year	Month	Opening Balance Rs	Repayment Principle Rs	Closing Balance Rs	Interest on 14.50%
Fixed Capital Loan	4	1	240,000	10,000	230,000	3,100
		2	230,000	10,000	220,000	2,970
		3	220,000	10,000	210,000	2,841
		4	210,000	10,000	200,000	2,712
		5	200,000	10,000	190,000	2,583
		6	190,000	10,000	180,000	2,454
		7	180,000	10,000	170,000	2,325
		8	170,000	10,000	160,000	2,195
		9	160,000	10,000	150,000	2,066
		10	150,000	10,000	140,000	1,937
		11	140,000	10,000	130,000	1,808
		12	130,000	10,000	120,000	1,679

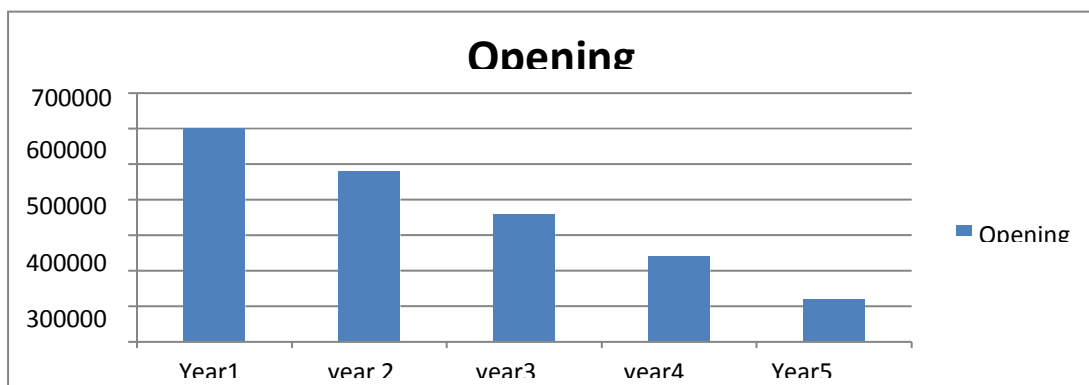
**5<sup>th</sup> Year**

Particulars	Year	Month	Opening Balance Rs	Repayment Principle Rs	Closing Balance Rs	Interest on 14.50%
Fixed Capital Loan	5	1	120,000	100,00	110,000	1,550
		2	110,000	100,00	100,000	1,420
		3	100,000	100,00	900,00	1,291
		4	900,00	100,00	800,00	1,162
		5	800,00	100,00	700,00	1,033
		6	700,00	100,00	600,00	904
		7	600,00	100,00	500,00	775
		8	500,00	100,00	400,00	645
		9	400,00	100,00	300,00	516
		10	300,00	100,00	200,00	387
		11	200,00	100,00	100,00	258
		12	100,00	100,00	Nil	129

Schedule 3

**Loan Repayment and Interest Statement**

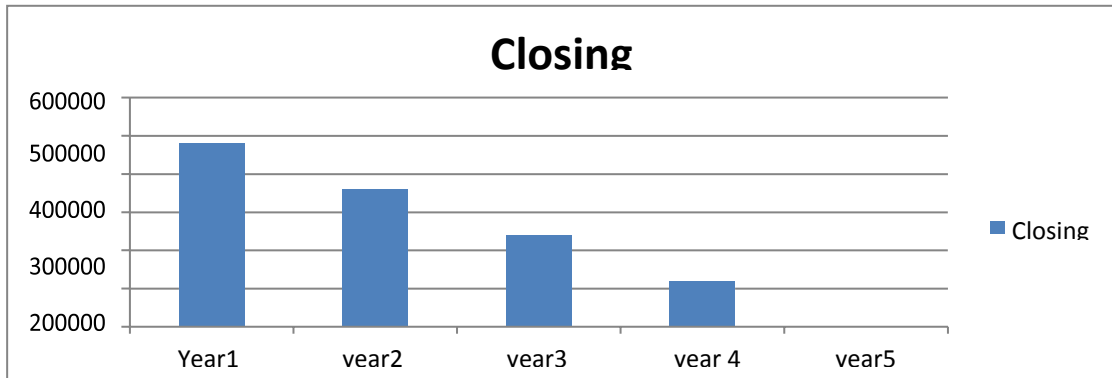
Year	Opening Balance Rs	Closing Balance Rs
1	600,000	480,000
2	480,000	360,000
3	360,000	240,000
4	240,000	120,000
5	120,000	Nil



Banks are performing their activities, as a result not only the bank but also the economy is benefited.

The bank is performing general banking, Loan-advance etc, as a result they are mobilizing the money and do well for the economy. Al though, they have some

tremendous job for the loan. If they can reduce their limitation and introduce new ideas, they can do better in the banking sector of India. Medical sector of India consists of several nationalized and private banks. They are doing their activities and highly contribute to the national economy. Among them HDFC Bank also makes significant contribution to the



limitations in their services, they are doing economy.

**References**

1. [www.bajajfinserv.in](http://www.bajajfinserv.in)

## A STUDY ON EFFECTIVENESS OF LOAN DISBURSEMENT PROCESSES OF MAHINDRA FINANCE COMPANY AKLUJ BRANCH

**Mr. Dhainje Eshwar Vijay**

MBA Student,

Anekant Institute of Management Studies, Baramati

### Abstract

*Mahindra and Mahindra Financial Services Limited is one of India's leading nonbanking finance companies. Through a vast network of branches, they provide personalised finance for the widest range of utility vehicles, tractors and cars, focusing on the rural and semi-urban sector. MMFSL's rural financing is considered as the cornerstone of poverty reduction, rural development and inclusive growth in many parts of the country. With majority of our country's population living in rural India, their loans to over 10, 00,000 customers belonging to the low income. The present study is undertaken to evaluate the effectiveness of loan disbursement process from the perspectives of customers of Mahindra Finance from Akluj and Surrounding areas. The findings of this research are useful for company to strengthen their disbursement process and customer satisfaction.*

**Keywords:** Loan Disbursement, Effectiveness, Customer Satisfaction

### Introduction

Mahindra & Mahindra was founded by two brothers - Jagdish Chandra Mahindra & Kailash Chandra Mahindra. KC Mahindra went to the United States of America as Chairman of the India Supply Mission. He met Barney Roos, inventor of the rugged 'general purpose vehicle' or Jeep and had a flash of inspiration: wouldn't a vehicle that had proved its invincibility on the battlefields of World War II become ideal for India's rugged terrain, he thought. The Mahindra brothers joined hands with Ghulam Mohammed to become a franchise for assembling jeeps from Willy, USA. In the North Indian city of Ludhiana in Punjab, Jagdish Chandra Mahindra was born. The eldest of nine children, he lost his father at an early age. He believed strongly in education and made sure that his brothers and sisters studied hard. Jagdish Chandra studied at Veermata Jijabai Technological Institute (VJTI) Mumbai, one of India's premier engineering and technical Institutes.

### Products Offered

Mahindra Finance is a Non-Banking Financial Organisation (NBFC). The main areas in which it deals are Financing, Fixed

Deposit and Pan India distributor of Mutual Funds.

In financing activities, it includes- MMFSL Group Structure

Mahindra & Mahindra Financial Services (MMFSIL)

1. Mahindra Insurance Brokers Ltd (100%)
2. Mahindra Rural Housing Finance Ltd (87.5%)
3. Mahindra Finance USA LLC (49%)
4. Mahindra & Business Consulting Services Pvt. Ltd (100%)
5. 12.5% with National Housing Bank.

### Objectives of Study

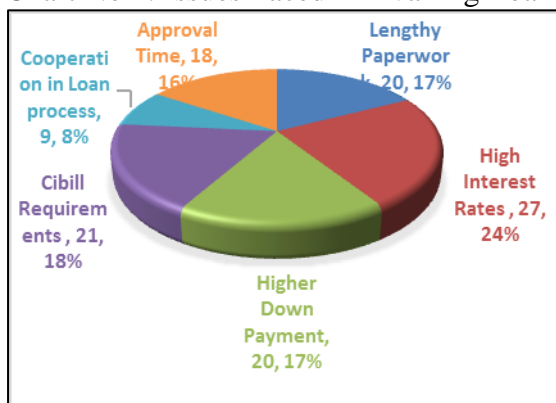
1. The find out various issues problem the faced by customers availing the loan.
2. To study effectiveness of the loans sanction process.
3. To find out average time to disbursement process.

### Research Design

This research is descriptive in nature. The descriptive method of research design helps me plan and carry out descriptive studies, designed to provide rich descriptive details about people, places and other phenomena. Population or universe was the aggregate of all units possessing certain specified characteristics on which the sample seeks

to draw inferences The population for this study is 252. The data needed for the research was collected from the members of the society. Total number of respondents interviewed for filling of questionnaire was 126 out of which 115 samples were selected for detail study.

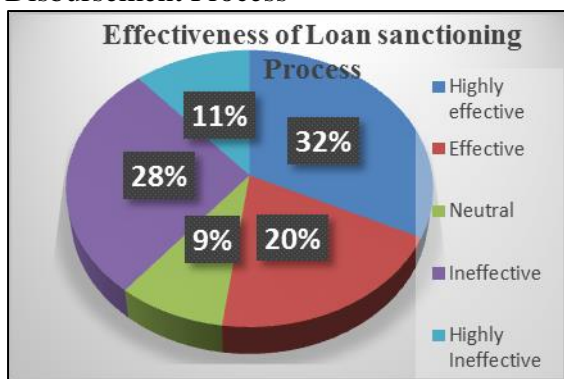
Chart No 1: Issues Faced in Availing Loan



Source: Primary Data

From the pie chart it is clear that majority of customers 27.24% face issue of higher interest rates. 21.18 % of respondents faced issue of Cibil score.

Chart No 2 Effectiveness of Loan Disbursement Process



Source: Primary Data

Above pie chart depicts that around 52% respondents perceive loan sanctioning Process is effective whereas 39% of respondents feel that process is ineffective.

Table No 1: Average Disbursement Time

Disbursement time	Respondents	Percentage
2-4 days	68	59%

4-6 Days	32	28%
6-8 days	10	9%
More than 8 days	5	4%
Total	115	100%

Source: Primary Data

It is clear from above table that, 59 % respondents experienced average disbursement time of 2-4 days. For 28% respondents the average disbursement time is 4-6 days

### Findings

1. Majority of the customers are satisfied with the services provided by Mahindra Finance.
2. Lack of awareness of CIBIL and Higher interest rates are few prominent issue faced by customers.
3. Majority (More than 50%) customers perceive that Loan disbursement process is effective
4. Customers are happy with the average loan disbursement time as the loans are disbursed in optimum time i.e. 4-6 days

### Conclusion

The study was undertaken to know the effectiveness of loan sanction process. The analysis depicts that majority of customers feel that the services and disbursement process is effective. The only prominent issue that customer face is higher interest rates which company can think to reduce

### References

1. Dr. Mathur B. S. (1988) 'Co-operation in India', sahitya bhavan, agra, 4<sup>th</sup> edn.
2. Haugh E. M., 'The co-operative movement in India' oxford university press, london.
3. The Maharashtra co-operative quarterly. vol. 193 December, 2010.
4. The Maharashtra co-operative quarterly Dr. R. B. Teli. Vol. no. 191, April/june 2010.
5. D. R. Shinde (2014), A study of urban co-operative credit society in Jalna city.
6. Dr. S. G. Khavas, (2006) : Financial Analysis of Employees Co-operative society in Nanded city. Annual report of the society.
7. Chouby B. N. (1968) Principles and practice of co-operation banking in India, Asia Publication house, Bombay.

## A STUDY ON DIFFICULTIES IN LOAN SANCTION AND DISBURSEMENT DUE TO COVID 19 SCENARIO AT BALASAHEB KALE PRIMARY TEACHERS CO-OPERATIVE CREDIT SOCIETY, LIMITED, PANDHARPUR

**Ms. Monika Sawant**

MBA Student

Anekant Institute of Management Studies, Baramati

### Abstract

*The credit organization plays a very important role in the rural as well as urban economy. Balasaheb Kale Primary Teachers Co-operative Credit Society, Limited is one of its type. Accepting deposits and granting loan is key functions of Balasaheb Kale Primary Teachers Co-operative Credit Society. At the end of 2019, a new virus, known as coronavirus or COVID-19, quickly spread around the world and affected on the functioning of society. In the absence of vaccine against the virus, many states have found themselves forced to take lockdown to flatten the curve of the spread of the virus. These measures have led to the closure of most societies and services whose activities are not considered essential and have forced people to quarantine in their homes. The mandatory shutdown of the society taking a toll on the activities carried out by it. Some of the difficulties faced by the member of Balasaheb Kale Primary Teachers Co-Operative Credit Society, limited at the time of loan sanction and disbursement due to COVID-19; hence the research had been conducted to know the problems faced by customers in availing loan from the society due to COVID-19 situation.*

**Keywords:** Quarantine, COVID-19, Disbursement, Shutdown

### Introduction

The credit organization plays a very important role in the rural as well as urban economy. Balasaheb Kale Primary Teachers Co-operative Credit Society, Limited is one of its type. The society is envisaged to encourage savings and thrift habits among its members. It performs the banking functions like accepting deposits and advancing loans to its members. The members of the society are primary teacher, who salaried persons and government servants. They are from common economic background. All the members of society are primary teachers. They fell short of their salary to meet other important as well as emergency needs. Balasaheb Kale Primary Teachers Co-operative Credit Society helps them in strengthening their financial position and to fulfil their needs in the time of emergency. It tries to relieve them from the clutches of savkars and money lenders. The members of the society are government servants. The number of members societies has rapidly grown. Balasaheb Kale Primary Teachers Co-operative Credit Society, Limited are treated as boon for its members as it helps in strengthening their financial position by advancing them loan in the time of their requirement.

This study focus on loan disbursed by balasaheb kale primary teacher's cooperative credit society in covid-19 period. The research conducted to know effect of covid-19 on loan disbursement of society, Covid-19 effect on functioning of society and various difficulties were faced by members of the society in availing loans. This study also helps to know the need of online loan approval and disbursement process for the society.

### Research Problem

Some of the difficulties faced by the member of Balasaheb Kale Primary Teachers Co-Operative Credit Society, limited at the time of loan sanction and disbursement due to COVID-19; hence the researcher has taken up this issue know the problems faced by customers in availing loan from BKPTCS.

### Objectives

1. To study the loans disbursed by Balasaheb Kale Primary Teachers Co-Operative Credit Society, Limited during COVID-19 period.
2. To study various difficulties faced by applicants in availing loans.

- To study the feasibility of online loan approval and disbursement process

### Research Methodology

This research is descriptive in nature. The descriptive method of research design helps to plan and carry out descriptive studies, designed to provide rich descriptive details about people, places and other phenomena.

#### Sample Unit

The sampling units in the project were members of the Balasaheb Kale Primary Teachers Co-operative Credit Society.

#### Sample Size

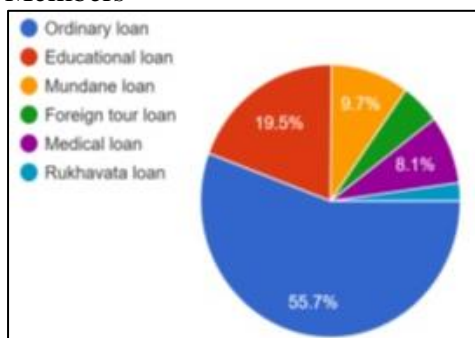
The members visiting the society were randomly selected. Total number of respondents interviewed for filling of questionnaire was 186 out of which 65 samples were selected for detail study.

#### Data Collection:

The primary data has been collected from the member of society. The area for the research was pandharpur city. There were 186 sample 42 respondents received on random sampling basis to collect the primary information. The data and information have been collected from the questionnaire. The secondary data is required to study the loan disbursed by the society. Internet searches, libraries, newspapers, internal books of the society and annual reports of the society were some important sources used to collect secondary data.

### Findings

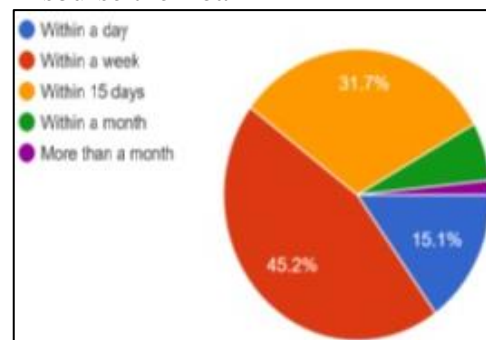
Graph No 1. Types of Loan Taken By the Members



Source: Primary Survey

Above graph depicts that ordinary loan were taken by the member. 55.7% respondents had borrowed ordinary loan. The total numbers of member borrowed ordinary loan were 103. 19.5% respondents were borrowed education loan. 33 respondents had taken a benefit of education loan. 18 respondents had taken mundane loan, so the percentage wise 9.7% respondents had taken mundane loan. 8.1% respondents availed benefit of medical loan. 15 respondents take a benefit of medical loan. 9 respondents borrowed foreign tour loan. 4.9% respondents borrowed foreign tour loan. 4 respondents availed benefit of rukhavata loan. 2.2% respondents availed benefit of rukhavata loan.

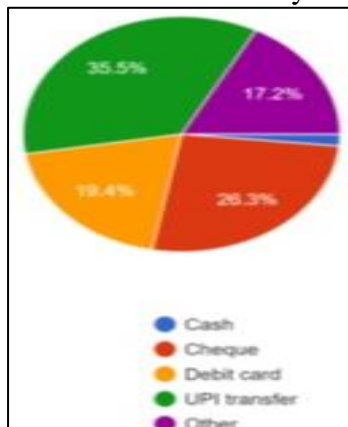
Graph No 2. Time taken by Society to Disburse the Loan



Source: Primary Survey

Above graph shows that 15.1% respondents got early loan disbursement after a loan sanction. The total number of respondent who got early loan sanction was 28. 45.2% respondents received their loan amount after loan sanction within a week. The loan disbursement made to 84 respondents within a week. 59 respondents got their loan disbursement within 15 days, so 31.75% respondents got their loan disbursement within 15 days. 6.5% respondents received amount of loan in a month. Loan disbursed to 12 respondents within a month. Very few respondents got delay loan disbursement that is it required more than a month time for disbursement. 3 respondents got delayed loan disbursement, so percentage-wise 1.6% respondents got delayed loan disbursement.

Graph No 3. Mode of Payments Preferred in Covid-19 Situation for Settlement of Loan Instalment by the respondents



Source: Primary Survey

### Suggestions

1. Balasaheb Kale Primary Teachers Co-Operative Credit Society, Limited, Pandharpur provide funds to primary teacher. The primary teachers are member of the society. At the time of survey it was found that very few members are female of the society. The society can frame scheme for women so that they will try to become a member of the society and get advantage of funds provided by the society.
2. Various members faced difficulty of fund scarcity. The society tries to make available fund for the member within a time. The society has to find out new sources of raising fund.
3. The COVID-19 disturbed the functioning of society. The members faced difficulties like Delay in application verification, Delay in Documentation verification, Non availability of bank loan section officer, Lengthy Sanction and Disbursement procedure, Scarcity of funds and lengthy sanctioning process due to COVID-19 situation. The members have need of fund in such difficult time. The society should reduce time span taken in verification of application and documentation.

4. When survey was conducted it was found that very few members faced difficulty of non-availability of loan section officer. The loans were not disbursed by the society in a short time.
5. Various members delay received their amount of loan. The society try to reduce time span between loan sanction and loan disbursement. The society made simple and short loan getting process.
6. At the time of survey it was found that maximum members are computer literate, 83.3% member of the society uses online payment system and they have found convenient in online loan getting process. More members are satisfied with online payment system. The society should think about the digitalization. It reduces various difficulties faced by the member.

### Conclusion

Balasaheb Kale Primary Teachers Co-operative Credit Society, Limited is a co-operative society registered under Maharashtra co-operation society act 1960. Member of the society are primary teacher. The COVID-19 pandemic could be the most serious challenges to the credit co-operative society. Credit co-operative society is being affected by COVID-19 and responding to the COVID -19 pandemic in various ways. Decreased productivity and lockdowns have started to take a toll on the co-operative society. The coronavirus outbreak has impacted on society; and with the ongoing liquidity concerns and lockdown situations it seems there's more trouble brewing for society. Some of the difficulties faced by the member of Balasaheb Kale Primary Teachers Co-Operative Credit Society, Limited at the time of loan sanction and disbursement due to COVID-19; hence the research was conducted to know the problems faced by customers in availing loan from Balasaheb Kale Primary Teachers Co-Operative Credit Society, Limited. This study focuses



on Covid-19 effect on functioning of society and knows the need of online loan approval and disbursement process for the society. The responses were collected from the member through the well prepared questionnaire. From the responses it was found that the members faced difficulties like Delay in application verification, Delay in Documentation verification, Non availability of bank loan section officer, Lengthy Sanction and Disbursement procedure, Scarcity of funds and lengthy sanctioning process due to COVID-19 situation. More members are satisfied with online payment system and they are computer literate. The society should think about the digitalization to avoid such kind of difficulties.

### References

1. *Dr. Mathur B. s. (1988) „co-operation in India, sahitya bhavan, agra, 4th edn.*
2. *Haugh E. M.,”The co-operative movement in India oxford university press, london.*
3. *The Maharashtra co-operative quarterly. vol. 193 December, 2010.*
4. *The Maharashtra co-operative quarterly Dr. R. B. T et. Al. Vol. no. 191, April/june 2010.*
5. *D. R. Shinde (2014), A study of urban co-operative credit society in Jalna city.*
6. *Dr. S. G. Khavas, (2006): Financial Analysis of Employees Co-operative society in Nanded city.*
7. *Chouby B. N. (1968) Principles and practice of co-operation banking in India, Asia Publication house, Bombay.*

## A COMPARATIVE STUDY OF SERVICES PROVIDERS BY DTH OPERATORS IN BARAMATI

**Ms. Prachi Prakash Londhe**

MBA Student,

Anekant Institute of Management Studies, Baramati

### **Abstract**

*The present study attempts to find out the level of comparison regarding some selected DTH companies. This study also tries to analyse the factors affecting selection of DTH Brands, Source of Awareness about DTH Services, and Popularity of selected DTH services and Mode of Recharging DTH A/C and finally it compares the performance of DTH with Cable TV. The word DTH stands for "Direct-to-Home". DTH is defined as the reception of satellite programmes with a personal dish located at the subscriber's home. DTH or Direct-to-Home is essentially a content delivery system. It allows the satellite transmission of the broadcaster's content into small receiving dish antennas located at the subscriber's home. The transmission is usually done in Ku-band (14/12GHz) to receiving dishes that can be as small as 45cm.*

**Keywords:** Direct-To-Home, Broadcasting, Transmission, Satellite

### **Introduction**

The working of DTH includes the process of transmission of programmes signals from broadcasting centre to the subscriber's DTH dish antennas. A DTH network consists of a broadcasting centre, satellites, encoders, multiplexers, modulators and DTH receivers. A DTH service provider has to lease Ku-band transponders from the satellite. The encoder converts the audio, video and data signals into the digital format and the multiplexer mixes these signals. At the user end, there will be a small dish antenna and set-top boxes to decode and view numerous channels. On the user's end, receiving dishes can be as small as 45 cm in diameter. DTH is an encrypted transmission that travels to the consumer directly through a satellite. DTH transmission is received directly by the consumer at his end through the small dish antennas. A set-top box, unlike the regular cable connection, decodes the encrypted transmission. DTH service provider has to lease Ku-band transponders from the satellite. The encoder converts the audio, video and data signals into the digital format and the multiplexer mixes these signals. At the user end, there will be a small dish antenna and set top boxes to decode and view numerous channels. The working of DTH includes the process of

transmission of programmes signals from broadcasting centre to the subscriber's DTH dish antennas.

### **Services Provided by DTH Connections**

The DTH provides HD channels as well as multiple language channels and latest Hollywood/Bollywood blockbusters movies and regional movies on pay movies basis and thus brings the theatre into the home of the customer.

1. Easy recharge by using various easily available recharge options such as IVRS, SMS, online via credit card or debit card or net banking account.
2. DTH has its own service centres that are spread across the country.
3. Multilingual customer care available across 3 zones in various languages,
4. Interactive services like Active Music Space, Tickers, Active channels, Gaming channels, OTT services are also provided.

### **Research Problem**

The problem faced by the local DTH service provider is they do not provide more free channels as compared to other DTH service providers because of some pricing issues. The present study is also useful to find out the factors which influence the customers purchasing

decision. This study also suggests ways for enhancement in the customer satisfaction of DTH service users which are very useful to all DTH service providers.

### **Objectives**

1. To study and compare the services provided by various DTH service providers.
2. To study and compare the features of the various DTH services.
3. To identify the problems or complaints of the customers about different DTH service providers

### **Research Design**

Data Collection: Primary data was collected through Survey Method which is very suitable to reach the appropriate information. Online questionnaire will be going to use to collect the required information. The questionnaire focused upon collecting information regarding customer satisfaction and comparison within various DTH service providers. Secondary data was collected from internet sites of different DTH service providers, internet publications and information brochures of DTH companies.

1. Sampling: Simple Random sampling procedure was followed. A sample is always a part of the desired universe and it should represent each and every aspect of the study being conducted. The only thing is that the sample being chosen is of relevance and accurate source of information. My sampling design is based on random sampling because each element gets probability to be included and all choices made are independent of each other. The sampling units in my project are customers or users of DTH services. The sample size used in this project is 100 DTH users. The sample size is selected on random basis.

### **Findings**

1. The Airtel Digital has the more market share than the other DTH service providers in Baramati area.
2. Most of the consumers are satisfied with their existing DTH connection and very

few wants to switch their service provider.

3. It has been seen that the local cable operators are not providing better services therefore they want to switch to DTH connection.
4. If customers want to change their DTH connection, 25% of them want Interactive Services in their next DTH connection, 55% want Online Services, while 10% each want Quality as well as all the features mentioned in options.
5. Almost all the customers get their recharge Easily. 5% are not getting easy recharge due to recharge service facility of their providers.

### **Conclusion**

DTH has many features such as clear picture quality, better sound quality, interactive services, radio channels etc. That is why people now prefer it over cable TV. Most of the customers are satisfied with their DTH service providers and they are ready to spend extra amount for extra services like internet. Majority of customers are attracted towards Discount scheme, 30% towards Promotional Offers, while 40% are towards Service packages. Remaining 5% are attracted towards Brand Image of DTH service provider.

### **References**

1. Avani Maniar And Krutika Muley, Opinions of the nuclear families regarding their usage of DTH TV, Asian. J. Home Sci., Dec. 2009 to May, 2010 Vol. 4 (2)
2. [2] Bhokare, S. (1999). Perception of housewives regarding the Influence of cable TV on selected areas of their Lives. (M.Sc.Thesis, M.S.University, Baroda (Gujarat).
3. Consultation paper on Headend- In- The-Sky (HITS), TRAI, July 24, 2007.
4. Naresh k. Malhotra, "Marketing Research an Applied Orientation", Pearson Education, 5th Edition, pp.109; 282-288; 304; 370 – 374; 485 – 545.
5. Navya, M. (2008). In control of the remote. Times of India. December 10, 2008.
6. Philip Kotler & Kevin Keller & Abraham Koshy & Mithileshwar Jha, "Marketing Management", Pearson Education, 13th Edition, pg no. 93.
7. Rural India's swift Digital TV Embrace, Business Standard, December 2010
8. Satellite and Cable TV, Journal of Broadcasting, February 2010, pp. 61-70.

## A STUDY ON CONSUMER PERCEPTION TOWARDS TVS TWO WHEELERS

**Mr. Subham Kakade**

MBA Student,

Anekant Institute of Management Studies, Baramati

### Abstract

*The research is concentrated on to Check the perception of Consumers toward TVS Motors and studying the effectiveness of Sales Promotion Strategies used by TVS motors with reference. The research was started with a leakage analysis of the customers visited TVS's authorized distributor during the period of May 2020 to Sept 2020. It was followed by prelaunch activities of J.J TVS. During this prelaunch activity various sales promotion activities like pamphlet distributions. The pamphlets were of J.J TVS and of various vehicles of TVS and of special marks multiplier schemes. Direct marketing, in this we cover the companies as well as big shop with a scheme. Motor cycle garage & two diving school with scheme that anyone send any customer to showroom, we will pay 800/- RS of incentives. After this event the remaining summer internship program was carried out at a 'Loan and Exchange Mela' which as carried out under J.J TVS at Bhigwan Road, Baramati. This event was most successful among the all because it attracted most know of customers. In this event the customers were not only given a chance to exchange their old vehicles with the new one from TVS but catered with various promotional schemes like marks multiplier scheme as mentioned above, promotional loan schemes specially made for loan and exchange mela by TVS CREDIT SERVICES LTD (A VEHICLE FINANCE FIRM OF TVS GROUP). The people were also getting various benefits like free petrol tank offer on Sunday booking, Discount on accessories for cash customers etc. Primary data required to study of the check the existing customer satisfaction level and effectiveness of Sales promotion strategies was collected through well-structured questionnaire which was filled by sample space of 176 customers (sample units) who bought a TVS vehicle from different locations.*

**Keywords:** Perception, Effectiveness, Direct Marketing, Customer Satisfaction

### Introduction

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with annual turnover of more than USD 1 billion in 2008-2009, and is the flagship company of the USD 4 billion TVS Group. TVS motor currently manufactures a wide range of two wheelers from mopeds to racing inspired motorcycles. The Company has 4 plants - located at Horus and Mysore in South India, in Himachal Pradesh, North India and one at Indonesia. The company has a production capacity of 2.5 million units a year. TVS Motor's strength lies in design and development of new products – the latest launch of 7 products on the same day seen as a first in automotive history. We at TVS deliver total customer satisfaction by anticipating customer need and presenting quality vehicles at the right time and at the right price. The customer and his ever changing need is our continuous source of

inspiration. The TVS Group has always been inspired by a century long mission and vision of its own destiny. It is not just a business but a way of doing business which Sets TVS Apart from other. Back in 1911, to the founder of the company, the ordinary ambitions of a bus fleet operator or a vehicle servicing business would not suffice. Rather, he wanted to create an enduring business led by a family of likeminded. The Company's overall two wheeler sales declined by 7% mainly due to overall sluggish performance of the industry. Mopeds grew at 1.9% while motorcycles declined by 10.5% and scooters by 15%. Three wheeler sales of the Company increased by 22.3% from 0.40 lakh in 2018-19 to 0.49 lakh in 2019-20. Sales of spare parts grew by 6.5%. Economic Times conducts an annual survey to select most trusted brands across categories, based on attributes of Quality, reputation, pride and recommendation among others. The Company was awarded with the 12 coveted

title of "India's most trusted brand in the 2W category for the year 2019" and the Company was also conferred "CII-ITC Sustainability award for 2019" by the President of India.

### Research Problem

Though the Two wheeler automotive sector is going to be among the fastest growing sector in India but as the recent trend shows the sales of almost all the two wheeler manufacturers had declined in 2019-20. In such situation one has to take into account the spending of these manufacturers for their marketing activities. In the declining phase of the industry if TVS or any other market leader in this sector has to increase the sale they have to use various innovative sales promotion tools to push their product to the customer. The cost of sales promotion is as high as 70% as the marketing communication budget of the company. So in this context the effectiveness of various sales promotional tools has to be evaluated as the results will enable the company to take crucial decisions of spending on different sales promotional tools as per their affectivity. This research can be helpful to also decide about when and where, which sales promotional tool will be helpful to boost the sales of a company.

### Objectives

1. To study sales & promotional strategies implemented by TVS MOTORS In
2. Baramati City.
3. To compare the demand of Two Wheeler between TVS Motors and Competitors.
4. To study of Innovative Promotional Strategies adapted by TVS MOTOR
5. To study the Customer Satisfaction Level after Sales Service
6. To compare the demand of Two Wheeler between TVS Motors and Competitors

### Research Design

Descriptive Research design is followed in this project. This is typically concerned with Determining the frequency with which

something occurs or how two variables vary together. Besides these, it helps to describe the characteristics of certain groups, to Estimate the proportion of people in a specified population, to make specific predictions and to determine whether certain variables are associated.

Primary Data: Through Questionnaires (from Desk JJ TVS Baramati)

Secondary Data: Through official website of TVS Motors

Sample Size: 176 Respondents

Sampling Unit: Customers who most recently bought TVS Motor's two wheeler automotive vehicle.

Questionnaire Design:

Structured Undisguised questionnaire was used in the study for the purpose of data Collection. Both close-end and open-end questions are used in this questionnaire because The statement of alternatives in the close –end questions allows the respondent in Recalling and formulating the answer and in the open –end questions the respondents has Got the freedom to express his views in his own words pertaining to any aspect of the Issue raised.

### Findings

1. TVS enjoys a high patronage from its customers.
2. Most of the customers had a good experience of shopping at TVS.
3. The satisfaction levels can also measure with the level of recommendations to friends and associates; it is evident that more than 80% customers are satisfied with the service offered at TVS.
4. The probability that the customers would repeat that purchase at the same showroom is high, which is a good sign.
5. It has been observed that 10% of customers have reported a slack in the delivery process.
6. 42% of total respondents were owning TVS JUPITOR, 31% WEGO and 7% sooty streak, from this we can clearly say that TVS Motor has a command on scooter segment but the same time the

sample units owning phoenix were only 5% and Star City, Sport were 1% and 5% respectively.

7. 80% of the respondents say this is their first TVS TWO wheeler, so expectations of these customers can be loan and exchange mela followed by free insurance for 1 year, special marks multiplier scheme, TVS's all vehicle rally and canopy respectively taken into account for future developments.
8. Various sales promotional activities were the source through which Maximum of the customers decided to buy the TVS vehicle.
9. According to ratings given by customers as which of the sales promotional tool will create most impact on consumer's buying preference towards two wheeler vehicle, highest is. 10. 79% of customers say there should be changes or improvement in sales promotional activities

#### **Suggestions**

1. Some of the customers have complained about the slack in the delivery process and timings. Therefore, this is the area which I recommend to the showroom to focus a little bit more. It needs to improve its delivery process and time. Need to become little quick and fast.
2. Some of the customers have also complained about the after purchase services provided by the showroom. Even though the complaints are minor, the showroom needs to resolve the customer after purchase service issues in order to achieve customer satisfaction.
3. The maximum sale of TVS constitute of scooters so it is quite obvious that the motorcycles are lagging behind some or other way, so various sales promotional activities should be implemented to boost the sale of products like PHOENIX 125.
4. Needs to develop motorcycles with better features to compete the leaders in

market like Discover 100T, 125ST, Shine, Pulsar, etc.

5. As shown by the research LOAN AND EXCHANGE MELAS were the most successful to attract the customer, so in order to increase the effectiveness of another sales promotional tools.
6. After implementing the promotional strategies, a small training should be given to dealers so that they can explain the offers and benefits to the customers properly.
7. As per the suggestion of the customers there should be time to time improvement in the sales promotion strategies considering maximum benefits to the customers.

#### **Conclusion**

TVS is doing aggressive marketing these days. Under this aggressive marketing they are visiting each and every institution and every segment in the market; it is an excellent way of aggressive marketing. In additions to this TVS is also visiting to each village for the search of potential customers. During our project work we found some draw backs. If these draw backs can be eradicated it will prove to be helpful for the company.

#### **References**

1. Aaker, D. A. (1991), *Managing Brand Equity*, Mac Milan, New York, NY.
2. Awasthy, D., Banerjee, A. and Banerjee, B. (2012), "Understanding the Role of Prior Product Knowledge to Information Search-An Application of Process Theory to the Indian Market", *Asia Pacific Journal of Marketing and Logistics*, Vol. 24 (2), pp. 257-287.
3. Beatty, S. E. and Smith, S. M. (1987), "External Search Effort: An Investigation across Several Product Categories", *Journal of Consumer Research*, Vol. 14 (1), pp. 83-95.
4. Chaudhuri, A. & Holbrook, M. B. (2001), *The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*, *Journal of Marketing*, Vol. 65 (2), pp. 81-93.
5. Coupey, E., Irwin, J. R. and Payne, J. W. (1998), "Product Category Familiarity and Preference Construction", *Journal of Consumer Research*, Vol. 24 (4) p. 459-468.

# Reduce cycle time of CMM inspection with help of new Proposed CMM room layout by using plant layout method

**Mr. Prashant R. Mahadik**  
Quality Head, Wellpro component  
Shiroli MIDC, Kolhapur.

**Dr. Ganaraj Mane**  
Bharti Vidyapith Yashwantrao  
Mohite Institute of Management,  
Karad.

**Abstract:** Coordinate measuring machine is most important machine in dimensional methodology. Calculation of inspection time is main factor in today's quality. In this paper calculate the CMM inspection cycle time with help of time watch. Here study the comparison between the previous CMM layout and new CMM room layout. The research study is comparative cycle time of CMM inspection in CMM room layout.

**Keywords:** Coordinate metrology cycle time, lead time plant lay out.

## Introduction:

Cycle time reduction is an important issue to improve customer responsiveness when several work places are required to new layout the machining and material handling between the work places can be very time consuming.

In the globalised world new technique are to be developed ever organization is the focus on reducing production cost, time as well as reduce inspection time

- Inspection has three types

- 1) Incoming raw material inspection
- 2) In process raw material inspection
- 3) Final means finished inspection.

CMM inspection is required for the in process inspection and final inspection work. In process jobs are to be checked on CMM and pre dispatch job are to be checked on CMM. This inspection time can be reduced with the help of CMM plant layout. India is fast growing global manufacturing

hub. In India skill labor Proper process capital engineering and manufacturing history is available. Neeta group is one of the leading available medium scale units in the fields of precision machined components for past 30 years in Kolhapur.

Customer satisfaction is the main aim of the organization. Customer required good quality of the product. Repeatability & reproducibility of products are maintain with the help of quality control method. Use the various quality control tools, instruments, gauges & machine in the organization.

## Objective of study:

In the view of introductory remarks the statement of the problem the study area and the study universe following have been set the objectives of present study;

- 1) Reduce cycle time of CMM inspection
- 2) Develop new plant room layout of CMM inspection

3) Maintain 5s at CMM room.

### **Literature review**

The research paper is not publishing on CMM room layout. The previous CMM room layout is change and new CMM layout is developed.

Research Methodology:

### **Sources of data collection**

In the overall study two types of data are used, primary data & secondary data.

#### ➤ **Primary Data :**

#### ➤ **Source :-**

From machining division, the information such as different processes & their sequences of operation to produce is collected. Calculate the time of value added & non value added activities are measure & recorded.

The layout of these entire departments is observed & recorded. In those layouts, path followed by the product & total distance travelled is also observed, measured & recorded.

Also time required by various types of material handling equipments to handle or move material from one station to another is calculated used for study & inventory of the department is directly measured & recorded.

### **Methods:-**

For collecting all these data, different methods like direct observation discussion

with workers, management & other personnel, stop watch method are used.

### **Secondary Source:**

For the study, some secondary data is also used like profiles of organization, list of customers, list of products with their quantities, sheet giving different defects in various products etc.

1. Primary data: collected in the organization
2. Secondary data: Data collected with help of observation of activities conducted in the CMM room through CMM in charge.

### **Theoretical background**

#### **Plant layout:**

**Definition:** Plant layout refers to the arrangement of physical facilities such as machines, equipment, tools, furniture etc. in such a manner so as to have quickest flow of material at the lowest cost and with the least amount of handling in processing the product from the receipt raw material to the delivery of the final product.

Physical facilities are arrange in the plant layout. Machines, instruments, tools are arrange in the proper way. The plant layout have the fast flow of material & less amount of handling the material. Less material handling from raw material stage to the final



stage. Best plant layout is easily effect on the time & cost of the material handling.

- (a) Product layout
- (b) Function layout
- (c) Location layout
- (d) Group layout

### **Objectives of good plant layout:**

A good developed plant layout is the best option for the achieving the following objectives:

- Proper use of present place shop floor.
- Movement of material from one place to the another place without any bottleneck.
- Proper use of production capacity.
- Decrease the material movement costs.
- Proper use of labor efficiency.
- Decrease & prevent the accident.
- Provide the quantity of product and product flexibility.
- Produce the job in observation & control the process.
- Present the employee safety equipments and body precaution.
- Proper plan wise machine maintenance and plant equipment is done.
- Increase production of component.

### **Types of layout:**

Plant layout is classified in four

types:

### **Time Study:-**

Time study is called as a work calculation technique for measuring the time & price of working for the raw material of itemized component carried out under specific conditions, and for conclude the information so as to find the time necessary for carrying out the component at a explain the level of performance. A time study has been carried out for all operation on the hub in the layout by direct observation method & the observation data listed in table.

Time study is the important section in the production management. Time is beneficial for the target or schedule. Time study is use in the many organization. Time study is calculate the time of the every operation. Costing is depend on the product of the cycle time. Overall product process time is easily calculate with the help of the time study.

## Methods of Measuring Work

There are four common methods.

### Direct Observation Methods

- (i) Stop-watch studies.
- (ii) Activity (or work) sampling.

### Synthetic Methods

- (i) Using standard data.
- (ii) Predetermined motion time.

## Material Handling Equipment

Material handling process are involve the movement, storage, control and safety of material, goods and products or component throughout the process of manufacturing, distribution, consumption and disposal. Material handling process is the mechanical process involved in the complete standard system. Material handling machinery & equipment is generally classified into four main groups: storage and handling equipment, engineered systems, industrials trucks, and bulks material handling.

### Principles of Material Handling

Material handling is a method, the efficiency of which is utilized by the following principles:

1. The material movement is not involved in the first principle. The material movement is the less in the first principle of material handling.

Choice of the material handling equipments & machinery is important. Proper machinery & equipment reduce the material handling.

2. Create the shortest road map for the material handling purpose. Reduce the cycle time of the material handling.
3. The distance of one place to the another place should be minimized. This can be attained through less distance routes and elimination of back tracking.
4. Minimize handling or at best eliminate it wherever possible. No handling is the best handling because movement not done.

### Importance of Materials Handling

It is hard to realize how important are materials handling in the time of operation because it is similar to the every organization. Material handling is the important. It is reduce the cycle time & cost. Materials handling problems & prospects assume importance due to a number of factors:

1. Various observation shows that the manufacturing companies spend the 20 to 25% cost on the material

handling. What the cost in any particular organization may be is largely the result of the process and equipment used.

2. In the material handling each part is handled at the 50 to 60 times. All component move with help of the chain. Expressed in tones, it is found that on an average 59 tones of materials are handled for every tone of finished product.
3. Disability is the two type. First one permanent & second one is the temporary.
4. Reduce damage claims — Standard material handling process reduces the damages of the material & equipment.
5. Ease drudgery for employee — manually material handling is the costly & time consuming. Auto material handling is reduced the time of the material handling.
6. Material handling equipment has more opportunity & threat in industry. Competition is create the new technology in industry. The area of the material handling is fully explained. Material handling equipment is increase the competition in the global market.

Material handling require in the today's industry.

### **Types of material handling equipment:**

#### **1. Storage and handling equipment**

First type of material handling equipment is storage and handling equipment. These equipment is involved in these explanation is usually non-automated storage equipment & material.

#### **2. Engineered systems**

Standard engineered systems are typically custom engineered material handling system. Conveyors, handling robots are included in these section. Engineered systems are the best system in the manufacturing sectors.

#### **3. Industrial trucks**

Industrial trucks are use in the industry. Industrial trucks are commonly used in the warehouse. Trucks are auto, manually operate by operator. Trucks are operate by gasoline, propane, electrically. Forklift trucks are the best example of Industrial trucks but they are use in the many industries.

### **Information of CMM Machine:**

Coordinate measuring machines (CMMs) are best result oriented quality checking instrument. It is a device for measuring &

calculated the physical geometrical dimension of a component. The cmm machine may be manually handled by cmm operator or it may be computer controlled machine. Measurements are calculate by a probe attached to the third moving axis of this machine. This probe touches the component of the body and allows collecting discrete points on the component surface. The every CMM has three axis; x,y,z. The cmm machine operate by thumb rule. The physical configuration of CMMs varies brodly, but probe will move & rotate with the three axis.. Cmm machine are use in auto industry, rubber industry, plastic industry etc. Five type of cmm are use in the industry. There type as below.

1. Cantilever cmm machine.
2. Bridge cmm machine.
3. Column cmm machine.
4. Horizontal arm cmm machine
5. Gantry cmm machine.

Photo of CMM MACHINE:



Three dimensional measurements are required for various components. Cmms are useful for many purpose. These are manufactured in both manual & computer controlled models & come in a wide range of sizes to accommodate a variety of application & variety of manufacturing companies. The main advantage of coordinate measuring machine is the quicker inspection with accurate measurements.

### **Definition of CMM machine:**

A coordinate measuring machine is a 3d device for measuring & calculate the physical geometrical characteristics of an object or product or component.

### **Application of Cmm machine in various industry:**

1. Automobile industry.
2. Oil & sheet metal industry.
3. Aerospace industry.

4. Rubber & plastic industry eg. Cap, bottle.
5. Medical industry eg. medical instrument

2. Quality casting at a competitive price.
3. Building career long relationships with satisfied customers.
4. Design Green foundry by increasing waste diversion while being protective of human health and the environment.

**Company profile:**

**VISION**

Experienced leadership combined with ambitious entrepreneurship to deliver quality products on-time at a competitive price by frequently upgrading manufacturing & quality control technologies, and empowering employees to improve performance at all levels of operations.

**OUR GOALS**

1. Dimensionally accurate, lightweight castings particularly for the auto industry

**QUALITY**

The company has earned a reputation for quick deliveries, best quality, affordable pricing and good customer service(Client testimonials).

Customer satisfaction is the main aim of the organization. The ISO & IATF certified company. Quality department is focus on the continous improvement.

**Our Esteemed Clients**

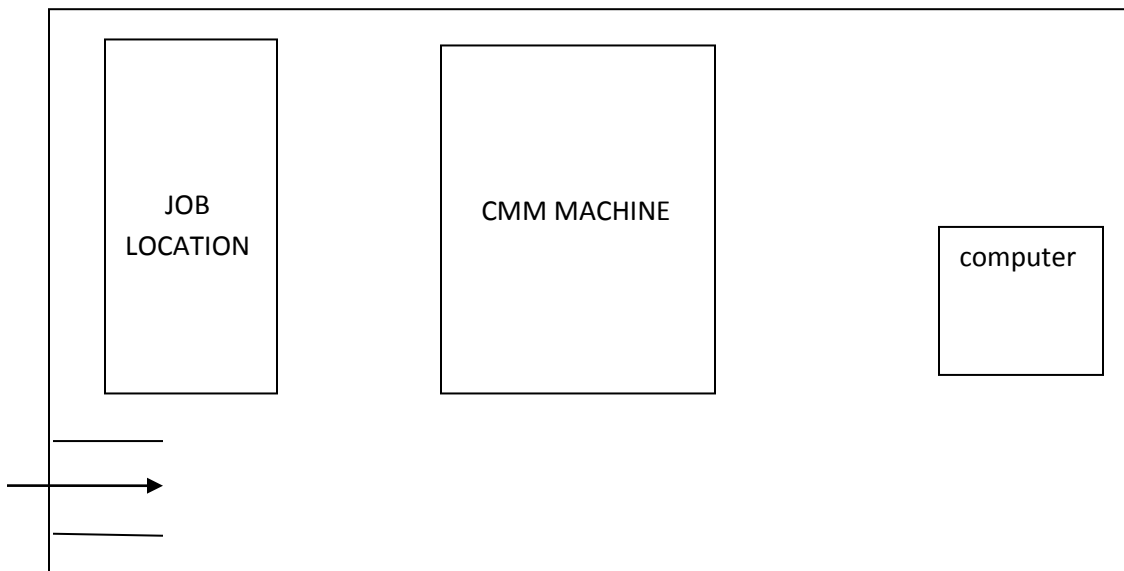




**Data analysis and interpretation:** The present CMM room layout is studied and make new proposed CMM layout. The present CMM room has no section for preinspection and post inspection parts, hence confusion can be created during inspection of parts. CMM fixtures are not available in proper location.. Dash board is not available. Normal tube light

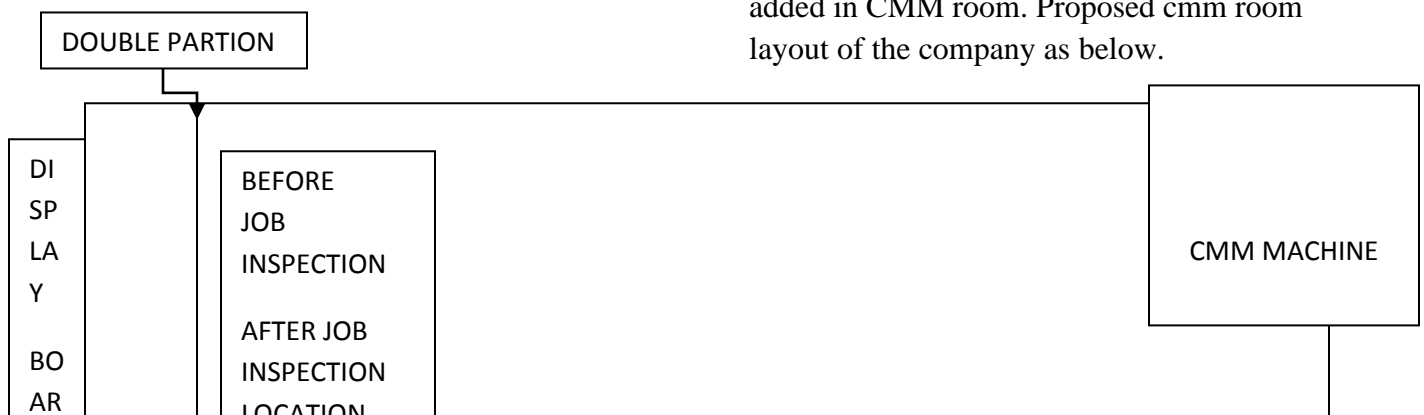
is providing the 100 to 150 lux light. Dashboard use for the highlighting nc or deviated parts.

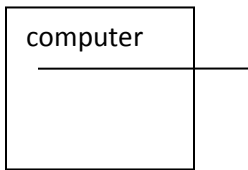
**Previous cmm room layout of the company as below.**



The proposed CMM layout is modern CMM layout than the present one. Crane is added in proposed lay out which can be use for loading and unloading heavy jobs as well .Time of operators saved and does not feel fatigue. Two sections help in reducing confusion and NC can be easily identified

and highlighted with the help of dashboard. Fixture section with tagging system can help to reduce the confusion and can be time saving for the CMM operator. New led light is attached in the standard room. New led light is providing the 800 lux. It is sufficient light for the CMM room. New partion is added in CMM room. Proposed cmm room layout of the company as below.





### SOME PHOTOS

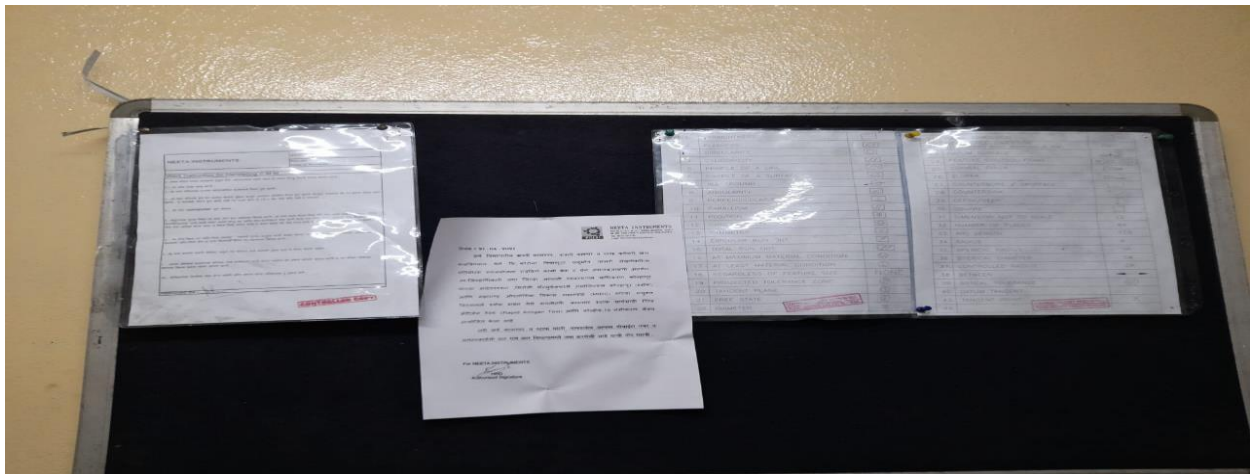
1) Proper job location.



2) CMM ROOM



3) NC DASHBOARD



4) FIXTURE IN TRAY



**TIME STUDY:-**

Reduce the cycle time with help of new layout of CMM room.

Sr no.	Old layout	Proposed layout.
1.	Loading & unloading time 10 min.	Loading & unloading time 5 min.

**Conclusion:**

- 1) Loading unloading time is more
- 2) Inspection time is more.
- 3) Improper material handling no facility
- 4) No 5s system in CMM room

**Suggestion**

- 1) Crane/ lift should be installed in the CMM room
- 2) Pre and post CMM inspection section should be created
- 3) Dashboard for highlighting nc should be created
- 4) All fixtures are put in plastic tray.

**References**

- i. S. A. Chunawala, Production Management Reference Book, Himalaya Publishing House 2012.
- ii. Martand T. Telsang, Production Management, S Chand Publication.
- iii. S. N. Chary, Production And Operation Management, Mcgraw Hill, Sixth.



## A STUDY ON MANAGING SUPPLY CHAIN RISKS DURING COVID 19 PERIOD

<sup>1</sup>BhausahabKambale and <sup>2</sup>Dr. Abhishek Dikshit

Anekant Institute of Management Studies (AIMS), Baramati

<sup>1</sup>bhausahab7660@gmail.com, <sup>2</sup>draydikshit@gmail.com

### ABSTRACT

*In most supply chains, the COVID-19 pandemic is producing risks and disruptions. Several theories may inform supply chain managers' efforts as they respond to these hazards. In this paper, we look at how lessons from total cost of ownership, supplier segmentation, and supply chain change management theory can be applied to efforts to respond to COVID-19 supply chain risks and disruptions across seven companies in different industries, supply chain positions, and countries. The change required to adapt to threats, on the other hand, will take time, and for many businesses, the hardest work is yet to come. Our findings also depict a more nuanced and complex picture than that presented in the popular press; a focus on near-shoring does not always imply leaving affected countries, and the shift in total costs of ownership may be partial and temporary. The limitations of the theories under consideration are addressed, and recommendations for management and further study are offered as a result.*

**Keywords:** Supply Chain Risks, Digital Supply Network models

### Introduction

Managing Supply Chain Risks (SCR) is a function of Operations and Supply Chain Management concerned with organizational activity aimed at bettering the performance of SCM in organizational settings. In the Covid period, influence MSCMR lies mainly in supply chain obstructions and difficulty in recovering production due to the delayed return of workforces, lack of personnel mobility, and traffic restrictions. The magnitude of these disruptions increases as the time to recovery lengthens. And the impact on the industry will be far more significant if the spread of the virus impacts other key industrial countries beyond China. In the long term, the manufacturing industry should get back on track. This topic is selected for study because the researcher felt the need to study Managing Supply Chain Risks during Covid 19 Period. The researcher aims to study that while COVID-19 may be the catalyst for companies to revisit their global supply chain strategy and accelerate the adoption of Digital Supply Network models and capabilities, short-term

actions need to be made to respond to the immediate challenge.

### Review of Literature

Table 1: Anticipated impact of COVID-19 on supply chain based upon theories considered (See Appendix)

### Statement of Problem

The goal of this paper is to respond to this call by empirically exploring how companies are responding to the COVID-19 pandemic, how lessons from total cost of ownership, supplier segmentation, and supply chain change management theory may inform those efforts, and, finally, to suggest actionable implications for managers and research topics. Hence this study.

### Research Question

How can businesses respond to the sudden shift?

### Objectives

1. To study ways by which SCR can be managed during Covid 19 period.
2. To study the factors affecting SCR.
3. To study expectations of SCM experts with respect to digital SCRM as a solution to manage SCR.

### Research Methodology

1. Nature and source of data/information to be collected:

- This research is empirical in type and descriptive in nature.
- The source of primary data is E-Questionnaire and Schedule.
- The source of secondary data is Books, research papers and website

2. Sampling Method Used:

- Convenience Random Sampling
- Area: Baramati City
- Population: 50 respondents who are employed in various companies as SCM Experts
- Sampling Unit: 40-50 respondents from 7 Companies

### Table 2: Overview of dataset (See Appendix)

### 3. Data Collection Tools:

- Schedule for Objective 1
  - E-Questionnaire for Objective 2
  - Schedule and Secondary Data for Objective 3
4. Method of Data Collection:
- Google form Questionnaire
  - Schedule Data collection by personal visit and meeting respondents

- Secondary data collected from Journals and Books

### Table 3: Example Interview Questions (See Appendix)

### Data Analysis

- Analysis will be done using Google Sheets for E-Questionnaire.
- MS Excel will be used for analyzing data collected from Schedule.
- Percentage analysis method will be used.
- Diagrams and Pie Charts will be used for representing data and interpreting it.

### Limitation

Due to Covid period E Questionnaire is preferred for collecting data. Respondent opts to collect data only from employees present in Baramati.

### Scope

The study has limited its scope to SCM Risk Mgmt. practice. Perception and Opinions are studied from employee perspective only.

### Data Analysis

**Table 4:** Changes in relevance of total costs of ownership (TCO) drivers experienced by case companies (See Appendix)

**Table 5:** Changes in relevance of supply risk drivers experienced by case companies (See Appendix)

### Findings

### Part A: Objective 1

As the COVID-19 threat increases, firms can take the following steps to protect their supply chains: Steps for organizations operating or doing business in impacted nations could include:

1. Reinforce screening methods
2. Prepare for increasing absenteeism
3. Restrict non-essential travel and promote flexible working options
4. Educate staff about COVID-19 symptoms and prevention
5. Prepare succession plans for key senior positions
6. Focus on cash flow
7. Align IT systems and support to increasing job requirements

### **Part B: Objective 2**

Companies that manufacture distribute, or source from suppliers in impacted countries may take the following steps:

1. Increase the focus on workforce/labor planning
2. Increase the focus on Tier 1 supplier risk
3. Illuminate the extended supply network
4. Understand and activate alternate sources of supply
5. Update inventory policy and planning parameters
6. Improve inbound materials visibility
7. Prepare for plant closures
8. Increase the focus on production scheduling agility

### **Part C: Objective 3**

Companies selling products or commodities to impacted nations may take the following steps:

1. Confirm short-term demand-supply synchronization strategy
2. Prepare for potential channel shifts
3. Understand the demand effect specific to your business
4. Consider other incoming logistics possibilities.

5. Improve allocated available-to-promise capabilities
6. Establish communication connections with key clients
7. Prepare for the rebound
8. Conduct global scenario planning

### **Table 6: Overview of findings (See Appendix)**

#### **Interpretation**

Table 7: Interpretation of findings by theory (See Appendix)

#### **Recommendations**

There is need for a new supply chain paradigm in the future. COVID-19 shows that many companies are not fully aware of the vulnerability of their supply chain relationships to global shocks due to a decades-long focus on supply chain optimization to minimize costs, reduce inventories, and drive-up asset utilization has removed buffers and flexibility to absorb disruptions. Fortunately, new supply chain technologies are emerging that drastically improve visibility across the end-to-end supply chain, allowing businesses to better withstand such shocks.

The old linear supply chain paradigm is being replaced by digital supply networks (DSNs), which provide end-to-end visibility, collaboration, agility, and optimization by breaking down functional silos and connecting enterprises to their entire supply network. DSNs are designed to foresee and tackle future difficulties by leveraging sophisticated technologies such as the Internet of Things, artificial intelligence, robotics, and 5G.

Organizations that implement DSNs will be prepared to deal with the unexpected, whether it's a "black swan" event like COVID-19, a

trade war, an act of war or terrorism, regulatory change, a labour dispute, abrupt surges in demand, or supplier bankruptcy.

### **Conclusion:**

Our research contributes by providing actionable and measurable findings on the pandemic, as required. We also take into account changes in supply chains that have been widely discussed in the popular press, providing theoretical foundation and consideration, and resulting in a much more nuanced picture of supply chain risk management during the pandemic. Our research examines how the pandemic's supply chain impact is felt around the world, across industries, and throughout the supply chain. We add to the small number of empirical data on how supply chain managers are dealing with the pandemic and suggest a few crucial areas for further action and research. All three theoretical inputs considered in this research provide useful information to supply chain managers in their efforts to respond to the pandemic, and some crucial conclusions may be drawn. These are used to inform future industry research and efforts.

Although total costs of ownership are shifting in favor of near-shoring and in-market sourcing, some cost drivers, such as logistics expenses, may be transient. Customers may outweigh higher purchasing costs associated with near-shoring only in the short term, until general product availability improves, because the costs and change involved in identifying, qualifying, and implementing new suppliers add costs and time, while customer satisfaction

with product availability may outweigh higher purchasing costs associated with near-shoring only in the short term, until general product availability improves.

During the pandemic, supplier risks have increased, notably in terms of supply availability, and enterprises are reporting active efforts to introduce near-shore and in-market extra and alternative sources as a strategy to reduce dependency and supply risk. These new sources may not replace existing suppliers, but rather complement them, and, contrary to popular belief, “leaving China” may not be on the table as much as geographical diversification. The pandemic has increased the importance of accelerated diversification, which had already begun in response to tariffs on Chinese goods. However, due to the difficulties of change management and the necessity to engage with suppliers, efforts to discover, implement, and ramp up suppliers will take time.

If you choose a topical topic that is very much on the minds of supply chain managers, it will be easier to obtain industry interest and participation in research. Participants in this study were keen to go over interview notes and research findings, learn about other firms' research findings, and stay current on the findings and next steps. Clearly, this means that working at the cutting edge of industrial practice and challenges benefits researchers. This would also result in a stronger societal return on investment in research, which is critical in the face of pandemic-scale challenges.

### **References**

1. CNBC - Japan-creates-automotive-task-force-to-address-coronavirus-impact
2. Contagion: How Covid-19 will impact different sectors, By FORTUNE INDIA, Mar 24, 2020
3. Economic Times - China's car stimulus will only create new problems
4. ET Bureau, ICRA cuts diamond sector outlook to negative on coronavirus, By SantanukaGhosal, 20 February 2020

5. ET Bureau, India, China could explore measures to boost trade hit by Covid-19, By Dipanjan Roy Chaudhury, Apr 04, 2020
6. [https://www.business-standard.com/article/companies/challenges-await-firms-after-covid-19-work-from-home-may-become-permanent-120040500935\\_1.html](https://www.business-standard.com/article/companies/challenges-await-firms-after-covid-19-work-from-home-may-become-permanent-120040500935_1.html)
7. <https://www.mycii.in/KmResourceApplication/65670.TowardsanOrganisedSafeandSustainableRestartoftheEconomy.pdf>
8. <https://www.techcircle.in/2020/03/30/govt-forms-11-empowered-groups-to-manage-covid-19-challenges>
9. <https://www.unido.org/stories/coronavirus-economic-impact>
10. The Covid-19 fallout, Quantifying first-cut impact on the pandemic, Impact note by CRISIL, Mar 19, 2020
11. Times of India - US Congress, negotiators reach deal on \$2-trillion coronavirus aid package
12. World Economic Forum (<https://www.weforum.org/agenda/2020/03/3-ways-coronavirus-is-reshaping-education-and-what-changes-might-be-here-to-stay/>)

**Appendix**

**Table 1: Anticipated impact of COVID-19 on supply chain based upon theories considered**

Theories Considered	Anticipated Implications of COVID-19 Impact on Supply Chains Based upon Theory Considered	Selected References
TCO	Beyond purchase price delivery and other logistics costs become more important supply chain cost consideration	Ellram (1993); (1994); (1995); Fawcett et al. (2007); Handfield et al. (2020); van Hoek (2020); Hasan et al. (2020)
	Negative TCO impact of the pandemic makes low-cost country sourcing less favorable	
Supplier segmentation	Pandemic has driven a greater supply risk focus; more bottleneck and strategic suppliers	Kraljic (1983); Padhi et al. (2012); Hesping and Schiele (2016); Handfield et al. (2020); van Hoek (2020)
	Collaboration and ensuring supply focus of growing importance over cost competition	
Supply chain change management	Change may take an extended time window	Frankel et al. (2008); Geer and Ford (2009); Van Hoek et al. (2010); Harrison et al. (2014); Mena et al. (2019); Pourmader et al. (2020); Boffelli et al. (2020)
	Need for learning during the change process	
	Cross-functional engagement important but potentially limited to a few functions	

Source: Secondary Survey

**Table 2: Overview of dataset**

	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Industry	Tools and DIY products	Electronics	Fitness and outdoor equipment	Vision products	Aerospace	Flooring	Wood products, tiling and sanitary products
Supply chain position	Manufacturer	Distributor	E-commerce company	Manufacturer	Manufacturer	Manufacturer	Manufacturer
Geography	USA	Middle East	USA	USA	Europe	USA	Latin America
Company size	Small-medium size	Medium-sized	Small-sized	Large-sized	Large-sized	Medium-sized	Large-sized
Respondent title	Head of supply chain	Head of logistics	Head of supply chain	Head of procurement	Head of procurement	Head of supply chain	Supply chain manager

Source: Primary Survey

**Table 3: Example Interview Questions**

TCO	Are you considering factors beyond purchase price more or less in the current environment?
	How is supply chain design being reconsidered in the current environment?
	Are you considering more near shoring and local sourcing?
Supplier segmentation	How are you engaging suppliers in your risk management efforts?
	Are you seeking collaboration, focusing on ensuring supply focus?
	Are you more or less focused on payment terms and cost competition?
Supply chain change management	What changes are you able to make short term?
	What changes are you targeting for the mid- to long-term?
	Do you have a pre-developed approach or is there a degree of discovery needed in de-risking the supply chain?
	Which other parts of the company are involved in those changes?

Source: Primary Survey

**Table 4: Changes in relevance of total costs of ownership (TCO) drivers experienced by case companies**

	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Initial purchase price	++		++	+		++	
Operating costs					+	+	
Quality							
Logistics	+++	+++	++	+++	++	+++	++
Technological advantage							
Supplier reliability and capability	+++		++	++	++	++	++
Maintenance							
Inventory costs		++		+	++	+	++
Life cycle							
Customer-related (satisfaction, etc.)	++	++	+++				
Opportunity costs (costs of overhead and money)							
Miscellaneous (taxes, flexibility of the supplier, support costs)	++		+				
Costs of qualifying and selecting suppliers	+++		++				

Source: Primary Survey

**Table 5: Changes in relevance of supply risk drivers experienced by case companies**

	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Market risk			+++		++		++
Performance risk	++	++	++	++		++	++
Complexity risk							
Availability of alternative suppliers in case of capacity bottlenecks	++		++	+	+	+	+
Availability of alternative suppliers in case of supply problems	+++		+++	+		+	+
Availability of alternative suppliers in case a supplier is eliminated							

Source: Primary Source

**Table 6: Overview of findings**

	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Beyond purchase price delivery and other logistics costs become more important supply chain cost consideration	++	+++	++	+++	+++	++	++
Negative TCO impact of the pandemic makes low-cost country sourcing less favorable	+++	-	++	++	++	++	+
Pandemic has driven a greater supply risk focus; more bottleneck and strategic suppliers	+	+	++	++	+	++	-
Collaboration and ensuring supply focus of growing importance over cost competition	+++	++	+++	+	+	+++	-
Change may take an extended time window	+++	+++	+++	++	++	+	++
Need for learning during the change process	++	++	+	+++	++	++	++
Cross-functional engagement important but potentially limited to a few functions	+	+	++	+++	+	++	+

Source: Primary Survey

**Table 7: Interpretation of findings by theory**

	Confirmative Findings	Critical Reflections
TCO	<ul style="list-style-type: none"> <li>(1) Shifts in supply chain costs due to the pandemic do favor a reduction in concentrated low-cost country sourcing in favor of near-shoring, in market sourcing and geographical diversification of supply</li> <li>(2) The tariffs on Chinese goods had triggered a start to this process and companies may accelerate that effort due to the pandemic</li> </ul>	<ul style="list-style-type: none"> <li>(3) Are these temporary shifts in TCO factors only?</li> <li>(4) Costs of in-market sourcing may be justified by revenue and customer satisfaction more than by TCO</li> <li>(5) Geographical repositioning may not be at the expense of Chinese suppliers, they may be party to the repositioning in-market</li> </ul>
Supplier segmentation	<ul style="list-style-type: none"> <li>(1) Greater dependencies and supply uncertainties experienced do drive a focus on collaboration with existing suppliers to ensure supply and seek supply priority</li> <li>(2) This is not limited to Chinese suppliers</li> <li>(3) Payment terms are a concrete mechanism to use</li> </ul>	<ul style="list-style-type: none"> <li>(4) Collaborative tendencies with tier 1 suppliers may not transfer to collaboration between tier 1 and tier 2 suppliers</li> <li>(5) Supply collaboration does require the pre-existence of a supplier management capability and track record</li> <li>(6) Supply risks may be temporal, and the question is if collaborative tendencies will decrease when the supply-base is diversified</li> </ul>
Supply chain change management	<ul style="list-style-type: none"> <li>(1) Responding to supply chain challenges resulting from the pandemic will take a longer time and the hardest work may still be ahead</li> <li>(2) There are a lot of lessons to be learned underway and there is no single template or solution</li> <li>(3) Not all peer functions need to be fully integrated into this change process</li> </ul>	<ul style="list-style-type: none"> <li>(4) Where there are relevant change efforts already underway these can be accelerated in the short term</li> <li>(5) As conditions change away from the pandemic supply chain risks will companies step away from the hard work still to be done?</li> <li>(6) While not all peer functions need to be integrated, critical suppliers do need to be an integral part of efforts to ensure supply</li> </ul>

Source: Primary Survey



## A STUDY ON WORK LIFE BALANCE :NEEDS AND IMPORTANCE AS AN HR INITIATIVE

N. S. Shinde<sup>1</sup>

nitalshinde2595@gmail.com

### ABSTRACT

*“ Work life balance of an employee is very important of any organisation. This work life balance is a sensitive issues and there are many factors which ultimately leads to proper balance of professional work and personal life. The balance between their work commitment and family responsibilities. The effectiveness of them depends on the extent of usage to the employees to achieve work life balance. The factors like overtime, travelling to work, meeting and training after the working hours impact the work life balance of the employees. Management understands that the nature of an employees close to home and family life effects work quality and that there are solid business motivation to advertise work and non work coordination*

**Keywords:** *Factors, Personal life, Job performance, Flexible working hours, work life balance, work family balance, work health balance.*

### Introduction

The study covers the various aspects in employee work life Balance and measured increase in productivity accountability, commitment better team work and communication improved morale, less negative organizational stress. Do we live to work or we work to live? Research has shown that work and home (or family) are the two most important domains in the life of an employed individual (Kofodimos, 1993; Lewis and Copper, 1995; Greenhaus, Collins and Shaw, 2003). While some may argue that we realise ourselves through work – being able to self-actualise – attaining unto the very zenith of our chosen career, a truly all encompassing self actualisation however, will integrate both our work and life (family, personal life, community service). When an individual is thus employed in an organisation, he does not give up his life in exchange for work rather he attempts to maintain a balance between them. This balance is necessary for a healthy life.

### What is work life balance?

When an individual maintains a balance between his personal and professional life, the phenomenon is called Work-Life Balance. Work life balance is at the forefront of the world of work. By managing work life balance a

valuable of leadership is the ability to the balance work and life. They make it too.

Whether through unpaid leave or flexible scheduling, they provide people with the opportunity

### Research Methods

Research methodology is specific procedure 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.

### Objectives of study

- To study the concepts of work life balance.
- To study the reasons for work life balance of employees.
- To study how the nature of family structure influences work related stress.
- To study the effectiveness of work life balance of employees.
- To find out how to improve work life balance of employees.

National Institute of physical education, गढ़

## Research Design

The research design refer to the overall strategy that you choose to integrate the different components of study in a coherent and logical way, thereby, ensuring you will effectively address the problem. It constitute the blueprint for the collection, measurement and analysis of data.

For this research project Descriptive research design is adopted.

## Data collection and execution

Secondary Data:

The secondary data will be collected through literature review of reference books, Journals, Research papers, websites on the topic or relevant to the area of study.

Data collected from:

Online database, Reference books

## Needs of the study

It helps to improve productivity, efficiency competitiveness morale and hence gain a competitive edge. Similarly employees are benefited from work life balance initiatives through increased motivation to work, enhanced satisfaction empowerment and ultimately more commitment to the system. System focus upon increased revenue

generated by its employees, competitive workforce and employee dedication for achieving its strategic goals in order to meet the challenges of 21<sup>st</sup> century. (M.P.). This exploratory study deliberate upon a brief elaboration of work life balance, its importance for the organisation and the various emerging practices associated with it. The current research builds upon the considerable knowledge related to the theory and practice of work life balance from extensive meta analysis of literature. The findings reveal that work life scenarios. It helps to improve productivity, efficiency, competitiveness, and hence gain a competitive edge. Similarly employees are benefited from work life balance of initiatives through increased motivation to work, enhance satisfaction, empowerment and ultimately more commitment to the system.

## Scope of the study

The study covers the various aspects in employee work life balance and measured increase in productivity accountability, commitment better team work and communication improved morale, less negative stress. Quality of work is the quality of relationship between employees and total working environment. A Great Place to work is where you trust the you work for, have pride in what you do, and enjoy the people you work with.

### Data analysis and Interpretation

- 1) Analysing the concept of work life balance  
In the Concepts of work life balance of employees is analysing the various work life balance options.

#### Work-life balance options

Employers are realising that the quality of an employees personal and family life impacts work quality and that there are concrete business reasons to promote work and non-work integration (Lockwood, 2003). As Vlems (2005) notes, when organisations decide to facilitate their employees work life balance they choose from a wide array of options that include :

- a) Flexi – time  
Flexi time is a scheduling policy that allows full time employee to choose starting and ending times within guidelines specified by the organisation. It works well for full time office staff but not in shift pattern or in a production line flexible time allows an employee to attend to non work demand without having to take time off work.
- b) Compressed working hours  
This is a system of a four day working week. An employee can work his total number of agreed hours over a shorter period. For example, an employee can work his or her hours over four days in a week instead of five, and thus, gains a day for himself.
- c) Job sharing  
Job sharing is a system where two people share a job. They both have the same job, but split the hours, so that each employee has a part time position. A part from splitting the hours, they also split the payments, holiday and benefits. The idea is to afford employees ample time to attend to non work activities so as to

be able to achieve a good measure of work life balance.

- d) Break from work  
By taking breaks from work once in a while, the right balance between work and life can be achieved. These breaks should not be about paternity and parental leave but also time off career break and sabbaticals.

#### Interpretation:

In these research paper analysed the concepts of work life balance and various option can be used in work life balance.

- 2) The reason for work life balance :  
Absenteeism research has documented that work life program scan reduce absenteeism.

#### Interpretation :

Johnson & Johnson found that was a 50% decline in absenteeism among employees who used flexible work options and family leave policies.

- 3) Improving the work life balance :  
Work family balance positively related to a job and family satisfaction, including well being and negatively related to depression. So a balanced investment of time and involvement in work and family would certainly reduce conflict and work family stress, thus improving the general quality of life. Some indication have underlined that scholars examining work life balance should pay attention to the role of dispositional variable since some personality seen to influence the relationship between work and family domain.

#### Interpretation :

#### Interpretation :

Human relations book analysing the work family border theory only the work and

family domain. And how to improve work life balance of employees. And employees stress. Communicate effectively.

- 4) Reason for work life balance :
- Increasing levels of stress can rapidly lead to low employee morale, poor productivity and decreasing job satisfaction. Some of the specific symptoms that relate directly to productivity in the work environment are abuse of sick time, cheating, chronic absenteeism, task avoidances in the workplace. Other serious repercussions are depression, alcohol and drug abuse, marital and financial problems, compulsive eating disorders, and employee burnout.
- Work from home opportunities where an employee can work from. There is a no stress of visiting office on time. Here an employee can adjust time to devote for work and family domain. Giving an employee option to work from home helps the employer in adjusting work from a small office and managing a big workforce.

### **Discussion and finding**

Home life and work life affect each :

work affects their family responsibilities. May be one way to reduce working hours and thereby improve work-life balance. When both parents are occupied with their jobs for eight or more hours per day, there are obvious effects on the family. On the positive side, the family has an increased income and thus fewer financial stressess. Also, when both parents work, there is a potential for greater equality in the roles of husband and wife.

Size of family affects WLB :

The age of children, the number of hours worked outside the home, the level of control one has over one's work hours, flexible or inflexible work hours and the level of social support impact the experience of work family conflict.

Different sectors, different level:

The effective employee work-life balance has better organizational commitment which leads to better production output and minimum employee turnover. The training is the means of developing the individual's personal effectiveness or developing the individual's ability to perform his/her job role or future job roles.

Training also can strengthen interpersonal relationships (through training in communications, conflict resolution, problem solving, transactional analysis, etc.) and increases team work and collaboration. Many people today are too busy making a living that they don't have time to make a life. You can not expect to continue down the same path and get the authentic changes you really want in your life. Where you go in life is up to you? Where you go with your work/life balance should be by choice not chance. I will leave you with this one parting thought that I want you to answer for yourself: How will I know if this year is a total success for me? As a woman in leadership, balancing your career, finances, family life and extracurricular activities can be challenging. Your responsibilities can pose various demands on your life that can make you feel overwhelmed and out of balance. In this age of mobile communications, technology can play an important role in helping you achieve a more balanced life. Here are 3 areas of your life where technology can help you achieve balance.

## References

1. Lockwood, N.R. (2003). Work-life balance: Challenges and solutions. Society for Human Resource Management Research Quarterly, Alexandria, VA.
2. Clark, S.C. (2000). Work/family border theory: A new theory of work/family balance. *Human Relations*, 53, 747-770.
3. Blair-Loy, M., & Wharton, A.S. (2002). Employees use of work-family policies and the workplace social context. *Social Forces*, 80, 813-845.
4. Mohammad niaz, *Journal of Vocational Behaviour* (2003) Relation between work family balance and quality of life. Page 510 – 531.
5. Rebbeca, *Journal of Nursing Management* (2006) A mechanism for improving job satisfaction and work life balance. Page 282 - 288
6. Grandey, A.A.; Cordeiro, B.L.; Crouter, A.C. A longitudinal and multi-source test of the work-family conflict and job satisfaction relationship. *J. Occup. Organ. Psychol.* 2005, 78, 305–323.
7. Treadway, D.C.; Duke, A.B.; Perrewe, P.L.; Breland, J.W.; Goodman, J.M. Time may change me: The impact of future time perspective on the relationship between work-family demands and employee commitment. *J. Appl. Soc. Psychol.* 2011, 41, 1659–1679.
8. Judge, T.A.; Bono, J.E. Relationship of core self-evaluations traits Self-esteem, generalized self-efficacy, locus of control, and emotional stability With job satisfaction and job performance: A meta-analysis. *J. Appl. Psychol.* 2001, 86, 80–92.
9. Cinamon, R.G.; Rich, Y. Gender differences in the importance of work and family roles: Implications for work-family conflict. 2002, 47, 531–541.
10. Gottlieb, B. H., Kelloway, E. K., & Barham, E. (1998). *Flexible work arrangements: Managing the work-family boundary*. New York: John Wiley & Sons.

## COMPARATIVE STUDY ON RISK RETURN ANALYSIS FOR DIFFERENT BUSINESS VERTICAL AT SHIPAL INVESTMENT CONSULTANCIES

**Rohit Tanaji Khandekar**

MBA IV Semester

AIMS Baramati

### ABSTRACT

*In investing, risk and return are highly correlated. Increased potential returns on investment usually go hand-in-hand with increased risk. Different types of risks include project-specific risk, industry-specific risk, competitive risk, international risk, and market risk. Return refers to either gains and losses made from trading a security.*

*The return on an investment is expressed as a percentage and considered a random variable that takes any value within a given range. Several factors influence the type of returns that investor can expect from trading in the markets.*

*Diversification allows investors to reduce the overall risk associated with their portfolio but may limit potential returns. Making investments in only one market sector may, if that sector significantly outperforms the overall market, generate superior returns, but should the sector decline then you may experience lower returns than could have been achieved with a broadly diversified portfolio.*

**Keywords:** Risk, return, analysis, verticals, investment.

### Introduction

In today's scenario there has been a major change of economic prosperity all over the world. The entire world is talking about the high growth rate of the economy. Higher income levels and booming stock markets have led to more and more numbers of high-net-worth investors (HNIs). This means there is availability of high investible surplus. The investors with higher risk appetite want to experiment and try new and exotic products in the name of diversification. This has resulted in emergence of new options within the same or fresh asset classes. There are more products available within each asset class be it Equity and Stock, Debt Market, Mutual Funds, Insurance, Real Estate, Commodities, Bank Fixed Deposits, etc. Risk & Return is a concept that denotes a potential negative impact to an asset or some

characteristic of value that may arise from some present process or future event.

### Objectives

- 1) To understand in depth about different investment options available in share market.
- 2) To analyse from total saving how much portion of amount people invest in stock market.
- 3) To know about the people's preference for investment whether investment or trading.
- 4) To know the study is to give investors a basic idea of investing into the mutual funds and encourage them to invest in those areas where they can maximize the return on their capital.

### Research Methodology

Research methodology is a way to systematically solve the research problem. The research methodology in the present study deals with research design, data collection methods, sampling methods, survey, analysis and interpretations.

### Research Problem Statement

A research problem is one which requires finding out the best solution. This research will discuss the comparative study on risk return analysis for different business vertical while making an investment in share market. It was observed that demographic factor (age, income and gender) plays a major role while making the investment, it was also noticeable that clients of Shripal investors are not aware about all the sectors and alternatives present

### Data Analysis:

in the market for investments and trading. Hence a study was made to find out the factors that influence investors to invest sector and also the pattern of investors making the investments in share market.

### Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Here for this study, researcher has collected data in structured Questionnaire format from clients of Shripal investors therefore to study the risk return analysis for different business vertical, Descriptive research design is adopted.

**Table no. 1: Analysis of Age**

Age	No. of Respondents	Percentage
0-40	43	35.8
40-60	64	53.4
Above 60	13	10.8
<b>Total</b>	<b>120</b>	<b>100</b>

**Table no. 2: Analysis of gender**

Gender	Frequency	%
Male	94	78.3
Female	26	21.7
Total	120	100

**Table no. 3: Analysis of marital status**

Marital status	Frequency	%
Married	92	76.7

<b>Unmarried</b>	28	23.3
------------------	----	------

**Table no. 4: Analysis of educational background**

<b>Education</b>	<b>Frequency</b>	<b>Percent %</b>
<b>SSC</b>	06	05
<b>HSC</b>	16	13.25
<b>GRADUATE</b>	61	50.8
<b>POST GRADUATE</b>	24	20
<b>OTHER</b>	13	10.8
<b>TOTAL</b>	120	100

**Table no. 5: Analysis of occupation**

<b>Regular (Monthly)</b>		<b>Seasonal (Periodical)</b>	
<b>Occupation</b>	<b>No. of respondents</b>	<b>Occupation</b>	<b>No. of respondents</b>
Student	11	Non Pension	2
Housewife	10	Contractual	5
Pension	14	Business	27
Salary/job/professionl	42	Retired	9
<b>Total</b>	<b>77</b>	<b>Total</b>	<b>42</b>

**Table no. 6: Analysis of purpose behind investment**

<b>Short term</b>			<b>Long term</b>		
<b>PARAMETER</b>	<b>FREQUENCY</b>	<b>PERCENT</b>	<b>PARAMETER</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Children education	15	22.4	Retirement plan	12	22.6
Home purchase	14	20.9	Wealth creation	10	18.9
Health care	12	17.9	Earn returns	09	17



Tax saving	13	19.4	Future expenses	20	37.7
Tours & travelling	13	19.4	Others	02	3.8
Total	67	100	Total	53	100

**Table no. 7: Analysis of the investment avenue that the client prefers the most**

Low Risk Investment Avenues			High Risk Investment Avenues		
Parameters	Frequency	Percent	Parameters	Frequency	Percent
Saving A/c	21	17.5	Equity share market	43	35.83
Bank FD	14	11.67	Commodity market	4	3.33
PPF	6	5	Forex market	4	3.33
NSE	3	2.5	Real Estate	6	5
Government Securities	3	2.5	Gold/Silver	12	10
Any Other	2	1.67	Any Other	2	1.67
Total	49	40.84	Total	71	59.16

**Table no. 8: Analysis of how much investments have clients made in share market (approximate)**

Parameter	Frequency	Percent
0-2 lakh	59	36.9
2-4 lakh	70	43.8
4-6 lakh	19	11.8
Above 6 lakh	12	7.5

**Table no. 9: Level of Risk and Return associated with the investments**

Types of Investment	No of Respondents	Percentage
Share	59	36.9
Debenture/bonds	08	05
Stock futures & option	09	5.6
Mutual fund	17	10.6
National saving certificate/PPF	08	05
Fixed deposit	17	10.6
Insurance policy	05	3.12
Real estate	09	5.6
Gold/silver	25	15.6
Others	03	1.9

**Table no. 10: Analysis on what gives more return.**

Parameter	Frequency	Percentage
Investment	84	52.5
Trading	41	25.6
Both	35	22

**Table no. 11: Consideration behind investment in Share Market.**

Parameter	Percentage
Higher return	14%
Dividends	4%
Diversification of risk	82%
Total	100%

**Table no. 12: Different schemes preferred by the investors**

Parameter	Percentage
-----------	------------

Growth scheme	50%
Balanced scheme	10%
Tax saving scheme	40%
Total	100%

## Findings

1. It was found that clients are expecting more returns from share market as compared to other investment avenues available in the market, at the same time clients expecting more returns are not ready to take risk of investing in share market
2. From the above researcher finds that high risk takers invest in share market, while most of the females choose Gold & Silver as the safest investment avenue and while the fixed interest earners invest in Fixed Deposits. The risk-taking ability is very less among the clients whereas clients are expecting high returns on their investments.
3. From the sample survey it was found that 66.4% clients of Shripal are not investing more than 40% of their savings in share market due to high risk involved. Only 33.6% clients are investing the huge amount of savings portion in the share market.
4. It was found that 35% respondents monitor their investments Monthly, generally this are salaried people. And 30% respondents makes investments on the weekly basis which are generally from business class.
5. Among the 120 respondents, 42 respondents were from Salaried/Job/Professional. It is necessary to make aware students and businessmen to start investing in share market.
6. According to the data that have been collected shows that 67 of the respondents invests for short term and 53 respondents invests for the long term. People with high income generally goes for the long-term investments with the view of wealth creations and future expenses, Whereas people with low income generally goes for the short term investments with the view of Children's Education, Home purchase, Tax savings and Tours etc.
7. From the data collected it was found that 59.16% clients prefer High risk investment avenues and 40.84% clients prefers Low risk investment avenues. The study reveals that despite of high risky nature of share market 35.83% clients are making investment, as it gives higher returns than any other market. Almost 29% clients chooses Savings account and F.D as the best investment avenue, as it gives the fixed amount of returns on their investments.
8. From the study researcher found that maximum amount of investment decision was depended upon the brokers advice, this means that clients are not taking investment decisions on their own.
9. Researcher from the study found that Friends, Relatives and Newspaper

influences the most while making investments in share market.

### **Suggestions**

Investors should be encouraged to invest some portion of amount in Intra-day trading, Futures, and options. To earn high returns in very short period.

Youth are not that much aware about the investments in share market; thus campaign programs must be taken for the awareness.

The investors should select a particular investment option on basis of their need and risk tolerance.

Investors should make investment with proper planning keeping in mind their investment objectives.

Women's preference is more of making investments in Gold/ Silver; thus, they should be encouraged for making investments in other financial instruments available in the Indian Market.

Brokerage charged by dealers per transactions, it is negotiable term mean

people who has good knowledge about this, he can negotiate with the broker.

### **Conclusion**

The present study has important implications as it comes out with certain interesting facts of an individual investor. The individual investor still prefers to invest in financial products which gives risk free returns. This confirms that Indian investors even if they are of high income, well educated, salaried, independent are conservative investors prefer to play safe. It is being general and obvious phenomena that investment pattern and its magnitude mainly consider the age, knowledge level and source of income. An investor while investing observes how much he or she earns from the respective sources, assesses the investment alternatives available in stock market. Different age levels have different requirements and responsibilities. Due to these factors the levels of investment get varied as per the age of the investor. Further the availability of income and availability of investment alternatives also plays a significant role in determining the behavior of investor towards the investment.

### **References**

#### **References Book:**

1. The Intelligent Investor by Benjamin Graham's, Chapter 4 Page No-22:
2. Investment management by DR. Preeti Singh, Himalaya Publishing:
3. Investment Management & Security Analysis by Dhanesh Kumar Khatri, Macmillan Publishers India Ltd, Page No-7:

4. Investment and Securities Markets In India by V. A. Avadhani, Himalaya Publishing House, Part 3, Page No-240:

#### **Research Papers:**

1. "A Study of Investor Behaviour on Investment Avenues in Mumbai Fenil", by Brahmabhatt, P. S Raghu Kumari & Dr Shamira Malekar, TRANS Asian Journal of Marketing & Management

- Research Vol. 1 Issue 1, September 2012, ISSN (online).
2. “A Study on People’s Preferences in Investment Behaviour”, by N. Geetha & Dr. M. Ramesh, IJEMR-November 2011-Vol 1 Issue 6 – Online –ISSN 2249 –2585 –Print –ISSN 2249 –8672.
  3. “Investment Behaviour Of Working Women Of Punjab”, by Dr.Sarita Bahl, APJEM Arth Prabhand: A Journal of Economics and Management, Vol.1 Issue 6, September 2012, ISSN 2278 –0629.
  4. “Personality Type and Investment choice: An Empirical Study” by Mittal, Manish and Vyas R.K. (2008), The ICFAI University Journal of Behavioral Finance, 5(3), 7-22.

**Company Websites:**

1. [www.myshripal.com](http://www.myshripal.com)
2. Websites: [www.scribd.com](http://www.scribd.com)  
[www.slideshare.com](http://www.slideshare.com)  
[www.livecareers.com](http://www.livecareers.com)

**A STUDY ON FINANCIAL PERFORMANCE USING RATIO ANALYSIS” AT “SHRI  
CHHTRAPATI SUGAR FACTORY LTD**

**Mr. Suraj Khavale**

MBA II Year

AIMS Baramati

**ABSTRACT**

*In India, Agriculture is not an agri-business, but a way of life and sugarcane, an Industry Crop is an Important Integral Component of agriculture. Indian Sugar Industry the second Largest Argo- based Processing Industry after Cotton Textile Industry has the Lion’s Shares in accelerating industrialization Process and Bringing Socio Economic Changes in Undeveloped rural areas. Thus, Sugar Industry is the most advanced Processing Industry in the agricultural sector in India. Sugarcane is one of the most important Commercial Crops which occupy about 3 percent of the total cultivated area, and it is one of the most important non- cash crops which contribute about 7.5 percent gross value to the agricultural production in the country.*

**Keywords:** Performance, Ratios, Sugar Factory, Agriculture, Cash Crops.

**Introduction**

The Establishment of cooperative sugar factories and their growth in Maharashtra during the last 58 years has been successful and rapid. Our cooperative concern is owned and managed completely by the producer Members who are local residents in the area of operation of our factory, comprising of 54 villages in Indapur and Baramati Tahasil of Pune District.

Thus the co-operative ventures show that the persons from rural area also can manage the large scale industries with huge structures. Democratic set-up is maintained in all the aspect by co-operative through different and various sub-committees, thus giving every opportunity to all the parsons concerned to realize and grasp the industrial management, the co-operative movement has been pillar of supports of the nation, especially in the rural areas of Maharashtra. The momentum of its progress has brought about phenomenal development and economic regeneration in the sugar productivity areas and removes the gap between the development

The backward class. This phenomenal co-operative movement and transformation of rural sector in to developing areas will

understand only when one visits a co-operative sugar factory.

**Review of Literature**

Financial analysis is the process of identifying the financial strengths and weaknesses of the firm and establishing relationship between the items of the balance sheet and profit and loss account.

Financial ratio analysis is the calculation and computation of ratios, which are derived from the information in a company’s financial statements. The level and historical trends of these ratios can be used to make inferences about a company’s financial condition, its operations and attractiveness as an investment. The information in the statements are used by trade creditors, to identify the firm’s ability to meet their claims

i.e. liquidity position of the company. It helps investors to know about the present and future profitability of the company and its financial structure management, in every aspect of the financial analysis. It is the responsibility of the management to maintain sound financial condition in the company. **RATIO ANALYSIS**

The term “Ratio” refers to the numerical and quantitative relationship between two items or variables. This relationship can be explained as:

Percentages, Fractions, Proportion of numbers

Ratio analysis is defined as the systematic use of the ratio to interpret the financial statements, so that the strengths and weaknesses of a firm, as well as its historical performance and current financial condition can be determined. Ratio reflects a Quantitative relationship which helps to form a quantitative judgment.

### Objectives

1. To study the impact of lockdown on the factory.
2. The objective of this project analyzes the financial condition of Shri Cahhtrapati Co-operative Sugar Factory Ltd.
3. To study the profitability position of the Shri Chhtrapati Co- operative Sugar Factory Ltd.
4. To study the liquidity position of Shri Chhtrapati Co-operative Sugar Factory Ltd.

**Table No 1: Current Ratio**

Particular	2016-17	2017-18	2018-19
Current Asset	4,39,34,621.96	5,02,49,261.39	46,95,69,885.33
Current Liabilities	4,13,36,621.10	5,10,25,031.10	3,93,68,190.05
Ratio	1.06:1	0.98:1	1.19:1

**Table No 2: Quick Ratio**

Particular	2016-17	2017-18	2018-19
Quick Ratio	4,37,54,321.96	4,99,32,861.39	4,66,40,985.33
Current Liabilities	4,13,36,621.10	5,10,25,031.10	3,93,68,190.05
Ratio	1.05:1	0.97:1	1.18:1

**Table No 3: Absolute Liquid Ratio**

Particular	2016-17	2017-18	2018-19
Absolute L R	54127179.10	68846717.30	77856660.30
Current Liabilities	41336621.10	51125031.10	39368190.05
Ratio	1.30:1	1.34:1	1.58:1

**Table No 4: Leverage Ratio**

Particular	2016-17	2017-18	2018-19
Long term Debtor	12957567.50	29723829	13648894.11
Share Holders Fund	6042051	101000	101000
Ratio	2.14	2.94	1.35

**Table No 5: Proprietary Ratio**

Particular	2016-17	2017-18	2018-19
Shareholder's fund	6042051	101000	101000
Total Asset	54125779.96	68846717.39	62356322.92
Ratio	0.11 Times	0.001 Times	0.0016 Times

**Table No 6: Long term debt to shareholders net worth ratio**

Particular	2016	2017	2018
Long term debt	12957567.50	29723829	13648894.11
S H net worth	6042051	101000	101000
Ratio	2.14	294.29	135.13

**Table No 7: Debtors Turnover Ratio**

Year	2016-17	2017-18	2018-19
Sales	36,74,33,976	35,62,24,536.50	10,51,49,107.20
Average Debtors	1,29,57,567.90	2,97,53,821	1,36,48,894.11
Debtor Turnover ratio	28.35:1	11.97:1	7.70:1

## Findings

1. A current ratio of 2:1 is acceptable, but it seems that as we seen in 2017-18 company was not in condition to pay its liabilities but in 2018-19 company grown enough to pay its obligations. And the ratio is 1.19:1 in 2018-19 because increase in Current asset and decrease in current liabilities.
2. Debtors' collection period is increasing compared to previous years up to 47 days. Because of inefficiency of collecting debts and as well as may be because of debtors are unable to pay their liabilities in given period.
3. In general, longer the credit period achieved the better, because delays in payment mean that the operations of the company are being financed interest free by supplier of materials. Which was in 2012-13 was 44 days, but in 2017-18 it was 12 days and in 2018-19 it was 14 days which was also good. And it shows firms ability of payment.
4. Company's sales were decreasing continuously may be because of quality of the product is not maintained as earlier and may be because of customers preferences are change.
5. The Equity per share ratio in 2016-17 was 563.87 which were decreased (79.06) in 2017-18 but it was incredibly increased in 2018-19 up to 1199.10. Because increase in Net Profit after tax and preference dividend.
6. Dividend pay-out ratio is the dividend per share divided by the Earnings per share. A high pay-out signifies a liberal distribution policy and low pay out reflects conservative distribution policy. In 2016-17 and 2018- 19 company follow the conservative distribution policy with ratio of 0.88:1 and 0.83:1 but in 2017-18 company followed liberal policy, and the ratio was 12.64:1.
7. The gross profit margin ratio measures the gross profit margin on the total net sales made by the company. In 2016-17 the ratio was 10.49 because of good sales, which was highest but from 2017-18 it was continuously decreased which were not good for company. In 2018-19 it was



1.97 because of low sales which shows firms inefficiency of sales.

### Conclusion

While doing this project I found companies collection period was not good in the sense company previously collected its debt within 30 days but in year 2018-19 it was increase up to 45 day which shows debtors are unable to pay their debts within the given period. And I found that Company has to improve its liquidity by concentrating on Overhead: Assess your overhead costs and see if there are opportunities to decrease them. Lowering overhead has a direct impact on profitability. Overhead expenses, including rent, advertising, indirect labor and professional fees, are indirect expenses that you incur to operate the business outside of direct material and direct labor and u can also work on Unproductive assets, If you have unproductive assets that the business is just storing, then it's time to get rid of them. The only reason you should spend money on assets such as buildings, equipment and vehicle is to generate

revenue. In 2016-17 the ratio was 10.49 because of good sales, which was highest but from 2017-18 it was continuously decreased which were not good for company. In 2018-19 it was 1.97 because of low sales which shows firms inefficiency of sales. Companies working ability is good because you can see they are making the creditors payment period on time, and the liquidity of the firm is also good because the ideal liquid ratio is 1:1 and the current ratio is 1.58:1. The debt equity ratio was 2.94 in 2016-17. In 2017-18 it was increases to 2.94 but in 2018-19 it was 1.35 Due to decrease in debt and increase in equity. Companies earning per share ratio is good, but company follows the conservative distribution policy which means company may be using profit for adopting new technology or thinking for investments for growth purpose, which is a good decision, but company should also maintain a good relationship with its shareholders.

### References

1. [www.chhtrapatisugar.com](http://www.chhtrapatisugar.com)
2. <https://www.shrichhtrapatisugar.com> <https://shrichhtrapatisugar.org>

AESs  
Anekant Institute of Management Studies (AIMS) Baramati

# Call for Papers

**11<sup>th</sup> National Conference October 2022**  
**“The Edupreneur: New Age Transformational Leader”**

The term “Edupreneur” is derived from two distinct words “educator” and “entrepreneur.” International Academy for Educational Entrepreneurship defines the term as " a person within a school organization who takes hands-on responsibility in creating, developing, and marketing a program, product, service or technology for the enhancement of learning consistent with the stated goals of and supported by that organization."

Many successful entrepreneurs such as Byju Raveendran (Byju App), Shantanu Prakash (Educomp solutions), Roman Saini (Unacademy), Vamsi Krishna (Vedantu) have emerged with their path breaking endeavors in recent times. Essentially, they had the courage to develop new ideas, new programs or new services to improve learning for students. To continue their work, they either went to work for a publisher, a think tank, a university or started a business relating to education. They are making educational system more worth and meaningful to changing student requirements.

Upon reflection and discussion with other educators, we may end up identifying many of our co-workers as having entrepreneurial characteristics. With this aspiration, we at AIMS, Baramati, have decided to hold our 11<sup>th</sup> National Conference 2022 on the above theme. The event would be scheduled during the first week of October 2022. Research Papers, case Studies and Models that enhance overall education delivery mechanism are invited hereby from Academicians, Edupreneurs, Students and all those who wish to make a difference to the Teaching Learning Process.

**Prof. Shriram S. Badave**  
**Convenor**  
**National Conference 2022**



**eProceeding**

**ISBN : 978-81-947958-8-9**