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Editorial

Uncertainty forms a significant part of any business. Business disruptions add to this uncertainty. In current business scenario, the existence of uncertainty forms a core part of a business's speculation and investment. To be a top leader, therefore, a business owner will need to appreciate uncertainty and deal with it as it appears. The best leaders already know when to engage elements of risk and when to leave them be. To help managers and future leaders become successful in this uncertain business environment having knowledge and understanding of research is very important.

Undertaking research in business schools helps the future managers, in building a business plan, based on what may have occurred in earlier times. Business research helps them to identify opportunities and threats. It helps identify problems and using this information, wise decisions can be made to tackle the issue appropriately. Students thus are motivated in many good business schools to conduct quality research.

Research is not complete until it is published. It is through publication that the research, including its scientific and practical contributions, is disseminated to others in a particular field. Although students are provided opportunities to recognize the importance of research, too often they fail to appreciate that research is not complete until it is published. Occasionally, students are listed as co-authors of articles in professional journals, but typically they are credited for their work in the acknowledgments. Rarely are students fully involved in both the writing and peer review process. On this background, "Prayas- A Student's Research Journal" is an effort to provide opportunity for the students to publish their original research work and thus in future be successful managers and leaders.

PRAYAS : A Student's Research Publication

Volume XIII, June 2021

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STUDY OF SOCIAL MEDIA IMPACT ON TOURISM INDUSTRY

-Sanika S Deshmukh*, Purwaja S Parnerkar**

I. ABSTRACT

The use of internet and other information communication technology leads to a new era of tourism economy. Social media, as one of the most powerful online networking tools has been integrated into a part of social and economic life in the real world. The aim of this study is to understand this growing importance of social media in the tourism industry and to understand the impact of social media in the tourism industry. The purpose is to understand the future role of social media in the years to come on the tourism industry so that it benefits the tourism industry and tourists globally. Tourism industry is one of the sectors that have benefited the most from the internet, social media become integral part of tourism promotion and planning. The influence of social media to the tourism products has proved to be good strategy in improving not only the quality of the business but also the revenues of the tourism industry at large. A study has been undertaken of the research that has been done in the use of social media and the impact of social media in the tourism industry.

Keywords: Social media, tourism industry, economy, internetowth of entrepreneurs. *It describes the benefits of E-commerce for the development of India.*

II. INTRODUCTION

Social media has been playing a great role in both our personal and professional life. Wide spread of internet and technological evolution in the world have revolutionized many sectors mainly tourism.

Social sharing is the most significant factor that affected the tourism industry. Social media impact on tourism is seen the ways like people research before going on a trip, share their travel experiences on social media by posting

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photographs or videos, people build their trust in a tourism agency based on the reviews of the others. Thus, social media has transformed the way people make decisions.

Social media is growing at significant growth rate, it can be used as a marketing tool for all industries. The tourism industry is primed to take advantage of social media outlets, as the industry has long relied largely on destination reputation, consumer opinion, spread of information, and positive word - of - mouth advertising. In many instances, such as the case of the 'Incredible India 'campaign and 'Bharat Darshan 'campaign, integration of social media into the marketing strategy of Indian Tourism has shown remarkable, measurable results in increased rates of visits as well as visitor satisfaction. As a result, various states around the country are becoming more reliant on social media as a cost – efficient and effective tool for tourism marketing for their respective state.

The rise of social media led to the development of two-way communication between agencies and customers and customers to customers.

Social media is playing very important role in shaping the way people travel and the way tourism industry doing business.

III. REVIEW OF LITERATURE

Daniel Leung (2013), in his research he states how social media impacted tourism system. The role and use of social media in travellers' decision making discussed in tourism and hospitality research. This study reviews and analyses all extent social media related research articles published in academic journals during 2007 to 2011, mainly tourism industry. This analysis is from both the consumers' and suppliers' perspective. The article found that consumer centric studies generally focused on use and impact of social media in research phase. Research findings thoroughly demonstrate the strategic impact of social media on tourism competitiveness.

Alzabeta Kiralova and Antonin Pavlicecka (2015), under this research paper it stated that social media plays a significant role both on the demand and on the supply side of tourism allowing destination interact directly with visitor via various internet platforms. The paper defines the development of social media strategies in tourism destination. This study characterizes the social media and communication which deals with the changes in visitors' behavior affecting the destination marketing. Under the study selected best practices of social media campaigns are presented and key elements of successful social media strategies are identified.

Dr.Shwetasaibal Sahoo and Mr. MukundaB.G (2017), in their research of role of social media promoting tourism business they stated how the use of social media and internet platforms leads the tourism economy. Social media is proving one of the most powerful tools for growing tourism industry. This study investigates use of social media by Odisha Tourism in tourism promotion in Odisha.

Dr.Neeraj Gohil (2015), under this report he studied the relationship between travel and technology. Social media allows allow businesses to promote their services and reach customers in more personal way. Unlike the states of India, the state of Madhya Pradesh has also promoting tourism relates information through social media. Social media has become a powerful tool in Madhya Pradesh Tourism to raise awareness about MP's tourist's hotspots. This study is specifically done on initiatives of Madhya Pradesh State Tourism for branding and positioning tourism in India and worldwide.

IoannaBizirgianni and PanagiotaDionysopoulou (2013), in their research they have studied the development of social media and information &communication technologies has conveyed important changes in the behavioural models of the tourists. The way the search, access, produce, purchase and consume information of tourism, specifically young consumers who represent the highest percentage of the users of new technologies, participate actively in various productive processes of tourist enterprises. In

particular, this study investigates the profile of young tourists actively participates in Social Media which affects their travel decisions.

IV. OBJECTIVES OF THE STUDY

1. To study the effect of social media on tourism industry.
2. To understand the role of social media in making the tourism industry local to global.
3. To understand the impact of social media on consumers regarding preferred destinations.
4. To study various strategies in respect to navigate tourism.
5. To analyze the importance of social media in enhancing revenue generation.
6. To study the positive and negative impact of social media on tourism industry.

Scope

Social media becomes the influencer when it comes to tourism. The tourism industry across the globe is increasingly relying on social media. Social media has significant impact on tourism, travel research, customer service and travelling agencies. The scope of this study includes contribution of social media in the field of tourism and hospitality while studying the impact of social media on tourism as well.

Limitations

- ∅ The study of this research is limited up to year 2019 (Prior to Covid19 Pandemic)
- ∅ The traditional methods has not used to collect the data.
- ∅ The study has limitations of cost & resources.

V. RESEARCH METHODOLOGY

The research methodology is adopted is based on secondary data from the reliable sources with personal observations. Extensive secondary data is

collected through published Government reports, articles in journals. For studying the impact of social media on tourism in India, rigorous search has been done through online sources and social websites. The study attempts to find out the contribution of social media in choosing the Indian tourism destinations for trips or searching information about the tourism attractions in India.

Role of Social Media in Tourism.

Social sharing for better customer relations-

Customer service is essential aspect of the tourism industry that has changed with social media. Now brands and businesses can reach their customers directly through social media. When people are unsatisfied with tourism service, they call companies to account for that. Social media enables especially young people to share the most significant memories from their travels with the vast audience. For tourism companies have more powerful way of attracting new travelers than simple advertisements and encourage people to share their real experiences online. As seen above, the rise of social media led to the development of two-way communication between agencies and customers to customer.

Engaging content is the king-

Creating engaging content is the most crucial step to go if you aim to attract more customers. Since the tourism industry is significantly connected with visual experience, visual material is the most engaging way to catch attention. User-generated content is on one of the best ways to get people to engage with your business. After specifying your target location and audience, you can get in touch with tourism influencers and experts. This really helps reaching brand to the followers.

Increases Visibility-

Now a days it can be said that whatever you do being social is the key. To increase visibility, one should actively contact customers by listening them or answering their questions. Providing customer service online is an excellent

way of making your voice heard. The tourism industry is extensive seasonal; therefore, one should be relevant when it comes to timing. Whether the place is popular or undiscovered, every location has its season. Social media can help to provide the popularity by advertising the services provided by businesses.

Best Social Media Channels for Tourism Marketing-

Big three of the social media, Facebook, Twitter, and Instagram have been the leader in tourism industry. Even though these channels have their own audience, travel is among the most shared topics on all of them.

Facebook is an excellent platform to catch users among various social groups. Facebook's recommendations feature enables people to share their experiences. It can be used effectively for travelling purpose, to reach information about what users are telling about your travel business.

Instagram is one of the most effective social media channels, which emphasis on visual material. It is great platform for tourism business to engage with their current and future customers. It allows people to follow the travel hashtags and create your own maximize the popularity of your posts.

While Instagram takes over your visual material, Twitter is your voice. This platform allows you to talk about short travel tips and promos. Even though twitter can be used for photos and videos of your brand, its actual strength is being especially useful for providing customer service.

Other than the big three, there are various platforms that can be used to get into contact with different group of travelers. For example, LinkedIn is significant for B2B as business travelers shares information on linked in groups. Snapchat is another platform. It is rapidly growing social media channel which allows people to share happening moments. That is why snapchat is important for tourism marketing strategy if the business istargeting young customers.

Positive impact of Social Media on Tourism

Social media helps to analyze the market-

Social media is used to analyze tourists' attitude or behavior. There is need for tourist to know what their experience would be like so as to have a reduction in different uncertainties and through social media, the market is analyzed. The uncertainty tourist has in services are analyzed and this helps them in making the right travelling plan. The low cost of social media made it beneficial for marketing communications.

Social Media creates a community-

Social media made possible to build a dedicated community in the tourism industry. There are millions of people who are making use of social media platforms on daily basis. And these users are always surfing the internet for tourism services. Social media platform can help to create community for tourism industry. Consistent making known of your services, bonuses and other promotions can build the community created by the businesses.

Social Media Improves online reputation of tourism businesses.

In today's scenario travelers are using different social media platforms in their various travelling phases. They make use of social media in selecting a travel destination, to book for reservation, and to find other vital travelling information. Social media is not just to advertise tourism services but through it, customers satisfaction can be measured. Through social media, one will get to know areas where tourism services are weak. Tourism industry that gives room for customers online review and feedback. Therefore, this is good way of improving online reputation as the majority of tourists leverage on social media platforms for conducting tourism research.

Social Media allows businesses to connect more clients-

The transparency of social media has made connecting to tourism client

easier and better. Trip advisors and other social media platforms have made it effortless for tourism industry to connect more to their clients. Trip advisor sites are alone having millions of hotel reviews and resorts feedback and this makes clients to review or interact with tourism industries.

Facilitated Globalization-

Social media technology facilitated globalization. The world has been constricted into one small village. People are connected through social media and networks with which information is transmitted at a single click. Tourism and hospitality industry have used this opportunity to expand their businesses. It helped people to get explore things beyond geographical limits.

Helped in Changing Loyalty Programs-

As most marketers know, acquiring new customers is far more expensive than retaining existing once. Loyalty programs have become a core piece of the travel business model, and social media has had a massive impact on how hotel loyalty programs are constructed. Many customers share opinions with their individual networks which have tremendous influence. These guests feel entitled to compensation for the positive word of mouth marketing i.e., they participate in loyalty programs in which they post about a brand in exchange for loyalty points.

Negative impact of social media on tourism industry

The role of social media in tourism information and decision-making process has increased. Social media sites in the internet today are used more frequently than the physical participation of individuals in a communication. Even though social media impacted tourism industry in various positive ways, it has still few negative aspects. Social media can be both an aid and a threat.

Negative and offensive comments on social media and consumer complaints

put the tourism organizations in trouble. The negative feedback on social media posted by unsatisfied customers about their bad travel experience and getting unsatisfactory services from travelling agencies damage the overall brand image of that traveling agency in the market which leads to reduction in their customers and apparently their revenue.

Majority of the people make travel decisions on the basis of the ratings given to that particular destination on the social media. Potential visitors may change their minds or plan to travel to a particular destination if the ratings are not good. The bad ratings make the potential customers ignorant about that particular destination.

The tourism organizations have to be quick respondents for solving the queries of the customers otherwise it will have to face the negative reviews by angry customers.

Proliferation has increased on the internet. Many tourist websites are available on the internet. This is a challenge especially to small and medium tourist enterprises that possess inadequate skills and knowledge in website efficiency.

Some people on the internet gain access to the social media using fake profiles and accounts. Such individual may falsify the information leading to misrepresentation and loss of customers.

Number of visitors that visit the tourist organizations website may not be enough as expected. This causes a loss since the company may not be able to raise enough revenue hence it affects the level of income of the company.

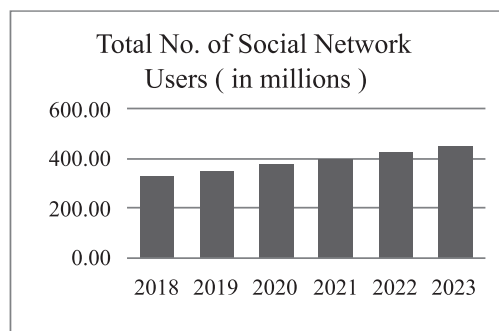
VI. DATA ANALYSIS AND INTERPRETATION OF IMPACT OF SOCIAL MEDIA ON TOURISM INDUSTRY

1. Number of social network users in India forecast until 2023-

Table

Years	Number of social network users in India forecast until 2023 (inmillions)
2018	326.1
2019	351.4
2020	376.1
2021	400.3
2022	422.7
2023	447.9

Source: Statista

Graphical Representation

Interpretation

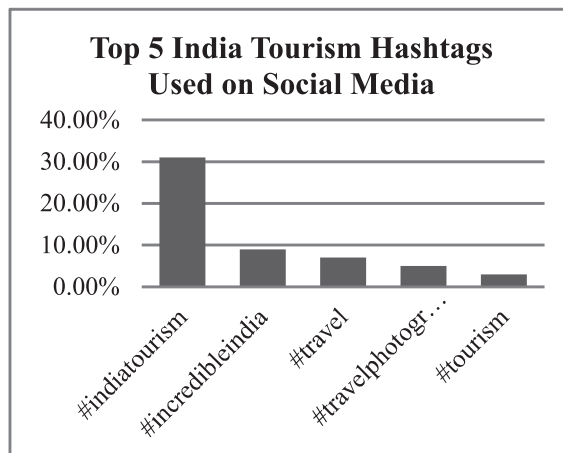
The above chart has been taken from Statista which shows the numerical status of total number of social network users from the year 2018 to 2023 in India. According to this graph it has been seen that the number of social network users are increasing rapidly every year. In the year 2018, the total number of social network users were 326.1 million and it has increased up to 376.1 million till 2020. Statista assumed that by the end of year 2023 the total number of social network users will go up to 447.9 million.

2. Top 5 India tourism hashtags used on social media in India-

Table

Top 5 India tourism hashtags used on social media in India	Percentage
#indiatourism	31 %
#incredibleindia	9 %
#travel	7 %
#travelphotography	5 %
#tourism	3 %

Source: best hashtags
Graphical Representation



Interpretation

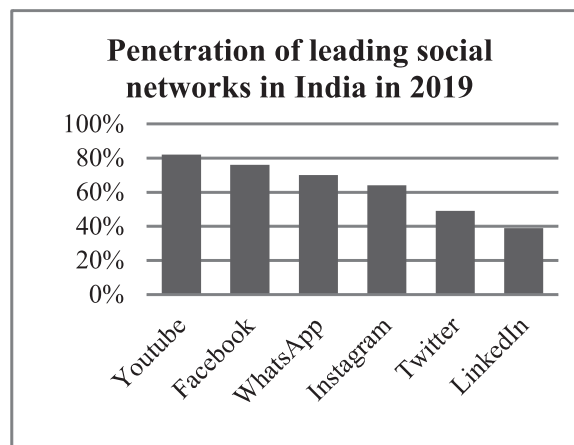
The above table represents the percentage of top 5 India tourism hashtags used on various social media's like Instagram, Facebook, twitter. This shows the popularity of tourism related posts on social media. According to the above source India tourism hashtag is used 31 %, Incredible India hashtag 9 %, Travel hashtag 7 %, Travel photography 5 % and tourism 3 %. Use of these hashtags on social media will help to increase tourism marketing on social media.

3. Penetration of leading social networks in India in 2019-

Table

Penetration of leading social networks in India in 2019	Share of population
Youtube	82 %
Facebook	76 %
WhatsApp	70 %
Instagram	64 %
Twitter	49 %
LinkedIn	39 %

Graphical Representation



Interpretation

The above data represents penetration of leading social media networks in India. According to this chart 82 % social network users prefer using YouTube, 76 % Facebook, 70 % WhatsApp, 64 % Instagram, 49 % Twitter and 39 % LinkedIn. The tourism related hashtags used on these social medias create the potential customers for tourism industry and this will ultimately lead to growth in tourism of India.

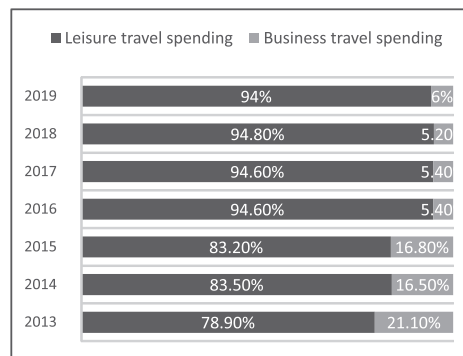
4. Distribution of revenue from tourism to GDP in India from 2013 to 2019-

Table

Year	Leisure travel spending	Business travel spending
2013	78.9%	21.1%
2014	83.5%	16.5%
2015	83.2%	16.8%
2016	94.6%	5.4%
2017	94.6%	5.4%
2018	94.8%	5.2%
2019	94%	6%

Source: Statista.com

Graphical Representation



Interpretation

Above data shows the percentage of revenue generated from tourism to GDP in India. In 2013 the percentage was 78.90% in leisure travel and 21.10% in business travel. Leisure travel percentage grows in next years to 94%. Business travel percentage has been decreased to 6%. This data clearly states that tourism has grown high and social media is major reason for this incline in revenue from tourism industry.

VII. CONCLUSION

Tourism industry is one of the largest industries of India. Indian tourism industry is expanding rapidly only because of its quality tourism marketing and broad utilization of social media in India is also expanding step by step.

The study helped in understanding that the social media helps the tourists and travellers in decision making and reducing the risk of dissatisfaction as the traveller is pre – assured about the destination through the research done by them at the pre – stage of travelling.

Social media is an extremely effective form of marketing which can be used to increase brand awareness, brand loyalty, customer service and lead to increase sales. As social media continues to grow so will the tourism industry. Tourism industry has relied largely on destination reputation, consumer opinion, spread of information and positive word of mouth advertising. Even though social media has few negative aspects, it positively impacted tourism industry in many better ways.

The tourism marketing on social media also attracts foreign tourists and helps to bring more foreign currency in India.

The Internet users in India as well as the whole world are increasing rapidly. Growing number of internet users will also increase the travellers all over the world which will have influence of social media on them which lead to growth in tourism industry and apparently growth of India.

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SERVICES PROVIDED DURING COVID-19 : A CASE STUDY OF IMS LIBRARY

Gugale Pragati*, Nahar Tanuja**

I. ABSTRACT

The Impact of Pandemic COVID-19 is observed in every sector around the world. The education sectors in India as well as world are badly affected by this. It has enforced the world wide lockdown creating very bad effects on students' life .The outbreak of COVID-19 has taught us that change is inevitable .The present paper is a case study of IMS Libraries services & programs provided during covid-19.

Keywords: *IMS Library, COVID-19, Services, Case study*

II. INTRODUCTION

The Bhaskar Pandurang Hivale Education Society has 3Institutions under its umbrella : Ahmednagar college ,Institute of management studies (CD&R),and Institute of Social Work and Research IMSCDR college, CSRD college. As per the survey ,the institute was given 43rd rank at National level ,9th rank in Maharashtra and 2nd rank in University of Pune .IMSCDR has been one of the first management institute to get the ISO:9001:2000 certification . The Institute received the prestigious 'Best Management Award in Teaching –Learning and Research'. The institute received a National Award for 'Leadership in IT Education ' from cannon India pvt. Ltd. The institutes magazine 'Reflection' got the 'Best Magazine',1st prize of RS7000/- and a Trophy in 2017.

The core objective of library is to support the academic programmes offered .The IMS library is spread over the area of 457.96 sq.mt .The set up comprises of circulation counter and stacking area , newspaper section ,

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extracurricular section , GK section , research and reference section , librarian's cabin ,photocopying section ,journals , and periodical section , Book Bank section , CD library , luggage counter and the two spacious halls . It includes books , journals and periodicals ,bound volumes of journals , corporate membership , digital library , DVDS and CDS,e-resources, maps ,newspaper and alternative exam magazine , digitalized ph.d.

The first known infections from SARS-COV-2 were discovered in Wuhan , China . The impact of pandemic COVID-19 is observed in every sector around the world . The education sector of India as well as world are badly affected by this . It has enforced the world wide lockdown creating bad impact on students life . Around 32 crore learners stopped to move schools / colleges , all educational activities halted in India .It has worked as a catalyst for the educational institutions to grow and opt for platforms and technique , which have not been used before .

III. REVIEW OF LITERATURE

The role of libraries in public emergencies has been discussed with much attention in the past. For instance, Featherstone and others (November2020) have highlighted the variety of roles that librarians can play in emergency. Through telephonic and email interviews the authors recorded the stories of 23 north American librarian who responded to bombings and other acts of terrorism , earthquake , epidemics , fires , floods , hurricanes ad tornado. The study reports significant contribution of librarian towards preparedness and recovery activities of library services surroundings disasters. Zach(November2020)presents an interview of public libraries responses to emergencies and discussed how public library have provided essential information services during time of crisis.

The study suggest that public libraries need to build their position as a trustworthy source of primary information by providing quick and easy access to those patronage looking for information about what to do in emergency. Tu-Keefener and others have conducted a situation-specific

case study to identify health information service and technology access during and after the catastrophic flooding in South Carolina. The study investigated the role played by public libraries as partners of public health agencies during a disaster. Focus group meetings and one-on-one interview method was used to get the required data. The study recommended that public libraries should be proactively prepared to provide reliable disaster and health digital resources for adult users.

IV. OBJECTIVES

1. To study how IMS library worked during COVID-19 pandemic.
2. To study services and facilities provided by library during pandemic.

V. RESEARCH DESIGN

The research design used here is descriptive research design .

4.1 Methodology used:-

The methodology used in this case study was Secondary data analysis and descriptive method of research. With the advent of information and Communication Technologies (ICT) , websites are functioning as gateways for libraries to reach its prospective users as , this is the way in which the present information users interact and engage with. Eventually with popularity web contents , a proliferation of literature on evaluation of web content through pre designed checklist based on recommendation of previous studies id quite visible (Pareek & Gupta, 2012), (Devi& Verma,2019). at the same time a sizeable literature dealing with library services during and after natural disaster like flood , cyclone is also available. However the COVID-19 pandemic is unique with regard to the scale , the impact and duration of the situations.

VI. DATA ANALYSIS AND DATA INTERPRETATION:-

In the education sector , online learning has emerged as an elixir to

address the restrictions imposed in the wake of coronavirus pandemic and considered as a feasible option to overcome the challenges.

6.1 Services provided by library during COVID-19-:

The following services were provided by library the library :

- Automated circulation and networking.
- Bibliographic services.
- Book Bank and study material facility to students to complement online classes .
- Creation of digital library and e-library Calibre
- Circulation and Book / Journal / periodical lending services.

6.2 Programmes And Activities conducted -:

The various programmes that were conducted during COVID -19 pandemic are as follows,

1. International Day for YOGA:21st June 2020:

Due to the unprecedented pandemic , the International Day for YOGA (IDY)was observed with the focus on social distancing . IMS motivated everyone to pursue yoga from safety of their homes & also encouraged all to enroll for the online participation of live sessions and talks by experts that were available on social media platforms.

2.E-Library-CALIBRE (open source eBook Software)

IMS Library launched e-library on open source platform “Calibre”. It is a powerful comprehensive e-book viewer and an easy to use platform for casual users and computer experts. The 1630 books uploaded are to a large extent related to SPPU Pune syllabus for MBA & MCA Programmes ,Economics , Law , Social Studies, Humanities and non – curricular and inspirational e- books.

3. CORONA Virus Awareness Display and Prevention Steps taken -:

The Library put up informative poster display of COVID-19 outbreak's causes , preventive measures taken to keep the virus at bay and direction of use of sanitizers to keep safe from the scourge . The hand sanitizers were distributed to Academic and Administrative Departments of the Institutes.

4. Online Audio (Anchor Podcast) : July – Dec 2020

Due to prevailing pandemic the platform of Telegram Group was used to make all library users aware of the latest arrivals in the IMS library and e - books uploaded on the E-library Calibre. The online audio services was hosted on the podcast **Anchor** ,accessible on all platforms like Spotify,Apple Podcast, and Google Podcast etc. & available from phone or table. The narrator read out bibliography details and abstract of around 150 books for all nine episodes for the period of three month.

5. E- book Quiz (online)

Institute's Library celebrated Vacchan Prerna Din (Book Reading Day) at a national level. To commemorate this occasion during the prevailing pandemic the birth anniversary was celebrated by organizing an E-Book Quiz contest. The E-flyer related to rules & regulations was posted on various social media platform including on the IMS Campus 2020-21 Telegram channel. More than thousand e-certificates were electronically issued to the successful participants across the country. The online audio service was hosted on the Podcast Anchor. The abstracts of the books written by and on Dr. APJ Abdul Kalam were read. The published Episode No. 5 heard on mobile phone or tablet. The link was posted on the IMS Campus 2020-21 Telegram Group

Adhoc Services by the Library

The National Education Policy 2020 (NEP 2020), which was approved by the Union Cabinet of India on 29 July 2020, outlines the vision of India's new education system. The new policy replaces the previous National Policy on Education, 1986.

The sixth webinar was conducted on the title “National educational policy 2020: Higher Education” by IMS's IQAC and Learning Resource Centre " on Zoom Platform and Live YouTube screening where 565 participants attended the live session. The resource person was Dr. .Roshan Lal Raina , Vice Chancellor , JK Lakshmipat University, Jaipur. The in - depth analysis, analogy with current situation referring to sweeping reforms, guidance and encouragement gave an insight to all the participants of the revamped education policy. The e-certificates were issued to all the participants who joined through digital mode.

Webinars-

IMS Library conducted following webinars for students during the pandemic. The analysis of the webinar participants based on the places and students participation is explained in below mentioned table no. 2 and figure no. 1.

Table no 1 : Table showing data of webinar date & topics of webinar .

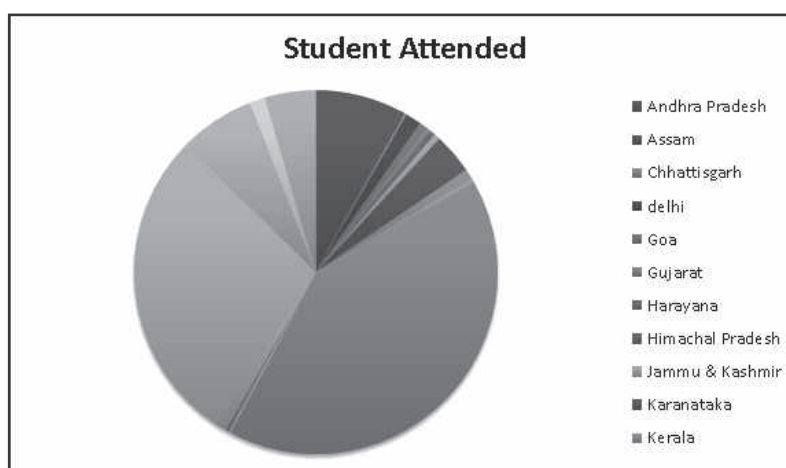
Webinar date	Webinar topics
17/04/2020	Prospective Job Threats and Measures and Duration
21/04/2020	Smart Tools for Learning & Teaching
29/04/2020	NPTEL - SWAYAM courses and Mentorship
06/05/2020	UGC - CARE Initiatives (live)
20/05/2020	Ethics in Academic Writing and Plagiarism
20/05/2020	Open Educational Resources

Table no 2 : Table showing places from & students attended percentage in webinar

Places	Attended students	Places	Attended students
Andhra Pradesh	7.61%	Madhya Pradesh	0.35%
Assam	0.35%	Maharashtra	40.00%
Chhattisgarh	0.17%	Odisha	0.17%
Delhi	1.41%	Punduchery	0.17%
Goa	0.70%	Punjab	0.35%
Gujarat	0.35%	Rajasthan	0.88%
Haryana	0.35%	Tamil Nadu	27.55%
Himachal Pradesh	0.17%	Telangana	6.37%
Jammu and Kashmir	0.53%	Chandigarh	0.17%
Karnataka	3.53%	Uttar Pradesh	1.41%
kerala	0.88%	w. Bengal	4.42%
Total	565 (100%)		

The above mentioned Indian state wise analysis shows that the no. of participation was more from the state of Maharashtra (40%), followed by Tamil Nadu (27.55%) and Telanagana (6.37%).

Figure no. 1 : The bellow pie chart denotes no. of Students attended the webinar statewise



VII. CONCLUSION

The IMS library has reached out its users with the help of information technology combined with innovative practices.

The types of facilities and services provided to the users during COVID-19 pandemic were through multiples webinars on current topics related to user's information and mental wellbeing and issuing of sets of books and study material for home study to compliment online classes. Online programmes like Webinars on current topics related to curriculum, research, smart searching, and student's psychological needs were organized periodically under the guidance of experts. Elocution competition and E-Book quiz on different national occasions such as 'National Librarian Day' and 'Book Reading Day' were conducted. Online Library orientation session for fresher's of B.Voc., MBA& MCA programmes was conducted.

Modes of dissemination of services were by weekly publishing of Podcast episode, E-library orientation, developing EBooks Library, by during the period of COVID-19 pandemic. The Telegram group was created by the institute and thus the details of e-resources like DELNET, N-LIST consortia were shared with the subscribed student and staff periodically along with new arrivals, Journals Table of Contents, PDF files of Journal packages related to Business and Management packages etc.

The preventive measures taken to combat corona virus by IMS Library was fumigation, hand sanitization, social distancing and wearing of face mask. The entries of users were restricted to 5 users in a given time.

The adhoc service introduced by library during pandemic was by conducting a webinar on “New Education Policy “by an authority in the educational field to highlight the policy and answer the queries related by the expert.

Acknowledgement:

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A STUDY ON AWARENESS OF BLACK FRIDAY SALE AMONG STUDENTS IN AHMEDNAGAR CITY

Gauri Kothari *



I. ABSTRACT

Black Friday is the name of the biggest sales day of the year in the United States. It takes place the Friday after Thanksgiving. It's an annual retail extravaganza which is a lavish and spectacular event. Every year brands and retailers run special offers, deals and discounts on tons of products and shoppers get pretty hyped about it all. Since the era of 21st century, online shopping platforms have increased tremendously. This research relates to the online marketing strategies used by many companies for increasing awareness of Black Friday Sale among customers in India.

Keywords: *Black Friday, sale, awareness, students*

II. INTRODUCTION

In recent years, Black Friday has become an integral day in the calendars of retailers. Its no surprise that brick and mortar store owners have traditionally enjoyed the bumper profits that Black Friday brings.

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The origin of the term Black Friday is up for debate. There are numerous accounts about how and when the phrase first came to be. Apparently, the Philadelphia Inquirer newspaper first coined the phrase Black Friday in 1981. The story relates to how in those days, Financial Accountants wrote their statements with pen and paper, using red ink to record losses and black for the profits. Thus, Black Friday was the day when US retailers made so many sales that they were able to come out of the red and went into the black.

Black Friday is not much known in India. It is a very popular eve in United States. Retailers have started to introduce Black Friday to other countries around the world through online stores. With the 'hype' of Black Friday, customers are exposed to a retail environment. As internet has brought the world closer, this shopping festival is slowly coming to the Indian market. Indian consumers those who have missed the Diwali sale can find this as a great opportunity to get their favourite products at a great discounts.

III. REVIEW OF LITERATURE

Research submitted by Linda Simpson, Lisa Taylor and Katherine Shaw on the topic, **“An Analysis of Consumer Behaviour on Black Friday.”** (July 2011) The purpose of this study was to observe and analyse the consumer behaviours and commentary of Black Friday customer. An observation and analysis was done on consumer in-line behaviour while waiting for the stores to open, store entry behaviour and individual behaviour. Research shows that majority of the customers were happy during the shopping experience ; however, a number of shoppers exhibited negative and potentially dangerous behaviours which pose a safety concern for store personnel and other shoppers. Implications for retailers, researchers and consumer sciences educators are discussed.

Research done by Jane Boyd Thomas and Cara O. Peters on the topic, “**An exploratory investigation of Black Friday consumption rituals.**” (June 2011) The purpose of the study is to explore the collective consumption rituals associated with Black Friday. The findings of this study indicate that Black Friday shoppers plan for the ritual by examining advertisement and strategically mapping out their plans for the day. Recommendations for the retailers are presented.

Research done by Shubham Bhanthia, Swapnil Joshi and Pooja Darda on the topic, “**Effect of Online Marketing on Black Friday Sales in India.**”(June 2019) This paper presents the impact of online marketing done by many companies for increasing their sales in the Black Friday period. Nowadays, a new dimension of shopping is online purchasing. The number of companies using online shopping platforms have increased. Many U.S. retailers consider two major holiday shopping days as their most profitable –the Friday after Thanksgiving, Black Friday, and Monday after Thanksgiving, Cyber Monday.

Research done by Esther Swilley and Ronald E. Goldsmith on the topic, “**Black Friday and Cyber Monday : understanding consumer intentions on two major shopping days.**” (2013) Understanding consumer attitudes and intentions toward shopping in the mall or online at these times may aid retailers in their holiday marketing activities. This study uses data from a survey of 225 U.S consumers to examine attitudes and behaviours of shoppers for these two shopping occasions. The results indicate that consumers enjoy shopping on Black Friday, yet were more likely to shop on Cyber Monday owing to its greater convenience. Retail managers will have a better opportunity to market on these two days with an understanding of consumer intentions for these major shopping occasions based on findings.

IV. OBJECTIVES

1. To study awareness of Black Friday sale among students of Ahmednagar City.
2. To suggest strategies for increasing awareness about Black Friday Sale among customers.

Awareness of Black Friday Sale in India

It is truth that, India is adopting the western culture. Many Indians prefer foreign brands over Indian brands. Thus foreign brands find it as a great opportunity to get into Indian market and change the culture. Now this holiday sales have come to India as well as with e-commerce platforms like Amazon along with brands offering special deals and discounts to Indian shoppers.

To analyse the buyers awareness of Black Friday Sale in India, a research was carried out on 45no of management students regarding their awareness of Black Friday Sale, type of products they would shop for and whether the deals and offers are worth it or not. The information given by students is assumed to be true.

V. RESEARCH METHODOLOGY

5.1 Area of Study:

Management students of Ahmednagar City.

5.2 Research Design:

Exploratory cum Descriptive Research Design

5.3 Data Collection Method:

Primary and Secondary Data

5.4 Instrument for Primary Data Collection:

Questionnaire

5.5 Secondary Data Sources:

Websites and Articles

5.6 Sample size:

45

VI. Data Analysis and Interpretation

1) Are you aware about Black Friday shopping festival?

Particulars	No of Respondents	Percentage
Yes	28	62%
No	17	38%
Total	45	100%

Interpretation:- From the above table, it is seen that 62% of Management students are aware about Black Friday shopping festival and 38% of students are not aware about Black Friday shopping festival.

2) Have you ever purchased online during the Black Friday?

Particulars	No of Respondents	Percentage
Yes	13	29%
No	32	71%
Total	45	100%

Interpretation:- From the above table, it is seen that 29% of Management students have purchased online during Black Friday Sale and 71% of Management students have never purchased online during Black Friday Sale.

3) Which Black Friday flyer's will you be browsing?

Particulars	No of Respondents	Percentage
Amazon	22	49%
Walmart	07	15%
Myntra	16	36%
Total	45	100%

Interpretation:- From the above table, it is seen that 49% of students would browse for Amazon, 15% of students would browse for Walmart and 36% of students would browse for Myntra for Black Friday Sale.

4) What will you shop for during Black Friday sale?

Particulars	No of Respondents	Percentage
Electronics	11	24%
Clothing	21	47%
Furniture	06	13%
Cosmetics	0	0%
Personal Care	07	16%
Total	45	100%

Interpretation:- From the above table, it is seen that 47% of students would shop for Clothing, 24% of students would shop for Electronics, 13% of students would shop for Furniture and 16% of students would shop for Personal Care. It is also seen that none of the students want to shop for Cosmetics.

5) Do you think Black Friday offers the lowest prices of the year?

Particulars	No of Respondents	Percentage
Yes	18	40%
No	06	13%
Unsure	21	47%
Total	45	100%

Interpretation:-From the above table, it is seen that 40% of students think that Black Friday offers the lowest prices and 13% of students don't feel so. It is also seen that majority which is 47% of students are uncertain about Black Friday offers.

VII. RESEARCH FINDINGS

- 1) It is found that although 62% of students are aware about Black Friday holiday shopping, only 29% have ever purchased online during Black Friday Sale.
- 2) Amazon and Myntra were the online stores that many of the students prefer for the Black Friday Sale.
- 3) Research shows that highest 47% of students would like to shop for clothing during Black Friday Sale and none of the students were interested to shop for Cosmetics.
- 4) Majority of the students are uncertain about Black Friday offers and deals.

VIII. STRATEGIES FOR INCREASING AWARENESS ABOUT BLACK FRIDAY SALE.

- 1) Black Friday is like the super bowl for the retail industry. It is a

national retail holiday that is rich with sales potential both for consumers and businesses. Firstly Retailers must figure where to run their Black Friday promotion which may help them to target their audience. Also preparing some really nice visuals are always helpful for shoppers to get attracted to the products.

- 2) In order to make a huge sale on Black Friday, retailers must give consumers deals, special offers and discounts which give them a feeling that they are getting a great bargain. Retailers must also provide a new special offer every hour so that the shoppers revisit the store. Retailers can cut prices, promote buy one get one free or offer a free gift for orders above a certain amount.
- 3) Retailers can also use E-mail marketing tactics which is a great promotional channel to bring sales. They contact their former customers and offer them a special VIP discount code.
- 4) As shoppers have too many options and little patience on Black Friday, retailers can make sure to convey their most important messages to the right people at the right time with multiple well-targeted pop-ups. These strategies are perfect to engage customers about Black Friday Sale.

IX. CONCLUSION

Although Black Friday sales have found its way into the Indian online shopping through international websites like Amazon but it has not been able to make much impact in the annual sale event.

It is seen that majority are not aware or have never purchased online during Black Friday Sale. Here in India the most famous shopping festivals are held during Indian festivals like Diwali, Dussehra etc. Hence in India it has limited trend.

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PROBLEMS FACED BY UNBRANDED SHOE MANUFACTURING IN AHMEDNAGAR CITY

Harshada Kulkarni*

I. ABSTRACT

Footwear sector is a very significant segment of leather and non-leather products in India. The major components foot wear sector is a design, product development, Clicking, Closing, Component, Lasting and Finishing. This research explains how the shoe manufacturing process works. This research explains what kind of problem the manufacturing unit in Ahmednagar has to face and also provides suggestions to solve them.

Keywords: *Shoe manufacturing, unbranded, problems, Ahmednagar*

II. INTRODUCTION

School shoes are used to protecting the children foot from injuries by stones, nails, infection of dust etc. School shoes are very common part of school uniforms introduced by many Governments as well as public schools and these are mainly of a specific style i.e. Derby with black color but now a days in many school like English medium school prefer the derby sport type shoes with Velcro in white color or brown color. The shoes worn by the children are multifunctional such as to serve the purpose of uniform as well as for feeling comfort during sitting, walking, playing and so to say for every casual and rough uses. These type of shoes are well designed in order to have enough space inside the shoe, flexible, light weight and descent look. Although these products are available with different materials like Pvc Sole, Upper, Lining, Sock components etc. In market terms, Girls shoes is known as Belly Shoes.

Now a days many schools have made it compulsory to wear the shoes and uniforms.

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Process of Manufacturing of School Shoes:

The 'Former' is derby type and is normally in black color but in our factory as per the wholesalers and retailers demand we also manufacture the white color shoes and brown color shoes. The manufacturing process is as follows:

- 1. Designing and pattern cutting:** As per the selected designs, the patterns are prepared, checked for accuracy as per the shoe last and then master patterns are developed. Then these patterns are graded into different sizes and cutting dies are prepared.
- 2. Cutting:** The major upper material of shoe is synthetic (PVC or PU Laminated) and by leather also. Cutting is the first step of manufacturing school shoes process. The upper material is cut manually in various cut components like Vamp, Quarter, Tongue, Counter in various sizes from small 5 to 13 and 1 to 10 large.
- 3. Stitching:** All the cut components as per the sizes are stitched on the stitching machine. The complete shoe upper is processed in the stitching. This process is used for synthetic upper material. For the leather cut components all the components are skived to the edges, then all the cut components are assembled together initially with adhesives and finally with stitching then for the both material eyelets are fixed and then sent for next operation.
- 4. Molding:** Maximum 4-5 sizes molds are taken from production on the table. First person has fit the upper on shoe last as per the sizes. These upper fitted last shoe last fit in the mold and given for the injection PVC to the operator. The upper is injected properly by the operator as per the sizes after injection the shoe with last taken out from the mold by the next person and given it to the person who is remove the shoe from the last after removal of shoe again last is

handed over to the person for fitting the upper.

- 5 Finishing:** The molded shoes are taken for finishing. In this process clean the shoe upper by shoe shiner, Inset the in sock as per the sizes, leasing of shoes etc.
- 6 Packing:** All the shoes are packed in the individual box, labels are fixed on the box. These individual box are packed in the master cartoon as per standard packing as follows: Size: 5 to 7 = 48 Pairs, 8 to 10 = 48 Pairs, 11 to 13 = 42 Pairs, 1 to 3 = 42 Pairs, 4 to 6 = 36 Pairs, 7 to 9 = 24 Pairs.

III. OBJECTIVES:

1. To identify problems faced by unbranded shoe manufactures in Ahmednagar City.
2. To suggest possible solutions to the problems faced by shoe manufactures in Ahmednagar City.

IV. RESEARCH METHODOLOGY:

1. Research Design – Exploratory research design
2. Type of data used – Primary and Secondary data
3. Tool used for collecting Primary data – Interview Method
4. Tool used for collecting Secondary data – Add sources from secondary data was collected
5. Sampling Unit – Manufactures of Shoe manufacturers

V. PROBLEMS IN SCHOOL SHOE MANUFACTURING:

1 Problem of skilled and the availability of Labor:

In the city of Ahmednagar there is a lack of problem of availability of skilled labor. In Ahmednagar there is no guarantee of stability of worker. If worker has not satisfied with the organization's work he leave the organization and join another organization. If we hire the workers from another state then we will have to provide all facilities to the worker. For labors to not leave our company, we have to complete their demand. If anyone labor has leave our organization. We have to find another one but there is low availability of workers. If we hire a new (fresh) worker we have to provide all services/ Facilities to him so that's why in Ahmednagar, there is a problem about low skilled labor and also the amount of labor is very less.

2 Problem of Inventory Management:

Inventory management is fundamental to guarantee that an organization has enough inventories available to fulfil request while limiting the numerous expenses related with keeping up huge inventories. The inventory management means to maintain the stock of raw material. Inventory management means planning to make sure the quality of finished products. As school shoes is a seasonal product, its sale is for the specific period of time during the year i.e. Jun to August and also for the special occasion of Republic Day i.e. on 26th Jan, as per the requirement of wholesaler and retailers, we supply our product during the month of January every year. The problem with the inventory management is that we need to manage the supply of raw material. In order to complete the manufacturing process smoothly we need to plan on which date we have to order the raw material and white deciding it we have to consider tentatively when the supplier dispatch the raw material the time period for transport etc. Also, According to

previous year's trend we have to calculate in what quantity we need to order the raw material.

3 Problems of Customer Trend:

In Today's Competitive world as we know customer is a king so we have to consider customer requirements to survive and compete in the market against branded and more prestigious products. In school shoes product we manufacture shoes with single Velcro, shoes with double Velcro, shoes with lase, shoes with buckle and the demand for each type is different. So it is quite difficult to calculate the quantity of each type to manufacture.

4 Problem of Cash Flow:

The amount of cash or cash equivalent which the company receives or gives out by the way of payment to creditors is known as cash flow. There is a huge problem in manufacturing process. In business, huge investment in capital is necessary. We have to block the funds into the raw material. In business, irrespective of any profit or loss, payment of labors is compulsory every month. Generally sales are made on credit basis, so the time period for receiving the amount is normally 60 days after sales and that too is in installments. That is why we face the problem of lack of cash funds and also sometimes the terms of payments are not predetermined. In our business there is a fixed cost for the payment like shed rent, electricity bill, water bill etc. If organization take a loan from bank for business purpose, organization has to pay the bank interest per month. Our factory funds are blocked in maintaining finished goods stock. So, this problem affects the business.

5 Brand:

This problem affects our business, because our product is unbranded product. From Customer's point of view only the branded products are in quality. Even if we provide good quality of product as compared to branded product still customer does not give response to unbranded product compare to branded products. When customer purchase our product they compare the prices to branded products. If our prices are more than branded products. Customer cannot trust our unbranded products or some customer demand reduction in the prices of our product. Also we observed problems at local product also. Local products are very lower quality and cheaper prices. As our product is not branded customer/wholesaler expect our product in lower quality product prices. Our quality is as good as branded shoes but our brand is not advertised so it's become non branded. So we have to compete with lower quality product and branded product.

6 Sizes:

In business, we also have to face a problem. All shoes are manufactured to standard sizes, and the customer expects the physical dimensions of the shoe. All manufacturer are not manufactured school shoes as per English sizes. English sizes are decided as per the length of feet. Generally English sizes are used for the measured of shoes but some manufacturer may not use the English size and make cut sizes of shoe to reduce the cost. Due to this size variations are there. So we have to manufacture the products in all sizes of variations.

7 Machinery Maintenance Problem:

If there is any defect in our machinery, we have to call an outsider to

repair it. There are no experienced people in Ahmednagar to repair such machineries so we have to stop the production until the person visit and repair it. It may takes two-three days for the machinery to be repaired, so our production stops for two-three days. Sometimes we have to bear the loss. Even if our production stops, we still have to pay the remaining fixed cost. I.e. Wages, Shed rent, Electricity bill etc.

8 Taxes:

We have to pay the 30% Income Tax on profit and pay 5% on GST. We charges GST to consumer but the consumer not ready to pay GST. The profit margin from this business is low but the Income Tax on it is high and we have to pay it compulsorily so it becomes difficult to pay Income Tax.

9 . Selling Direct to Customer:

It is not possible for us to sell our product directly to the customer, we have to reach out to wholesaler for bulk quantity of order and this reduces our profit margin. If we sale our product to wholesaler we get huge quantity but not get good price. In this case we have to compete Local Brand and branded shoes prices. Or If we sale our product directly to retailer or end user we get good price but not get huge quantity.

10. Legal Problems:

Manufacturers aim to produce an item to prescribed quality standards. Manufacturers compulsory maintain to customer files, transaction records and sensitive information related to the manufacturing process. The availability of medical treatment for industrial accident and the lack of hazardous conditions-The laws of

the countries where production takes place are followed. Workplace safety has both ethical and legal components. For our maintained record, we have to appoint the Chartered Accountant and we have to pay the fees of Chartered Accountant. Various acts are applicable to the manufacturing industries like Factory Act, Provident Fund Act, Minimum Wages Act, etc. Considering the small industry and low profit margin it is very difficult to follow all this Act.

VI. CONCLUSION:

While studying the school shoes process researcher understood the problems faced by small manufacturer by going through the full manufacturing process and studying how the school shoes are manufactured. Being a small manufacturer, lot of problems has to be faced by the manufacturing units. The research found all the problems that are faced and provided possible solutions on it.

VII. SUGGESTION:

1 Problem of skilled and the availability of Labor:

Because of all the above problems, we have to take care of them (labors), we have to provide many facilities for them to not leave the organization.

2 Problem of Inventory Management:

For this problem, we need to be ready for maintaining the stock of products. Manufacturing process goes on continuously throughout the year. For each material order level to be decided considering the required time to manufacturer period and transportation period. It is to be decided on the basis of our per day production.

3 Problems of Customer Trend:

To solve or minimize this problem we take the survey of market and analyze the customer trend.

4 Problem of Cash Flow:

For this reason we have to take care of our business to be stable in market place on good level. We do concentrate on increasing our profit. If our profit increases we can maintain all the budgets. We need to focus on sales funds to get received in due time.

5 Brand:

The solution to the problems we face with branded products is to convince the wholesaler and the customer about the quality of our product and also to convince them that our product is the same as the branded product. We should do as much advertising as possible.

6 Sizes :

For Bulk quantity take the physical sizes of each and every student and supply as per the list. To send one pair of each size and customer to take physical sizes and raise purchase order as per the list. Take student list standard wise and supply as per our assumption, in this case we may have to give size replacement.

7 Machinery Maintenance Problem:

To find out proper person for maintenance and fixed his visit charges so that as and when required he will visit our factory and repair the machinery. Make preventive maintenance plan for all machineries and make maintenance time to time as per plan.

8 Taxes:

There is an only one solution to increase our profit margin and pay the taxes.

9 Selling Direct to Customer:

To run the factory we require huge quantity. So we have market our product all over region and get maximum wholesaler.

10 Legal Problems:

To solve this problem, we have to convert the product brand, from local to branded and earn more profit margin.

For smooth production and sale the product in market permanent solution should be find out.

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A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE

Sayalee Darade*

I. INTRODUCTION

Marketing is a basic need in day to day business life. A massive change has occurred in marketing and advertising industry of India. Indian market is a significantly changing with the massive use of internet and information technology. Marketing which is the core business activity of any business, has shifted from traditional platforms to modern digital platforms. Digital marketing is being used in different ways for marketing activities. Therefore, this research has focused on understanding the growth of digital marketing in India and what are the current trends in digital marketing. Whereas traditional marketing is an approach in which marketers identify their audience and place ads where their audience will see, hear, or interact with them offline, such as print ads, billboards, or television advertisements. Traditional marketing can also be pricier.

This research has adopted the qualitative research approach and provides a review of existing literature in order to understand the scope, growth and development of digital marketing in India with the current trends that derives industry growth.

II. OBJECTIVES -

- 1) To study the difference between Digital marketing and the traditional marketing.
- 2) To study the impact of digital marketing on consumers purchase.

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III. METHODOLOGY APPLIED -

The research is done through interview and collection of data through questionnaires. Secondary data is collected from journals and the management course book.

Resources of Digital Marketing:-

- Facebook
- Twitter
- Instagram
- YouTube

- Telegram
- Daily hunt
- Let's up

Resources of Traditional Marketing:-

- News paper
- Print media
- Pamphlet
- flex

IV. DATA ANALYSIS-

1) Profile of the online Buyers due to Digital marketing.

	Category	Number of respondents	Percentage of respondents
Gender	Male	70	70%
	Female	30	30%
	Total	100	100%
Age	Below 18 years	17	17%
	19-30years	35	35%
	31-45 years	33	33%
	Above 45 years	15	15%
	Total	100	100%
Profession	House wife	20	20%
	Employee	50	50%
	Business	23	23%
	Students	8	8%
	Total	100	100%

Interpretation-

From the given table we see that the respondents of different age groups. In this information shows us the age groups of the people of male and female both Genders. It shows the more male respondents are doing online shopping according to female respondents and also discovers the male of age group 19-30 years and 31-45 years showing more response towards

online shopping. And in professional sector earning people are buying more than others.

2) Do you search online for products before purchasing

Particulars	Number of respondents	Percentage of respondents
Yes	68	68%
No	32	32%
Total	100	100

Interpretation-

The above table shows the tabular information about the respondents who search online first before offline purchases to understand the price and the features of the particular product. If you look at the ratio, 68% people search online before buying. And the remaining 32% prefer direct purchase over online searches.

After conducting this research researcher found that people more comfortable and convenient before purchasing products physical market they firstly collect information from internet.

3) Quality of information you get online about products

Particulars	Number of respondents	Percentage of respondents
Excellent	54	54%
good	38	38%
Average	7	7%
Poor	1	1%
total	100	100%

Interpretation-

The above table shows the response of the respondents they get the information of products like price, features, quality and other important information while online searching.

And according to this, 99% of people are getting the information they want and their expectations are being fulfilled.

4) Numbers of digital buyers in India from 2014-2020:-

(In Millions)

2020	329.1
2019	273.6
2018	224.1
2017	180.1
2016	130.1
2015	93.4
2014	54.1

Few points that differentiate digital marketing from traditional marketing.

Digital marketing	Traditional marketing
-Communication is bidirectional. The consumer also can ask queries or make suggestions about the product and services.	-Communication is unidirectional communicates about its products or services with a group of people.
-Medium of communication is mostly through social media websites, chat, and email.	-Medium of communication is generally phone calls, letters and emails.

-There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools campaigning is easier.	-Campaigning takes more time for designing, preparing, and launching.
-The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.	-It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.
-It is best for reaching global audience.	-It is conventional way of marketing best for reaching local audience.
-It is easier to measure the effectiveness of a campaign through analytics.	-It is difficult to measure the effectiveness of a campaign.

Relationship between social media and the digital marketing:

- Top performing social content-video, images, promotions, articles, reviews, and info graphics.
- Branded content on social media is twice as likely to interest millennial than those who are aged between 55-64
- 91% of social media content is being accessed via mobile device
- 94% of marketers use social media for content distribution.

5) Distribution of expenditure on traditional and digital media in the Indian advertising industry from 2016 to 2021

Year	Traditional media	Digital media
2016	88%	12%
2017	85%	15%
2018	83%	17%
2019	79%	21%
2020	75%	25%
2021	71%	29%

Feedback from Traditional Business owner:-

Vishal Bhandkar,
Ahmednagar.

Business-Apex grocery store

I have been doing business in the traditional way for the last 18 years. In our time internet facility was not known so no some other options in front of me. I had to raise capital even before starting the business. Business expenses started as soon as business started. And in this Corona, which had to bear a lot of losses due to the closure of shops, if there was a digital base business at that time, we can able to run the business with the help of internet. But due to lack of knowledge, there is no other option, but if there was a way to do business online at that time, it would have been possible to start a business in 0 investment. And with the help of digital marketing, I can now expand my business at a lower cost.

Feedback from Digital Business owner:-

Kishore Dhawale,
Ahmednagar.

Business-Good gift 24

I started my business on a digital platform. Nowadays, everything is happening online, so we have to make this change with the technology. My family wanted me to get a job but I was more interested in business but my family felt risky in business so they didn't respond much and didn't help much because of the fear of loss. Then I thought to start a business using digital base and then with the help of technical knowledge I started the business. So in the beginning I was able to do most of the business activity like marketing, purchase, sale without spending much money. And because of the low cost, my profit margin also increased very quickly.

V. CONCLUSION:

Nothing is good or bad and right or wrong. But the modern technology has changed a lot. The technique of businesses has also changed. In digital business you can run your business 24/7 and can do marketing as on one click. Through digital marketing you can expand your customer reach to other countries. And with the help of this you can get instant feedback from your customer, so you can improve services promptly. So, it is concluded that digital marketing has a lot of impact on consumer purchase, so businesses should adopt digital marketing.

SMART FIRE ALARM SYSTEM USING IOT

Bhagyashri Cholke*

I. ABSTRACT:

Internet of Things (IoT) based systems have revolutionized the way real world systems are inter-connected through internet fire detection is a cloud based system that uses sensors (hardware) to detect Fire and alert the user through internet and is maintained and monitored using computer device. The research paper proposes the “Smart Fire Alarm System Using IOT” in smart building by integrating IOT devices, including fire alarm devices (smoke and temperature detectors) and other complementary equipment. The idea of the research paper is when a fire occurs, the sensors will send a message to the security of the building and the official, and this message includes location and time. Singular sensors cannot measure the amount of fire to alert the emergency response units. To address this problem, this study aims to implement a smart fire detection system that would not only detect the fire using integrated sensors but also alert property owners, emergency services. The proposed model in this paper employs different integrated detectors, such as heat, smoke, and flame. The system will immediately send a message along with the image of the affected spot. If the admin confirms the situation as a breaking out of fire, then the system will immediately raise an alarm and an automatic message will be sent to the nearby fire brigade. The main feature of the proposed system is to minimize chances of damages.

Key words:- Application IoT, Fire Alarm, Temperature Sensor. Water sprinkler.

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II. INTRODUCTION

IOT is simply means gathering or collecting everything in our world to basically connect all things to the internet the internet of things is predicted to provide businesses and people with better visibility and has the power to control 99% of environments and available objects that are at this time out of reach of the internet (Shereiqi, 2020). The applications of IOT are: smart cities, Healthcare, Smart agriculture, logistic and retails. Smart living, smart environment (Hussein, 2019), mobile operator, manufacture of smart devices, Banks and payment solution, Automobile industry, Airlines, Health (Reshma Shinde, 2017). Safe From Fire is a self regulating, self controlled smart fire quencher framework collected with different sensors, actuators and worked by small scale controller unit (MCU).It takes input signals from various sensors put in different position of the watched zone (Andrea.L, 2018). It is considered a fire situation when the monitored temperature exceeds 50o C. The statistics show that there are 475,500 structural fires annually in the United States, causing 2,950 civilian deaths, 12,775 civilian injuries, and \$7.9 billion in property damage. Smoke comes when the energy of an object is consumed due to the loss of Carbon Dioxide (CO₂) from heat. The system reads the flame, heat, and smoke data using IoT, analyzes these data, and then quickly triggers the automatic water sprinkler (Hamood Alqourabah, 2020. Andrea.L, 2018. Kulkarni Sangam, 2019. R. Angeline, 2019. Hariveena. Ch, 2020). The sensors will be placed on proper places after doing surveys on the factory for its vulnerable places of fire. After choosing the best places for placing the sensors, the sensor will be activated. the system send captured image to the registered email via wifi & switches on the sprinkler motor & alarm & SMS will be send to alert fire bridge. This entire process monitored by LCD. Sensor data values & images also upload on webpage. (Kulkarni Sangam, 2019. R. Angeline, 2019. Hariveena. Ch, 2020)

Gas sensor as the name suggests, detects gas leaks or other emissions which can be used to deduct what is happening or going to happen and is very useful particularly in fire safety (R. Angeline, 2019). Discusses wireless sensor network system that has been developed using open source hardware platforms, Raspberry pi and Zigbee (Kulkarni Sangam, 2019). Outputs like LED and Buzzer indicate a fire. The water system is lunched with a 12V water pump powered by Arduino and Controlled by a 5V relay. The sprinkler head is the outer of the water output. An ultrasonic sensor is used to measure the tank level and inform the need for refilling. Moreover, batteries are suppling the circuitry and the pump. The pump is 12V that cannot get powered by an Arduino. Relay is used as a switch to control the 12v motor that pumps water required from the tank. A flame sensor is programmed to detect light that falls into a specific range of wavelengths. The sensor follows the visible spectrum (Hamood Alqourabah, 2020). Flame sensor is a sensor which will detect presence of Flame (Reshma Shinde, 2017. Hamood Alqourabah, 2020. Nicoleta Cristina GAITAN, 2020). PIR sensor or Passive Infrared sensor is an electronic device that can measure the infrared light from a particular object to which it is focused. In this particular project it is used to detect the origin of the fire (R. Angeline, 2019). In this proposed smart fire detection system consists of temperature sensor, gas sensor, flame sensor, GSM communication system, wifi connection, buzzer for voice alarm, water sprinkler system and webcam photo capture. We used SMS alert system via GSM technology. If the measurements that come from the sensor nodes consist of a fire alert, the GSM module is activated.

III. REVIEW OF RELATED LITERATURE:

(Shereiqi, 2020) The research paper proposes the “Smart Fire Alarm System Using IOT” in smart building by integrating IOT devices, including fire alarm devices (smoke and temperature detectors), Arduino and other

complementary equipment. The idea of the research paper is when a fire occurs, the sensors will send a message to the security of the building and the official, and this message includes location and time. The internet of things is predicted to provide businesses and people with better visibility and has the power to control 99% of environments and available objects that are at this time out of reach of the internet. So therefore, IOT make opportunity to people and businesses to be attached with the outside world even more than before that will achieve more meaningful work in higher levels. The traditional fire alarm system contains several types of devices each has a specific role in system operation to detect people and warn them through visual and audible devices if there is a fire, smoke, carbon monoxide or any other emergencies. This type of alarm can automatically have activated from heat and smoke detector and it could be activated by manual fire alarms such as manual focal point or intake station. Alarms can come as a motorized bell; horns or wall-mounted speaker they can also be luminous sound for speakers that actually sound an alarm, and add an audio evacuation message that for example will warn people against using elevator.

(Kulkarni Sangam, 2019) According to the National Crime Records bureau (NCRB), on an average, in India, every year about 25,000 persons die due to fires and related causes. Female accounts for about 66% of those killed in fire accidents. It is estimated that about 42 female and 21 male die every day in India due to fire from 2010 to 2016. When it comes to any textile workhouse, fire accident is a crucial issue to the workers and the investors. In this paper, we have propounded a system which is capable to detect fire and can provide the location of the affected region. Raspberry Pi 3 has been used to control multiple Node MCU which are integrated with a couple of sensors. A 360° relay motor is assembled with the camera so that it can snap the image in whatever angle the fire is detected. The sensor data values & images always

update on webpage. We have provided a confirmation of the fire suspecting system to avoid any false alarm. The system will immediately send a message along with the image of the affected spot and Node MCU location. An admin can confirm or deny the impeachment and if the admin confirms the situation as a breaking out of fire, then the system will immediately raise an alarm and an automatic message will be sent to the nearby fire brigade.

(Bahman A. Sassani, 2020) Internet of Things (IoT) based systems have revolutionized the way real world systems are inter-connected through internet. At present the application of IoT based systems is extend to real time detection and warning system. However, cost has been a major factor for development and implementation of IoT systems. Considering the cost, ease of implementation, this paper proposes a low cost yet efficient IoT system called Fire Not for warning and alerting _re incidents. Fire Not is a cloud based system that uses sensors (hardware) to detector and alert the user through internet and is maintained and monitored using a simple Android app. The Fire Not system uses Raspberry Pi programmed through Python language and utilizes Google API for location detection. This paper practically demonstrates the Fire Not system through extensive testing on various operations and the Fire Not system is proven to be efficient.

(Faisal Saeed, 2018) Fires usually occur in homes because of carelessness and changes in environmental conditions. They cause threats to the residential community and may result in human death and property damage. Consequently, house fires must be detected early to prevent these types of threats. The immediate notification of a fire is the most critical issue in domestic fire detection systems. Fire detection systems using wireless sensor networks sometimes do not detect a fire as a consequence of sensor failure. Wireless sensor networks (WSN) consist of tiny, cheap, and low-

power sensor devices that have the ability to sense the environment and can provide real-time fire detection with high accuracy. In this paper, we designed and evaluated a wireless sensor network using multiple sensors for early detection of house fires. In addition, we used the Global System for Mobile Communications (GSM) to avoid false alarms. To test the results of our fire detection system, we simulated a fire in a smart home using the Fire Dynamics Simulator and a language program. The simulation results showed that our system is able to detect early fire, even when a sensor is not working, while keeping the energy consumption of the sensors at an acceptable level.

IV. GAP ANALYSIS:

1. In the previous study (Andrea.L, 2018) detect and mitigate smoke and fire, further to provide an alert mechanism. It takes input signals from different sensors like smoke and temperature sensors put in various places of the observed region and alerts the respective mobile number through text. but limitation of this solution is when there is no one to hear such alarm then problem might be happen
2. The idea of the (Shereiqi, 2020) is when a fire occurs, the sensors will send a message to the security of the building and the official, and this message includes location and time. The traditional fire alarm system contains several types of devices each has a specific role in system operation to detect people and warn them through visual and audible devices. Limitation of this solution were in case admin busy in somewhere and he couldn't reach to destination within time then problem will happen
3. (Kulkarni Sangam, 2019) found the system which will immediately send a message along with the image of the affected spot and Node

MCU location. An admin can confirm or deny the impeachment and if the admin confirms the situation as a breaking out of fire, then the system will immediately raise an alarm and an automatic message will be sent to the nearby fire brigade. Limitation of this solution is if fire brigade can't reach within time

4. (Bahman A. Sassani, 2020) proposes a low cost yet efficient IoT system called fire not for warning and alerting fire incidents. To detect fire and alert the user through internet and is maintained and monitored using a simple Android app. Limitation of this solution is that if system send fire alert but user goes out of coverage area
5. (Hariveena. Ch, 2020) sense the presence of fire and alert the watchman and fire officials to its presence. In addition, a preventive solution is often introduced by putting a sprinkler on it that sprinkles the water when the fire is sensed by smoke sensors. Limitation of this solution is if fire is uncontrollable by sprinkles the water then problem might happen.

V. OBJECTIVE:

The main objective of proposed system is to detect and prevent fire and also reduce the damage. Also to minimize all limitations which are found in existing system. Also one of the another objective is that to get accurate reading to understand the situation of fire.

VI. METHODOLOGY:

Node MCU as secondary device and consists of couple of sensors and module it needs a electric supply with battery. Temperature sensor measures temperature continuously and rate of rise of the temperature. Gas sensor detects combustible, flammable and toxic gases and oxygen

depletion. Flame sensor detects the infrared light wavelength that is emitted from the flame. Wifi enables fire alarm control panel's access point with all appliances. Once fires detected by sensors then webcam capture picture automatically and send this picture to appropriate device. After fire detection by sensor buzzer automatically goes ON and produces sound. GSM global mobile communication system has broken the geographical constraints. It can achieve fire information and send to the appropriate device timely and accurately. The fire alarm system must have relay for notification purpose. When fire is detected from sensor then the relay will be automatically activated and switching off the music system in the room to allow alarms to be heard clearly, switching off air conditioning to prevent the circulation of air and also open water tank and sprinkle water. Servo motor is determine flow meter of water pump and control angle, position speed of water pump. Also control movement of webcam.

Block Diagram:

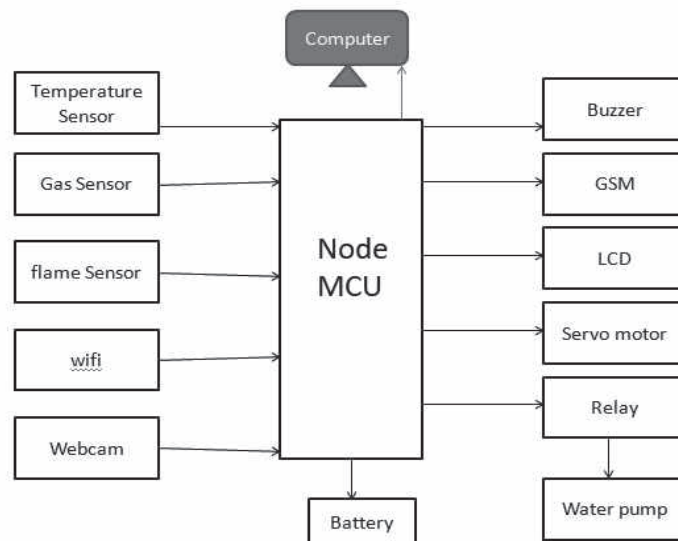
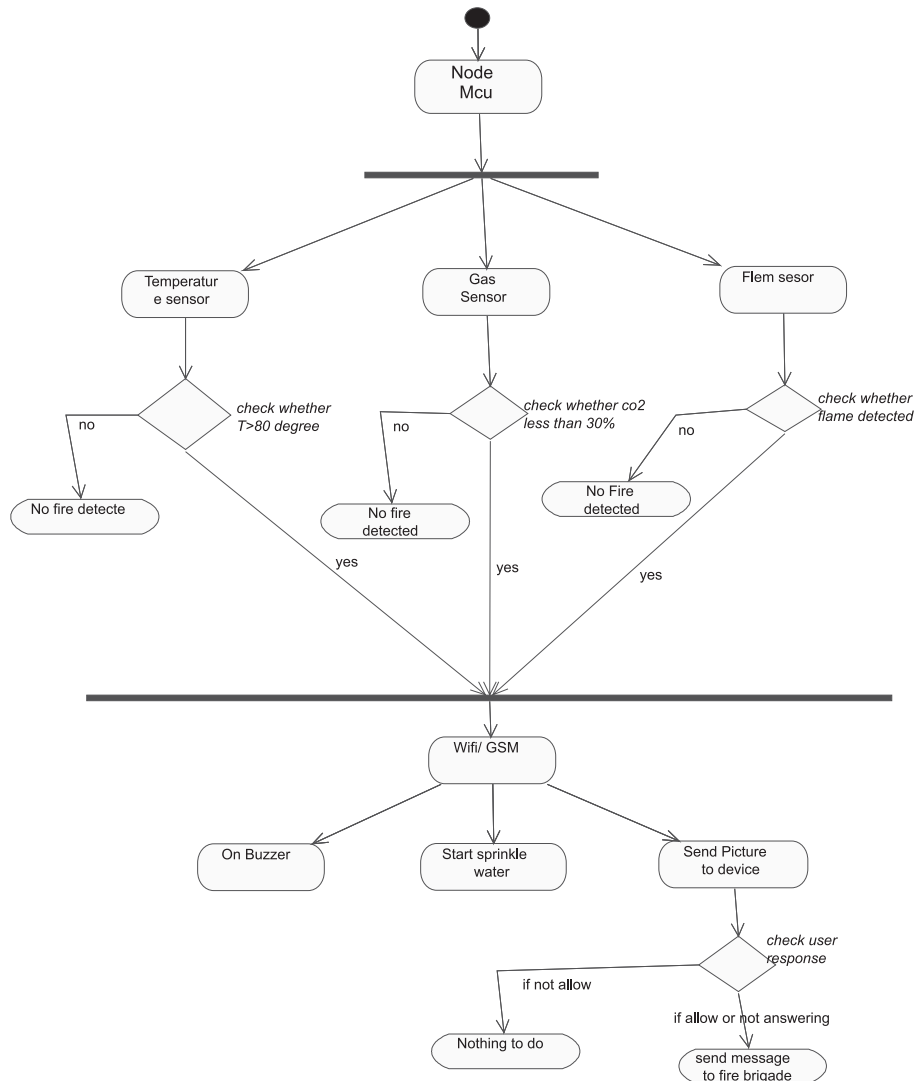


Fig: 1.1 Block Diagram of smart fire alarm system

Flow chart Diagram:**Fig 1.2 Flow chart of smart fire alarm system****VII. RESULT :**

To minimize the problems which are found in existing system we found new proposed system. In this system if there is fire in a building then fire detect by various sensors and send signals to Node MCU. Then will

generate luminous sound, also immediately open water pump and start sprinkle, also capture photo and sends to user and give confirmation about the situation. If situation is uncontrollable by water sprinkled then user allows system to message fire brigade. There are found many ways to prevent fire which helps to reduce chances of damage.

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