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'PRAYAS'

A Students' Research Publication

Volume XII

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Editorial

The new decade started out as any other but rapidly unfolded into a scenario that the world will remember for decades to come. The outbreak of corona virus disease 2019 (COVID-19) has created a global health crisis that has had a deep impact on the way we perceive our world and our everyday lives. Everyone was locked down at their place. The economies of different countries throughout the world have suffered. Scientists all over the world are busy in developing vaccine for the COVID-19 but it is time consuming and not easy.

We need to work on finding new solutions for safety of our health, new medicines that need to be developed, need to focus on finding new ways for logistics, new ways of doing business with the need to follow the norms of physical distancing. In our educational sector we need to find new ways in the teaching/learning process.

The Government has announced the gradual opening of the economy i.e. Unlock 1.0 --Mission Begin Again, but many industries are facing problems due to lack of workers, need to work with less number of human resources, financial and logistics related difficulties etc. Many reforms are also required in the education as well as other sectors. The 'new normal' is going to be different.

Recently our Hon. Prime Minister has come out with a new initiative 'Atmanirbhar Bharat Abhiyaan' for a self reliant India. This requires us to find out ways and means to become self reliant. There are many such issues that researchers, academicians and policy makers need to find answers on an urgent basis for the revival of the economy. This requires deep research in many areas but as we all know solutions can come from different places and persons. This is where our Youth and our students will have to come out with innovative solutions for the different problems.

On this background, "Prayas – A student's research Journal" is an effort to inculcate research culture among our students, to come out with new ideas, new solutions and new ways of thinking.

PRAYAS : A Student's Research Publication

Volume XII, June 2020

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AN ANALYSIS OF THE DEMANDS OF I LOVE NGR APP USERS

- Kalashree Pramod Kambale

ABSTRACT

I Love NGR is a digital interface for the public to interact and make their voices heard. I Love NGR aims to promote awareness regarding the issues and activities of the public be it civic issues, sports, jobs, local updates and many more. Bringing convenience to the fingertips of the public through its mobile app, I Love NGR strengthens the citizens to raise and address the issue contributing to the development of the city. The present research tries to study the demands of citizens of Ahmednagar with the motive of making I Love NGR app a perfect app. For the research primary data was collected from 849 respondents of Ahmednagar city. The study found that, respondents would like to have house help numbers like plumbers, carpenters, etc. to be uploaded on the app for reference, also respondents want job portal number incorporated in the app.

Keywords- Ahmednagar, App, I Love NGR, Demand.

INTRODUCTION :

Ahmednagar city is the land of cultural heritage and historic significance. Be it legendary historical figures like Chand Bibi, Ahilyabai Holkar, Ahmed Nizam Shah, Shivaji IV or saints namely Sheikh Mohammed, Meherbaba, Anandrishi, Dynaneshwar or freedom fighter Jawaharlal Nehru, Lokmanya Tilak and many others find some or the other link to the city. The city provides livelihood, fortune and everything else in between to millions of its citizens accompanied with a great sense of cultural pride and diversity. I Love NGR is a digital interface for the public to interact and make their voices heard. The app has been conceptualized and is functioning under the leadership of Mr. Narendra Firodia who credits the city for giving him everything - love, fame, fortune, memories and so much more. I Love NGR aims to promote awareness regarding the issues

and activities of the public be it civic issues, sports, jobs, local updates and many more. Bringing convenience to the fingertips of the public through its mobile app, I Love NGR strengthens the citizens to raise and address the issue contributing to the development of the city.

I Love NGR has been curated to bring about a change in the lives of Nagarkars and spread the message of development, better livelihood and love. This app is a collective movement by the citizens to celebrate the city and the amazingness it brings along with itself.

I Love NGR is designed especially for the citizens of Ahmednagar, keeping in mind their needs and requirements. The app is an ideal platform for everyone to aid in the process of digitalization of the city.

I Love NGR provide one with all the information related to the city, on your fingertips. Starting from local street foods to posh hotels, famous tourists spots to latest city events, keep you updated with the events from local to global matters.

LITERATURE REVIEW :

Harri Oinas-Kukkonen at Stanford University, Center for the Study of Language and Information (CSLI) discusses issues related to developing successful mobile applications both businesswise and in terms of user satisfaction. It shows that despite the many limitations mobile devices have; it is worthwhile considering developing them. Mobile commerce may become the key driving force for developing mobile applications; just as electronic commerce catalyzed the development of Web applications. This paper puts special emphasis on goal-driven applications, and suggests seven key principles for developing highly goal-driven mobile applications. Finally, the importance of mobile usability evaluation is emphasized.

Kishore Baktha, Department of Information Technology, SSN College of Engineering, Chennai, India discussed that mobile apps are essential as they provide functionalities that can server useful purposes such as finding a location or booking movie tickets online. In today's fast paced world, mobile marketing is becoming very competitive. To ensure visibility of your app in such complex scenario, a specific approach needs to be followed to ensure a successful app development. In this paper, numerous factors that can play a

significant role in successful app development are discussed with specific examples and explanation. The key observations of this research were: the number of apps are growing at a rapid rate, the competition for successful app creation is high, there are various challenges faced by the developer in mobile app development, steps need to be followed to ensure successful app development, successful app development refers to more downloads, more users and less faulty bugs.

Matias Martinez and Sylvain Lecomte in their paper stated that, during last ten years, the number of smartphones and mobile applications has been constantly growing. Android, iOS and Windows Mobile are three mobile platforms that cover almost all smartphones in the world in 2017. Developing a mobile app involves first to choose the platforms the app will run, and then to develop specific solutions (i.e., native apps) for each chosen platform using platform-related toolkits such as Android SDK. A cross-platform mobile application is an app that runs on two or more mobile platforms. Several frameworks have been proposed to simplify the development of cross-platform mobile applications and to reduce development and maintenance costs. They are called cross-platform mobile app development frameworks. However, to our knowledge, the life-cycle and the quality of cross platforms mobile applications built using those frameworks have not been studied in depth. Our main goal is to first study the processes of development and maintenance of mobile applications built using cross-platform mobile app development frameworks, focusing particularly on the bug-fixing activity.

Hosam Farouk El-Sofany and Samir A. El-Seoud in International journal of interactive mobile technology. Mobile devices have become instruments that allow new ways of interacting with institutional services. This paper describes the development of the Mobile Educational Services Application (MES app) for the Android platform. This app allows access to mediated and self-access services, as well as databases, announcements, registration, events, book consultations, schedules, etc. The project provides Mobile and Web-based application tools (apps) that allow online access for different users - students, instructors, and administrators. The app provides students with a user friendly, generic, web-based GUI to request educational services, to send text message inquiries, to add, drop, or defer courses, etc.. The app allows instructors to send or receive text messages to and from students using the mobile or web-based

interface of the app. In addition to system monitoring, the app provides administrators an online tool to manage, add, update, and delete system information. This tool seeks to be one of the more useful economic apps that use Android technology for applications, using Tablets and mobile devices, for the use of students, instructors and administrators in accessing services in an educational institution.

Rock Leung, Joanna McGrenere and Peter Graf. Department of Computer Science, Department of Psychology University of British Columbia Vancouver, British Columbia, Canada. Mobile devices have much potential to support older adults in their daily lives. However older adults have reported that they find mobile devices, such as existing mobile phones, difficult to learn to use. We argue that more research is needed to improve the learnability of mobile software applications for older adults. We present three different approaches for improving mobile device learnability: improving graphical icons, using multilayered interfaces, and augmenting the mobile interface.

Zhi Chen and Shangshang Zhu in their research work mainly studied mobile application user experience and quantitative assessment through Analytic Hierarchy Process. On the basis of the relational studies, this paper put forward four-dimensional assessment system of mobile application user experience. That is: user characteristics ,App properties, App system supports and context parameters .What's more, combining user research, paper offers a comprehensive hierarchy criterion framework for mobile app user experience assessment. Finally, a case study is presented to demonstrate the usefulness of an integrated approach.

OBJECTIVE :

1. To analyze the acceptance of I Love NGR app amongst the citizens of Ahmednagar.
2. To analyze the ground level feasibility of I Love NGR app in day to day operations.
3. To study the demands of citizens of Ahmednagar with the motive of making I Love NGR app a perfect app.

RESEARCH METHODOLOGY:

1. Type of Data
 - Primary data through Questionnaire and
 - Secondary data through magazines, news articles, blogs, websites etc.

2. Type of research
 - Exploratory cum descriptive research design

3. Research Instrument
 - Research Instrument used to collect Primary data was Questionnaire

4. Source of Data
 - Primarily, app downloader's are the source of data.

5. Method of Data Collection
 - Survey method

6. Data Presentation
 - Pie Diagram, Bar Diagram, Tables.

7. Research Instrument used in Data Collection
 - Google Forms a powerful tool of Google Drive has been used to create questionnaires.

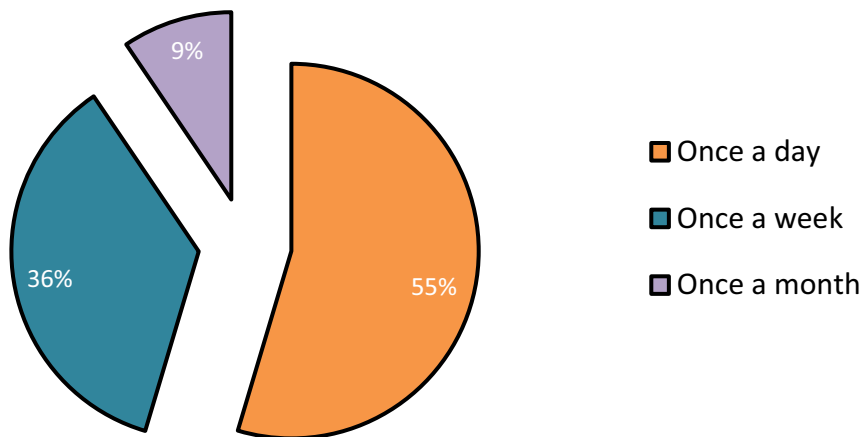
DATA ANALYSIS AND INTERPRETATION :

1. Frequency of using I Love NGR App-

Table No. 1- Table showing frequency of using I Love NGR App

Particulars	No of respondents	Percentage
Once a day	438	55%
Once a week	288	36%
Once a month	76	9%
TOTAL	849	100%

Graph No. 1- Graph showing frequency of using I Love NGR App



INTERPRETATION:

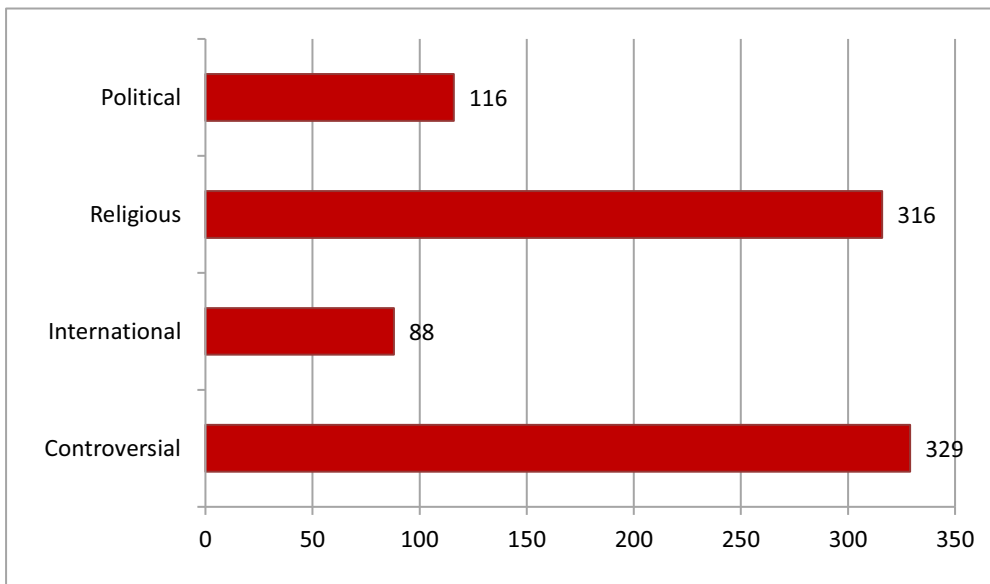
Above Pie chart shows that 555 of respondents use the app once a day, 36% of respondents use the app once a week while the remaining 9% of respondents use the app once a month.

2. Information that should not be posted on I Love NGR App -

Table No. 2- Table showing Information that should not be posted on I Love NGR App

Particulars	No of respondents	Percentage
Political	116	14%
Religious	316	37%
International	88	10%
Controversial	329	39%

Graph No. 2- Graph showing Information that should not be posted on I Love NGR App



INTERPRETATION:

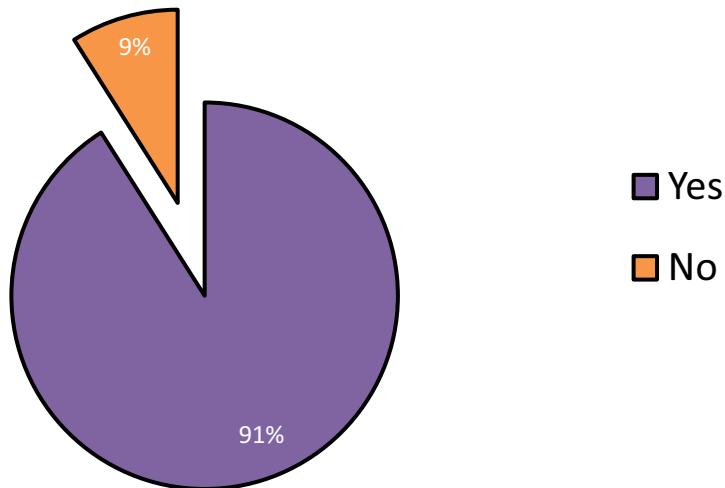
Above bar graph shows that 39% of respondents think that controversial information should not be posted in the app, 37% of respondents think religious information should not be posted on the app, 14% of respondents think that political information should not be posted on the app while the rest 10% think that international information should not be posted on app.

3. Whether phone numbers of home maintenance services like Plumber, Carpenter and Electricians be included I Love NGR App

Table No. 3- Table showing whether phone numbers of home maintenance services like Plumber, Carpenter and Electricians be included I Love NGR App

Particulars	No. of respondents	Percentage
Yes	773	91%
No	76	9%
TOTAL	849	100%

Graph No. 3- Graph showing whether phone numbers of home maintenance services like Plumber, Carpenter and Electricians be included I Love NGR App



INTERPRETATION:

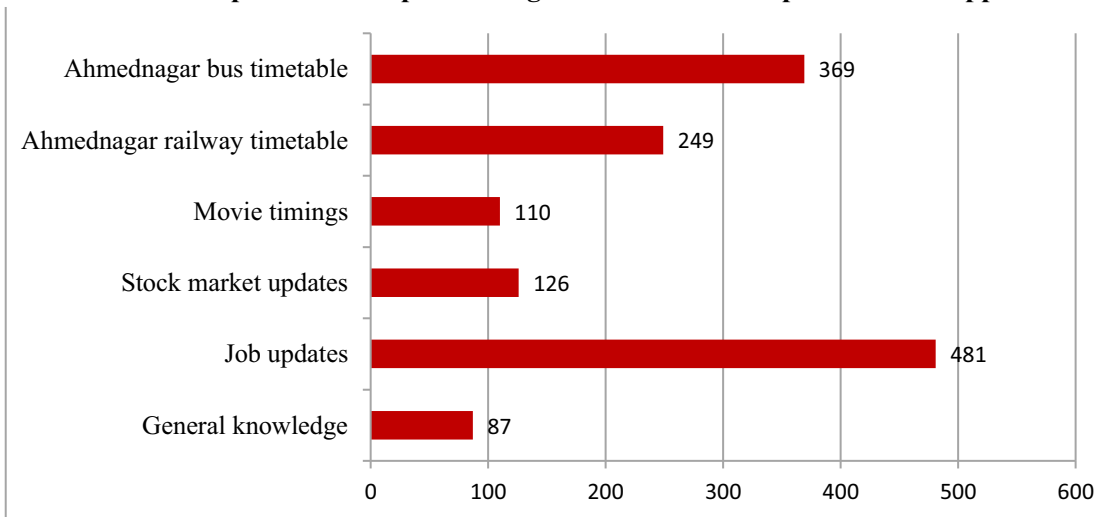
Above Pie chart shows that 91% of respondents think that the phone numbers of home maintenance services like Plumber, Carpenter and Electricians should be incorporated in I Love NGR App, while the rest 9% think it should not be incorporated.

4. Services to be incorporate in the App

Table No. 4- Table showing services to be incorporate in the App

Particulars	No of respondents	Percentage
Ahmednagar Railway Timetable	369	43%
Ahmednagar Bus Timetable	249	29%
Movie timings	110	13%
Stock market updates	126	15%
Job updates	481	57%
General Knowledge	87	10%

Graph No. 4- Graph showing services to be incorporate in the App



INTERPRETATION:

Above bar graph shows that 57% of respondents would like Job portal to be incorporated in the app, 43% of respondents think that the railway timetable should be incorporated in the app, 29% of respondents think that the bus timetable should be incorporated in the app, while the rest 15%, 13% and 10% think that stock market, movie timings and general knowledge respectively should be incorporated in the app.

FINDINGS :

1. Respondents find the overall app to be informative.
2. More than half of the respondents use the app daily.
3. Respondents said religious and controversial content won't be appreciated by them in the app.
4. Respondents would like to have house help numbers like plumbers, carpenters, etc. to be uploaded on the app for reference.
5. Majority of the (57%) respondents would like Job portal to be incorporated in the app.

SUGGESTIONS :

To understand the preferences of the app users the app makers need to modify their app a little to attract more downloads as well to meet the demands of the existing downloader's.

Measures to be taken by the app developers:-

1. Updating the existing sections of the app regularly:

The existing sections in the app like the food section, health care section, tourism section, should be updated regularly.

2. Introduce new sections to the app:

The app makers must cater to the demands of the app users like the demand of bus and railway timetables, contact information of plumber, carpenter, electrician, etc.

3. Introduce a job portal on the app:

The most demanded section to be introduced on the app is the job portal, through which the app users will get information regarding the new job opening at various companies in and around Ahmednagar.

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**A STUDY ON INVOLVEMENT OF TRADE UNIONS
AND RESULTING SATISFACTION LEVEL AMONG EMPLOYEES
OF ISMT LTD. AHMEDNAGAR**

-Lt Col Manoj Kolakkal

ABSTRACT :

With the changed social, political and educational environment in terms of awareness of right, trade unions are considered a major component of industrial relations system. Workers union plays a crucial role to protect the interest of its members. Trade unions are those organisations of employees/workers who work for the maintenance and enhancement of their economic status by insisting on a rise in money wages and improvement in working conditions and benefits. The present study focuses on involvement of trade unions and resulting satisfaction among employees of ISMT Ltd., Ahmednagar. A sample of 75 employees were studied and it was found that majority of the employees are satisfied with the role and functioning of the Trade Union.

Keywords: Employees, satisfaction, trade unions , involvement.

INTRODUCTION :

Trade unions in India have come a long way since the first organized trade union - the Madras Labour Union, one of the earliest unions, was formed in 1918. India now has more than 84,642 registered trade unions along with an unaccounted number of unregistered trade unions scattered across a large spectrum of industries in India. The potential for growth in trade union represented workers is huge given the fact that India is likely to have a working population of more than 64% by the year 2021.

The main role of trade union is to ensure the welfare of its members such as safeguarding the interests of its members, protecting the reliability of its trade, achieving higher wages by securing economic benefits. It also optimises the working conditions at the workplace and guarantees a job security while protecting members against unfair dismissal at workplace. Through its leadership, trade union engages in collective bargaining, whereby labour contracts are negotiated with the employers.

In this project an effort has been made to find out how the Trade union plays a vital role in redressal of grievances and enhancing the satisfaction level of

employees. This Research work has been carried out at Nagar Zilha Mazdoor Sena, the Trade Union operating at ISMT Limited, MIDC, Ahmednagar.

The main body of a trade union usually consists of individual workers, sometimes professionals and past workers. Their primary aim is to ensure that the employment conditions of employees are respected and that fair working conditions are offered. However, trade unions also engage in issues like negotiation, representation, information and advice and member services.

LITERATURE REVIEW :

1. Indian Constitution: Trade unions are a major component of the system of modern industrial relations in any nation, each having their own set of objectives or goals to achieve according to their constitution and each having its own strategy to reach those goals. Union of workers plays an important role in industrial system. Annually statistics on Trade Unions are collected by Ministry of Labour, Government of India's Labour Bureau. Right to form Trade Union is a fundamental right under Article 19 (1) (c) of the Indian Constitution.

2. According to a report published by Nishith Desai Associates titled - India: Trade Unions and Collective Bargaining in November 2019 says that trade unions play a major role in employee welfare activities, cultural programs and banking and medical facilities and by creating awareness through training and educating the members of the trade union. Most trade unions have managed to foster an environment so as to enable a healthy discussion between the workers and employers with respect to any demands the workers may have. Furthermore, trade unions in India have, over the period of time, ensured to provide a forum to facilitate better industrial relations, industrial growth and improve productivity.

3. What Do Unions Do? – This is one of the best-known and most-quoted books ever written on labour unions by Richard Freeman and James Medoff, published in 1984. This book proved to be a landmark because it provided the most comprehensive and statistically sophisticated empirical portrait of the economic and socio-political effects of unions, and a provocative conclusion that unions are on balance beneficial for the economy and society. What Do Unions Do stands up in the light of twenty years of additional experience and research. This highly readable volume is a state-of-the-art survey by internationally recognized experts on the effects and future of labour unions. It will be the benchmark for years to come.

4. Workers: The new generation of workers is more educated, enlightened, and ambitious. They need more money and leisure. In this changing scenario where management tries to rationalize the labour cost, workers are concerned

about a secured job, but with less workload (Sheth 1996).

5. Trade unionists argue that they are official spokesmen of the workers whose interests can be looked after only by unions. It is implied here that the grievances of the workers are properly represented and their problems are given adequate attention by the unions. This is in fact what the formal aspects of trade unions also reveal. A total view of trade unionism can be obtained only by understanding what workers themselves think and feel about their unions (Mamkoottam, 1982).

6. Global Journal of Arts and Management, Department of Management, University of Botswana in its Rising Research Journal, published a research work titled - 'Effectiveness Of Trade Unions In Promoting Employee Relations In Organisations' conducted by Josephine Moeti- Lysson and Henry Ongori says that Trade union play great role in safeguarding employees from any form of discrimination or harassment in organisations. They examined the role played by trade unions in solving labour related disputes, with specific reference to working conditions, salaries fair treatment, experiences and belief of the employees with their trade unions performance in line with their expectations which may results in decline in membership as it happened within some African countries.

OBJECTIVES:

1. To study involvement of trade unions at ISMT Ltd.
2. To study the satisfaction level of employees with respect to trade unions.

RESEARCH METHODOLOGY:

Type of data used - · Primary data · Secondary data

SOURCES OF DATA

Primary data: Primary data was collected via questionnaire, informal interaction, interview and discussion and observation.

Secondary data: Secondary data was collected from company website, brochures, company, magazines, internet, etc.

1) RESEARCH DESIGN

Descriptive Research Design

2) Sample Size -

Total sample size was 75 workmen employed at ISMT, MIDC, Ahmednagar.

3) Sampling Method -

Convenience Sampling Method.

4) Research Area -

Research was carried out in ISMT, MIDC, Ahmednagar.

5) Statistical tools -

Simple Average, percentage and weighted average

SCOPE OF RESEARCH :

The influence of Trade Unions is of key importance for their members as well as the management. They are more effective and efficient when the need of negotiation is required between employers and employees by attempting to create a win-win situation.

This study will verify the facts and figures on ground and will find out whether the employees are really happy and satisfied with the role and functioning of Nagar Zilha Mazdoor Sena, the Trade union functioning in ISMT, MIDC Ahmednagar.

DATA ANALYSIS & INTERPRETATION :

Table No. 1

Table showing Duration of registration to the trade union

Ser No	Parameters	No of Respondents	Percentage
1	Less than one year	0	0%
2	1-5 Years	0	0%
3	5-10 Years	5	6%
4	More than 10 Years	70	94%
	Total	75	100%

Interpretation :

According to the survey, only 6% of the respondents were registered to the trade union between 5-10 years. Baring few of these workmen, majority of the work force in the company are registered to the Nagar Zilla Mazdoor Sena for more than 10years. It implies that the employees of ISMT were having adequate work experience and they were familiar with the role and functions of the trade union.

Table No. 2

Table showing Number of Respondents having grievances with their company

Ser No	Parameters	No of Respondents	Percentage
1	Grievances	11	14%
2	No Grievances	64	86%
3	Can't say	0	0
	Total	75	100%

Interpretation :

Only 14% of the respondents accept that they had some kind of grievances with the company. However 86% of the respondents never had any kind of issues/ grievances with their company.

Table No.3

Table showing Number of Respondents taken help of the trade union

Ser No	Parameters	No of Respondents	Percentage
1	taken help of TU	58	78%
2	Not taken help of TU	17	22%
3	Can't say	0	0%
	Total	75	100%

Interpretation :

It is clearly evident that 78% of the workmen had taken the help of the trade at some point of time while working in ISMT. It implies that the majority of the workmen require the help of the trade union either directly or indirectly. However 22% of the workmen had never taken the help of Trade Unions.

Table No.4

Table showing degree of initiatives and interests
takes by the Trade Union in resolving the issues of the workmen

Ser No	Parameters	No of Respondents	Percentage
1	High initiatives	69	92%
2	Low initiatives	4	5%
3	No initiatives	2	3%
4	Don't Know	0	0%
	Total	75	100%

Interpretation :

92% of the respondents agree that the Trade Union takes lots of interest and initiatives in resolving the issues of the employees. It seems that the workmen were having lots of confidence and trust in the trade union. However 5% of the respondents feel that the trade union was taking low initiatives while 3% feels that the trade union was taking no initiatives in resolving the issues of the workmen.

Table No.5

Table showing the level of interest and efforts taken by the Trade Union in bringing awareness to the workmen about their rights and working conditions

Ser No	Parameters	No of Respondents	Percentage
1	Adequate	47	63%
2	Satisfactory	21	28%
3	Inadequate	4	5%
4	Don't Know	3	4%
	Total		100%

Interpretation :

63% of the respondents agree that the Trade Union was taking adequate interest and efforts while 28% feels satisfactory in bringing awareness to the workers about their rights and working conditions. This awareness is delivered to the workmen through certain training programme, classes, lectures, meetings, seminars etc. 5% feels it is inadequate while 4% were not aware of it.

Table No.6

Table showing the involvement of Trade Union in resolving the issues of the employees in a much faster pace

Ser No	Parameters	No of Respondents	Percentage
1	Strongly Agree	17	23%
2	Agree	49	65%
3	Disagree	7	9%
4	Don't Know	2	3%
	Total	75	100%

Interpretation :

88% of the respondents strongly agree/ agree that the involvement of Trade Union can help to resolve the issues in a much faster pace. Trade union is an organisation capable of doing collective bargaining and even the management deals with them very tactfully. Majority of the workmen understand that the trade union can resolve the issues in a much faster pace than an individual alone. 9 % of the respondents disagree with this, while 3% don't have any idea about it.

Table No.7

Table showing the effectiveness of Trade Union in negotiation and collective bargaining

Ser No	Parameters	No of Respondents	Percentage
1	Effective	59	78%
2	Satisfactory	11	15%
3	Ineffective	3	4%
4	Don't Know	2	3%
	Total	75	100%

Interpretation :

78% of the respondents have agreed beyond doubt that the Trade Union is an effective means for negotiation and collective bargaining. Majority of the workmen accept and acknowledge the important role and collective bargaining power of the trade union which in no other way the workmen can achieve. 15% feels satisfactory while 4% feels that the trade union is ineffective and 3% have no idea about it.

Table No.8

Table showing the satisfaction level of employees over the services, performances and the role played by the Trade Union

Ser No	Parameters	No of Respondents	Percentage
1	Excellent	63	84%
2	Good	10	13%
3	Satisfactory	2	3%
4	Poor	0	0%
	Total	75	100%

Interpretation :

The response given by the workmen show that 84% were satisfied with the services, performances and the role played by the Trade Union. They lay their trust, faith and support to the trade union and strongly feel that the trade union will look after their welfare. 13% grade it good while 3% respondents feel that the trade union is doing a satisfactory service.

FINDINGS :

1. 100% of the workmen are registered to Nagar Zilla Mazdoor Sena, the one and only trade union functioning in ISMT. However 88% of the respondents are registered to one trade union only whereas 12% of the respondents are registered to more than one trade union.
2. Only 6% of the respondents were registered to the trade union between 5- 10 years. Baring few of these workmen, majority of the work force in the company are registered to the Nagar Zilla Mazdoor Sena for more than 10years.
3. Only 14% of the respondents accept that they had some kind of grievances with the company. However 86% of the respondents never had any kind of issues/ grievances with their company.
4. It is clearly evident that 78% of the workmen have taken the help of the trade at some point of time while working in ISMT. It implies that the majority of the workmen require the help of the trade union either directly or indirectly. However 22% of the workmen have never taken the help of Trade Unions.
5. 92% of the respondents agree that the Trade Union takes lots of interest and initiatives in resolving the issues of the employees. It seems that the workmen are having lots of confidence and trust in the trade union. However 5% of the respondents feel that the trade union is taking low initi

atives while 3% feels that the trade union is taking no initiatives in resolving the issues of the workmen.

6. 63% of the respondents agree that the Trade Union was taking adequate interest and efforts while 28% feels satisfactory in bringing awareness to the workers about their rights and working conditions. This awareness is delivered to the workmen through certain training programme, classes, lectures, meetings, seminars etc.
7. 88% of the respondents strongly agree/ agree that the involvement of Trade Union can helps to resolve the issues in a much faster pace. 9 % of the respondents disagree with this, while 3% don't have any idea about it.
8. 78% of the respondents have agreed beyond doubt that the Trade Union is an effective means for negotiation and collective bargaining. Majority of the workmen accepts and acknowledge the important role and collective bargaining power of the trade union which in no other way the workmen can achieve.
9. The response given by the workmen show that 84% were satisfied with the services, performances and the role played by the Trade Union. They lay their trust, faith and support to the trade union and strongly feel that the trade union will look after their welfare. 13% grade it good while 3% respondents feel that the trade union is doing a satisfactory service.

RECOMMENDATIONS :

An informal interaction and discussion with the leaders of the trade union and the workmen was conducted. The informal interaction brings out the following points and recommendations.

1. The wage settlement agreement between the management and the trade union are renewed once in three years. The present agreement expired on 31 Mar 2019 and a new agreement is due with effect from 01 Apr 2019. However, the agreement has not yet been prepared or signed. This will cause financial loss to the employees and delay in settling the dues to the employees retired/ expired. It is recommended that the wage settlement agreement should be done on time to avoid loss to the employees and overburden on the company.
2. The company is still following the old and traditional way of production where the fatigues of the workmen are more. It is high time to shift to modern technologies and state of the art machineries and equipment to increase the production and to reduce the cost. To sustain the market competition and to become the market leader in production of seamless pipes, modernisation is important.

CONCLUSION :

Trade union plays a vital role in addressing the grievances and issues of the workmen related to their wages, bonus, working hour, holidays etc through negotiation named as collective bargaining where interest of both parties are given priorities in any kind of dispute and maintain a cordial industrial relations between the management and the workmen.

Despite of having various issues at the functional level of the trade unions, the research survey on “Role of Trade Union and the Satisfaction Level of Employees in Ahmednagar” conducted at the trade union - Nagar ZilhaMazdoorSena functioning at ISMT Limited, MIDC Ahmednagar through a carefully designed questionnaire, informal interaction and discussion reveals that the employees are satisfied with the role and functioning of the Trade Union.

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**A CROSS-SECTIONAL RESEARCH
ON HDFC CONSUMER DURABLE LOAN
WITH SPECIAL REFERENCE TO AHMEDNAGAR CITY**

-Pramod Chaher

ABSTRACT :

A consumer durable loan is a credit/finance option for the purchase of home appliances, electronic goods, mobile, Lifestyle, Lifecare etc. HDFC offers consumer durable loans on various appliances. The present research aims to identify factors that attract customers to buy Consumer Durable Loan from HDFC consumer durable loan and also identify factors that matter the most to the customers while choosing any consumer durable loan. A primary data from 51 respondents of Ahmednagar city was collected and analyzed using weighted average method. The study found that respondents were attracted by 'Advertisement' the most and 'Interest rate' was the factor that matters the most to respondents while choosing any CDL.

Keywords- HDFC, Consumer Durable Loan, Factor that attract.

INTRODUCTION :

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area.

Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behaviour is concerned with all aspects of purchasing

behaviour – from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

Customer relationship management (CRM) databases have become an asset for the analysis of customer behaviour. The voluminous data produced by these databases enables detailed examination of behavioural factors that contribute to customer re-purchase intentions, consumer retention, loyalty and other behavioural intentions such as the willingness to provide positive referrals, become brand advocates or engage in customer citizenship activities. Databases also assist in market segmentation, especially behavioural segmentation such as developing loyalty segments, which can be used to develop tightly targeted, customized marketing strategies on a one-to-one basis. (Also see relationship marketing)

CONSUMER DURABLE LOAN:-

A consumer durable loan is a credit/finance option for the purchase of home appliances, electronic goods, mobile, Lifestyle, Lifecare etc. HDFC offers consumer durable loans on various appliances.

Indian appliance and consumer electronics (ACE) market reached Rs 2.05 trillion (US\$ 31.48 billion) in 2017. It is expected to increase at a 9 per cent CAGR to reach Rs 3.15 trillion (US\$ 48.37 billion) in 2022. Electronics hardware production in the country reached Rs 3.88 trillion (US\$ 60.13 billion) in FY18, growing at a CAGR of 26.7 per cent between FY14-18. Demand for electronics hardware in India is expected to reach US\$ 400 billion by FY24. White goods industry in India is highly concentrated. In washing machines and refrigerators, top five players have more than 75 per cent market share, while in air conditioners and fans it is around 55-60 per cent. On the other hand, kitchen appliances segment is fragmented with top five players having 30-35 per cent market share.

REVIEW OF LITERATURE

Muhamad Shakir Khilji (2018) in his research on, 'A study of customer preference towards consumer durable loan capital First Limited' tried to know the buying preference of the customers towards consumer durable loan. The study found that 67% respondents were males who are between the age of 21-30 and 31-40, the most number of customers were salaried people which were

69%, half of the respondents have salaried between 21000-30000.

P. Sathya (2014) in his research paper titled “Consumer Behavior towards Consumer Durable Goods in Thiruvarur District” attempted to evaluate the buying behavior for selected consumer durables. Primary data was collected through structured questionnaire from 50 respondents in Thiruvarur District. Secondary data included published data such as data from books, journals, periodicals, brochures, reports, etc.

Dr. N. Ratna Kishor (March 2014) in his paper titled, 'Rural Consumer behaviour towards Consumer Durable goods in India' tried to find, pattern of consumers' aspirations and competitive actions.

Dr. A. C. Pandey and Mithilesh Kumar Pandey (2013) in their research titled, 'Impact of lifestyle on brand preference of buyer behaviour a case study of uttarakhand' focused to illustrate lifestyle of the buyers changes due to some of the factors, such age, education, social class, income and some others factors. It has been seen that some the factors has major role in the changing of buyer behaviours. The following research help to know the factors responsible in changing the lifestyle of the consumers are price, place, attributes, advertisement, favourite programs attributes preferred by the consumers and significant changes have been observed.

OBJECTIVES-

1. To identify factors that attract customers to buy consumer durable loan from HDFC consumer durable loan.
2. To identify factors that matter the most to the customers while choosing any consumer durable loan.

RESEARCH METHODOLOGY-

1. Research Design-Descriptive research design.
2. Area of Research- Ahmednagar city
3. Type of Data- Both
Primary data & Secondary data
4. Instrument for Primary Data Collection- Questionnaire
5. Secondary Data Sources- Websites, Articles and Magazines
6. Sampling Frame- All the customers who have taken Consumer Durable Loan from HDFC Bank.
7. Sample Size- 51
8. Sampling Method- Convenience Sampling Method
9. Data Analysis tool used – Weighted Average Method.

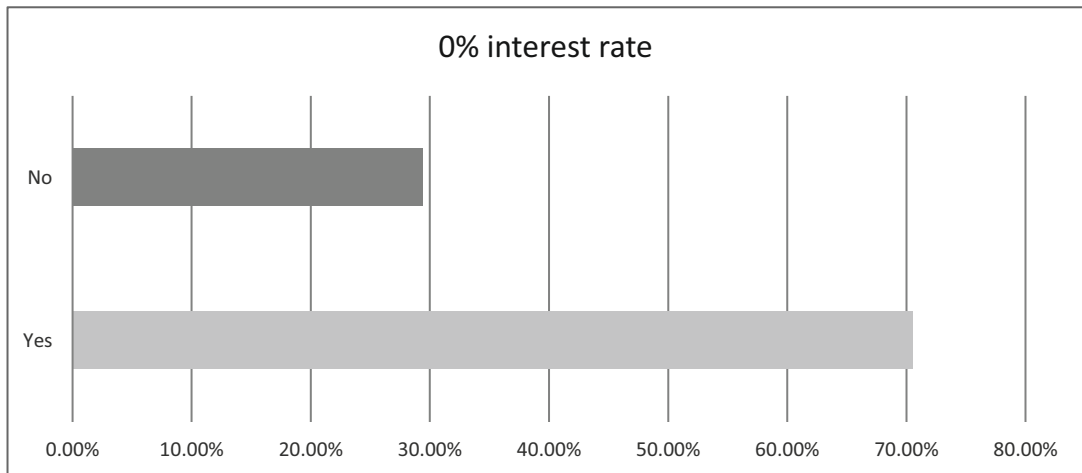
.DATA ANALYSIS AND INTERPRETATION-

1. Awareness about 0% interest rate on consumer durable goods by HDFC Bank CDL-

Table No. 1- Table showing awareness about 0% interest rate on consumer durable goods by HDFC Bank CDL

Particular	No. of resopndent	Percentage
Yes	36	70.6%
No	15	29.4%
Total	51	100%

Graph No. 1- Graph showing awareness about 0% interest rate on consumer durable goods by HDFC Bank CDL



Interpretation-

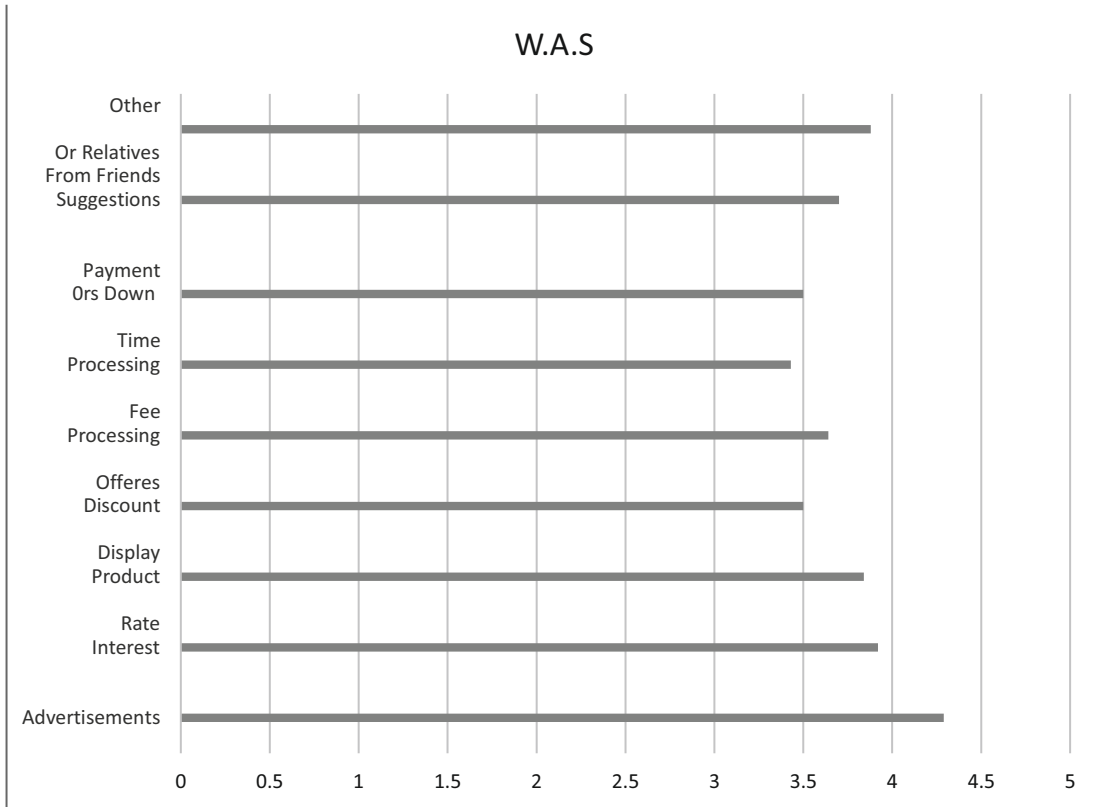
From the above graph it is seen that, 70.6% respondent were aware about 0% interest rate on consumer durable goods and 29.4% respondent were not aware about 0% interest rate on consumer durable goods.

2. Factors that attract customer to buy consumer durable loan from HDFC CDL.

Table No. 2- Table showing factors that attract customer to buy consumer durable loan from HDFC CDL

Factors	Highly Attractive	Attractive	Neutral	Less Attractive	Least Attractive	W.A.S	Rank
Advertisements	26	16	07	02	00	4.29	1
Interest Rate	13	26	09	01	02	3.92	2
Product Display	14	21	12	03	01	3.84	4
Discount Offeres	12	17	12	07	03	3.50	7
Processing Fee	12	20	11	06	02	3.64	6
Processing Time	12	16	14	04	04	3.43	8
0rs Down Payment	10	22	10	05	04	3.50	7
Suggestions From Friends Or Relatives	15	19	09	05	03	3.70	5
Other	19	20	04	04	04	3.88	3

Graph No. 2- Graph showing factors that attract customer to buy consumer durable loan from HDFC CDL



Interpretation :-

From the above graph it is seen that, respondent were attracted by Advertisement the most and gave it Weighted Average Score Of 4.29 & Rank 1. Respondent were attracted by Interest rate gave it Weighted Average Score of 3.92 and Rank 2. Respondent were attracted by Other facilities gave it Weighted Average Score of 3.88 and Rank 3. Respondent were attracted by Product Display gave it Weighted Average Score of 3.84 and Rank 4.

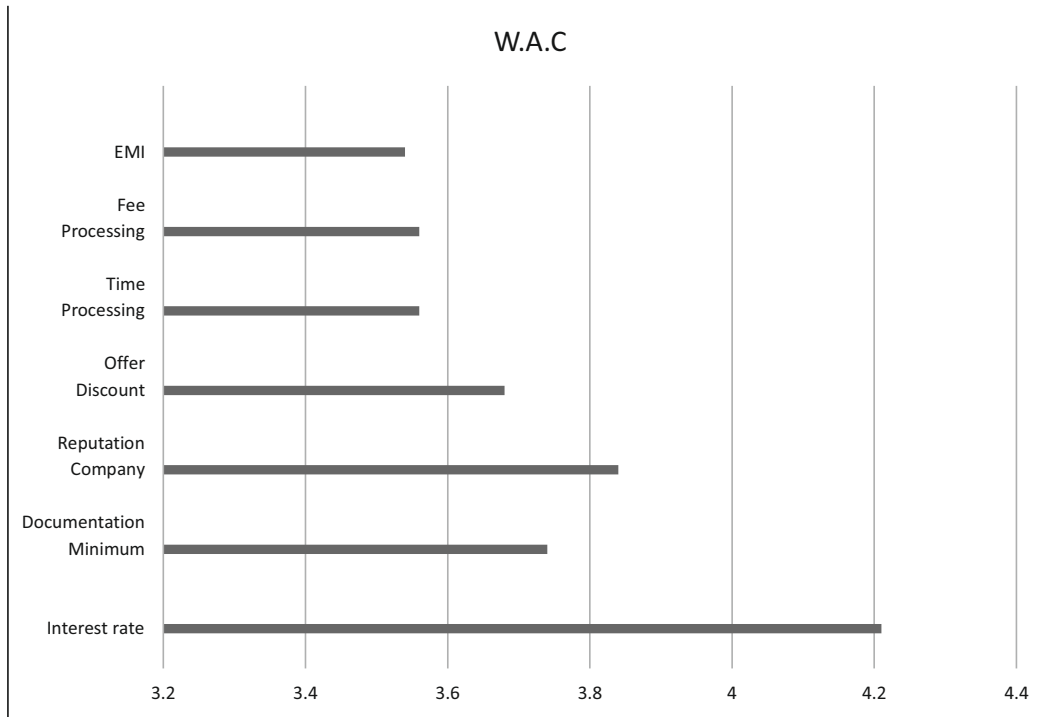
Respondent were less attracted by Suggestion from friends and relatives gave it Weighted Average Score of 3.70 and Rank 5. Respondent were less attracted by Processing Fee gave it Weighted Average Score of 3.64 and Rank 6. Respondent were less attracted by Ors down payment gave it Weighted Average Score of 3.50 and Rank 7. Respondent were least attracted by Processing Time gave it Weighted Average Score of 3.43 and Rank 8.

2. Factors that matter the most to customers while choosing any CDL

Table No. 3- Table showing factors that matter the most to customers while choosing any CDL

Factors	Highly Attractive	Attractive	Neutral	Less Attractive	Least Attractive	W.A.S	Rank
Interest rate	26	13	10	01	01	4.21	1
Minimum Documentation	06	31	11	01	02	3.74	3
Company Reputation	13	22	13	01	02	3.84	2
Discount Offer	13	20	11	03	04	3.68	4
Processing Time	08	27	12	04	00	3.56	5
Processing Fee	11	18	13	07	02	3.56	5
EMI	09	19	16	05	02	3.54	6

Graph No. 3- Graph showing factors that matter the most to customers while choosing any CDL



Interpretation :-

From the above graph it is seen that, respondent were attracted by Interest rate the most and gave it Weighted Average Score Of 4.21& Rank 1. Respondent were attracted by Company reputation gave it Weighted Average Score of 3.84 and Rank 2. Respondent were attracted by Minimum documentation gave it Weighted Average Score of 3.74 and Rank 3.

Respondent were less attracted by Discount offers gave it Weighted Average Score of 3.68 and Rank 4. Respondent were less attracted by Processing fee and Processing time gave it Weighted Average Score of 3.56 and Rank 5. Respondent were least attracted by EMI gave it Weighted Average Score of 3.54 and Rank 6.

FINDINGS -

1. 70.6% respondent were aware about 0% interest rate on consumer durable goods & 29.4% respondent were not aware about 0% interest rate on consumer durable goods.
2. Respondents were attracted by Advertisement the most and gave it Weighted Average Score Of 4.29 & Rank 1.
3. Interest rate is the factor that matters the most to respondents while choosing any CDL and gave it Weighted Average Score Of 4.21& Rank 1.

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COMPARATIVE ANALYSIS BETWEEN VAT AND GST

-Shubham Ramesh Thombare

ABSTRACT :

Indian tax is divided in two types of taxes i.e. Direct tax and Indirect tax. While direct taxes are levied on taxable income earned by individuals and corporate entities, the burden to deposit taxes is on assesses themselves. On the other hand, indirect taxes are levied on the sale and provision of goods and services respectively and the burden to collect and deposit taxes is on the seller instead of the assesses directly. The current research tries to compare two indirect tax systems i.e. VAT and GST. The study found that, GST will give India a clear and transparent taxation system, but it is also surrounded by various challenges as discussed in this paper. There is need for more analytical based research and proper implementation. Also there is need to develop proper infrastructure for compliance of laws. But overall impact of GST on Indian economy is positive.

Keywords- GST, VAT, Tax, Indirect Tax

INTRODUCTION :

Tax

Taxes are involuntary fees levied on individuals or corporations and enforced by a government entity—whether local, regional or national—in order to finance government activities. In economics, taxes fall on whomever pays the burden of the tax, whether this is the entity being taxed, such as a business, or the end consumers of the business's goods.

Indian Tax System Overview

Indian tax is divided in two types of taxes i.e. Direct tax and Indirect tax. While direct taxes are levied on taxable income earned by individuals and corporate entities, the burden to deposit taxes is on assesses themselves. On the other hand, indirect taxes are levied on the sale and provision of goods and services respectively and the burden to collect and deposit taxes is on the seller instead of the assesses directly. Taxes in India are levied by the Central Government and the State Government. Some minor taxes are also levied by the local authorities such as Municipality and the Local Governments.

Particulars	Name of Tax
Direct Tax	Income Tax
Indirect Tax	VAT, GST, Excise & Custom Duty

Indirect tax system plays an important role in economic development of the country. The Government of India has after committing to the World Trade Organization (WTO) regime, decided to modernize and streamline its indirect taxation, in the light of the experience of other WTO member countries.

VAT was introduced Value Added Tax (VAT) into the Indian taxation system from 1 April 2005. Value Added Tax (VAT) means the tax which is payable only on value-added. It is multi-point tax system but without the effect of double taxation. But there is problem of an Input Tax Credit in case of interstate sales transactions. It was difficult to deal with such issues because of cascading of taxes. Thus there is need to develop easier indirect tax system.

GST also known as the Goods and Services Tax is defined as the giant indirect tax structure designed to support and enhance the economic growth of a country. The tax came into effect from 1 July 2017 through the implementation of the One Hundred and First Amendment of the Constitution India by the Indian government. The GST replaced existing multiple taxes levied by the central and state governments like VAT, Service Tax. The GST is meant to replace a slew of indirect taxes.

REVIEW OF LITERATURE :

A.Jaykumar (2012) in his study marked that Value Added Tax makes an evasive attempt on Implementation level as well as execution level. The study revealed the requirement of transparency in VAT in all the states of India. It is found that equal channel of distribution of VAT is found among Wholesalers, Retailers and Consumers. But the transparency is required at all the level in order to obtain effective functioning in the VAT system in all the states of India. The single window system and Abolition of CST are indispensable to obtain the percent success of VAT.

Ravindra Tripathi, Ambalika Sinha and Sweta Agarwal (2011) in their study Value added tax would change the nature of trade in the coming years, but the medium level of trade would face problems as the companies would reduce the tier of marketing. Similarly, small retail dealers would be required to maintain more accounts or pay composition money which cannot be collected

from the customers. Vat considered as a real goal maker for India faster the growth of economy.

Anand Nayyar and Inderpal Singh (2018), in their study GST will bind the entire nation under a single taxation system rate. As forecasted by experts, GST will improvise tax collections and boost up India's economic development and break all tax barriers between Central and State Governments. No doubt, GST will give India a clear and transparent taxation system, but it is also surrounded by various challenges as discussed in this paper. There is need for more analytical based research for successful implementation.

Lourdunathan F and Xaonvier P (2017) in their study on "A study on implementation of goods and services tax in India: Prospectus and challenges" emphasis on GST as One Nation, One Market. Provide relief to producers and consumers by providing wide and comprehensive coverage of input tax credit set-off, service tax set off and subsuming the several taxes. Efficient formulation of GST will lead to resource and revenue gain for both Centre and States majorly through widening of tax base and improvement in tax compliance. It is necessary on the part of the government to educate, conduct proper training, continuous seminars and workshop on GST is need of the hour. Thus, necessary steps should be taken.

Prof. Ranjana Upashi (2017) in his study, "ON EFFECTS OF GOODS AND SERVICE TAX ON DIFFERENT SECTORS IN INDIA" concluded that, in India GST is structured for efficient tax collection, reduction in corruption, easy inter-state movement of goods etc. Share of organized players is going to increase as the benefit of input tax credit is available to those businesses who get their supplies from registered tax payers. Hence, tax collection is going to increase. The overall effect of GST on Indian economy would be positive.

OBJECTIVES :

- 1) To provide a brief description about framework of Value Added Tax (VAT) and Goods and Service Tax (GST).
- 2) To compare Value Added Tax (VAT) and Goods and Service Tax (GST) on different basis
- 3) To throws light on pros and cons of VAT and GST.

RESEARCH METHODOLOGY :

- 1) Research Technique – Exploratory.
- 2) Type of Data- Secondary Data.
- 3) Source of Data- Journals, Annual Reports, Websites, Newspapers, Magazines, etc.

DATA ANALYSIS :-

COMPARISON BETWEEN VAT AND GST

For research purpose we have taken an VAT Act of Maharashtra Act known as MAHARASHTRA VALUE ADDED TAX ACT, 2002 (MVAT).

1. ON THE BASIS OF REGISTRATION -

Basis	VAT	GST
Liabile to Register	1) Dealer registered under earlier laws. 2)New dealer whose sales exceeds prescribed limit 3)Dealer registered as voluntary registration	1)Individual registered under pre GST law 2) New businessman exceeds prescribed limit. 3)Casual taxable person 4)e commerce aggregator 5)Those whore are paying tax under reverse chare mechanism
Fees payable	1)Voluntary Registration-Rs.5000 with Refundable interest free Deposit of Rs.25000 2)Others –Rs.500.	No fees prescribed.
Time limit	1) Exceeding prescribed turnover limit- Within 30 days from date of exceeding turnover. 2)Change in constitution- Within 30 days of such change 3)Transfer of Business - Within 30 days of such transfer 4)Transfer of Business by way of succession in case of death - Within 60 days of such incidence	1)Regular Taxpayers- Within 30 days of becoming liable 2)Casual Taxpayers- 5 days before commencing activity 3)Non Resident Taxable Person- 5 days before commencing activity 4)VAT Or SERVICE TAX Or EXCISE Taxpayers -Before31st July, 2017
Turnover Limit	1)Importer–Rs.1,00,000 2)Others – Rs.10,00,000	1)Goods provider -Rs. 40 lakh (Rs 20 lakhs in case of Special Category State) 2)Service provider -20 lakhs (10 lakhs In case of Special Category State)

IN case of VAT registration the rules and regulation varies from state to state. Ex. There requirements for MVAT registration and Karnataka VAT is different. This not happened in the case of GST .Uniform Rules are applied across the country. Also there IS A relief to dealers as, turnover limit is more in case of GST .In case of voluntary registration certain amount paid as refundable deposit for Vat registration .No fees payable for GST registration. Special provisions are made for Special Category States. Ex.North Eastern State. It will help them to grow as compared to develop state.

2. ON THE BASIS OF REVENUE COLLECTION

Collection of revenue by Maharashtra

YEAR	COLLECTION (In Crores) VAT	COLLECTION (In Crores) GST	INCREASE PER YEAR	INCREASE IN PERCENTAGE
2004-2005	20494.91			
2005-2006	22464.47		1969.56	9.6099958
2006-2007	27594.4		5129.93	22.835749
2007-2008	31214.05		3619.65	13.117335
2008-2009	34389.68		3175.63	10.17372
2009-2010	37106.54		2716.86	7.9002189
2010-2011	47542.98		10436.44	28.125608
2011-2012	56591.21		9048.23	19.031685
2012-2013	65083.25		8492.04	15.005935
2013-2014	68777.23		3693.98	5.6757768
2014-2015	75783.06		7005.83	10.186264
2015-2016	79124.29		3341.23	4.4089405
2016-2017	90525.19		11400.9	14.40885
2017-2018		115940.23	25395.53	28.05355
2018-2019		137580.61	21640.38	18.665117
AVERAGE INCREASE			13.373333	23.3623337

Average increase in collection of VAT revenue is around 13% .If we take an average increase in GST revenue is around 23% in last two years. Maharashtra is the top contributor to among all the states. Also there is increase in revenue of Special category states, especially North Indian states.

3. ON THE BASIS OF INPUT TAX CREDIT MECHANISM

MVAT

Manufacturer will be entitled to credit of tax paid on inputs used by him in manufacture. A trader (dealer) will be entitled to get credit of tax on goods which he has purchased for re-sale.

No credit is available in case of inter-state purchases.

Credit will be available of tax paid on capital goods purchased within the State. Credit will be available only in respect of capital goods used in manufacture or processing. The credit will be spread over three financial years and not in first year itself. There will be a negative list of capital goods. Some States allow credit at one go while some allow over a period of 12 months and so on.

Credit will be available as soon as inputs are purchased. It is not necessary to wait till these are utilized or sold.

Non-availability of input credit in certain cases:

Credit of tax paid on inputs will be denied in following situations – No credit if final product is exempt – Credit of tax paid on inputs is available only if tax is paid on final products. Thus, when final product is exempt from tax, credit will not be availed. If availed, it will have to be reversed on pro-rata basis.

If the final products are transferred to another State as stock transfer or branch transfer, input credit availed will have to be reversed on pro-rata basis, which is in excess of 4%.

In following cases, the dealer is not entitled to input credit –

- (a) Inputs used in exempted final products
- (b) Final product not sold but given as free sample
- (c) Inputs lost/damaged/stolen before use. If credit was availed, it will have to be reversed.

GST

Input Credit Mechanism is available to you when you are covered under the GST Act.

Which means if you are a manufacturer, supplier, agent, e-commerce operator, aggregator or any of the persons mentioned here, registered under GST, You are eligible to claim INPUT CREDIT for tax paid by you on your purchases.

Claim of ITC

To claim input credit under GST –

- You must have a tax invoice(of purchase) or debit note issued by registered dealer
(Note: Where goods are received in lots/installments, credit will be available against the tax invoice upon receipt of last lot or installment.)
- You should have received the goods/services
(Note: Where recipient does not pay the value of service or tax thereon within 3 months of issue of invoice and he has already availed input credit based on the invoice, the said credit will be added to his output tax liability along with interest.)
- The tax charged on your purchases has been deposited/paid to the government by the supplier in cash or via claiming input credit
- Supplier has filed GST returns

Possibly the most path breaking reform of GST is that input credit is ONLY allowed if your supplier has deposited the tax he collected from you. So every input credit you are claiming shall be matched and validated before you can claim it.

Therefore, to allow you to claim input credit on Purchases all your suppliers must be GST compliant as well.

Non-availability of input credit in certain cases

- Input tax credit cannot be taken on purchase invoices which are more than one year old. Period is calculated from the date of the tax invoice.
- Since GST is charged on both goods and services, input credit can be availed on both goods and services (except those which are on the exempted/negative list).
- Input tax credit is allowed on capital goods.
- Input tax is not allowed for goods and services for personal use.
- No input tax credit shall be allowed after GST return has been filed for September following the end of the financial year to which such invoice pertains or filing of relevant annual return.

4. ON THE BASIS OF COMPOSITION SCHEME

The tax system in India is unnecessarily complicated. Absolutely true. It requires the assessee to pay monthly, there are returns to be filed, and the rates keep changing. But there are also some convenient schemes under which you can escape all this. The Composition Scheme is one such scheme, applicable to all traders in India with a turnover of between Rs. 10 lakh and Rs. 50 lakh.

VAT Composition Scheme Eligibility

1. Turnover of Rs. 10 lakh to Rs. 50 lakh in the past year.
2. You may not purchase any goods from a wholesaler/dealer that has already opted for the Composition Scheme.)
3. All your purchases and sales must be within the same state. 4. You should have a TIN.

No Input Tax Credit

VAT is collected at every step of the trading process. Let's say wholesaler A sells to dealer B stock worth Rs. 1 lakh. On this amount, dealer B pays VAT of say Rs. 4000. Then dealer B sells to trader C for Rs. 1.2 lakh. Trader C now pays VAT of Rs. 5000. Under the normal system, when trader C sells the goods, for say Rs. 2 lakh, he can collect VAT of Rs. 8000, but must only pay Rs. 3000 to the government (as Rs. 5000 has already been paid to dealer B). This is known as Input Tax Credit. Under the composition scheme, this is not possible; the entire amount must be paid. After an examination, the money will be returned. For this reason, traders that are purchasing from dealers or wholesalers opt against the composition scheme.

RATE :

Sr.No.	Types of dealers	Turnover Limit	Rate of Tax	Period of Filing Return
1	Regular Composition dealer Trader/Manufacturer	up to 15 lakh	1%	Quarterly
2	Dealer executing works contract	No limit	4%	Monthly
3	Hotelier, restaurateur, caterer	No limit	4%	Monthly

GST Composition Scheme Eligibility

LIMIT (Turnover)

IN CASE OF MANUFACTURING OF GOODS	RS 1.5 CRORE (RS .75 LAKHS IN CASE OF SPECIAL CATAGERY CASE)
IN CASE OF SERVICE PROVIDER	RS 50 LAKHS

Who cannot opt for Composition Scheme

The following people cannot opt for the scheme-

- Manufacturer of ice cream, pan masala, or tobacco
- A person making inter-state supplies
- A casual taxable person or a non-resident taxable person

Conditions for availing Composition Scheme -

The following conditions must be satisfied in order to opt for composition scheme:

- No Input Tax Credit can be claimed by a dealer opting for composition scheme
- The dealer cannot supply GST exempted goods
- The taxpayer has to pay tax at normal rates for transactions under the Reverse Charge Mechanism
- If a taxable person has different segments of businesses (such as textile, electronic accessories, groceries, etc.) under the same PAN, they must register all such businesses under the scheme collectively or opt out of the scheme.
- The taxpayer has to mention the words 'composition taxable person' on every notice or signboard displayed prominently at their place of business.
- The taxpayer has to mention the words 'composition taxable person' on every bill of supply issued by him.
- As per the CGST (Amendment) Act, 2018, a manufacturer or trader can now also supply services to an extent of ten percent of turnover, or Rs.5 lakhs, whichever is higher.

Composition Scheme - Applicable GST Rates			
Type of Business	CGST	SGST	Total
Manufacturer and Traders (Goods)	0.5%	0.5%	1%
Restaurants not serving alcohol	2.5%	2.5%	5%
Other service Providers*	3.0%	3.0%	6%

*The 32nd GST Council meeting proposed for the inclusion of Service Providers under the Composition Scheme, with the above mentioned rate of Tax. However, a notification is yet to be issued in this regard.

Source-www.cleartax.in

5. ON OTHER BASIS OF CASCADING EFFECTS OF TAXES

Computation for VAT	Computation for GST
Cost price of goods (Manufacture stage) = Rs. 2,727 Value addition by Manufacturer = Rs. 273 <hr/> Price of goods. First levy will be of Excise duty for Movement of goods Out of factory. [Rs. 3,000 @ 12.5%] = Rs. 375 <hr/> Price of goods ready For being marketed or Sold. = Rs. 3,375 Now State authorities Levy on sale of goods To end consumer/trader In the supply chain (VAT@ 14.5% on Rs. 3,375/-). = Rs. 490 <hr/> Total amount payable By customer. = Rs. 3,865	Where as GST is a charge only on selling price and CGST/SGST or IGST components would be added based on type of supply whether intra state or inter state supply. Let us assume that in the given example, the supplier is making an intra state supply (supply within the state) then the provisions of CGST and SGST Act would be applied and CGST and SGST would be levied at fixed rate. Selling price of pen. = Rs. 3,000 CGST @ 9%. On Rs.3000/- = Rs. 270 SGST @ 9 %. On Rs. 3000/- = Rs. 270 <hr/> Final amount payable by Customer. = Rs. 3,540 The difference in price under VAT and GST = Rs. 3,865 – Rs. 3,540= Rs. 325/- This is called as cascading effect of taxes in tax parlance. GST has been successful in eliminating here the cascading effect that various other forms of taxes had on the price of the goods and has reduced the burden on the common taxpayer.

Source-www.cleartax.in

One of issue in VAT system is cascading of tax .It means tax on tax. This double taxation hikes the prices of goods .But in GST regime this loopholes filled by proper rules and regulation as well as proper implementation.

FINDINGS:

- 1) Applicability of VAT is restricted to the particular state only. Ex. MVAT is applicable for only Maharashtra state only. But GST is applicable for all India including Jammu and Kashmir. Applicability of the GST act has widened the tax base of indirect tax in India.
- 2) Even though VAT registration procedure is online but it will get complex when one dealer has business operation in different states. Practically it will get easier in GST. Only one registration for entire country in GST regime. Also cost get due no fees payable.
- 3) There is continuous increase in VAT collection year after year. But after GST growth rate increases at rapid rate. GST revenue also shared by state and central government on agreed terms and conditions. Earlier the scenario was different due to VAT.
- 4) There is no availability of input Tax Credit in case of interstate purchase in VAT regime. No set off available for tax paid in case of CST. It leads to increase in prices of goods. Input Tax Credit is available for interstate purchases in GST regime. Policy regarding ITC mechanism is different from state to state. Ex. ITC can be claim immediately as soon as input purchased. In some states credit available on instalment basis. In GST regime it is easier to claim ITC in interstate purchase but practically it will be difficult. There is necessary for to claim ITC in case of purchase that your supplier must be GST compliant as well. If goods are received in one instalment then full ITC can be claimed but when goods are received in instalment then ITC can be claimed on last instalment.
- 5) The turnover limit in case of GST composition scheme is more as compared to VAT composition scheme. But in case of GST rate of taxes for restaurant are slightly higher than VAT. Service providers are get covered in GST composition scheme.
- 6) A normal tax payers under GST has to file minimum 3 returns monthly and 1 return annually. To be precise he is compelled to file 37 returns in a year. It will be costlier affair for small tax payers, as fees paid to professional like CA would increase. In some cases it will more than tax paid under GST. VAT return filing is lesser in term of quantity. A Revision of return is not possible under GST regime. As per GST rules revision of return is possible. But option for revision not available on the portal.
- 7) Introduction of GST leads to elimination of cascading of taxes . It results in to availability of goods and services at cheaper prices to the end consumer.

- 8) In Pre GST for to attract foreign investment and new industries, rate war was going between states. It results in loss of revenue of government even though it will create more employment opportunities .But it detoriates the main purpose of creation of Act. A Uniform rate policy is implemented in GST.

CONCLUSION :

Primarily, indirect tax is biggest way of revenue for government. In 2005 VAT was recognized as biggest boost to state economy .But from country's point of view it was an Unsatisfactory product .Various types of problems faced by dealers as well as government such as fraud ,lack of transparency. For to overcome with difficulties the concept of GST was introduced. As forecasted by experts, GST will improvise tax collections and boost up India's economic development and break all tax barriers between Central and State Governments. No doubt, GST will give India a clear and transparent taxation system, but it is also surrounded by various challenges as discussed in this paper. There is need for more analytical based research and proper implementation. Also there is need to develop proper infrastructure for compliance of laws. But overall impact of GST on Indian economy is positive.

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ANALYSIS OF REASON'S BEHIND FAILURE OF TATA NANO : AN EXPLORATORY STUDY

-Sumit Sarode

ABSTRACT :

Tata Motors is a market leader in commercial vehicles and among the top passenger vehicles manufacturers with 9 million vehicles on Indian roads. In 2008, Tata launched, Tata Nano car- popularly known as people's car. But soon after its launch the car failed to attract customers. The present paper tries to analyze the reason for failure of the Tata Nano. The paper also tries to find the strategy for re-launching of Tata Nano. Researcher analyzed various data that was available to access in open source and found that there were seven main reasons for failure of Tata Nano car. The researcher also provides suggestions for its re-launch.

Keywords- Tata Nano, Failure, Strategy.

INTRODUCTION :

Tata Motors Limited is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defense vehicles. As India's largest automobile company and part of the USD 100 billion Tata group. Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia through a strong global network of 76 subsidiary and associate companies including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. Tata Motors, also listed in the New York Stock Exchange (September 2004), has emerged as an international automobile company.

In India Tata Motors is a market leader in commercial vehicles and among the top passenger vehicles manufacturers with 9 million vehicles on Indian roads. Tata motors is also leading in commercial vehicles in each segment and among the top in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments.

After successfully launching the low cost Tata Ace truck in 2005, Tata Motors began development of an affordable passenger car that would appeal to the many Indians who ride motorcycles and tata motores introduce the tata nano.

The Tata Nano is a compact city car popularly known as people's car was launched with a price of one lakh rupees or US\$2500 in the year 2008. When India's largest car company known for its cost effective products Maruti Suzuki was pondering upon the strategic option of discontinuing the production of the than available cheapest car of Indian Market and its flagship product Maruti Suzuki 800. The Indian automobile market at that time was flooded with newly launched high priced cars of multinational brands.

Tata Nano was not only the commercial venture but also carried a social concern for majority of Indians Indians who could not afford to buy a four wheeler and were faced the challenges of weather and road accident. So it was very natural for a company like Tata to take up advantage like this.

With the launch of this car only Indian market was hoping big. Tata Nano's launch could expand the Indian car market by 65%, according to rating agency CRISIL (TNN, 2008). The low price makes the car affordable for families with incomes of Rs. 1 lakh per annum, the agency said.

The predictions were also made about how Tata Nano can destroy the second hand car market of the country. A record fall down in the price of second hand Maruti 800 (Nano's Closet Competitor) was also marked. The desire and anxiety at the launch of Tata Nano was even given a term called Nano mania (Mark Rainford, 2008).

But Nano could not live up to the expectations of the market and the sales graph for Nano was not so promising. And in year 2016-2017 Company sell only 7,591 model. After all this scenario the former Tata Son's chairman Cyrus Mistry and the Tata motors management confirmed the project lost money. But due to the company's emotional commitment to the project the manufacturing still continue and in May 2018 the production was eventually stopped.

REVIEW OF LITERATURE :

Dr. Neelam Kalla (2015) study focused about brand positioning of Tata Nano. And how the positioning of brand is important in the highly volatile markets and ever changing customer preferences, the key to survival is the right positioning. The positioning and repositioning of Tata Nano both were fail due to a number of factors have played a significant role like production delays, product attributes, economic crisis, political controversies or failure to select the right market segment. After a long time of its launch, Tata has strived to change its image from cheapest car "Lakhtakiya" to smart city car but this attempt also seems to fail again highlighting the fact that the first positioning remains most significant.

Prof Nishit Sagotia and Ashik Makwana (2018) studied case with regards to marketing mix, positioning of the product and brand equity, to understand what went wrong with Nano, to understand the concept of Positioning, to understand how marketing mistakes makes a product to failure, to find alternatives for the solutions. The case study on Nano focuses on marketing and strategy perspective rather than product and Technology. Followings are the various reasons behind the failure of Tata Nano: Nano failed as a Product, Failed in Customer Expectations, Failed to understand demands' Failed to understand the Targeted Use, Price, Place, Promotion, Inability to manage PR, Initial waiting period.

Ongkar Prasad Parikshan (2015) the aim of his research titled "Customer Satisfaction of Tata Nano" was to know satisfaction level of Tata Nano user. After literature reviews and analyzing of data gathered made a recommendation for addressing the problem faced by Tata Nano user in Panipat area. The objective of this assignment was to conduct a research on some of the problem that is faced by Tata Nano customer.

Matt Eyring (2011) this research gave the info about the all mistakes made by Tata at the launching TataNano. Also take a overlook of all the major and minor factors i.e. production delay, fires, showing poor car, etc. by which TataNano was fail. But the real problem is not with the car; it's with the hype surrounding it that tied Tata's hands. This research also gives some suggestion regarding in the launching the new product.

Paul Farris (2009) in their research paper they identify promotion, price, place, segment, targeting, and positioning for marketing "the world's cheapest car."

OBJECTIVES :

1. To analyze the reason for failure of the Tata Nano.
2. To find the strategy in re-launching of Tata Nano.
3. To find the alternative solution for re-launching the Tata Nano.

RESEARCH METHODOLOGY :

- Research Methodology - Exploratory research method
- Type of data - Secondary data
- Source of data - The data was collected from previous literature from respective journals, article, annual reports, website, media coverage, research paper and magazines

DATA ANALYSIS :

1. NANO FAILED AS A PRODUCT:

A product should be targeted at the prospected customer, keeping in mind their needs, expectations, requirements etc. Nano was a big fail here:

a. Failed in Customer Psychographic:

The Models of Consumer Behavior clearly indicate the importance of psychographic Factors affecting Consumer Buying behavior. Especially the product like Car is a matter of Social exhibit and prestige. The needs behind buying a car follow a different category. Indian customers require products which would be an aspiration to neighbors, In short we want an Item which would be "Neighbors Envy Owner's Pride".

When people are status conscious, they look for things that make them look wealthier than their neighbors and colleagues. While a car sounds like it would be an upgrade from bikes, a cheap one that looks the part will always be shunned and will never be perceived as a means to boost one's social status.

But in Tata Nano case the cheap vehicle which, in India's markets, translates to low quality. After all, who wants a daily driver that looks cheap and is poorly built? The Car sales in this segment were extremely sensitive to how good a vehicle looks.

b. Lack of Practicality:

People expected a Good Car, which can compete with Market leading cars on price and features, What Nano was is just a utility vehicle and in the segment where a person would be confused between a good bike or a Cheap Car.

Two-wheelers are a nimble little vehicle that let people navigate through traffic easily, while parking is rarely an issue. The same could not be said about the Nano. So, a major issue with it was that it was not a motorbike. While it was small, it simply was not small and convenient enough for people who were used to motorbikes. That was a major issue in the Nano's marketability that the automaker had not even considered.

Also, the Nano was more expensive to maintain than a bike and made car ownership more expensive. The lack of standard features that are usually expected in such vehicles also made the Nano feel cheaper.

Both these differences compared to bikes could have been overcome with a better and safer design as well as a more refined look and feel. It simply wasn't what people wanted to buy.

<u>Specification</u>	<u>Tata Nano XMGGenX</u>	<u>Maruti Alto800 standard</u>
Engine Type	XE GenX624 Cc,2 Cylinders Gsoline, MPFI	F8D
No Of Cylinder	2	3
Power	37 bhp@5500 rpm	47 bhp@6000 rpm
Torque	51 Nm@4000 rpm	69 Nm@3500 rpm
No. of gears	4	5
Length	3164 mm	3445 mm
Wheelbase	2230 mm	2360 mm
Boot Space	110 L	177 L
Seating Capacity	4	5
Mileage	21.90 Kmpl	24.70 Kmpl
Fuel Tank Capacity	24.0	35.0
Max Speed	105	137
Airbags	N	Y
Air Conditioner	Y	N
Power Steering	Y	N
ABS	N	Y
Electronic Brakeforce Distribution	N Y	Y Y
Engine Immobilizer	Y	Y
Headlamp Beam Adjuster	N	Y
Stylish Interiors	N	Y
Rear Parking Sensor	Y	N
Average Fuel Efficiency Indicator	N Y	Y Y
Price	₹ 3.05 Lakh	₹ 3.21 Lakh

Source:

<https://auto.ndtv.com/compare-cars/tata-nano-1204-vs-maruti-suzuki-alto-800>.

2. PRICE:

Price should be fixed as per promised, Tata Nano promised to give the cars at 1 lac but then it raised its price from 1 lac to 1.2lac and then 1.5 lac.

To cut down the manufacturing cost and delivering the car in low price Tata motors removing the basic features from the car and this become the advantage of competitors. Because customer ready to pay for that feature. On other hand maruti alto800 provide the basic feature like Bluetooth support, GPS,Rear Parking Sensor, Airbags, etc. and also maruti alto800 gives the stylish interior in car all this things maruti know very well. By this customer change their mind set when at the last stage of purchase or in comparison stage.

In fact, the manufacturer had employed a number of techniques to keep costs low, including cutting down on all unnecessary parts by:

- Using just one windscreen wiper instead of two
- Removing airbags altogether
- Providing a thinner and lighter spare tire
- Making the fuel inlet only accessible through the front hood
- Adding only one wing mirror

3. PLACE:

Tata also faced political problems and had to shift the plant location, which led to production delays. Transfer of the whole plant significantly added to the product's cost. The initial waiting period was too high, making several customers go away empty handed when the company could have potentially flooded the market. And after due to inflation, Nano's prices have further increased due to increase in the prices of raw material such as steel, rubber and others. This change in production place increases the price of the product and also delay approx. 1year in launching. The increase in price and delay in lunching also affect the sale n it also a one of the reason of failure.

It is the intercity transportation that middle class often needs the car. But Nano was not design for that road condition and also due to low ground clearance, Nano is terrible on these. Nano was not design to handle highways and muddy roads because of speed and power. This car fails miserably while climbing highlands. Due this Nano had found a lots of technical issue.

4. PROMOTION:

Company promoted this product as a “Cheap car”. . And the massage was created as “Lakhtakiya” car. This hurts the Ego of Indian middle class buyers.

While some TV commercials were fairly good, most of their audiences simply could not relate to what they were seeing on screen. If the bad positioning was not enough, the fact that people also could not relate to the advertisements made things a lot worse.

In a country where emotions play such a vital role in everything, this disconnect spelled doom for the Nano before it even hit the roads. After all, why buy an automobile if the car owner can't relate to it.

The product can be a leader in the market, when the product attributes are coupled with marketing efforts:



Figure 1. Value discipline model (Treacy & Wiersema,1993).

Source: From research paper "Tata Nano: A Positioning Disaster", by Dr. NeelamKalla.

After all things happen to Nano. In 2013 Company decide Change the previous Marketing Communications strategy create the new marketing strategy for that reason Tata has also re invented its Integrated marketing Communication.

And then Tata is endorsing people like electronic dance music DJ Akshay Sarin, celebrity dancer Lauren Gottlieb, and professional golfer Neha Tripathi. They are endorsing people who have an image of young achievers. They have moved away from the advertisements showing Tata Nano as the replacement of Two Wheelers and promoting it as a Lower Middle Class's Family's first budget car. Now the intensive campaign promotes Nano as a smart city car for youth and young couples focusing on product attributes like compact design, technology, fuel efficiency and looks as other luxury cars have been doing.

5. THE POSITIONING FAILURE OF TATA NANO :

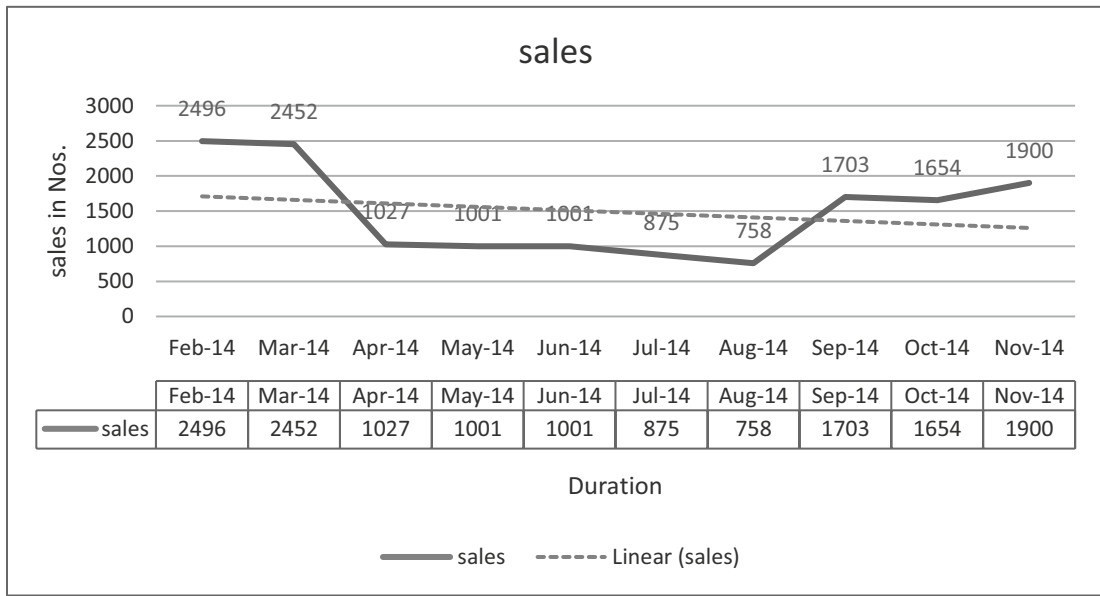
For every brand positioning remains inevitable if it wants to succeed in the market.

Before Tata Nano was launched in the market it was its name was almost in all the mouth of the people 'Nano the cheapest car in the world'. Even the president of the America Barack Obama has praised Tata Nano because of that TataNano was all over in the market before it was launched in the market.

Tata Nano was widely known as 'Cheapest Car in the World' but this is the main reason why Tata have suffered many problems in the market. Here people did not take cheap car in sense of low price but they take it as cheap in sense of quality. Here Tata Nano has failed to position itself in the market or you can say that it was wrongly positioned in the market and in the minds of people.

Shifting the Target Market from family to youth: now Tata is trying to build a youthful and aspirational value around the brand. The company promises more on-ground activities and showcases at colleges to woo the youth.

Though the results have not been very encouraging as clear from the sales figures of last one year as given below in table:



Source: Autoportal.com as retrieved form

<http://autoportal.com/newcars/tata/nano/sales-statistics> on 12/11/2014

6. INABILITY TO MANAGE PR :

Everyone got to know of the incident where a Nano caught fire; no one got to know, how many Nanos are running beautifully. And also within a few months of initial sales, technical problems were found in the product, the targeted segment for the car were the first time buyers, who get easily affected by such news. At that time, managing PR is very important.

At that time the automaker's bad public relations did not improve matters. The company simply ignored this crucial aspect and, while everyone focused on how many units caught fire, no one talked about how many were running on the roads just fine. That also convinced the general public that the Tata car was so cheap because the company cut corners in the manufacturing process.

While this would not have been a major issue on its own, when combined with bad marketing and advertising, it became one of the biggest reasons for first-time car buyers to avoid the Nano.

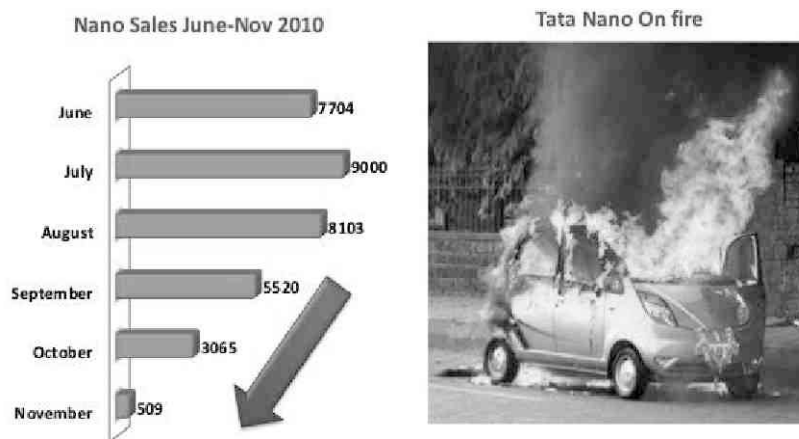


Fig. Sales down due to fire.

Source: <https://www.slideshare.net/abhizar/tata-nano-erasing-a-negative-perspective-advertising>

7. INABILITY TO HANDLE TECHNICAL PROBLEMS OF TATANANO :

It is the intercity transportation that middle class often needs the car. However, due to low ground clearance, Nano is terrible on these roads. Also, within a few months of initial sales, technical problems were found in the product and reports of Nano catching fire weakened the trust for the brand as a whole.

The consumer complaints forum says that only 2% customers are satisfy by Tata Nano customer care to handle the technical problem as well as service problem. On this platform many complaints are related to the technical n services issue.

CONCLUSION :

The marketer just need to place their product right in the minds of customer and the brands like Giorgio Armani, Raymond's, Toyota and even other brands of Tata are examples of that. So positioning remains the main mantra behind the success of any product. From this research we learned that for any business marketing mix is very important, if you want to achieve your goals then you must focus carefully in all the marketing mix.

SUGGESTIONS :

1. Make complete market analysis about the market based on the consumer expectations, need, requirement.
2. Indian people buy cars to show their status. So Tata Motors should put some good features and improve Nano's looks
3. Focusing and improving on its engineering, pricing, financing, and marketing might have been suit the needs of an optimal target customer.
4. Redesign Nano's structure as per the Indian road condition and Indian consumer.
5. Indian people are very sensitive they buy cars to show their success, so try to remove the wrong impression of 'cheap car'. And also make the Repositioning strategy for Nano.
6. To effectively use the Integrated Marketing Communication tools like Advertising, Promotion, Event marketing and sponsorship, Public Relations, consumer relation management and publicity.
7. Spend years on perfecting their craft "Nano" and launch to the wider world with less hype and greater effect.

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CAUSES OF HEALTHINESS / UNHEALTHINESS IN YOUTH

**Chintamani Kasture, Punam Borude, Priyanka Pise,
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INTRODUCTION :

This review outlines the state of knowledge and research gaps in the area of determinants of healthy eating among youth. The study is structured around individual and collective determinants that affect healthy eating in youths. Therefore we defined healthy eating as “Eating practices and behaviours that are consistent with improving, maintaining and/or enhancing health.”

Among collective factors, familial factors and the nature of foods available in the physical environment, including at home, schools and in fast-food establishments, stand out as significant influences on healthy eating in children and youth. The media, particularly television, also have an enormous potential influence and can overshadow familial influences.

Lifestyle is a way used by people, groups and nations and is formed in specific geographical, economic, political, cultural and religious text. Lifestyle is referred to the characteristics of inhabitants of a region in special time and place. It includes day to day behaviors and functions of individuals in job, activities, fun and diet.

Why Should I Make Healthy Food Choices?

To truly understand the importance of establishing healthy eating habits, you need to ask yourself a very simple question: “Why do humans need to eat?” (Note the use of the word “need,” not “want.”) Simply put, humans need to eat to supply their bodies with nutrients (carbohydrates, protein, fat, vitamins and minerals) that then supply the body with fuel for energy, aid in tissue growth and repair, act in various biochemical reactions, and much, much more. The basic need for food is pretty simple and could be compared to putting gas in your car. If you put the right fuel into your car, it will spring to life with a single turn of the key and run smoothly for many years, but if you put soda pop and sugar in your gas tank, it's going to ruin your car. In this sense, your car and your body are very much alike. They both run well on the right kind of fuel, but will deteriorate over time if you neglect their basic fuelling needs.

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OBJECTIVE :

1. To identify the effects of eating too much fast food.
2. To guide people to have a healthy lifestyle.
3. To help to reduce the health problem of people nowadays.
4. Discuss how the healthy and unhealthy lifestyle behaviours affect their health.
5. Discuss the benefits of and barriers to improving healthy eating, physical activity and stress management.
6. Identify health benefits of being physically active.
7. To find importance of having diet plan.

RESEARCH METHODOLOGY :

Scope of Research:

1. Scope of research is limited to institutes of Ahmednagar city.
2. Research is carried out only for institute.

Research Design:

Data collection method: Survey Method

Research instrument: Questionnaire were used as Research instrument

Sampling Population: Institutes of Ahmednagar

Sampling Size: 110

Sampling method: Convenience sampling method

Research Territory: Institutes

Study includes percentage method and graphical Representation:

Pie Charts, bar diagrams and Sampling Theory.

DATA ANALYSIS AND INTERPRETATION AND TESTING OF HYPOTHESIS

Age:

There are 16.4% of youth who fall in age group 18-20

There are 47.3% of youth who fall in age group 20-22

There are 30% of youth who fall in age group 22-24

There are 6.3% of youth who fall in age group 24-26

Gender:

50.9% are the Females

48.2% are Males.

Do you do physical exercise?

72.7% youth say they do exercise regularly.

27.3% youth say they don't do exercise.

Have you ever felt sick after eating fast food?

34.5% say they have felt sick after eating fast food

65.5% say they have never felt sick after eating fast food

TESTS :

Test	Study	Result
1.Test for single proportion	Study 1: How many people do exercise?	H1:P>0.5 So we can say that majority of the people do exercise.
	Study2: To analyze how many people follows diet	H1:P=0.5 So we can say that 50%of people follow diet
	Study3:To analyze how many people prefer street food	H1:P<0.5 So we can say that majority of prefer street food.
2.Test for Chi Square :	Study 1: Study to the relation between Ages and Physical Exercise	The Age and Physical Exercise are independent
	Study2: To study the relation between Age and Frequency of Exercises	Age and Frequency of Exercises are independent.
	Study4: To Study the relation between Age & follow diet plan	Age and Follow diet plan are independent.
	Study5: To Study the relation between Age & preferring street food	Age and prefer street food are independent.
	Study6: To Study how frequently youth prefer street food over healthy food	Age and Frequency ofPreferring Street Food are independent.
	Study7: To Study the relation between Age and Routine Check-up	Age and Routine Check-up are independent
	Study8: To Study the relation between Age and Sickness	Age and Falling Sick are independent

FACT FINDING :

1. We can say that Majority of the youths are involved in physical exercise.
2. 50% of today's youth follow diet plans as per their needs.
3. Majority of today's youth prefer street food as it readily available everywhere.
4. Age of particular person and whether he/she do exercise are independent.
5. Age of the person and Frequency the Exercises he/she do are independent.
6. Age-Group and whether they follow diet plan not dependent
7. Age-Group and whether they prefer street food or no are independent.
8. Age and Frequency of preferring Street Food is not dependent.
9. Age of the person and his/her Routine Check-up is not dependent.
10. Age-Group and whether person is Falling Sick or not is independent.
11. Gender and Physical exercise are independent.
12. Gender and Frequency of exercise are independent.
13. Gender and Type of Food are independent.
14. Gender and diet plan are independent.
15. Gender and prefer Street Food are independent.
16. Gender and Frequency of preferring street food are independent.
17. Gender and Routine Check-up are independent.
18. Gender and falling sick are independent.

CONCLUSION :

More than 72% of people do exercise. Out of 72%, more than 37% of people do exercise regularly, and 10% of people say that they do exercise weekly, and nearly 37% of people do exercise as per their convenience, and 11% say they don't do exercise at all. 33% People are involved in Badminton, More than 14% people are involved in sports activities like swimming, cricket, cycling. Nearly 5% of people are involved in football, and around 1-2% of people are involved in activities like Basketball, Table Tennis, Volleyball, etc and 33% of people are not involved in any of the sports activity. 43% people says they are vegetarian and 11% are non-vegetarian. And remaining 44% prefer both. Nearly 95% people say that they take lunch and dinner only. 68% of people have breakfast. 79% says that they follow diet plan and

remaining 20% don't follow diet plan at all. 77% people prefer street food rather than healthy food, where as 22% people prefer healthy food rather than street food. 22% of people have their routine check-up after 6 months, 20% people do their regular check-up yearly, and 11% of people do their check-up after 2-3 months and only 7% of people do their check-up monthly. But 38% people say that they have never done their check-up. 65% people fell sick after eating Street food where as 34% people say that they have never felt sick after eating street food.

RECOMMENDATION :

The result of this study shows that eating street food or fast food is not going to harm your health. Eating street food is good only to some extent. Majority of the people prefer street food on regularly basis or on monthly basis but as compared to them there is less number of youth who fell sick after eating street food. So it is recommended that one can eat street food but doing regularly exercise and following diet plan is also necessary.

**IMPACT ON ONLINE SHOPPING
ON RETAIL TRADE BUSINESS
FOR AHMEDNAGAR CITY**

**- Sonali Raybhog, Suparna Dhauri, Mahesh Thombare,
Chitra Avhad, Rajesh Pandhare**

INTRODUCTION :

E-commerce is buying and selling of goods and service online . Internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with wide spread uses of internet and technology.

Through e-business different types of business have increased an opportunity to increase their sale and can maintain a direct relationship with the customers without any person between you and your customers.

Online shopping provides all types of goods available in the virtual world . More and more consumers are turning to the world wide web (www) for their shopping needs which gives them access to either local or international products with just a click of the mouse.

Online shopping is the form of e-commerce which allows consumers to directly buy goods and services over the internet through a virtual shop. People find it easy and convenient to shop from the comfort to their home or office.

One of the great benefits of online shopping is the ability to read product reviews return either by experts or fellow online shoppers.

When you were growing up, your parents your content to buy this same brands from the store. It was familiar and something they could rely on. When online shopping was introduced , consumers could compare thousands of products brands before going to the stores.

Before online shopping arrived, you often asked your friend or family about a product you were considering purchasing. Now, consumers search on company websites, blogs, and social media for products reviews and recommendations.

Companies are turning to their websites to push people to come into their store and make a purchase. Often you will find companies offering coupons on their websites or email. The catch is , you can only use the coupon for an in-store purchase.

In 2018, an estimated 1.8 billion people purchase goods online up to 2.8 trillion U.S dollars.

In the upcoming years , e-commerce is expected to boom in the Asian region . The number of digital buyers in Asia Pacific is projected to pass the 1 billion mark for the 1 time in 2018.

OBJECTIVE :

The aim of this research is to investigate the impact of online shopping on retail trade business.

To study emerging of online shopping impact on profitability of retail shops.

To study the changing price pattern of retailers to face the competition from online shopping.

To study the changing business patterns of retailers to achieve customers retentions.

RESEARCH METHODOLOGY :

Scope of Research:

1. Scope of research is limited to colleges of Ahmednagar city.
2. Research is carried out for schools, colleges, institutes and parents.

Research Design:

Data collection method: Survey Method

Research instrument: Questionnaire were used as Research instrument

Data : Stratified data.

Sampling Population: Colleges, Institutes of Ahmednagar.

Sampling Size: 95

Sampling method: Convenience sampling method

Research Territory: Schools, Colleges, Institutes of Ahmednagar.

Study includes percentage method and graphical Representation : Pie diagram and Sampling Theory.

Test Results :

STUDY 1: Study to find which shopping method do people like.

Test for one Proportion

Testing: $H_0:P=0.5$ $H_1 P>0.5$

P= proportion of people using online shopping

Difference	0.121
z (Observed value)	2.257
z (Critical value)	1.960
p-value (Two-tailed)	0.024
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H_0 , and accept the alternative hypothesis H_a .

$H_1: P>0.5$

So we can say majority of people are using online shopping method.

STUDY 2: Study of which shopping is easy to search.

Test for one proportion :

Testing: $H_0:P=0.5$ $H_1 P>0.5$

P= proportion of online shopping is easy to search a products.

Difference	0.258
z (Observed value)	4.925
z (Critical value)	1.960
p-value (Two-tailed)	< 0.0001
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H_0 , and accept the alternative hypothesis H_a .

$H_1: P>0.5$

So majority of people say that online shopping is easy to search a products.

STUDY3: Study of which shopping method gives product at least time.

Test for one proportion

Testing: H0:P=0.5 H1 P>0.5

P= proportion of online shopping gives product at least time.

Difference	0.174
z (Observed value)	3.283
z (Critical value)	1.960
p-value (Two-tailed)	0.001
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level alpha=0.05, one should reject the null hypothesis H0, and accept the alternative hypothesis Ha.

H1: P>0.5

So majority of people say that online shopping gives product at least time.

STUDY 4: Study of which shopping gives us variety of products.

Test for one proportion

Testing: H0:P=0.5 H1 P>0.5

P= proportion of online shopping gives variety of products.

Difference	0.153
z (Observed value)	2.873
z (Critical value)	1.960
p-value (Two-tailed)	0.004
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level alpha=0.05, one should reject the null hypothesis H0, and accept the alternative hypothesis Ha.

H1: P>0.5

So majority of people say that online shopping gives us variety of products.

IMPACT ON ONLINE SHOPPING ON RETAIL TRADE BUSINESS FOR AHMEDNAGAR CITY
CHI SQUARE TEST

STUDY 5: Study to find relation between Gender and frequency of buying product.

Contingency table (1) Gender / 5) How often you buy product):

	Monthly	Quartely	Weekly	Yearly
Female	19	11	7	15
Male	23	6	10	4

Test of independence between the Gender And How often do you buy product:

H₀: The gender and How often do you buy product are independent.

H_a: The gender and How often do you buy product are dependent.

Chi-square (Observed value)	7.968
Critical value	7.862
DF	1
p-value	0.047
Alpha	0.05

99% confidence interval on the p-value:
] 0.040, 0.055 [

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H₀, and accept the alternative hypothesis H_a.

Interpretation:

The gender and frequency of buying product are dependent.

STUDY 6: Study to find relation between age and frequency of buying product.

Contingency table (2) Age group / 5) How often you buy product):

	Monthly	Quarterly	Weekly	Yearly
14-19	3	1	2	3
19-24	21	11	9	12
24-30	6	2	2	4
30 & Above	12	3	4	0

Test of independence between the Age And How often do you buy product:

H0: The age and How often do you buy product are independent.

Ha: The age and How often do you buy product are dependent.

Chi-square (Observed value)	8.290
Critical value	16.998
DF	3
p-value	0.518
Alpha	0.05

99% confidence interval on the p-value:

] 0.500, 0.536 [

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H0.

Interpretation:

The age and frequency of buying product are dependent.

STUDY 7: Study to find relation between income and frequency of buying product.

Contingency table (4) Income / 5) How often you buy product):

	Monthly	Quartely	Weekly	Yearly
10000-20000	11	3	2	5
20000-30000	8	2	0	0
30000-40000	7	3	6	0
40000-50000	4	2	1	1
50000 & onward	2	1	2	1
Below 10000	10	6	6	12

Test of independence between the income And How often do you buy product:

H0: The income and How often do you buy product are independent.

Ha: The income and How often do you buy product are dependent.

Chi-square (Observed value)	22.103
Critical value	24.784
DF	5
p-value	0.099
Alpha	0.05

99% confidence interval on the p-value:

] 0.088, 0.109 [

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H_0 .

Interpretation :

The income and frequency of buying product are dependent.

STUDY 8: Study to find relation between Gender and Shopping method you like.

Contingency table (1 Gender / 6)Which shopping method you like?):

	Online	Offline
Female	31	21
Male	5	38

Test of independence between the Gender And which Shopping method you like :

H0: The Gender and which Shopping method you like are independent.

Ha: The Gender and which Shopping method you like are dependent.

Chi-square (Observed value)	23.030
Critical value	3.997
DF	1
p-value	<0.0001
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H0, and accept the alternative hypothesis Ha.

Interpretation :

The Gender and shopping method liked are dependent.

STUDY 9: Study to find relation between Age and Shopping method you like.

Contingency table (2) Age group / 6)Which shopping method you like?):

	Offline	Online
14-19	3	6
19-24	25	28
24-30	5	9
30 And Above	3	16

Test of independence between the Age And which Shopping method you like :

H0: The Age Group and which Shopping method you like are independent.

Ha: The Age Group and which Shopping method you like are dependent.

Test of independence between the rows & the columns :

Chi-square (Observed value)	5.990
Critical value	7.693
DF	3
p-value	0.117
Alpha	0.05

99% confidence interval on the p-value:

] 0.105,

0.128[

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H0.

Interpretation:

The Age Group and Shopping method liked are independent.

STUDY 10: Study to find relation between Income and Shopping method you like.

Contingency table (4) Income / 6)Which shopping method you like?):

	Offline	Online
10000-20000	8	13
20000-30000	3	7
30000-40000	3	13
40000-50000	2	6
50000 & onward	3	3
Below 10000	17	17

Test of independence between the income And which Shopping Method you like :

H0: The income and which Shopping method you like are independent.

Ha: The income and which Shopping method you like are dependent.

Test of independence between the rows & the columns :

Chi-square (Observed value)	5.813
Critical value	10.699
DF	5
p-value	0.342
Alpha	0.05

99% confidence interval on the p-value:

] 0.325, 0.359[

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H_0 .

Interpretation :

The Income and Shopping method liked are dependent.

STUDY 11: Study to find relation between which Shopping method easy to search product and Income.

Contingency table (10) which shopping is easy to search for what you want / 4) Income):

	10000- 20000	20000- 30000	30000- 40000	40000- 50000	50000 & Onword	Below 10000
Offline	5	4	3	2	3	11
Online	16	6	13	6	3	23

Test of independence between which Shopping method you like and Income :

H0: The Shopping method you like and Income are independent.

Ha: The Shopping method you like and Income are dependent.

Test of independence between the rows & the columns :

Chi-square (Observed value)	3.171
Critical value	10.973
DF	1
p-value	0.681
Alpha	0.05

99% confidence interval on the p-value:

] 0.664, 0.698 [

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H0.

Interpretation:

Shopping method easy to search product and Income are independent.

STUDY 12: Study to find relation between income and shopping can give you product at least time:

Contingency table (4) Income / 12) which of the following shopping can give you product at least time):

	Offline	Online
10000-20000	5	16
20000-30000	4	6
30000-40000	5	11
40000-50000	3	5
50000 & onward	3	3
Below 10000	13	21

Test of independence between Income And shopping can give you product at least time:

H0: The income and shopping can give you product at least time are independent.

Ha: The income and shopping can give you product at least time are dependent.

Test of independence between the rows and the columns:

Chi-square (Observed value)	2.141
Critical value	10.902
DF	5
p-value	0.828
Alpha	0.05

99% confidence interval on the p-value:

] 0.815, 0.842 [

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H0.

Interpretation :

The Income & shopping method which takes least time are independent.

FACT FINDING :

1. 54.7% of respondents are female.
2. 55.8% of respondents are belong to age between 19-24.
3. 56.8% of respondents are post graduate students.
4. 35.8% of respondents are belong below 10000 .
5. 44.2% of respondents of student buy products monthly .
6. 62.1% of respondents do prefer online shopping .
7. 75.8% of respondents do prefer amazon .
8. 64.2% of respondents satisfied with online shopping.
9. 63.2% of respondents say online shopping saves price, petrol and verbal time.
10. 70.5% of respondents say online is easy to search products.
11. 75.8% of respondents say online shopping has more varieties of products is given.
12. 65.3% of respondents say online shopping product is given at least time.

CONCLUSION :

In the conclusion we can say that the online shopping is able to be the leader in today's generations. Because of this small retailers miss out somewhere. But the nearby stores is always the most important concern for all reason and seasons. The retail stores need to simply uplift its pattern of business and face competitive world. E-stores and retail stores both have to survive none at the cost of the others. It's not just about the livelihood it gives to the thousands of people but also the convenience of a fixed retail stores.

RECOMMENTATIONS :

- 1) Retailers have to change their attribute towards the market.
- 2) Today's is a consumer market & thus priority is the consumer satisfaction.
- 3) The firm has to be in the good books of the consumer. Better quality products, fair price and friendly after sale services are the basic areas in which the business has to concentrate to a remarkable extent.
- 4) Additional services should be provided to the consumers to woe them and built upon a loyalty which in turn would ensure a stable sales in the year to come.

USE OF SOCIAL MEDIA IN EDUCATION

**Atul Kale, Rahim Shaikh, Kamal Kumar,
Kanchan Lavhale, Shivani Lonkar**

INTRODUCTION :

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. We are seeing education institutions adapting these developments into their systems and relying on group resources and mechanisms to improve the student life. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient.

Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plug-in that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks.

There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. Social media is also a medium where students can establish beneficial connections for their careers. As an educational institution, it is crucial to be active in many social platforms possible; this helps create better student training strategies and shapes student culture.

Social Networks-

Social Network is a network of social interactions and personal relationships. Social networks are a social structure of nodes that represent individuals and the relationships between them within a certain domain. Therefore, social networks are usually built based on the strength of relationships and trust between the members.

Social Networks In Education-

Typically, institutions use a range of various educational approaches in the classroom, tutorial, lab and lecture hall. Activities can take place face to face, but may also be mediated by social networking technologies include peer assessment, group discussions. Teachers have been quick to spot such opportunities by way of chat rooms, discussion forums and collaborative work support tools which may be used in this way. The efficiency and effectiveness of such approaches are necessarily the subject of evaluation, analysis, discussions and debate . The study of social networks is a network of social learning that occurs when a self-selecting group of people who have a common interest in a subject collaborate to share ideas or find solutions .

OBJECTIVE :

The aim of this research is to investigate the role of social networks in education. Social networking, in specific term, access social network application through internet connection, is a new trend in almost organization today. The Internet shows great potential for enhancing collaboration between people and the role of social software has become increasingly relevant in recent years. This research focuses on analysing the role that social networks play in student's learning experiences. Today, it is crucial to determine the impact of social media on the academic performance of students. Technology is booming rapidly from year to year, and the younger generations are the ones caught in this rapid change. So this study is about how Social Media can help people in Education purposes.

RESEARCH METHODOLOGY :

Scope of Research:

1. Scope of research is limited to colleges of Ahmednagar city.
2. Research is carried out for schools , colleges , institutes and parents.

Research Design:

Data collection method :

Survey Method

Research instrument:

Questionnaire were used as Research instrument

Data : Stratified data.

Sampling Population : Colleges , Institutes of Ahmednagar.

Sampling size : 105

Sampling method : Convenience sampling method

Research Territory : Schools, Colleges, Institutes of Ahmednagar.

Study includes percentage method and graphical Representation

: Pie diagram and Sampling Theory.

DATA ANALYSIS AND INTERPRETATION AND TESTING OF HYPOTHESIS :

Gender Interpretation :

Total 105 responses received in which 61% are Male and 39% are Female.

Age Interpretation:

Age 15 has 1% ratio in survey.

Age 16 has 3.8% ratio.

Age 18 has 6.7% ratio.

Age 19 has 18.1% ratio.

Age 20 has 15.2% ratio.

Age 21 has 21% ratio.

Age 22 has 13.3% ratio.

Age 23 has 8.6% ratio.

Age 24 has 4.8% ratio.

Age 25-30 has 1-1% ratio in survey.

Age 51-55 has 1-1% ratio in survey.

Age 70% has 1% ratio.

Course Interpretation :

- Students from 10th were 2% in the ratio.
- Students from 12th were 8.6% in the ratio.
- Students from Graduation were 44.8% in ratio.
- Students from Post Graduation were 34.3% in ratio.
- People from Post Graduated were 8.6% in ratio.
- Teacher ratio were 1%.

Use of Social Media for learning Interpretation:

1. Many people are using Google as a platform for frequently learning as it has got 67.6% ratings.
2. The second best platform is YouTube because people thinks that they can get the videos of online lectures , webinars, online seminars for better learning.

Reason of using Social Media Interpretation:

1. The reason most of the people use social media is to “ Learn something new and innovative i.e. E-Learning ” with 65.7%.
2. The second reason people use social media for “Education Purpose”.
3. After going through both of the above points, we can say that Social media is helping people in education purpose.

STUDY1:

Study to find how many people are using social media.

Test for one proportion:

Result : we can say majority of people are using social media.

STUDY2:

Study to find how many people are using social media in education.

Test for one proportion:

Result : we can majority of people are using social media in education.

STUDY3:

Study to check relation between Gender using social media.

Contingency (1.Gender/2.Do you use Social Media?):

	No	Yes
Female	0	41
Male	3	60

Test of independence between the Gender and the exact number of people using Social Media (Chi-square):

Test hypothesis:

H0: The Gender and the use of social media are independent.

Ha: The Gender and the use of social media are dependent.

Result: The Gender and the use of social media are independent.

STUDY4:

Study to check relation between AGE group using social media.

Test of independence between the Age-Group and the exact number of people using Social Media (Chi-square):

Test hypothesis:

H0: The Age-Group and the use of social media are independent.

Ha: The Age-Group and the use of social media are dependent.

Result: The age group and the use of social media are independent.

STUDY5:

Study to check relation between different Courses using social media.

Test of independence between the Courses and the exact number of people using Social Media (Chi-square):

Test hypothesis:

H0: The Course and the use of social media are independent.

Ha: The Course and the use of social media are dependent.

Result: The Course and the use of social media are independent.

STUDY6:

Study to check relation between Gender using social media for education purpose.

Contingency (1.Gender/2.Do you use Social Media for education purpose?)

	No	Yes
Female	6	35
Male	16	47

Chi-square: Result:

The gender and social media for education purpose are independent.

STUDY7:

Study to check relation between AGE group using social media for education purpose.

Test of independence between the Age-Group and the exact number of people using Social Media (Chi-square):

Test hypothesis:

H0: The Age-Group and the use of social media for education purpose are independent.

Ha: The Age-Group and the use of social media for education purpose are dependent.

Result: The Age-Group and the use of social media for education purpose are independent.

STUDY8:

Study to check relation between different Courses using social media for education purpose.

Test of independence between the Courses and the exact number of people using Social Media for education purpose (Chi-square):

Test hypothesis:

H0: The Course and the use of social media for education purpose are independent.

Ha: The Course and the use of social media for education purpose are dependent.

Interpretation: The Course and the use of social media for education purpose are independent.

STUDY9:

Study to check which social media people use frequently for learning .

Interpretation:

1. Many people are using Google as a platform for frequently learning as it has got 67.6% ratings.
2. The second best platform is YouTube because people thinks that they can get the videos of online lectures , webinars, online seminars for better learning.

STUDY10:

Study to get the best social media platform for learning .

Interpretation:

1. By going through descriptive statistics, we have mean and variance of each social media platform as shown in above tables.
2. The GOOGLE platform has the highest mean 3.831, so after analysing the descriptive statistics we can say Google is the best media platform for learning.
3. The YOUTUBE platform has the second highest mean 3.464, so we can say it is the second best platform for learning.

STUDY11:

Study to find relation between Gender and How many hours people using social media daily ?

Contingency table(Gender/ How many hours you use social media daily?):

Test of independence between the Gender and the exact number of hours people spending on Social Media daily(Chi-square):

Test hypothesis:

H₀: The Gender and the number of hours people using social media daily are independent.

H_a: The Gender and the number of hours people using social media daily are dependent.

Result: The Gender and the number of hours people using social media daily are independent.

STUDY 12:

Study to find relation between Age and How many hours people using social media daily?

Test of independence between the AGE and the exact number of hours people spending on Social Media daily (Chi-square):

Test hypothesis:

H₀: The Age and the number of hours people using social media daily are independent

H_a: The Age and the number of hours people using social media daily are dependent

Result: The Age and the number of hour people using social media daily are independent.

STUDY 13:

Study to find relation between Course and How many hours people using social media daily?

Test of independence between the COURSE and the exact number of hours people spending on Social Media for education purpose (Chi-square):

Test hypothesis:

H₀: The Course and the number of hours people using social media daily are independent

H_a: The Course and the number of hours people using social media daily are dependent

Result: The Course and the number of hours people using social media daily are independent

STUDY 14:

Study to analysing the reasons why people use Social media .

Interpretation:

1. The reason most of the people use social media is to “ Learn something new and innovative i.e. E-Learning” with 65.7%.
2. The second reason people use social media for “Education Purpose”.
3. After going through both of the above points, we can say that Social media is helping people in education purpose.

STUDY15:

Study to find relation between Gender and How many hours people using social media daily for education purpose?

Test of independence between the Gender and the exact number of hours people spending on Social Media for education purpose (Chi-square):

Test hypothesis:

H₀: The Gender and the number of hours people using social media for education purpose daily are independent.

H_a: The Gender and the number of hours people using social media for education purpose daily are dependent.

Result: The Gender and the number of hours people using social media for education purpose daily are independent.

STUDY 16:

Study to find relation between Age and How many hours people using social media daily for education purpose?

Test of independence between the AGE and the exact number of hours people spending on Social Media for education purpose(Chi-square):

Test hypothesis:

H₀: The Age and the number of hours people using social media for education purpose daily are independent

H_a: The Age and the number of hours people using social media for education purpose daily are dependent

Result: The Age and the number of hour people using social media for education purpose daily are independent.

STUDY 17:

Study to find relation between Course and How many hours people using social media daily for education purpose?

Test of independence between the COURSE and the exact number of hours people spending on Social Media for education purpose (Chi-square):

Test hypothesis:

H₀: The Course and the number of hours people using social media for education purpose daily are independent

Ha: The Course and the number of hours people using social media for education purpose daily are dependent

Interpretation:

The Course and the number of hours people using social media for education purpose daily are independent

STUDY 18:

Study to find that Is Social Media is helping students in education purpose ?.

Test for one proportion:

Result: Majority of people believes that social media is helping students in education purpose.

FACT FINDINGS :

1. Majority of people are using social media .
2. Majority of people are using social media in education.
3. The Gender and the use of social media are independent.
4. The Age-Group and the use of social media are independent.
5. The Course and the use of social media are independent.
6. The Gender and the use of social media for education purpose are independent.
7. The Age-Group and the use of social media for education purpose are independent.
8. The Course and the use of social media for education purpose are independent.
9. Many people are using Google as a platform for frequently learning as it has got 67.6% ratings.
10. The second best platform is YouTube because people thinks that they can get the videos of online lectures , webinars, online seminars for better learning.
11. The GOOGLE platform has the highest mean 3.831, so after analysing the descriptive statistics we can say Google is the best media platform for learning.
12. The YOUTUBE platform has the second highest mean 3.464, so we can say it is the second best platform for learning.

13. The Gender and the number of hours people using social media daily are independent.
14. The Age-Group and the number of hours people using social media daily are independent.
15. The Course and the number of hours people using social media daily are independent.
16. The reason most of the people use social media is to “ Learn something new and innovative i.e. E-Learning ” with 65.7%.
17. The second reason people use social media for “Education Purpose”.
18. The Gender and the number of hours people using social media for education purpose daily are independent.
19. The Age-Group and the number of hours people using social media for education purpose daily are independent.
20. The Course and the number of hours people using social media for education purpose daily are independent.
21. Majority of people believes that social media is helping students in education purpose

CONCLUSION:

More than 96% people are using social media and more than 70% people are using social media for education purpose.

'Male' are preferring social media for education more as compare to 'Female'.

The Age-Group 19-21 are using the social media for education purpose the most.

More than 40% people spends more than 4 hours daily on social media and more than 2 hours on education. The students of Graduation are using social media for learning something innovative and for E-Learning.

Many people are using Google as a platform for frequently learning as it has got 67.6% ratings. The second best platform is YouTube because people thinks that they can get the videos of online lectures , webinars, online seminars for better learning.

The GOOGLE platform has the highest mean 3.831, so after analysing the descriptive statistics we can say Google is the best media platform for learning.

The YOUTUBE platform has the second highest mean 3.464, so we can say it is the second best platform for learning.

More than 80% people believes that social media is helping students in education purpose.

WOMEN SAFETY ISSUES

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INTRODUCTION :

Present situation of country towards safety:

India is a great country with a great growth rate and is an emerging power. If our life, dignity and honor is at stake, then everything else, including the economy is secondary development that doesn't take care of human dignity, respect and security is but pseudo development. We have tremendous human capital in the face of females. They can contribute the development of our country only if they feel safe at their workplace, We need to restore the dignity of the women in our society and give her the highest status in our society.

India won't be a great country in the world and all the development fails till every girl child, in every corner feels safe and can walk fearlessly, even at night. We chant a thousand slogans and take pledge to protect the dignity of our women but that never works. Our actions need to speak louder than the words. There have been many instances when people risked their lives for safety of women.

No matter how much technologically we have advanced or conquered the space, we are still far from the so called 'Civil-Society'. The sad reality is that we live in an increasingly violent society in which the fear of crime is ever-present. Personal safety has become an issue of importance for everyone, but especially for women. Violence against women, in its various forms, is endemic in communities and countries around the world, cutting across class, race, age, religious and national boundaries.

OBJECTIVE :

The main objective behind the selection of this topic is to analyse the the problems regarding women's safety.

There are so many issues related to safety of women such as

- 1) Sexual harassment.
- 2) Domestic Violence.
- 3) Transportation /Travelling Issues

RESEARCH METHODOLOGY :

Scope of Research:

1. Scope of our research is limited to Ahmednagar city.
2. Research is carried out on the population of Student, Working and Non-working categories for Female and Male.
3. This research is based on a study related to awareness about "Women's Safety Issues".
4. The crimes against women are ever increasing and so we made a list of all types of crimes and conducted a study of how aware are the "Female" as well as the "Male" members of Ahmednagar City.
5. The list of crimes that are increasing are Harassment, Violence, Stealing of Valuable Items, Rape, Murder, Eve-Teasing, etc..
6. Social Media related crimes are also one category of crime that is focused on in our research.

DATA ANALYSIS, INTERPRETATION AND TESTING OF HYPOTHESIS :

1) Womens:

- a) What age group you belong?

Interpretation: 73.8% of the population of FEMALE is of age group 15-25, 19% of population is of age group 26-35 and remaining population is of age group 36-55

- b) Which category you belong?

Interpretation: 61.9% of population is student, 26.2% of population is working and remaining 11.9% is non-working.

- c) Is Women's safety issue is

Interpretation: 73.8% population thinks that women's safety issue is everyone's issue and remaining 26.2% population think that it is a women's issue.

WOMEN SAFETY ISSUES

- d) How safe do you feel to travel alone at night?

Interpretation: 31% of population think that they would rather take someone with them if they had to go out at night and would usually travel before 8-9 PM.

- e) Do you carry any safety items in your bags with you everyday?

Interpretation: 73.8% of female's don't carry any safety items with them when they go out.

2) Mens:

- a) What age group you belong?

Interpretation: 90.2% of male's belongs to age group 15-25 and 9.8% are of 26-35 age group.

- b) Which category you belong?

Interpretation: 56.1% of population is student, 39% of population is working and remaining is non-working.

- c) Is Women's safety issue is

Interpretation: 70.7% population thinks that women's safety issue is everyone's issue, 24.4% population think that it is a women's issue and remaining think that its men's issue.

- d) What do you think are the reasons for crimes?

Interpretation: 56.1% of population think that Stereotype thinking of men's/society about girls is the reason for crimes.

- e) List the type of crimes are raised against women's.

Interpretation: 58.5% of population think that harassment and rape/murder are increasing.

STUDY 1 :

Study to check the relation between gender and awareness of crime against women's:

Test of independence between the Gender and the awareness of crimes against women (Chi-square):

Test Hypothesis:

H₀: The Gender and the awareness of crimes against women are independent.

H_a: There is a link between Gender and the awareness of crimes against women.

Chi-square (Observed value)	13.249
Chi-square (Critical value)	9.488
DF	4
p-value	0.010
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H_0 , and accept the alternative hypothesis H_a .

Interpretation:

There is a link between Gender and the awareness of crimes against women.

Study 2 :

Study to check the relation between age and awareness of crime against women:

Test of independence between the age and awareness of crime against women (Chi square):

Test Hypothesis:

H₀: The age and the awareness of crimes against women are independent.

H_a: There is a link between age and the awareness of crimes against women.

Chi-square (Observed value)	7.536
Chi-square (Critical value)	16.919
DF	9
p-value	0.581
Alpha	0.05

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H_0 .

Interpretation:

The age and the awareness of crimes against women are independent.

Study 3:

Study to check the relation between gender and thinking about safety of social media for girls:

Test of independence between the gender and thinking about safety of social media for girls (Chi-square):

Test Hypothesis:

H_0 : The Gender and safety of social media for girls are independent.

H_a : There is a link between the Gender and the safety of social media for girls:

Chi-square (Observed value)	49.048
Chi-square (Critical value)	7.815
DF	3
p-value	<0.0001
Alpha	0.05

Test interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H_0 , and accept the alternative hypothesis H_a .

Study 4:

Study to check the relation between age and awareness of social media harassment against women

Test of independence between the age and awareness of social media harassment against women (Chi-square):

Test Hypothesis:

H₀: The Age and Awareness of social media harassment against women are independent.

H_a: There is a link between the Age and Awareness of social media harassment against women.

Chi-square (Observed value)	18.996
Chi-square (Critical value)	24.996
DF	15
p-value	0.214
Alpha	0.05

Test interpretation:

As the computed p-value is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H₀.

Interpretation:

The Age and Awareness of social media harassment against women are independent.

Study 5:

Study to check the relation between age and interest in learning of self defence moves in women's.

Test of independence between age and interest in learning of self defence moves in women's. (Chi-square)

Test Hypothesis:

H₀: The age and interest in learning of self defense moves in women are independent.

H_a: There is a link between the age and interest in learning of self defense moves in women.

Chi-square (Observed value)	2.484
Chi-square (Critical value)	12.592
DF	6
p-value	0.870
Alpha	0.05

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H_0 .

Interpretation:

The age and interest in learning of self defense moves in women are independent.

Study 6:

Study to check relation between category (Student , working women's and non-working women's) and thinking about social media safety.

Test of independence between the Category and thinking about social media safety (Chi-square):

Test Hypothesis:

H_0 : The category and thinking about social media safety are independent.

H_a : There is a link between the category and thinking about social media safety.

Chi-square (Observed value)	6.375
Chi-square (Critical value)	9.488
DF	4
p-value	0.173
Alpha	0.05

Test interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H_0 .

Interpretation:

The category and thinking about social media safety are independent.

Study 7:

Study to check relation between age and help.

Number of observations with replaced missing data: 5

Results for the variables age and help:

Test of independence between the age and help:

Test Hypothesis:

H0: The age and help of the table are independent.

Ha: There is a link between age and help.

Chi-square (Observed value)	1.137
Chi-square (Critical value)	6.120
DF	1
p-value	1.000
Alpha	0.05

Test Interpretation:

As the computed p-value is greater than the significance level $\alpha=0.05$, one cannot reject the null hypothesis H0.

Interpretation:

The age and help of the table are independent.

Study 8:

Study to check relation between seen the women being teased/harassed and whether help or not.

Number of observations with replaced missing data: 5

Results for the variables seen the women being teased/harassed and whether help or not:

Test of independence between the seen the women being teased or harassed and whether help or not:

Test Hypothesis:

H0: Seen women being teased or harassed and whether help or not are independent.

Ha: There is link between the seen women being teased/harassed and whether help or not.

Chi-square (Observed value)	49.608
Chi-square (Critical value)	13.683
DF	2
p-value	0.001
Alpha	0.05

Test Interpretation:

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H_0 , and accept the alternative hypothesis H_a .

Interpretation:

There is link between the seen women being teased/harassed and whether help or not.

TEST OF GOODNESS OF FIT

Study 9:

Awareness of social media harassment

Testing:

If $\text{cal } X^2 > \text{tab } X^2$: Reject H_0

Cal $X^2 < \text{tab } X^2$: Accept H_0

Option	O _i	E _i	X ²
Yes	41	27.66667	60.75904
No	6	27.66667	1.301205
Sometimes	36	27.66667	46.84337
	83	83	108.9036

Cal $X^2=25.90361$

Tab X^2 with 2df=5.991

25.90361 > 5.991

So one should rejected the null hypothesis H_0

Study 10:

To check the crime against women's are increasing, decreasing or same.

Testing:

If $\text{cal } X^2 > \text{tab } X^2$: reject H_0

$\text{Cal } X^2 < \text{tab } X^2$: Accept H_0

Option	O _i	E _i	X ²
Increasing	68	27.66667	167.1325
Decreasing	6	27.66667	1.301205
Same	9	27.66667	2.927711
	83	83	171.3614

$\text{Cal } X^2 = 88.36145$

$\text{Tab } X^2 \text{ with } 2\text{df} = 5.991$

$88.36145 > 5.991$

So one should rejected the null hypothesis H_0

Study 11:

To check social media is safe for girls

Testing:

If $\text{cal } X^2 > \text{tab } X^2$: reject H_0

$\text{Cal } X^2 < \text{tab } X^2$: Accept H_0

Option	O _i	E _i	X ²
Yes	19	27.66667	13.04819
No	16	27.66667	9.253012
Maybe/Not Sure	48	27.66667	83.27711
	83	83	105.5783

$\text{Cal } X^2 = 22.57831$

$\text{Tab } X^2 \text{ with } 2\text{df} = 5.991$

$22.57831 > 5.991$

So one should rejected the null hypothesis H_0

CONCLUSION :

- There is a link between Gender and the awareness of crimes against women .
- The age and the awareness of crimes against women are independent.
- There is a link between the Gender and the safety of social media for girls.
- The Age and Awareness of social media harassment against women are independent.
- The rows age and interest in learning of self defense moves in women are independent.
- The category and thinking about social media safety are independent.
- The age and help of the table are independent.
- There is link between the seen women being teased/harassed and whether help or not.

REFERENCES :

- <https://www.iapaper.net>
- www.google.com

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Sharma, A. B. (1998), Marketing World, U.K.:McGraw Hill, Page 26

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