National Journal of Research In Marketing, Finance & HRM

National Journal of Research in Marketing, Finance & HRM

National Journal of Research in Marketing, Finance & HRM is biannual research journal.

National Journal of Research in Marketing, Finance & HRM is available against subscription only.

Subscription rate for Individuals/ Institutions	
1 year	Rs. 1000/-
2 years	Rs. 1800/-
3 years	Rs. 2500/-
For International subscription	US $ 40 per year

Subscriptions:
For subscriptions and related enquiries write to:
The Head,
Subscription Cell,
National Journal of Research in Marketing, Finance & HRM,
Pune – 410505.
+91-02133-272213/14
Email: njr.editor@gmail.com

Dear Readers,

Greetings from Team of "National Journal of Research in Marketing, Finance and HRM"!!!

It is our pleasure and proud to publish the March 2020 issue of "National Journal of Research in Marketing, Finance and HRM" of which is title verified and approved from Registrar of Newspaper of and India and bearing ISSN 2455-5398.

The first and utmost aim of the National Research Journal is to present a scholastic platform to emerging scholars and academicians all over the country to publish their novel, original, empirical and high quality research work in the area of Marketing, Finance and HRM.

I also request on the behalf of editorial team and subscription cell to kindly disseminate this information amongst your Faculty Colleagues, Industry Individuals, Research Scholars and Students who may be interested in research and publication.

This is biannual Research journal and scholars may send their original research papers in the month of Jan-Feb and June-July.

I also appeal to research scholars to go through the guidelines for paper publication so as to submit your research work in correct format and in time.

I shall be thankful, if you could circulate this information among your colleagues and research scholars and motivate them to contribute their research papers.

With warm regards,

Dr.S.G.Walke
Editor-in-Chief
National Journal of Research in Marketing, Finance and HRM

National Journal of Research in Marketing, Finance & HRM

Advisory Board

National Journal of Research in Marketing, Finance & HRM

INDEX

ANALYSIS ON SECURITYUNDERWRITING RISK MANAGEMENT IN CAPITAL RAISING

Miss. Laveena Mukesh Jawahirani
DYPMCAM, AKURDI, PUNE
laveenajawahirani@gmail.com)

ABSTRACT

This paper is to provide an analysis on the methods for security underwriting risk management in capital raising. Security underwriters are the people who acts as a guarantee between the companies who want to issue new securities and the buying public. There is generally many risk-involved for underwriters also when company decides to raise capital. Capital is raised in two forms; first debt capital and second equity capital. Debt capital is raised by obtaining bank loans, personal loans, credit cards or bonds, etc. Whereas equity capital is raised by selling shares of stocks. The data for this paper is collected through secondary means using Internet (Google) and reference books. The paper concludes with explanations of the methods to minimize the risk for security underwriting.

KEYWORD: Risk Management, Security Underwriting, Capital Raising, Equity Capital, Debt Capital.

INTRODUCTION

What do you mean by Capital Raising?

Raising capital generally means getting the money to grow one's own business. It takes a lot of time and thought process. It is almost impossible for a business to start without money. Yet one cannot just go and ask for money and expect to get it instantly until their business have been running successfully for over a period of 3 years at least.Using up their savings is one option but savings are also not for forever. Therefore, raising funds through other sources is also important in order to finance all the business activities.

Capital can be raised through two ways; Debt Capital and Equity Capital.Debt capital also known as Debt Financing usually happens when the company raises capital by means of borrowing and agrees to pay it back later. Loans and Bonds are the most common type of Debt Capital. They can also be called as short-term capital raising technique and comes with a disadvantage of paying back the interest according to the percentage and for the number of years the loan is taken.

Equity capital, on the other hand, is not raised by borrowing but by selling shares of company stocks. These shares can either be common shares or the preferred shares. The foremost benefit of raising equity capital is that, unlike debt capital, the company is not have a compulsion to repay shareholder investment. Instead, the cost of equity capital refers to the amount of return on investment shareholders expect based on the performance of the larger market.

These returns come from the payment of dividends and stock valuation. The biggest disadvantage to equity capital can be said that each shareholder owns a small piece of the company, so ownership becomes diluted.

What do you mean by Security Underwriting Risk Management?

Security Underwriting Risk Management is a process where some big financial institutions such as banks, insurance or investment houses, etc. underwrite the risk that is, they become the guarantor and give oblige the guarantee of payment in case of damage or financial loss and accept the financial risk for liability arising from such guarantee. An underwriting agreement is created in a number of situations like insurance, issue of securities in a public offering, bank lending, etc. The person or institution that agrees to sell a minimum number of securities of the company for commission are known as underwriters. Underwriters generally conduct a research and do analysis of the degree of risk of each applicant or entity before they actually assume that risk to be taken or not.

LITERATURE REVIEW

17 J. Corp. L. 581 (1991-1992);An Analysis and Recommendation for Prestigious Underwriter Participation in IPO's

Introduction: The book tells us about how a privately owned company can raise funds from public and turn their organization to public owned company. In addition, occurrence of such events are known as "watershed event" in the company's history. To make Initial Public Offerings the company must follow the Securities and Exchange act accordingly.

James R. Booth, Richard L. Smith; Issues 1–2 January–February 1986; Capital Raising, Underwriting and the Certification Hypothesis; Journal of Financial Economics Volume 15; Pages 261-281

Introduction: This paper develops a theory of the role of the underwriter in certifying that risky issue prices reflect potentially adverse inside information. The theory derives from the literature on the use of reputational capital to guarantee product quality. An underwriting cost/benefit paradigm is employed to generate testable implications related to announcement effects, issue underpricing, the choice of competitive versus negotiated underwriting, and the level of underwriter compensation as a function of firm-specific information. Existing empirical literature is reviewed in the context of the certification hypothesis and several new tests are conducted. All of the findings are supportive of the hypothesis.

Clifford W., Smith Jr.; Issue 3 December 1977; Alternative methods for raising capital: Rights versus underwritten offerings; Journal of Financial Economics Volume 5; Pages 273-307

Introduction: This paper provides an analysis of the choice of method for raising additional equity capital by listed firms. Examination of expenses reported to the SEC indicates that rights offerings involve significantly lower costs; yet underwriter are employed in over 90 percent of the offerings. The underwriting industry, finance textbooks, and corporate proxy statements offer several justifications for the use of underwriters. However, estimates of the magnitudes of these arguments indicate that they are insufficient to justify the additional costs of the use of underwriters. The use of underwriters thus appears to be inconsistent with rational, wealth-maximizing behavior by the owners of the firm. The paper

concludes with an examination of alternate explanations of the observed choice of financing method.

Thomas J. Chemmanur, ImantsPaeglis; Issue 2 May 2005; Management quality, certification, and initial public offerings; Journal of Financial Economics Volume 76; Pages 331-368

Introduction: We empirically examine the relationship between the quality and reputation of a firm's management and various aspects of its IPO and post-IPO performance, a relationship that has so far received little attention in the literature. We hypothesize that better and more reputable managers are able to convey the intrinsic value of their firm more credibly to outsiders, thereby reducing the information asymmetry facing their firm in the equity market. Therefore, IPOs of firms with higher management quality will be characterized by lower underpricing, greater institutional interest, more reputable underwriters, and smaller underwriting expenses. Further, if higher management quality is associated with lower heterogeneity in investor valuations, firms with better managers will have greater long-term stock returns. Finally, since better managers are likely to select better projects (having a larger NPV for any given scale) and implement them more ably, higher management quality will also be associated with larger IPO offer sizes and stronger post-IPO operating performance. We present evidence consistent with the above hypotheses.

OBJECTIVES

1.) To find methods to raise funds through equity capital (market) with the help of security underwriters.
2.) To understand from where and how much capital to raise from.

Methods to raise funds through equity capital (market) with the help of security underwriter:

Underwriting is done by investment banks. When a company and investment banks sign an agreement to do underwriting it is also known as the firm's commitment. In this, the investment banks agree to buy the securities for an agreed price, and then resell it to the public at a markup bearing all the expenses associated with the sale. This way, the investment bank takes a huge risk in a firm's commitment. Often, the investment banks are said to become a broker dealer or market maker, in the new security market. Following are the methods security underwriters (investment banks) follow to raise funds through equity capital (market):

a.) Selling at Right Offer Price:

The most important part in issuing/introducing securities in market is selecting the right offer price at which the shares will be sold. If the offer price is too high then chances of undersubscription (i.e. failing in selling of securities) is also most likeable. If the offer price is too low then chances of oversubscription (i.e. the securities will the sold off quickly and then the prices would rise and the initial investors might sell them off quickly in order to get quick profits.) However, the company cannot get any benefit of this extra money since the initial offer price was not this higher.

b.) Selling a Hot IPO through a Dutch Auction:

A hot IPO is the one where investors are demanding in large to get the shares. However, many of them when get the share they immediately might as well flip them out to too reap instant profits. Nevertheless, the investment bankers must by law, sell the new shares at the offering price regardless of their demand. Because of the demand for the new issues, they have to be allocated, and usually it is the biggest clients of the investment bankers who get the issue—small investors almost never get to participate.

Dutch auction is a method where the public is invited to submit closed bids, indicating how many shares they want and at what price they are willing to buy it. After auction, the company sets the offer price at which they will sell out the whole issue. People who bid prices at or above the offering price will only get shares at the offering price, even if they bid higher. However, those who bid below the price will get no shares. In many cases, the successful bidders will not get all the shares that they requested, because there will not be enough, so the shares will be allocated proportionally to the amount that they requested divided by the total amount requested by all bidders.That is why when a Hot IPO is difficult to ascertain what price would be best the companies use this method i.e. the Dutch auction to determine the price offer of the securities.

c.)   Best Efforts Underwriting:

Many of the agreements that the investment banks and company sign as an underwriting are for the sale of new securities, but sometimes the investment bank will agree to a best efforts approach because the company is perceived as a risky investment for a new issue. In this, the investment bank will do its best to sell all the new securities, but it does not guarantee it. Moreover, the company bears the risk that the investment bank may fail to sell all the new issue, thereby lessening the amount of money that the company receives. There are two types of the best efforts underwriting: all-or-none or mini-max. An all-or-none underwriting states that the entire issue should be sold in a particular given amount of time or else the program is terminated. A mini-max underwriting is somewhat similar to all-or-none underwriting, except the only difference is that only a specified minimum of securities should be sold. In either case, SEC Rule 15c2-4, states that all money collected from any sales of securities should be deposited in a separate escrow account at an independent bank for the benefit of the investors. If the sale is canceled, then the money must be returned to the investors, and no more orders will be taken; if the underwriting is successful, then most of the money goes to the issuer minus the fees paid to the underwriters.

d.)   Underwriter Compensation:

Underwriting discount or Underwriting spread are the terms used to indicate the money investment bankers make by selling the securities at a mark-up price from what they paid for it. Underwriting Discount is set by bidding and negotiation method, but it is more influenced by the size of the issue, whether its stocks or bonds and the perceived difficulty of selling the securities. The underwriting spread may vary from 1% for investment grade bonds to almost of 25% for stocks of a small company.

e.)   Stand-by Commitment:

Sometimes when the investment bank has a Standby Commitment also with its clients, then they agree to purchase any new issue of the securities offered at the subscription price that are not purchased by the current stockholders in right offerings, which they can then sell to the general public but as a security dealer. The investment bank takes a risk, however, in that the price of the stock could decline during the 2 to 4 weeks of a rights offering. To minimize this risk, the investment bank may do a lay off:

- Buying up any rights that are sold by the current stockholders, then exercising the right and selling the stock;

- In addition, by selling enough stock short, up to half percent of a new issue, to cover an expected proportion of unexercised rights, then using the rights to cover the short.

Analyzing ways to find from where and how much capital can be raised:

Crowdfunding Volume By Category

Source: Dazeinfo.com

Risk-Reward Tradeoff - Portfolio of S&P500 (w/dividends) and 10-year T. Bond - 1928-2018

WHERE BUSINESSES BORROW MONEY
(PERCENT OF LOAN/LINE OF CREDIT APPLICANTS)

Legend: ALL FIRMS | FIRMS WITH REVENUE SIZE OF <$1M | FIRMS WITH REVENUE SIZE OF >$1M

https://www.newyorkfed.org/medialibrary/media/smallbusiness/2016/SBCS-Report-EmployerFirms-2016.pdf (2016)

SCOPE OF STUDY

The study aims to analyze the overall status of the securities underwriting risk management in capital raising. The study also includes how the capital can be raised in two forms without causing much of a harm/stress to the management. If an organization raises capital through the means of debts and loan then that can lead to many problems in the future as repaying the debts and the interest on it can bring in no profits to the firm. Similarly, if capital is raised through only by selling of stocks/shares then each shareholder owns a small piece of the company, so ownership becomes diluted. Business owners are also beholden to their shareholders and must ensure the company remains profitable to maintain an elevated stock valuation while continuing to pay any expected dividends.

SUGGESTIONS

To avoid risk of huge losses in future while raising capital it is necessary for the firm to analyze all of their options correctly and bifurcate them. Then choose a schema where-in the funds are not just raised through a single way which can lead to huge loss in future, but try and balance it in a way where they can not only pay-off debts, interest and dividends on time but also enjoy some good profits (that is after paying of all loans, interest, debts, dividend and taxes) too.

CONCLUSION

With the data collected above it can be said that to manage risk by underwriting securities for organization can help them raise funds easily and not only become a public limited company but also increase the share/market value of the organization easily. The underwriters would study the operations of the organization and then help the firm raise capital through proper means in proper proportions by underwriting/taking the guarantee of the organizations goodwill and capacity to pay of the debts/loan and dividends. They analyze the risk related to raise funds from each ways and try to find an in-between solution so that there is not much of huge loss risk involved for the firm.

REFERENCES

Internet:

Investopedia, Capital Raising Club Blog, Cleverism, Economic Times, etc.

Books:

V.A. Avadhani; Published by Mrs. Meena Pandey for Himalaya Publishing House; Revised on 2012; Securities Analysis and Portfolio Management.

Authors Frank K. Reilly and Keith C. Brown; Cengage Learning; Revised 10th edition; Analysis of Investments and Management of Portfolios.

ISHIKAWA DIAGRAM VERIFICATION FOR QUALITY AND PRODUCTIVITY IMPROVEMENT IN CONNECTOR ASSEMBLY

Ms. Supriya Ramchandra Jagdale
vikrampatil169@gmail.com

Mr. Vikram Patil
vikrampatil169@gmail.com

Dr. Rohan Dahivale
(Associate Professor),
Rajgad Institute of Management Research & Development, Pune 43
rohandahivale@gmail.com

Abstract

This research paper is prepared by analysis of existing rejection of assembly line components and solution successfully implemented by using Quality Tool Ishikawa Diagram. Organization is mainly focused on the Defect Rejection and ultimately to control external defect i.e. customer complaints. After study & analysis of assembly line work process flow in minute level, to analyze the root cause for rejection, proposed Ishikawa Diagram (also Called Fish Bone Diagram) on the assembly line. Post Analysis corrective actions are implemented. After implementation of the solution with the help of this tool, ~44% PPM Contributor Defects are controlled which helps Organization by reduction of defects which ultimately leads to improve productivity. Ishikawa Diagram can be used to analyze at any step of a manufacturing process where something can go wrong, or an error can be made.

Keywords: Ishikawa Diagram, Fish bone diagram, QC tools.

1] Introduction

Ishikawa Fish Bone Diagram

Common uses of the Ishikawa diagram are product design and quality defect prevention to identify potential factors causing an overall effect. Each cause or reason for imperfection is a source of variation. Causes are usually grouped into major categories to identify and classify these sources of variation.

2] Objectives of the study

1. To understand Ishikawa Diagram Verification for Quality Productivity Improvement in Connector Assembly.
2. To find errors or defects in manufacturing process of Connector assembly.

3. To procure for Ishikawa diagram for detection of quality and productivity improvement in Connector assembly.

4. To find Productivity before and after implementing fixture.

3] Problem Statement

Increasing number of Scrap parts leading to increase the COPQ (Cost of Poor Quality) value of Plant. The Rejection is mainly because of Machine Parameters and Process Issues. So, the project "Ishikawa Diagram Verification for Quality and Productivity Improvement in Connector Assembly"

4] Research Design
Main Objective of Research

The objective of this project is to find out Root Cause for the Scrap occurs in 20P Short Pin Project. Through this project we can able to identify what are the causes of rejection and preventive action measure for the same. Aim to reduce the scrap of the finished product.

Primary Data: It was collected through personal interviews and observations.

Secondary data: The data were collected in the form of company profile and produce profile from the web sites and newspaper. Some of the books were referred for theoretical concepts.

Methods of Data Collection:

- Data was collected through the defect record sheet (CII-DRS-81).
- Preventive Maintenance Check Sheet (CII-PM-005)
- Start Up Check Sheet (CII-SC-12)
- First Part Inspection Check Sheet (CII-FPI-009)

5] Data Analysis

To verify the result of defect this is recorded in existing project through the Cause and Effect Diagram (Ishikawa Diagram)

20P SHORT PIN Rejection Details - Dec, Jan, Feb 2020		
Defect	Rejection Qty	% Rejections
PCB Side TP Not Ok- Camera 1	3839	23%
Mating Side TP Not Ok- Camera 2	3653	21%
Hipot Test Not Ok	2701	16%
Machine Rejections	2433	14%
Sliver/Burr at Tab cut	1605	9%
Pin Bend	1365	8%
Housing Damage	1230	7%
Pin Height Not Ok - Camera 3	183	1%
TOTAL	**17009**	100%
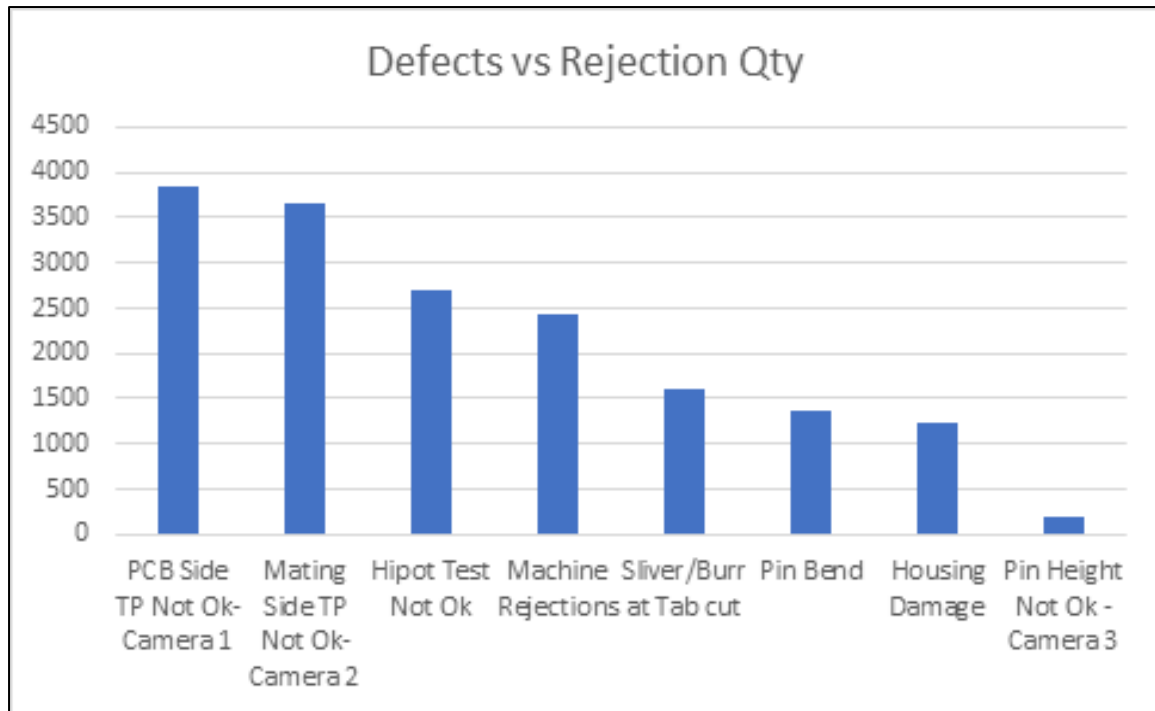
From the above Graphs, we have taken top 2 defects contributor for Analysis through Ishikawa Diagram.

1. PCB Side TP Not Ok- Camera 1
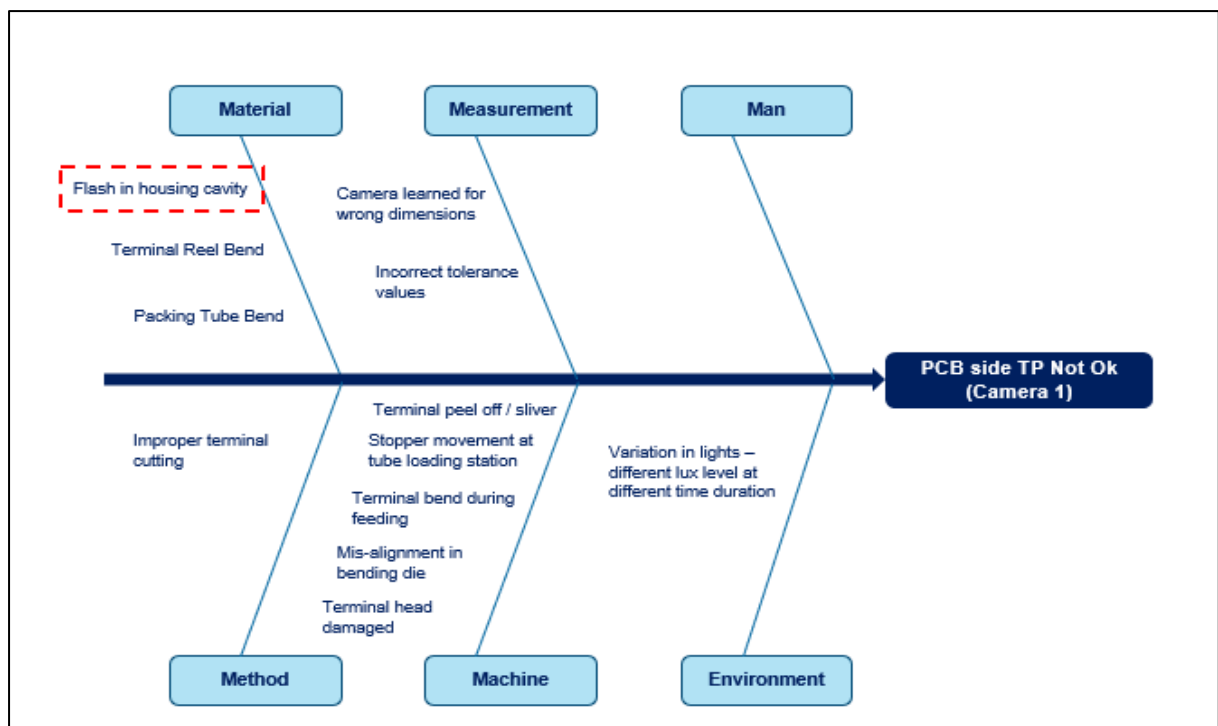
2. Mating Side TP Not Ok- Camera 2
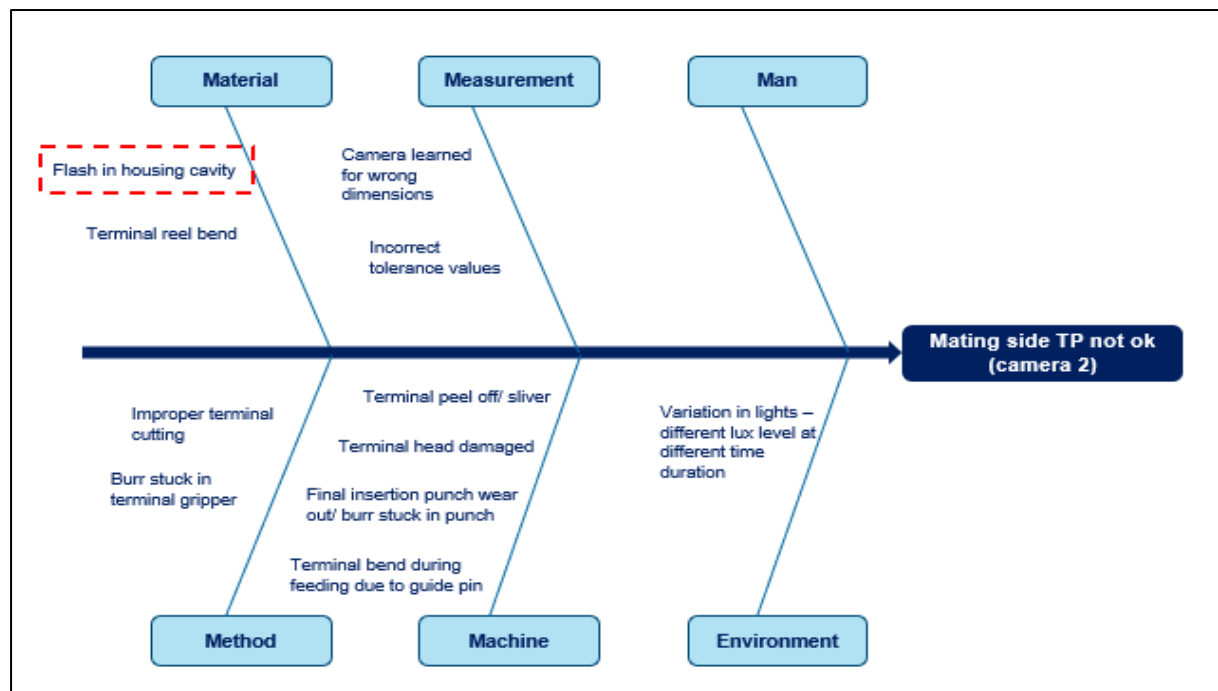
After the brainstorming, it has been concluded for "Flash in Housing Cavity" as one of the Major Root Cause.

Further Analysis is done for the cavity wise review of the housings for the Flash

20 P – Cavity-wise Analysis

Housing	No of parts checked	Pin height	PCB side (Camera 1)	Mating side (Camera2)	Test Fail	Scrap	% Scrap
Cavity 1	570	3	0	14	8	25	4%
Cavity 2	560	3	6	9	11	29	5%
Cavity 3	486	0	2	32	2	36	7%
Cavity 4	590	0	6	40	6	52	9%

Table shows Cavity 3 & 4 has major rejection trend in Mating side Camera 2.
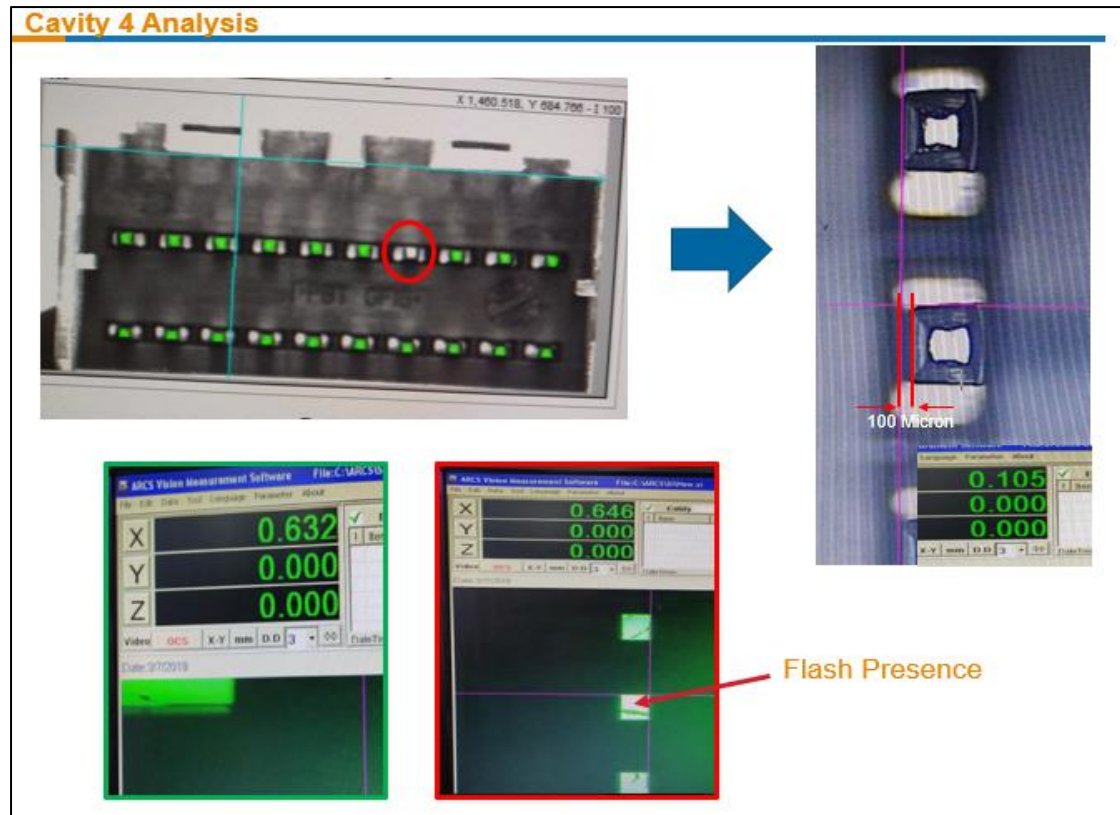
6] Findings

1. Major Defect Contributors are TP Not OK Defect together contributes ~44%.
2. This Defect is mainly because of the Presence of Flash in the housing
3. Further analysis shows that Cavity 4 Housing are major contributor for the rejection.

7] Recommendation

Below are recommendations suggested after the brainstorming session after the Ishikawa diagram result

1. Immediate Inspection of Molding Parts before it comes at Assembly Line
2. Cavity 4 Mold Design to be Calibrated as per the Standard Mold Design Drawings
3. Preventive Maintenance of Mold Machines as per the Plan
4. Implementation of the corrective actions and its sustenance
5. Communication of the actions over the assembly line working employees

8] Conclusion

1. Cavity 4 Housing are the major contributor for the Part Rejection.
2. Presence of Flash in Housing is mainly because of Molding Issues.
3. Necessary Action need to take in Mold design of Cavity 4 to avoid flash

References

1) Mr. Sangappa P. Parit, Mr. Y.N. Burali/ Review Paper On "Poka-Yoke: The Revolutionary Idea In Total Productive Management"/ Research Inventy: International Journal Of Engineering And Science Issn: 2278-4721, Vol. 2, Issue 4 (February 2013), Pp 19-24 www.Researchinventy.com

2) Shigeo Shingo, Zero Quality Control: Source Inspection and the Poka-yoke System. Productivity Press.

3) Statistical Quality control by M. M. Mahajan, Dhanpat Rai & Co. Publication.

4) www.6sigma.us/six-sigma

5) Grant E.L. Statistical Quality Control- McGraw Hill Book Company, New York.

6) Total Quality Control Feigenban - McGraw Hill Book Company, New York

A STUDY ON GREEN HR PRACTICES AND ITS IMPACT ON HR FUNCTIONS IN IT INDUSTRY

Ms. Angshupriya. Datta
Asst. Professor
Department of MBA,
Dr. D.Y. Patil Institute of Management andResearch, Pimpri, Pune, Maharashtra,
angshu8@gmail.com

Miss. Pooja M. Nair
Student
Department of MBA,
Dr. D.Y.Patil Institute of Management andResearch, Pimpri, Pune, Maharashtra,
poojanair1409@gmail.com

ABSTRACT
Green HRM is an emerging topic in the field of management it focuses on adoption of green human resource practices in the organisation in relation with various human resource function of the organisation. The purpose of this paper is to study the green HR practices and its impact on various HR functions. The term green HRM is mostly used to refer to the contribution of HRM policies and practices towards the broader corporate environmental agenda. It refers to using every employee to support sustainable practices and increase employee awareness and commitments on the issue of sustainability. Typical green activities are performed to travel requirements through video recruiting or the use of online and video interviews. The research is been done on the following human resource functions of the organization which consists of (a) Recruitment and Selection (b) Training and Development (c) Performance Appraisal (d) Employee Engagement.
KEYWORDS: Green HR, Impact on HR functions, Employee Engagement, Adoption of Green HR initiatives.

INTRODUCTION

Green human resource management (GHRM) emerged in the progress of organizations toward effective environmental management .It focuses on the coherence between traditional human resource management and the environmental objectives of organizations, emphasizing the combination of "green" concepts in ecology with human resource management work. Correspondingly, GHRM practice refers to the aggregation of policies, regulations, and practices which have considered the interests of green activities by different parties. The existing studies focus on the mechanisms of GHRM related to the overall environmental performance of different categories of organizations, and little research discusses GHRM's influence on employee green behaviors in the workplace at an individual level. However, as the agents of GHRM practices, employees spend most of their lives at work and can truly putthe green behavior policy of the organization into practice, and then they can promote the improvement of organizational performance, helping the organization to balance the contradiction between economic goals and environmental goals, and assist in achieving sustainable development. Thus, it is necessary to discuss the influential route of GHRM on employees' green behavior in the workplace

The new green initiatives HR needs to implement the following:

A)   Green Recruitment and Selection (GRS)

Candidate's green awareness is the basic aspect of GRS, and involves personality factors that enable an organization's environmental goals to be achieved, such as green consciousness, conscientiousness, and the agreeableness of candidates. Employees who are of environmental value have been found to actively enhance their environmental knowledge in the operational process, which in turn enhances the environmental performance of their firms.The next step is green employer branding. This refers to a company's image and reputation related to environmental management, which can be formed through GHRM practices.
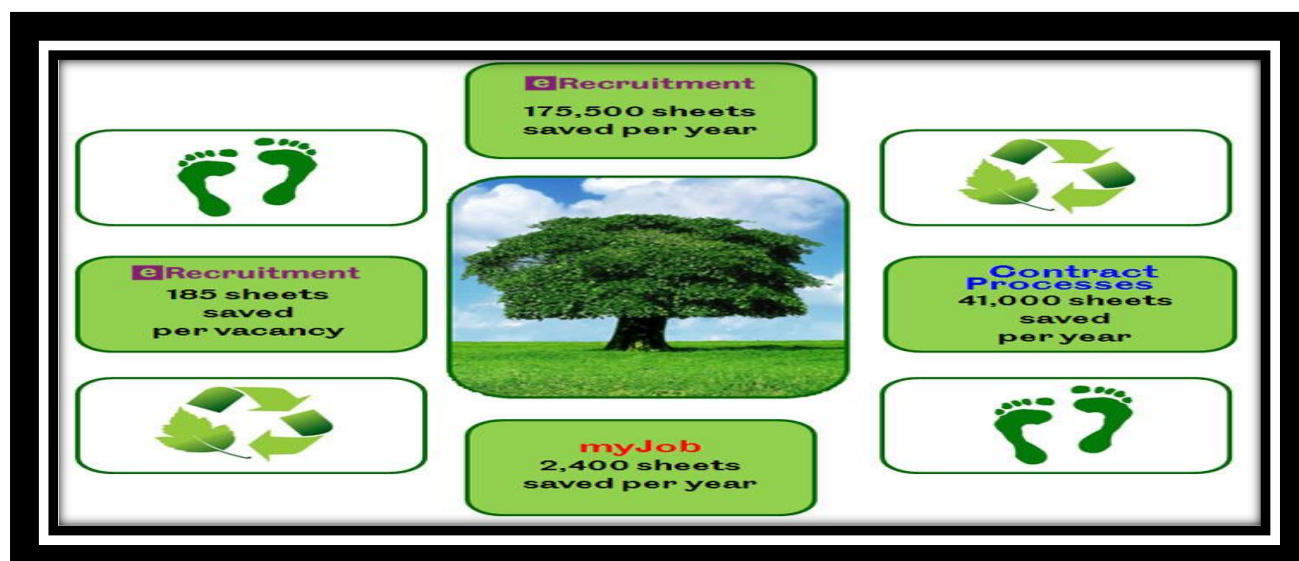
B)   Green Training

Green training refers to a system of activities that motivate employees to learn environmental protection skills. It also draws more attention to environmental issues, which is key to accomplishing green objectives.Green training can enhance employees' awareness of pro-environmental activities in the workplace and increase their understanding about environmental protection. This makes them more sensitive to environmental control and/or prevention processes such as collecting data on waste and identifying pollution sources.

C)   Green Performance Management

This refers to a system of evaluating activities of employees' performance in the process of environmental management. Setting green targets emphasizes translating environmental objectives into action plans for all staff. Creating green performance indicators means establishing a series of criteria for all members in performance appraisals – covering topics such as environmental incidents, environmental responsibilities, reduction of carbon emissions, and communication of environmental concern and policies

D)   **Green Employee Engagement**

There is a new generation of professionals seeking to leverage their knowledge, experience, and passion to promote eco awareness and business sustainability. The organization are adopting various initiatives so as to motivate the employees to participate in green human resource practices. Adoption of green human resource practices will help to retain the talented workforce.

OBJECTIVES

1.   To study about the Green HR practices adopted in various IT organizations.
2.   To understand the impact of green HR practices on various HR functions.
3.   To understand the challenges faced while implementing the Green HR practices in the organization.

SCOPE OF THE STUDY

The present study has been conducted to find out the importance of green HR management and green HR practices in IT industry, to promote the environment related issues by adopting it. The following report focuses on the following human resource functions they are :-a) Green Recruitment and Selection, b) Green Training and Development c) Green Performance Appraisal, d) Green Employee Engagement .Green HR Initiatives also help the organization to find alternative ways to cut down cost and also reduce usage of papers by implementing digital processes. The secondary data was been collected through the company documents, websites, journals, research papers. The data will be collected from the IT companies those who are adopting green human resource practices and the data collected will be restricted within Pune.

LITERATURE REVIEW

1.   KoshishJyoti (2019) Green HRM –People Management Commitment to Environmental Sustainability   https://dx.doi.org/10.2139/ssrn.3323800
Green HR is the utilization of HRM approaches to advance the feasible utilization of assets inside business associations and, more generally, promotes the cause for natural sustainability. Green activities inside HRM shape some portion of more extensive projects of corporate social obligation. Green HR includes two fundamental components: Environmental friendly HR practices and the protection of Knowledge capital.

2.   Shah Ridwan Chowdhury, Nehad Laila Sanju& A. K. M. Asaduzzaman (2017) Green HRM Practices as a Means of Promoting CSR

https://globaljournals.org/GJMBR_Volume17/4-Green-HRM-Practices.pdf

Today, Organizations are trying to focus on profit maximization and environmental obligation at a time. In today's world which organization has more focus on environment has higher acceptance in society. Due to this rising awareness of the society about environment organization are being pushed to pay more attention on the environment. Higher focus will create higher acceptance.

3.   RichaChaudhari (06 August 2019) Green Human Resource Management and Employee Green Behaviour

https://doi.org/10.1002/csr.1827

This study was conducted with an objective to understand the role of green human resource management (GHRM) in fostering environmental performance of employee. Specifically, it examines the impact of GHRM practices on employee green performance behaviors (task related and voluntary) with organizational identification as a mediator and employee personal environmental values and gender as moderators. Three hundred one employee from automobile sector in India participated in the study. Using cross sectional research design, the proposed

4.   Ridhi Sharma Neha Gupta Green HRM: An Innovative Approach to Environmental Sustainability

http://www.aims-international.org/aims12/12Af

HR practices such as Training and Development, Performance and Compensation Management, Reward Systems are also concerned with protection, safety, and responsibility for Environment Management. As a component of Green HRM, training and development practices should focus on development of employees' skills, knowledge, and attitudes about Environment conversation and EM initiatives. These activities includes training employees in working methods that conserve energy, reduce waste, diffuse environmental awareness within the organization, and provide opportunity to engage employees in environmental problem solving. It also increases employees' ability to adapt to change, and develop proactive attitudes toward environmental issues .So as the Green wave is affecting the overall corporate strategy it also has an impact on Performance Management System (PMS.

5.   BaharehShahriari , Akbar Hassanpoor , AbdolrahimNavehebrahim , Saeed Jafarinia (June 10, 2019) http://www.tj.kyushu-u.ac.jp/evergreen/contents/EG2019f

Green management, with emphasis on environmental protection, including preserving water, air, soil, and the use of clean energies and renewable natural resources, will create significant opportunities for cost savings in goods and services and reduces the negative and destructive effects on the At present, employees tend to work in such organizations Further, organizational strategies for environmental management and sustainable development will succeed when they are well-aligned with its human resource practices Employee participation in green initiatives increases the chances of better green management as it aligns employees' goals, capabilities, motivations, and perceptions with green management practices and systems.

6.   Dr. Taruna, Rajpal Rao (February – 2016) Emergence of Green HRM in Modern Era

https://www.worldwidejournals.com/global-journal-for-research-analysisw

The green HRM will play a vital role in industry to endorse the environment related issues by adopting it in Management philosophy, HR policies and practices, by training people and by implementation & execution of laws related to environmental protection etcIt involves undertaking environmental friendly HR works resulting in greater efficiencies, lower costs and better employee engagement and retention which is in turn help the organizations to lessen employee carbon footprints by the likes of electronic filing, teleconferencing and virtual interviews, recycling, telecommunicating, online training, energy efficient office spaces etc.

7. Jenny Dumont (July 1 2017) Effects of Green HRM Practices on Employee Workplace Green Behavior https://www.questia.com/library/journal/1G1-509893928/green-hrmg

As an emerging concept, green human resource management (green HRM) has been conceptualized to influence employee workplace green behavior. This research empirically tested this link. We first developed measures for green HRM, and then drew on the behavioral HRM and psychological climate literature along with the supplies-values fit theory, to test a conceptual model integrating the effects of psychological green climate and individual green values. Results revealed that green HRM both directly and indirectly influenced in-role green behavior, but only indirectly influenced extra-role green behavior, through the mediation of psychological green climate. These findings indicate that green HRM affects both employee in-role and extra-role workplace green behavior; however, this occurs through different social and psychological processes

8. Dr. Ajit Kumar Das October-December 2017 Green HRM: An Innovative Practice for Organizational Sustainability

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3511614

Green Human Resource Management (Green HRM) is a contemporary management construct, initially designed and developed because of its potentiality to influence employees' green behaviors. Thus far, the concept has chiefly attracted conceptualization interest, rather than any extensive empirical attention. However, it has begun to gain traction and increased academic interest within the management field, because of its prospective contribution to improving corporate environmental performance, and its implicit influence over employee workplace behaviors. Green HRM has proved to be a promising management approach to address corporate environmental sustainability.

9.GeetuNijhawan October – 2014 Green Hrm–A Requirement for Sustainable Organization https://www.worldwidejournals.com/paripex/article/green-hrmandndash

Green HRM is not just a management fad. Though the concept is in its nascent stage, organizations are realizing the importance of creating awareness regarding environment management through Green HR policies and practices for their long term sustainability. HRM plays the critical role in embedding sustainability strategy of the organization for creating the skills, motivation, values and trust to achieve a triple bottom line. Green HRM demands initiatives in various HR processes (from recruitment to exit) to promote the sustainable utilization of resources. This ensures building competitive advantage by reducing carbon footprints, preserving natural resources and exploring alternate resources by adopting a holistic and integrated view of people management.

10.Mrs. Vimala Miss ShriyankaAmbli (January 2018) ―Green HRM – An InnovativeApproach to Environmental Sustainabilityhttp://ijemr.in/wp-Content/uploads/2018/01/Green-HRM-An-Innovative-Approach-to-

EnvironmentalSustainability.pdf

Green ideas and concepts are beginning to gather pace within the HR space often complementing existing sustainability-based initiatives. Increasingly they and delivering tangible benefits to the business, rather than simply adding a gloss to brand and reputation. These new processes, policies, products and tools are actually helping to ensure compliance and improve productivity too. In this regard, the paper thus brings out how the HRM function by its policies and practices, can contribute to the environmentally sustainable business.

METHODOLOGY

The study is based on the secondary data sources. The necessary information about the Green Human Resource Practices is been collected from various books, journals, internet source of related topics.

TOP 5 IT COMPANIES USING GREEN HR PRACTICES

SR. NO	Functions	Wipro	Infosys	TCS	IBM	HCL
1.	Green Recruitment and Selection	To conduct the Green Recruitment and Selection process and to reduce the use of paper Wipro has adopted the use of an online application which is named as "Smart Hire" it is a cloud and AI based software. They uses to this software	To perform the green recruitment and selection process Infosys have used an eco-friendly apps named as "ON boarding App. This app helps in optimum utilisation of resources and will also help to eliminate the wastage of printing a document for the new joiners	To adopt the green initiatives TCS has decided to go digital to conduct their recruitment process they are using the online based mobile application named as "Next Step". The use of these apps would not only help to reduce the	IBM is adopting the green human resource practices which would help them to reduce the use of paper and to reduce the biasness and to increase the efficiency in streamlining the recruitment process. They uses an AI based	HCL is adopting those Green human resource initiatives which focuses on the optimum utilisation of resources which would help in reduction of use of paper as well as reduces the travelling cost. So they have used of

		gain more insights about the candidates and to determine their potential and likelihood of accepting the offer. The shortlisted candidates are called for telephonic, video based interviews which would help to reduce the amount of carbon footprints of candidates.	which would be containing the details related to their joining process. So because of the use of this app it helps to streamline the process for new joiner in a limited time span and also provides the information to the employer related to on boarding status, queries, guidance.	paper but it will help to save time, energy and cost. This app helps in screening the resumes and Online exams are been conducted and the candidate can download their hall tickets from this app.	software. This software helps to streamline the process of recruitment by identifying the qualified candidate for the job without having any biasness, it also helps in increasing the efficiency	an AI based software which would help in the recruitment process.It helps in screening the resumes of candidates and helps to identify the potential candidate and the shortlisted candidates would be called for video based or telephonic interview process.
2.	Green Training And Development	Green training and development initiatives adopted by Wipro focuses on optimum utilisation of resources, safeguarding	Infosys are using their own training and development centres to provide training to employees. They are using	TCS are also having their own Training and Development Centre. The training rooms are been equipped	IBM provides an online training platform to the employees through the use of online application tool named as	HCL also uses an application platform to provide training to the employees. Their main focus is to reduce the

		of energy. To provide training to the employees they are using an eco-friendly mobile apps named as "Yammer" it is used to provide training to employees.This app helps the employees to acquire new skills and it also provides them with an opportunity to participate in safeguarding the environment. It is an online training platform which helps in increasing the employee engagement	the virtual classrooms, video conferencing they are able to save their cost. The e-learning sessions are been provided which would help them to reduce the amount of travelling cost which will ultimately help the environment in reducing the pollution which can be caused due to these employees It will also help to reduce the carbon footprint.	with energy efficient lights and motion detectors for lightning.	"Your learning app" They can use these app anywhere they can even use it at their home. This would help to reduce the travelling cost and tons of carbon gas emission can be restricted using these apps. These apps are accessible anywhere at any time so employees can use it at their home in order to reduce the carbon gas emission.	cost by without losing talent. They conducts an e- sessions for employees which not only provides them with training but it also emphasize of on the protection of environment. The employees can use them at their preferable locations and can impart the skills without generating any carbon gas emissions.

		and retention)			
3.	Green Performance Appraisal	To adopt the green performance appraisal initiatives Wipro has adopted a 360 degree Performance Appraisal Method.This method helps to evaluate the performance of employees. The employees are given with green targets, goals, responsibilities such as creating green awareness in team, encouraging team work. The outcome of these set goals are been measured after	Infosys is using a performance appraisal tool named as " Performagic".It is a consolidated relative rating tool which is calculated for individual employee performance and it also focuses on whether the employees was able to reduce the amount of waste, and was he/she able to fulfil the set criteria in terms of safeguarding the environment. This tool helps in reducing the biasness and to	TCS uses a balance scorecard approach as a performance measurement tool. This approach lays down certain criteria wherein organisation focuses on whether the employee was able to fulfil the criteria's which our related with environmental perspective. They focuses on the amount of resources which employee has used, is there any wastage of resources.	HCL uses a performance tool which is based on the checkpoint method. The performance is been measured after taking into consideration various criteria's related to the environment and the effective utilisation of resources based on these employees are been evaluated.	-

		taking into consideration the ecological objectives. In a more effective way. It also helps to reduce the time and increase the engagement of employees.	save the time.	On the basis of environmental and other perspectives the employees is been evaluated.		
4.	Green Employee Engagement	Wipro has adopted a tool for increasing the green employee engagement by using the application named as "Mitr". The employees are been encouraged to adopt the green human resource practices by reducing the use of paper, powering down	Infosys has taken initiatives which is named as "infytv". It is a digital software used for creating an eco-friendly friendly environment by creating a green culture amongst employees. Employees participate in sustainable practices and takes	TCS focuses on how to reduce the use of paper so they have adopted the usage of RFI(Request for information)/ RFPS(Reque st for proposal). The messages are been send between potential customers and vendors which will help to	IBM uses an AI-PoweredBusi ness solutionswhic hwould help to reduce the overhead costs and help in reducing the paper. These apps creates a friendly environment wherein employees are provided with an opportunity to participate	HCL mainly focuses on engaging the employees for adopting green human resource practices. They encourages employees to participate in various programmes which are conducted related to energy saving, water management, reducing of

		computers, water management. It is a formal Employee Assistance Program offered by trained professionals, which helps in retaining employees and increases green practices.	initiatives to preserve the nature.	reduce the wastage of paper and saves time. They also encourages employees in participating in green practices through the way of planting trees, saving the water, saving the energy.	in green practices.	waste.
5.	Mobility projects	They have tied up with (BangaloreMet ropolitantransp ort corporation) for PUBLIC TRANSPORT wherein employees would be using public transport to travel to the office which	Adoption of green building leadership whichis known as LEED. The buildings are been developed by using eco-friendly equipment's. They have also taken initiatives to reduce the	Initiatives are been taken to reduce the Greenhouse gas emissions, Initiatives are been taken to reduce the use of paper, Using of digital applications, Solar powers are been	Several initiatives are been adopted for reducing the greenhouse gas emission, Use of energy efficient lights, Installation of motion sensors.	They have used the Secure Virtual Desktop which does not emit any gas The energy saving Lights are used, Water management, Eliminate

will help in reduction of pollution and also help in transport sharing). They have replaced CRT Monitor with LED Monitors to reduce the emission of gases.	green-house gases emissions; The energy saving appliances are used in office premises in the form of lights The wastes are been segregated which can be reused again)	used.		screen savers, using of solar power.

FINDINGS

From the above data we can analyse that the above mentioned 5 IT companies are using various types of green human resource practices in their organisation.

1.   To conduct the Green Recruitment and Selection process and to reduce the use of paper they are using theartificial intelligence as a successful tool for implementing green human resource initiative for conducting recruitment and selection process which is helping them to reduce the cost of screening the resumes, time is been saved, overhead cost are decreased, efficiency is also increased and the shortlisted candidates are been called for further telephonic interview or video based interviews which would help to reduce the carbon footprint.

2.   Green training and development initiatives adopted by the organisation focuses on optimum utilisation of resources, safeguarding of energy. To provide training to the employees they are using an eco-friendly mobile apps. The use of virtual classrooms are been provided they can use this applications at anywhere which will also help to save the energy and also helps to reduce the carbon emission.

4.   To adopt the green performance appraisal initiatives the organisation are using various Performance Appraisal Method.This method helps to evaluate the performance of employees. The employees are given with green targets, goals, responsibilities such as creating green awareness in team, encouraging team work. In a more effective way. It also helps to reduce the time and increase the engagement of Performance appraisal process is been conducted through the use of various tools and techniques.

4.   The tools would help to reduce the time and increases the efficiency of employees and also helps in reducing the use of paper.

5.   The organisation are using various tools in the form of MITR,INFYTV these apps are been built in order to create a friendly environment.

6.   These digital software are used for creating a eco-friendly friendly environment by creating a green culture amongst employees. Employees participate in sustainable practices and takes initiatives to preserve the nature.

7.   The use of mobility projects consists of adoption of eco-friendly buildings, Water management, reducing the use of paper, energy efficient offices.

8.   The desktop computers are been replaced with LED computer for saving the energy. The carbon footprints are reduced which also helps in reducing the emission of greenhouse gases.

Conclusion:

The organisation is moving towards sustainable environment practices so the use of green human resource practices would help them to achieve a competitive advantage in the marketplace.The use green initiatives would help them to reduce the amount of carbon footprint and reduce the emission of greenhouse gases.The usage of energy efficient lights, reducing the paper, recycling of wastes would help in the organisation to create an eco-friendly environment at workplace.They are using eco-friendly mobile applications and artificial intelligence to perform various human resource functions. It involves undertaking environment-friendly HR initiatives resulting in greater efficiencies, lower costs and better employee engagement and retention, which in turn, help organizations to reduce employee carbon footprints by the likes of electronic filing, car-sharing, job-sharing, teleconferencing, and virtual interviews, recycling, telecommuting, online training, energy-efficient office spaces, etc.Green HR initiatives help companies find alternative ways to cut costs without losing their top talent. Focus on Green HRM as a strategic initiative promotes sustainable business practices.Green HRM has great importance in today's scenario adoption of green practice would help the organisation to achieve a competitive position in the market place. Implementation of green initiatives is only possible through employee engagement and participation. The real strength or success of implementing Green HRM by organizations, lies in not only making people responsible citizens of their organizations but also of their community, society and nation at large, Enthusiastic participation of employees towards green practices in the long run . "Being green is more than just buying 'eco'. It is an unshakable commitment to a sustainable lifestyle. – Jennifer Nini"

References:

https://economictimes.indiatimes.com/topic/HR/news
https://www.shrm.org/
https://www.researchgate.net/publication/322635703
https://doi.org/10.5539/ijbm.v12n9p11
https://www.wipro.com/en-IN/

https://www.infosys.com/
https://www.tcs.com/
https://www.hcltech.com/
https://www.ibm.com/
https://dx.doi.org/10.2139/ssrn.3323800
https://globaljournals.org/GJMBR_Volume17/4-Green-HRM-Practices.pdf
https://doi.org/10.1002/csr.1827
http://www.aims-international.org/aims12/12Af
http://www.tj.kyushu-u.ac.jp/evergreen/contents/EG2019f
https://www.worldwidejournals.com/global-journal-for-research-analysisw
https://www.questia.com/library/journal/1G1-509893928/green-hrmg
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3511614
https://www.worldwidejournals.com/paripex/article/green-hrmandndash

A STUDY ON PERCEPTION OF FACTORS AFFECTING PURCHASE DECISION OF STUDENTS TOWARDS LAPTOP IN PUNE

Prof. Archana Borde
Assistant Professor, Department of Management Studies
Sinhgad College of Engineering Vadgaon-(Bk), Pune – 411041
Email Id- archnaajitborde@gmail.com

Shuham Katkar
Student, Department of Management Studies
Email id- skshubham052@gmail.com

ABSTRACT

The present paper seeks to analyse buying behaviour of consumers, especially students, towards laptops, in the select area of New Delhi, India. Also the study was aimed at studying market share of different companies in the select group. Descriptive research design is used. Convenience sampling method is adopted for the study. The data is mostly collected from post-graduation students. A well-structured questionnaire was used to get information from the respondents, besides the secondary sources of information being referred to.

INTRODUCTION

The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customer, whose needs and desires have to be coordinated with the set of product and production programme. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumers needs.

Consumer behaviour understands and knowing their needs wants but acts otherwise. They are not having constant mind. It is the responsibility of the marketers to study there customer wants, perception, preference and buying behaviour.

RESEARCH METHODOLOGY

Research Methodology provides information about the manner in which research has been carried out. Research Methodology describes the procedure followed by the researcher. Research Methodology is a systematic way to solve the research problem. It deals with all the necessary steps that a researcher has to take to carry out the research or steps taken towards problem-solving.

RESEARCH OBJECTIVES

- A study on Student's Buying Behaviour towards laptops.

- To know the preference of students while purchasing of laptops.

- To know the perception of students towards laptops.

- To study the buying pattern of students while purchasing of laptops

SOURCES OF DATA

Primary Data
Primary data refers to that data which has been obtained by the researcher directly from the respondents for specific research work.

Secondary Data
Secondary data refers to that data which is already in existence and someone has obtained for specific purpose but reutilize by the researcher. The said research work is based on the secondary Data of published financial statement of selected Indian industries and the selected companies within them.

TOOLS & TECHNIQUES

Gender	Female	Male
No. of consumers	103	162
Percentage	24	76

Questionnaire containing open ended and closed ended questions.

Sampling unit: It should be specified

Sampling frame: Specify the extent of it
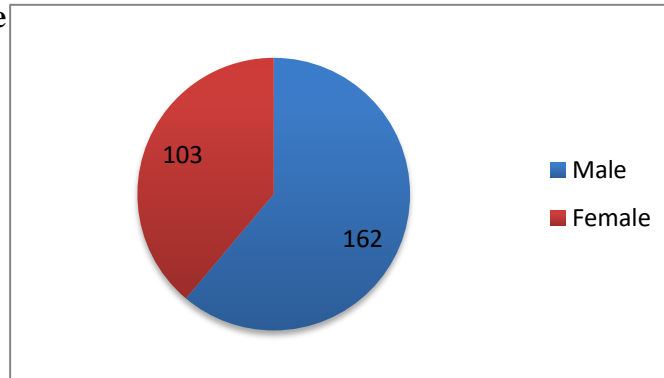
Sampling technique used: Systematic/ Judgmental

LIMITATIONS

- The responses given by customers are assumed as true.

- The research findings are limited to survey area only.

- As time was the major constraint so research has been carried out for limited number

  of samples only.

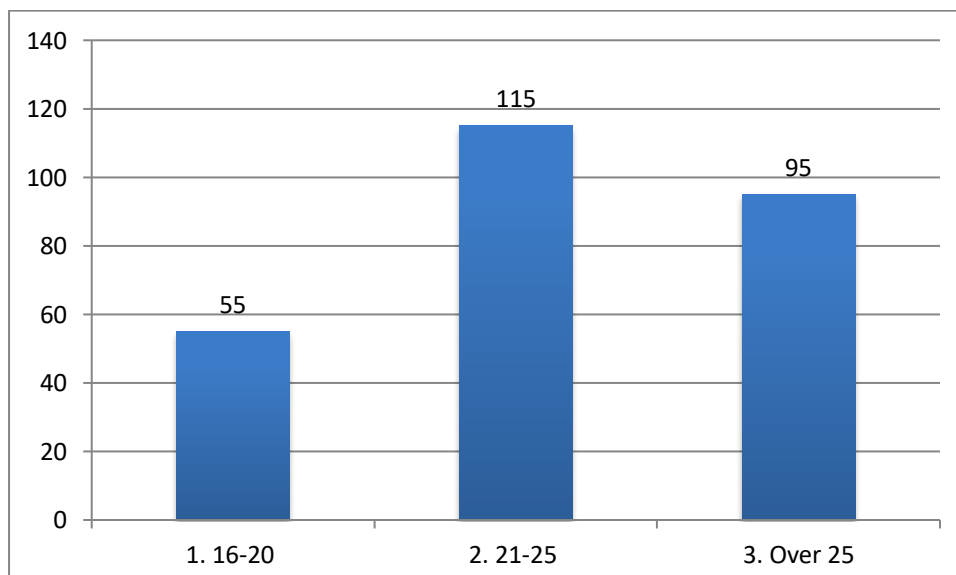## DATA INTERPRETATION AND ANALYSIS

Q1. Gender

(a)male   (b)female

Graph no. 1

Interpretation

Nearly 162 are male consumers and 103 are females.

Q.2 : Age:

| Age	No. of persons
1. 16-20	**55**
2. 21-25	**115**
3. Over 25	**95**

Graph no.2

Interpretation

The 10% of the population fall in 16-20 age group, 74% of the population is falling in 21-25 age group and 16% of the population is falling in 25 & above age group.

Q.3 Please indicate the course you are in?

1. M.B.A/ M.C.A

2. B.C.A/ B.B.A

3. B.Pharm

4. B.Tech/B.E

5. Others

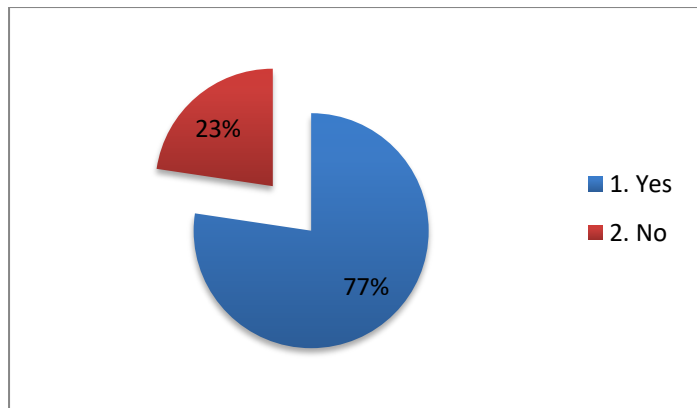| Rental Plan	MBA/ MCA	BCA/BBA	B.Pharm	B.Tech/B.E	Others
Percentage	2%	44%	4%	15%	2%

Table no.3
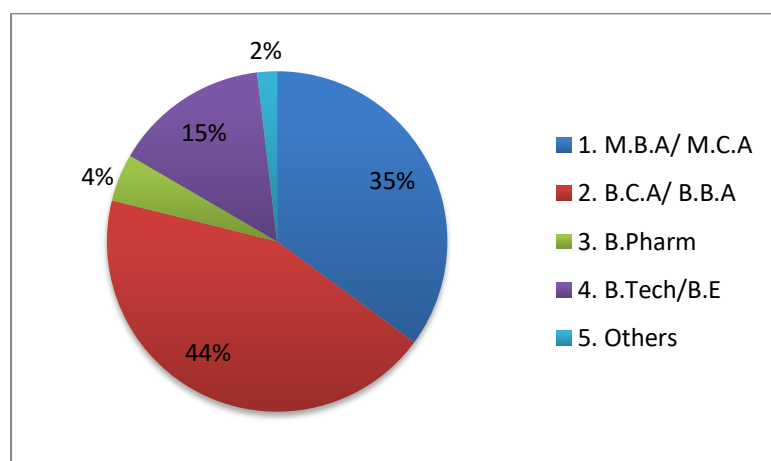
Graph no. 3

Interpretation

2% of students are from MBA/MCA, 44% from BCA/BBA, 4% from B.Pharm, 15% from BE/B.Tech, 2% from Others courses. Hence it is proved maximum percentage of uses of laptop is BBA and BCA students.

Q.4 : Do you own a laptop now?
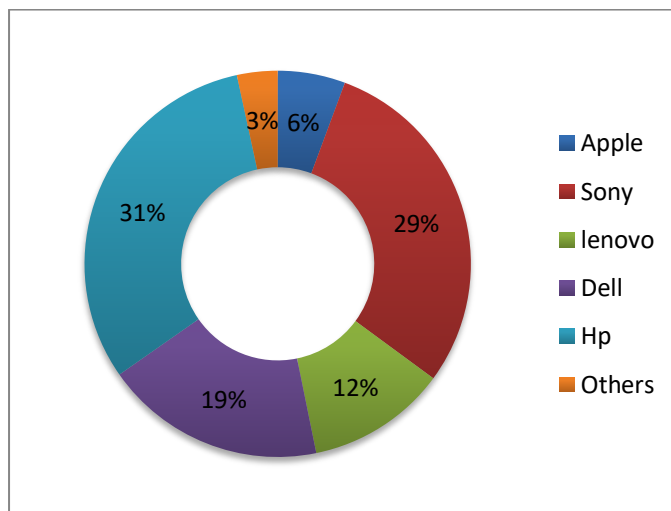
1. Yes   **205**

2. No   **60**

Graph no.4

Interpretation

As per the above graph we can see that, 77% students have laptop and rest 23% are not having a laptop.

Q5 if yes which brand do you use?

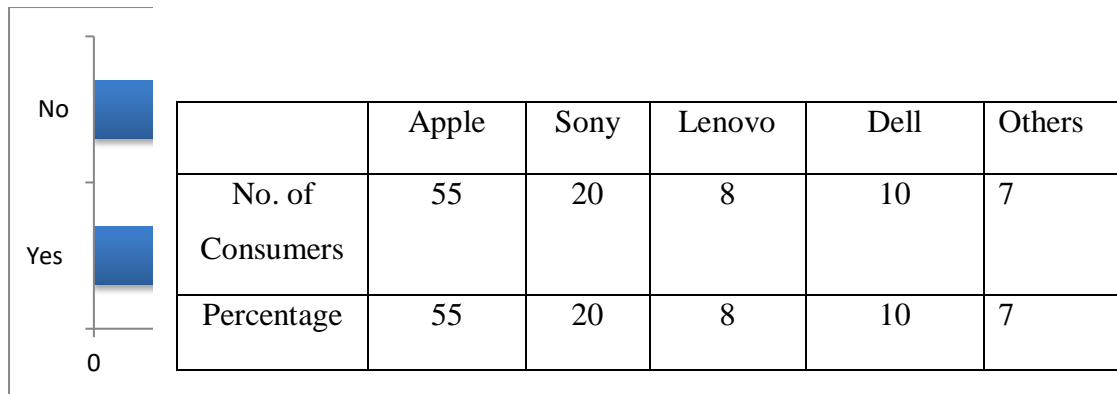   **(a) Apple   (b) Sony   (c) Lenovo   (d) Dell   (e) HP   (f) Others**

Graph no.5

Interpretation

The preference of people in laptops is turn towards HP brand rather than others. With the help of servey we have found that more no. of consumers prefer HP and Sony laptops.

Q6. Do you agree well-known brands present advance in innovation?

   (a) Yes   (b) No
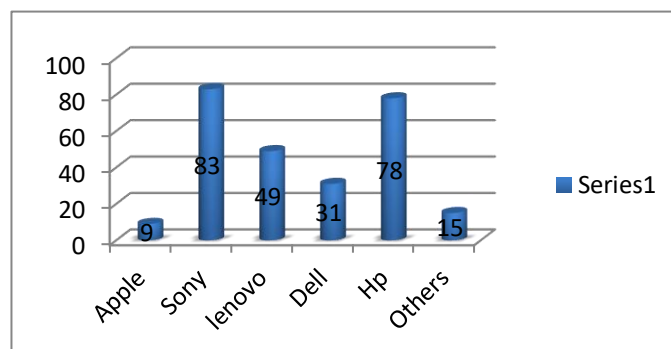
	Apple	Sony	Lenovo	Dell	Others
No. of Consumers	55	20	8	10	7
Percentage	55	20	8	10	7

Graph no.6

Interpretation

With the help of servey it is proved thar maximum peoples are agree with well known brands present advance in innovation.

Q7.If yes, according to you which brand is most innovative?

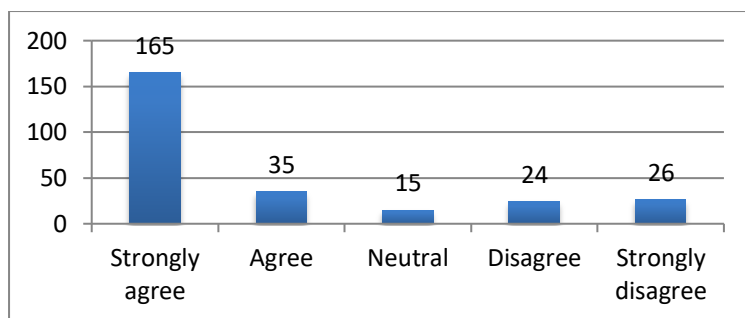(a) **Apple**   (b) **Sony**   (c) **Lenovo**   (d) **Dell**   (e) **Others**

Graph no.7

Interpretation

According to the survey, Sony and HP brands is at high of innovative.

Q8. Do you agree the well-known brands present better value (such as attributes, services) for money over competitors?

a) **Strongly Disagree**   b) **Disagree**   c) **Neutral**
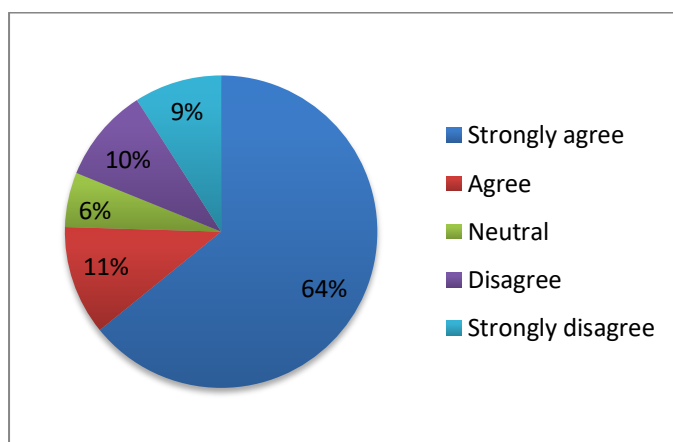
d) **Agree**   e) **Strongly Agree**

Interpretation

165 of the respondents are strongly agreed with the question whereas the 35 peoples are agree, 15 peoples are neutral, 24 peoples are disagree and 26 peoples are strongly disagree.

Q9. Do you agree the well-known brands' image can somewhat reflect your own self-image and personality?

    a) **Strongly Disagree**   b) **Disagree**   c) **Neutral**   d) **Agree**   e) **Strongly Agree**

Interpretation   Graph no.9

64% of the respondents are strongly agreed that the well known brands reflect their self image and personality whereas 6% stayed neutral and the rest 10% of the respondents are disagree with this question.

Q10. You will rely on the laptop's brand image than its actual attributes in decision making?

    a) **Strongly Disagree**   b) **Disagree**   c) **Neutral**   d) **Agree**   e) **Strongly Agree**

You will rely on the laptop's brand image than its actual attributes in decision making?

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Values shown: 8%, 21%, 23%, 28%, 20%
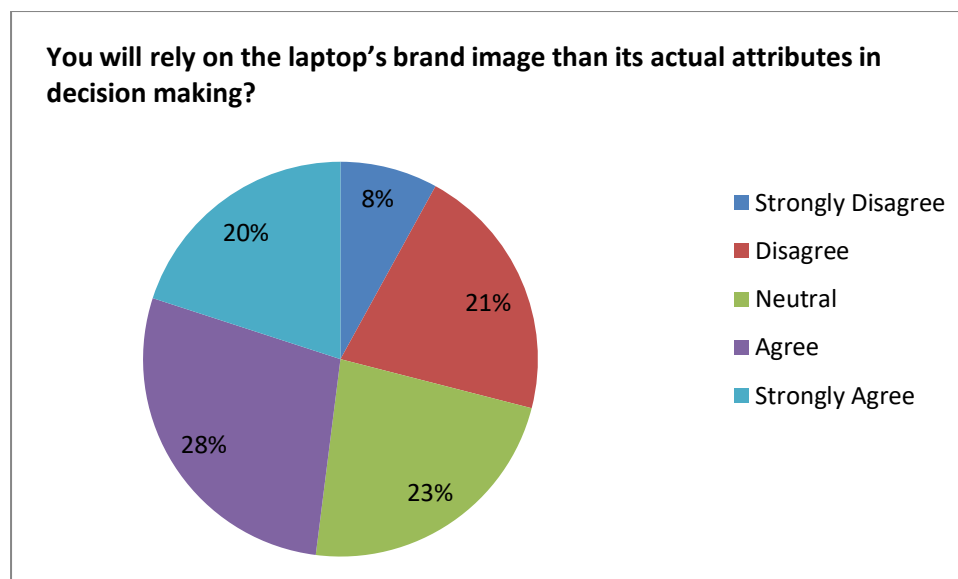
Graph no.10

Interpretation

28% of the respondents are agree that they will rely on the brands image in doing their decisions whereas 23% of the respondents remains neutral and 21% are disagreed

Suggestions

Retailers should make use of reference group influences by focusing on friends and family in their advertising strategies, and personal selling strategies. For example: "Bring along a friend!"

- Retailers should focus on the individuality of students, which is typical of this age group, and steer away from advertising campaign with themes like blending in or being like everyone else. For examples, slogans like "Be your own person" or " For the individual." should appeal to students.

- Retailers need to supply the relevant price information for example, retailer price, discount or payment options, about their products, especially if they are selling expensive products.

- Retailers should make use of their knowledge of decision-making styles to segment the market, to do niche marketing and better understand the market. Retailers should ensure that their quality, price and services are better than the competition, in order to gain a bigger share of the student market.

- Retailers should use weekends for new product launches, competitions or promotional campaigns.

Conclusion

Both primary as well as secondary data is used. The primary data is collected form consumers; secondary data is collected through search engines. The method of data collection is survey method and the instrument used is questionnaire. The sample size is 265 in which convenience sampling method is used as it is done only for the consumers having connection in Pune city. The statistics which were used in the research are graphical presentations of weighted average, bar diagram, pie-charts..

Here, in this study the respondents are the students. The respondents are 265 in which 78% are male and 22% are females. Most of the respondents fall in the 21-24 age category which is 94% and rest from 16-20 &25 above are having just 3-3%. Around 65% students are agreeing to their knowledge of brand awareness, in terms of perceived quality there is 50% respondents who are agreeing whereas around 45% of respondents are giving their vote to agree on brand association and on brand loyalty the number is upto 45%.

The students prefer to buy the laptops when reach in the college or when there is a need for a laptop to them. From the study I can say that mostly management and engineering students are having the need of laptop and rest of them do have but not as compare to management students.

A STUDY OF IMPORTANCE OF PACKAGING AND ITS INNOVATIVE METHODS

Ms. Dhanshri Dahale
dhanshridahivale@gmail.com
Prof. (Dr.) Shital Lakade
Sarhad College of Arts, Commerce and Science, Katraj, Pune

ABSTRACT

With the rapid growth in economy and the constant development in people living standard, packaging has become an indispensable part to human activities. However, the ways and materials popular used for packaging currently have been making a great deal of recourse waste and serious pollution to the environments. From the existing problems in food packaging, the study has put forward the necessity of green packaging under the idea of sustainable development and discussed the approach of green food packaging to environment protection there is comparison study of traditional and modern innovative products.

Keywords: *Food packaging, green packaging, packing material, sustainable development*

1] INTRODUCTION

Packaging and environment have been a hot topic among the global. Along with the rapid economic development and people living standards enhancement, People's life conception and consumption models have been changed greatly and the new demands for food packaging have been made. Besides the diversification and multi-function to meet the consumer needs in different levels, the negative effects of food packaging to ecological environment and resource consumption should be cut down to the minimum, including the raw materials selection of packaging products, production and processing, usages and circulation and the post treatment of waste, etc. which arouse the demands on how to make the packaging adaptable to the environment protection. In the international study development of green packaging, green packaging should balance the relationships between the packaging and environment, resources, energy consumption, the disposal of waste and people's health. Innovation strategy plays a important role looking at the scenario and conditional laws.

2] PACKAGING THE SILENT SALESMANSHIP

The purpose of my research is to study the importance of packaging and innovation styles in designing package and show that packaging plays an important role since its acts as an protective medium and the packaging shows all the information about any product like where they are made, what are the ingredients, who are the manufacturer, when was it made, what are their weight, types etc. It also shows how to use the product. The elements of the packaging like (color, design, material, size, labeling) are very important for the product for the customer to be delighted and for the producer who used to printed information in packaging as a product promotion with the comparison of advertisement. Packaging has a direct impact upon the buying process.

3] OBJECTIVES OF THE STUDY

1) To find the effect of packaging with Innovative technique using traditional v/s modern methods
2) To study the basic eco-friendly packaging which is better for the environment as it is made of recycled waste material which reduces the consumption of resources
3) To study how company can create a good packaging impression

4] RESEARCH PROBLEM/STATEMENT OF PROBLEM

In the research study where this case is taken, there is a need to consider and understand that colors, design, on the package. Conservative concepts act against innovation. "A bird in hand is worth two in the bush" Reluctance to try new concepts will stagnate and outdate the system. An outdated system will never be competitive and innovative. There should be clear understanding of SWOT analysis related to market competitions and the trend. So the problem is to find out the area of scope to meet the requirement with existing setup.

5] RESEARCH DESIGN

S N	Parameter	Description
1	Type of research	Descriptive research
2	Nature of Research	Qualitative Research
3	Research Instrument	Observation
4	Method of data collection	Secondary

6] DATA ANALYSIS AND INTERPRETATION
Product 1: Cadbury

Interpretation 1- The researcher has observed in the above images describing the style of packaging from the year 1905-2019.Taking the 21ST century into concern the company has brought great innovative style of pack which is handy and easily assessable to all age groups.

Product 2: Lux (Bath Soap)

Interpretation 2: The researcher has observed the lux body soaps by the Unilever ltd. began its cover packaging with only box bathing soaps taking time constraints it has launched body wash along with different mind blowing freshness the consumers are attracted towards the product since Bollywood stars are used for promotion bringing effect upon customer's minds since consumers get attracted towards the product.

Product 3: Dalda

Interpretation 3: The researcher has observed in the given product Dalda Hindustan Unilever ltd. A leading vanaspati made from vegetable extract very famous consumption among the Asian countries reaching great heights to consumer taking need of sustainability with the help of logo and influential style
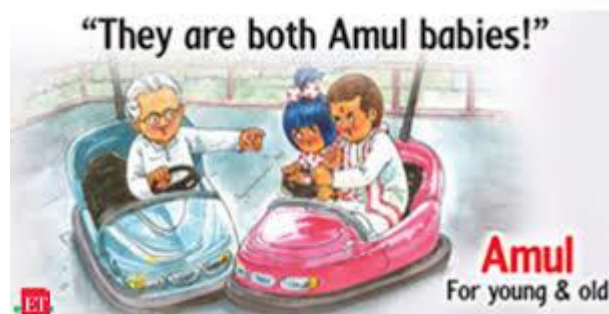
Product 4: Carlsberg

Interpretation 4: The researcher has observed consumers enjoy relaxing with parties they enjoy beer, wine the new packaging style denotes green fiber bottles which describes the need of why green packaging influences us.

Product 5: AMUL

Interpretation 5: The researcher has observed the brand AMUL has reached the consumer perception by building brand loyalty with affordable and trendy product fit for all age groups.

Product 6: KISSAN

Interpretation 6: The researcher has observed innovative techniques in packaging by giving colorful image of real fruits hence the consumer can study the relation of real products and the product

Product 7: Fresh Fruits

Interpretation 7: The researcher has observed in the above images describes the effect upon the product in natural essence being manufactured in a sustainable fashion and is produced from recycled materials such as bamboo, etc

Product 8: Fruit Juices

Interpretation 8: The researcher has observed in the above images being made from renewable materials not making use of excessive packaging. Being designed to be repairable and not "throwaway

Product 9: Mouth Fresheners

Interpretation 9: From the above image the researcher has observed how crafted paper design can create wonders by colorful images printed and cut into shapes to denote utility of products with innovative dimensions.

Product 10: Sandwiches

Interpretation 10: Collection includes its compostable freshly made line of grab-n-go packaging for same day use. These quality carton board disposable food packs with clear images windows complement and enhance fresh bakery, cafe and daily products, including sandwiches snacks, salads, and entrees.

7] FINDINGS

On the basis of the study completed and results obtained and analyzed, the researcher listed down below the most of the valued findings:

The study on the consumer expectations and requirements as to packaging found that the consumers having more expectations and requirements as to the packaging placed the appearance, ease of storing, ease of opening and handling in the first priority and giving the

second priority for complete information from the package, and the materials used should be non-toxic and that of gas odor, emission problems. The third expectation is towards ease of package disposal, low cost, tamper

8] RECOMMENDATIONS

1. The consumers while buying a product want to be more aware of the price, date of manufacture and expiry given on the packing of any product. Hence they should be made mandatory.

3. The paperboards may be given top priority wherever possible among the other packaging materials in view of its eco-friendly nature of the material, relatively lesser cost of packaging as compared with availability of materials in the market and also recycling process associated with paperboards.

4. It is suggested that the designing of the packaging should help the consumers to identify the product, contents of the product on seeing the product in the first instance but reasonably presumed that no one will want to add to the cost of product

9] CONCLUSION AND FUTURE SCOPE

According to the researcher's findings and study it has been observed that packaging shapes, color, brand clarity upon the products and its packaging plays a vital role.

It was also observed that competition is vast and the emerging industry needs to find out new strategies for find there weakness and opportunities .Trends are changing hence consumer intentions and perceptions plays an important role. Taking environment into consideration Eco labeling, Eco products play an important role for sustainability of living organism; hence packaging process needs to follow the recycling modes

A business world without packing and packaging cannot be imagined in future. The foregoing analysis and discussion in the research study brought about the most significant aspect of packing and packaging with a specific focus on their origin, growth, significance and importance, cost, strategy, legal aspects, environmental, social, technical aspects of packaging and so on. All such aspects indicated one important fact that in any form or manner the packing and packaging is done; it ought to have been friendly with not only the consumers but more importantly with the environment

REFERENCES

 i.   Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press,
 ii. Research Methodology by C.R.Kothari, New Age International Publication, 2nd Edition
 iii. Marketing Management, Rajan Saxena, TMGH, 13thEdition
 iv. Marketing by Lamb Hair Sharma, Mc Daniel Cengage Learning 2012
 v.   Journals Customer Relationship Management: Emerging Practice, Process, and Discipline by Parvatiyar, Atul; Sheth, Jagdish N., Journal of Economic & Social Research. 2001, Vol. 3

EMOTIONAL INTELLIGENCE: ITSPOSITIVE INFLUENCE ONWORK-LIFEBALANCE

Ms. Sarah D'souza

(Research Scholar -Dr. D.Y. Patil Vidyapeeth Global Business School and Research Centre)

Asst. Professor, D.Y. Patil Institute of MCA & Management, Akurdi

sarahleahd89@gmail.com

Dr. Safia Farooqui

(Research Guide)

Director, Institute of Distance Learning, DR. D.Y. Patil, Vidyapeeth, Pune

Abstract

In this time of increasing work pressure, stress, changing technology, unrealistic deadlines and globalization, Work-life balance is a serious issue for individuals. While life in general entails the pursuits of career, profit, family, society obligation, spiritual achievement, mental and physical health, striking an equilibrium is often a challenging task. A state of stability for an individual is where perfect synchronization and balancing of the above-mentioned tasks is required. However, it leaves the individual in a constant state of distress and turmoil. This quest of seeking balance causes many to experience emotions of breaking trust, baffled uncertainty, stagnant creativity, forsaken commitment, disappearance of team loyalty and strained relationships between colleagues and peers. Therefore, the need to control and manage emotions constitute a pivotal part of our lives.

Emotional Intelligence (EI) is the ability to manage one's own emotions and that of others too. Work-life balance in the literal sense is viewed as a division of one's time and focus between professional and family time/activities.

This study looks into understanding the relationship between emotional intelligence and Work-life balance. It also examines the role of emotional intelligence and Work-life balance among the employees.

Keywords: Emotional Intelligence, Work-life Balance, Quality of life, Stress

1. INTRODUCTION

The concept of Work-life balance has received great interest and attention in the recent years due to the positive benefits it offers with related outcomes. In this century of constant stress and pressure, individuals are facing perform or perish ultimatums on a daily basis. Caught in the speed of life where organizations frequently modify new roles and responsibilitieson the employees which result in low quality of Work-life and improper Work-life balance. Here the employees have to possess high levels of intelligence quotient (IQ) and emotional intelligence (EQ) to cope with the heavy demands of quick decision making and apt problem solving.

There are numerous factors that contribute to quality of Work-life. These are: Fair payment/remuneration, equal opportunities, health working conditions, security, promotion, mutual respect individual rights and of course personal attributes which include family time,

working hours, schedule, field work and so on which influence the emotional intelligence of an individual. A complete stress-free life is however impossible and stress is interwoven into the fabric of human existence. In the past individuals have coped with stress through deployment of various methods, one of which includes emotional intelligence (Siren, 2007). Through secondary data the researchers have established a positive association between emotional intelligence and Work-life balance by discussing the pivotal role emotional intelligence plays in improving the quality of life.

2. EMOTIONAL INTELLIGENCE

Emotional Intelligence (EI) refers to one's ability to understand, control, evaluate and perceive emotions. It comprises of a set of qualities of competencies of soft skills or inter and intra personal skills that are woven inside our biological makeup, thus influencing our behaviours and actions. While some researchers claim that EI is an inborn trait other suggest that emotional intelligence can be honed and strengthened. Emotional intelligence allows individuals to separate emotions and to also make correct choices for thinking and reacting (Cooper and Sawaf, 1997; Mayer and Salovey, 1993).

Emotionally intelligent people are defined as a group who can control their emotions according to sense reality model of emotional functioning. This intelligence can be learned, developed and improved (Perkins, 1994; Sternberg, 1996).

Furthermore, emotional intelligence enables individuals to think innovatively, by utilizing emotions to resolve problems. Daniel Goleman (1996) popularized this term and firmly believed that emotional intelligence is a set of psychological abilities that is linked to Work-life balance and success in life. It is relationship management and leadership skills that will be the foundation of Work-life balance and personal relationships. The capability to control feelings and settle stress is huge element of emotional intelligence that has been found to be crucial for successful Work-life balance. It also to understand and knowing when and how to display emotions by controlling it. Empathy is a very crucial element and backbone of emotional intelligence as it assists in social lives and it is considered to be a vital organizational factor.Peter Salovey and John D. Mayer (1990) in their popular article "Emotional Intelligence," defined emotional intelligence as, "the subset of social intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions".

Daniel Goleman has framed a mixed model of emotional intelligence constructs:
1. **Self - awareness:** The ability to know one's own emotions and strengths
2. **Self - regulation**: It involves the controlling and adapting
3. **Motivation:** To achieve a personal drive to achieve and excel
4. **Empathy:** The ability to consider other's emotions
5. **Relationship Management:** It involves management of others emotions

Goleman (1998) concludes that the main dimensions segregating successful from unsuccessful individuals are the nested competencies underlying emotional intelligence.

3. WORK-LIFE BALANCE

The first definition of work family conflict by Kahn, Wolfe, Quinn, Snoek and Rosenthal (1964) was stated as "the interrole conflict people experienced between their work roles and other life roles." It was later added on that work family stress occurs when demands of one's responsibilities interferes with the demands of another role (Greenhaus & Beutell, 1985).

Work-life balance (WLB) is about having the correct balance and control of work and personal life. It is a perfect stability between achieving work performance to the fullest

degree as well as enjoying the leisure time with self, family and friends. If, however this balance is tipped towards work, then many negative effects are born. These negative effects include high rate absenteeism, low motivation and reduced productivity. It also affects the physical and psychological wellbeing of employees over a period of time. With the ushering in of demographic changes, men and women are both working under tremendous amounts of pressure as women too are become working mothers leading on to the in balance of family life.Work-life balance simply allows that convenient arrangements are made available to both parents and non-parents to maintain a healthy mix of professional and personal life (Redmond, Valiulis, & Drew, 2006).

Technological advancements too have paved the way for easier communication but constantly intrude into family/ personal life.Work-life balance is said to become a crucial element in both private and public sector organizations as it is ingrained into the psychological, physiological, social and economic fabric of every individual. These elements are viewed as a pre required factor of good performance of any employee. It is stated that employee code of behaviour, intentions and organization's performance is completely dependent on the Work-life of the employees of that organization (Casper, Lockwood, Bordeaux & Brinley, 2005). Furthermore, the shift towards the global competition has accelerated organizations to demand their employees to be more flexible and responsive to changes.

Work-life balance can therefore be stated as those practices that agree and target to assist and facilitate the requirements of an employee to achieve balance between Work-life and personal life (Maini, Singh, & Kaur, 2004).

4. INTERPERSONAL RELATIONSHIP BETWEEN EI AND WLB

- Employees who are highly emotionally intelligent are having a keen sense of self perception and strong interpersonal relationships with fewer problems in achieving a balanced Work-life.
- Highly emotionally intelligent employees are seen more positively by peers and superiors as they are socially well equipped and more empathetic.
- Improved family and social relations are maintained with high EI employees.
- There are strong social dynamics at work along with sound negotiating abilities that are present with an emotionally intelligent person.
- Emotionally intelligent individuals are having a high level of employee satisfaction, self-esteem and possess a healthy outlook of life.

5. FACTORS HINDERING WORK-LIFE BALANCE
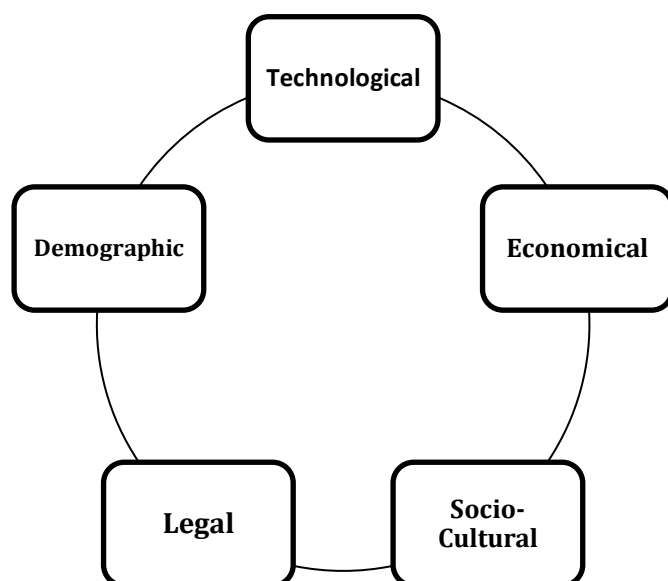
a. Technological Factor

Technology has contributed a lot to saving time and hours of strenuous labour by enabling employees work at flexible hours and from flexible locations. However, it has also invaded the privacy of employees by disrupting their family/personal time. Technology thus can be viewed as a contributing factor to maintain Work-life balance but along with increment of family conflict.

b. Economical Factor

Globalization competiveness and production have broken down the barriers of countries. Hence more stress is put on employees to perform better as outsourcing is the option many times considered.

c. Social Cultural Factors

There is a difference between employees working in different countries. The work – life balance will be different as well.

d. Legal Factor

The International Labour Organization (ILO) has taken drastic initiatives to secure a healthy working environment of the employees. Both Maternity and paternity benefits have been recommended.

e. Demographic Factor

Work – life balance are regulated by many factors such as age, gender, qualifications, family background, personality traits and support system.

6. IMPACT CAUSED BY WORK-LIFE BALANCE AND WORK CONFLICT

Many times family conflict leads to adverse effects on an employee's career leading to broken marriages and families. This in turn could lead to financial and non-financial losses to an organization. Past research explored shows that organizations with improved work – life balance proved to be more productive with increased employees' organizational commitment (Ferrer & Gagne, 2006).

7. MISSING ELEMENT BETWEEN WORK POLICY AND WORK BALANCE

Many previous studies have pointed out that there is a serious disconnect between Work-life policies established in an organization and utilization of these policies to improve the work conflict faced by employees. This disharmony could be resulting from the pre-set organization culture. The various aspects of culture affecting an organization are stated below:

a. Top Management Support

The top line managers play a crucial role in the harmonious functioning of the work balance policies. They are responsible to either assist or hinder the motivation of employees to balance their professional and personal life.

b. Negative Impact on Career Growth

There is often a wrong assumption factors with the regards to negative career choices. It is often viewed that employees who utilize family friendly policies are not as dedicated to the organization's goals and often by passed for training, increments, promotions and other benefits.

c. Over Time Expectations

Another major factor influencing the Work-life policies are the company's assumption of the required hours of work. There is a false expectation that the more the hours an employee puts in the more productive they are. Commitment to given tasks are only judged as per the hours clocked in.

d. Gender Discrimination

Even if the work policies seem non – discriminatory in nature there is an undermining factor. It is only the female staff who are encouraged to utilize the work policies not the male employees.Here only the male employees get a chance to be career driven and female staff are only viewed as mere homemakers and home builders. Paternity leave could be extended to encourage the sharing responsibilities between men and women.

8. WORK BURDEN Vs WORK-LIFE BALANCE

The work burden often means the amount of work that employees perform both physical and cognitive work without hurting their health and safety by being efficient (McDowall 2009).
Due to the constant quick changes that are occurring in an organization the work load is going on increasing causing an imbalance in the overall working schedule of an employee. An employee's work load is a big threat to balance work and it consists of various factors such as challenging tasks, higher demands, remuneration, specific job roles, hygienic working conditions and time utilized for work and with family and friends.

The Work-life balance concept has been started in many organizations to improve the performance, lower attrition, reduce absenteeism and stress, increase job satisfaction and performance Sheena (2007).It has also been concluded that these employee friendly balance programs will increase an employee's loyalty, perception and dedication towards the organization.

In this global context this concept of Work-life balance is fetching more importance and its best if organizations to think with a strategic mind-set and arrive at creative techniques to provide a more refined equilibrium between work and personal life of employees.

9. DISCUSSION

It has been explored that Emotional intelligence is a key player in identifying the abilities required to sense subtle changes in the overall emotional tones of others. This provides the ability of staying calm and composed during times of crisis and heavy pressure. It also aids to building and establishing better relationships, maintaining a positive outlook towards work and life in general. Hence, EI is establishing itself as a critical element in the human resource management and as a special focus towards improving the quality of Work-life. In recent times there has been huge amounts of research that has explored to understand the impact emotional intelligence has on individuals, groups and organizations. It was found that highly emotional individuals are able to handle both work and family life in a balanced manner (Carmeli, 2003).

Hence, at a glimpse the review from different literatures on emotional intelligence and Work-life balance emphasized the multiple dimensions. Emotional intelligence and work balance was explored with reference to work pressure, performance, productivity, job satisfaction, commitment, leadership, organizational change, employee well –being, motivation, culture and so on.

Organizations must focus on framing employee friendly policies to aid the Work-life balance to retrain and attract new employees. There must be official policies laid down with real practicability matching the employees' experiences/expectations. The human resource department must play a crucial role in implementing and evaluating these initiatives relating to striking a balance between personal and professional life. This can also be supplemented by training programs and stress control workshops to enable the employees to balance their personal and professional life better.

10. CONCLUSION

It had been established that this study strongly indicates that high emotional intelligence leads to a balanced work and professional life and individuals and organizations work in harmony to achieve this balance. It can also be concluded that EI has a significant part in leading to the employees' wellbeing, performance and professional attainment.

All organizations must invest focussing on developing, designing, incorporating and implementing a better work-life and policy framework to build a sustainable and strategic organization. They must also create a dynamic working culture that supports the resources and talents of the organization. This will automatically lead to reduction of stress, grievances, over burdens and disputes among individuals so they can focus on improving daily performances.

This paper contributes to the existing literature by establishing a positive relationship and influence between emotional intelligence and work-life balance.

11. SCOPE FOR FURTHER RESEARCH

As there are not numerous volumes of research conducted related to the aspects of emotional intelligence and work-life balance it is very crucial that there is a need to explore this area more. Further research may be done with the aid of primary data and structured questionnaires can be utilized to gather real life experiences. There can be an established link with individuals and professional working life by measurement tools and evaluation measures to support the findings.

REFERENCES

1. Casper, W.J., Martin, J. A., Buffardi, L.C., & Erdwins, C. J. (2002). Work-family conflict, perceived organizational support, and organizational commitment among employed mothers. Journal of Occupational Health Psychology, 7, 99-108.
2. Copper, R.K., & Sawaf, A. (1997). Executive EQ: Emotional Intelligence in Leadership and organization. New York: Grosset/Putnam, pp. 17-21
3. Goleman D (1998) What makes a leader? Harvard Business Review 76: 93-102
4. Greenhaus, J. H., and Powell, G. N. (2006). When work and family are allies: A theory of work–family enrichment. Academy of Management Review, Vol.3, pp.65-69.
5. Mayer, J.D. and Salovey, P. (1993). The Intelligence of Emotional Intelligence,17(4), 433-442.
6. Perkins, D. (1994). Outsmarting IQ: The Emerging Science of Learnable Intelligence, The Free Press, New York, NY.
7. Salovey, P.& Mayer, J.D. (1990). Emotional intelligence Imagination, Cognition and Personality, 9, 185–211.
8. Sirin G (2007). The relationship between teachers and emotional intelligence levels and their ways of coping up with stress (In Turkish). Master's thesis, Gazi University, Ankara, Turkey.

A STUDY OF CONSUMER'S AWARNESS AND ATTITUDE TOWARDS E – MONEY WITH SPECIAL REFRANCE TO PUNE CITY

Ms. Kakade Madhuri S

Assistant professor,

Rajgad Institute of Management research And Development, Pune 43.

madhurikakade1990@gmail.com

Ms. Simran Khandare

simran.khandare@gmail.com

ABSTRACT:

This paper is about E-Money in India. E-Money means we don't need to carry any cash (like rupees, coin etc) with the help of that we can easily pay our bills, fees and other things. For that we can use credit cards, debit cards or net banking and we can also use different kind of apps like PhonePe, Google Pay, and Paytm. Respected Prime Minister Mr. Narenda Modi declared demonetization on 8th Nov 2016 and he supported digital money from that some people started using E-Money but some people didn't accept that because of they aren't comfortable with or somewhere they get conscious while using digital money. In 1983 Devid charm developed of online cash payment concept. Banking sector mostly use online payment. The customers understand how to use E-Money. In India mostly transaction are exchange hard cash so online payment app less use. After demonetization mostly people prefers use to E-Money.

KEYWORDS: *E-Money, Consumer's attitude, demonetization*

1. INTRODUCTION:

In last decenniums Indian people are using internet. After demonetization people can using digital money app. India proceed to coming up cashless money. Indian people have been using smart phone and making some transaction online cash. As per observation digital cash to positive impact on consumer using this app. Effect on demonetization to regular transaction that time opportunity develop for E-Money. After demonetization consumer have not any option using E-Money apps. All country people support to E-Money. In last decade rural area people can't using E-Money but currently they are using this wallets. In village near to bank so people can prefer going to bank and take some cash. Opposite in urban area people are so busy in our work so they can preferred to digital wallet apps. Usage of this app people saves money, user friendly, save time etc. One can use any E-Money apps in smart phone with necessary internet connection.

2. REVIEW OF LETURATURE:

(Shah, 2013) **Elaborate that "Digital Payment System: Problems and Prospects"** India people are mostly belong to rural are but some people were shifted in city but rural area people can be prefer bank taking some money because bank is near by village. This reason rural area people not using digital wallet app. Demonetization in India government adopted digital money scheme urban people are prefer digital wallet. In digital money security of money as cyber crime, facilities etc. E-commerce using digital payment to help grow international market. In India four trend using cashless payment. Using advance technology digital payment transaction is strengthening and secure. Indian economy are using digital

payment in future strengthen. Indian government scheme are to support for using digital money.

(Sanatani, 2017) She discussed "**Effect of Demonetization on Digital payment System in India**". Prime Minister Mr. Narendra Modi announce demonetization on 8th Nov 2016 in mid night at 12:15 am ISI ours speech communicate to India people. That day closed Rs. 500 and Rs. 1000 currency. After they introduced Rs 200 and Rs 2000 currency note in regular life. Those days inside of ATM and bank people rush because of exchange old currency. That time introduce many electronic apps you can use easily transfer money. Last some year's people can't support to electronic money but now a day support this apps. Demonetization large effect on E-commerce. In E-commerce mostly delivered to hard cash for daily transaction. After Demonetization people mostly using digital wallet apps. There are many apps available in market.

(Baghla, 2018) Stated that **"A Study on the Future of Digital Payment in India"** Indian economy to promote cashless using digital payment. Digital money means exchange money by using electronic apps. In 2016 Prime Minister Mr. Narendra Modi declared demonetization on 8th November. Demonetization concept was main motive is transparency in India economic. That time digital payment mode in front of economy. This system is to support government of India. But some people are not using digital payment mode. Digital payment mode under debit cards, credits, internet banking etc. In this paper is of digital payment acceptance reasons. Digital payment is developing the transparency in money transaction. Cashless India is dream of Prime Minister Mr. Narendra Modi. In India less and using digital payment.

(Jacob, 2019) Describe that **"A Study on Replacing Currency with Digital Cash Among Students in Pathanamthitta District".** India economy is to promote cashless using digital payment. In this process customer have waste of time. The hard cash is large using black money. All banking system has been provide digital money facilities like NEFT,RTGS, Debit cards, Credit card anything anywhere you can use this app. This app is using time necessary to internet connection. Rural area people have no knowledge of internet or lack of knowledge so they aren't using digital wallet apps. So these reason rural areas people less using this app. But this app beneficial for people.

(Biradar 2019) Describe that **"Digital Money: An Analysis of Users' Perception"** Indian country proceed to coming up cashless money. Prime minister Dr. Narendra Modi had developed the concept of digital wallets on 1 July 2015. These concepts are main motive in our country people beneficial for government scheme. Using digital wallets has been transparency between people and government. As digital in our country people take positively or negative impact overview. Digital money is no one any type of currency. They are using internet exchange cash. As no anyone hard cash use. They using electronic app like debit card, credit card, E-wallets, UPI, RTGS, NEFT etc. In India most of people using internet so they are support this digital wallet.

3. OBJECTIVES:

1) To know the basic theoretical concepts about E-Money.

2) To find people awareness regarding E-Money.
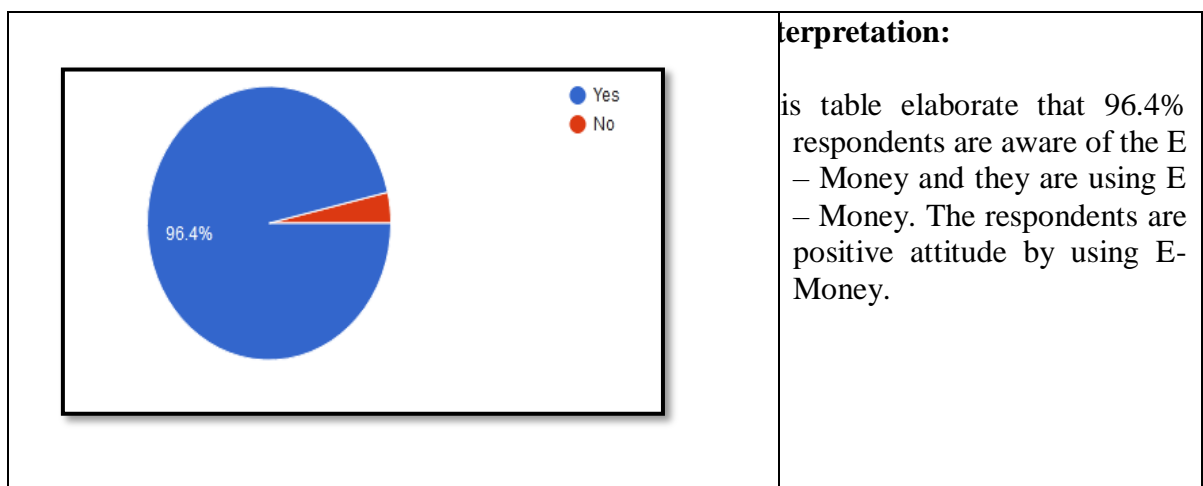
3) To analyze people attitude toward usage of E-Money.

4. RESEARCH DESIGN:

- ➢ Types of Research: In this paper using descriptive research and exploratory research.

- ➢ Primary Data Collection: This paper data selected pune city people responses.

- ➢ Secondary Data Collection: This information collected that Journals, research paper etc.

- ➢ Sample size (as pilot study): 50

- ➢ Population – People of Pune City.

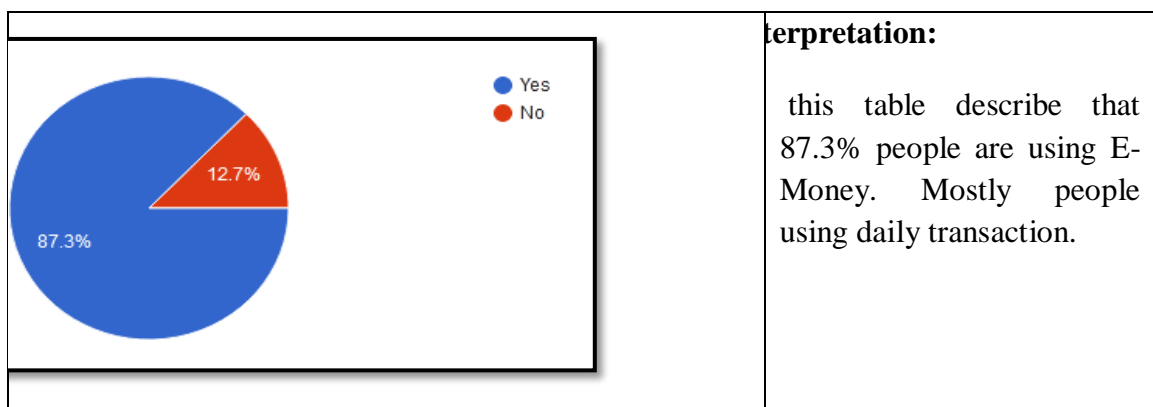- ➢ Research Instrument – Structural Questionnaire.

5. DATA ANALYSIS:

This paper is depending on secondary and primary data and information is based on descriptive essence. This data is set of 50 respondents.

1. Are you aware of E – Money?

	Interpretation: is table elaborate that 96.4% respondents are aware of the E – Money and they are using E – Money. The respondents are positive attitude by using E-Money.

2. Are you using of E – Money?

	Interpretation: this table describe that 87.3% people are using E-Money. Mostly people using daily transaction.

3. I feel there are security problems in digital money.
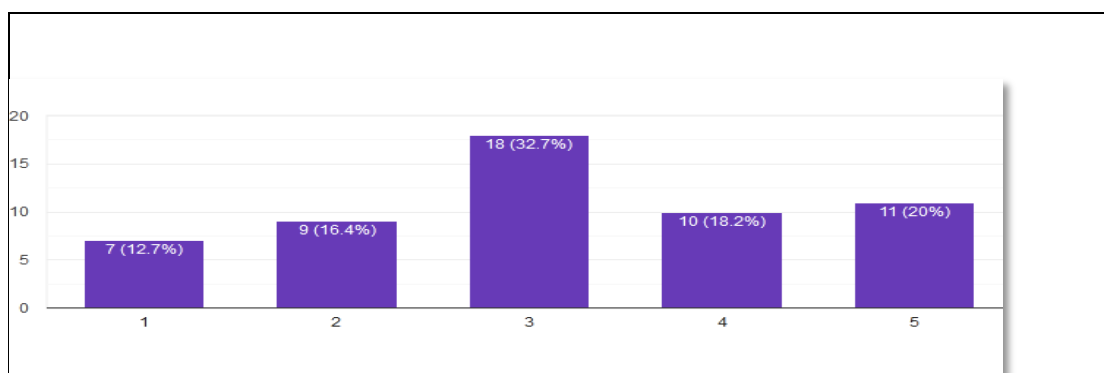
Interpretation:
The above table elaborate that 32.7% people have security problem.Security is most important part of E – Money.

4. I don't know procedure to use.
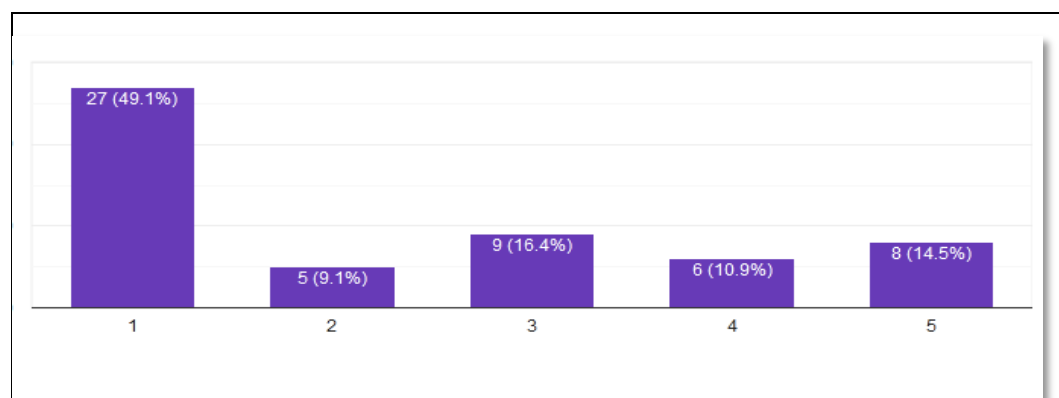
Interpretation:
This above table represent that 49.1% people know this process. Now a day's people are using smart phone so they are known this procedure.

5. I feel there is delay in transaction.
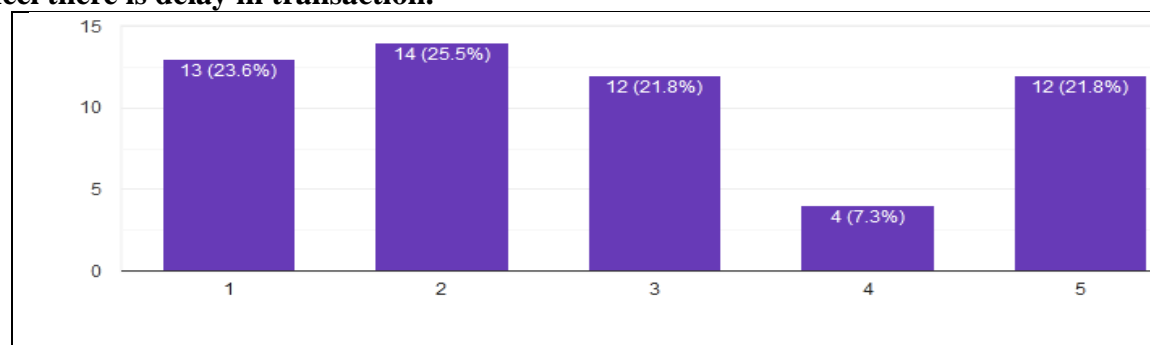
Interpretation: The above table elaborate that 25.5% people opinion as delay in transaction but 21.8% people assumption isn't delay in transaction. So some people are support him but some aren't using this app.

6. I feel there is higher cost in E – Money.
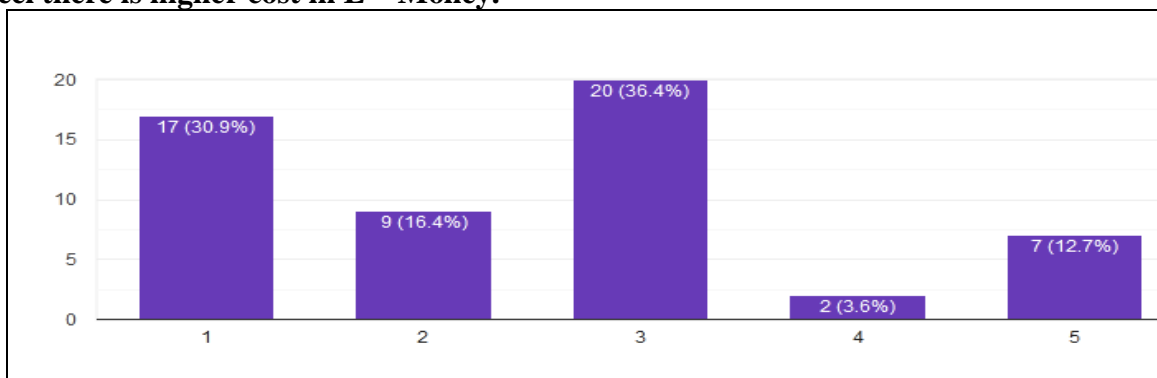
Interpretation:
this table represent that 36.4% people assumption is higher cost in E – money.

7. E – Money transfer charges of cash is less.
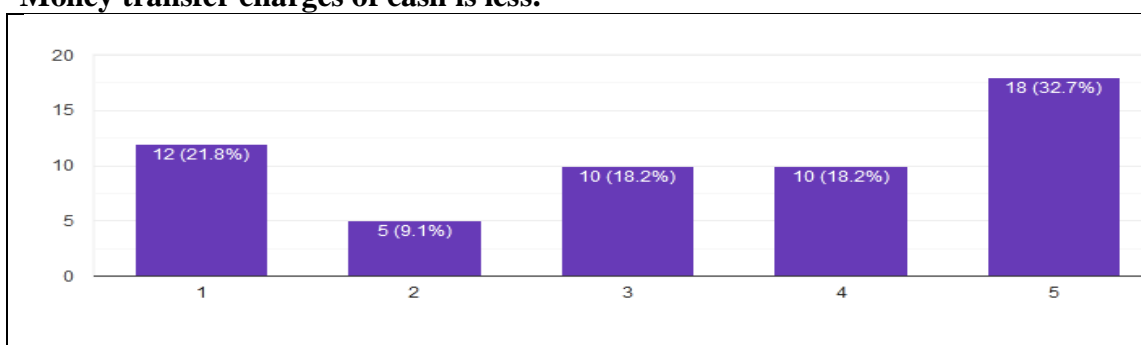
Interpretation:
this table describes that 32.7% opinion as positive assumption for transfer charges are very less but some people have not accept it.

8. E – Money transfer are secured.
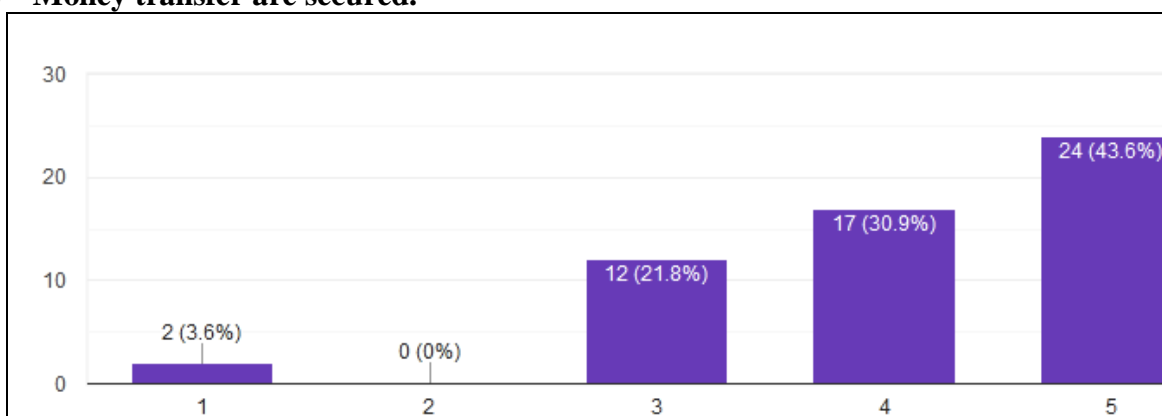
Interpretation:
this above table 43.6% people assumption that E – Money transfer are secured because they are using in daily transaction.

9. E – Money is user friendly.
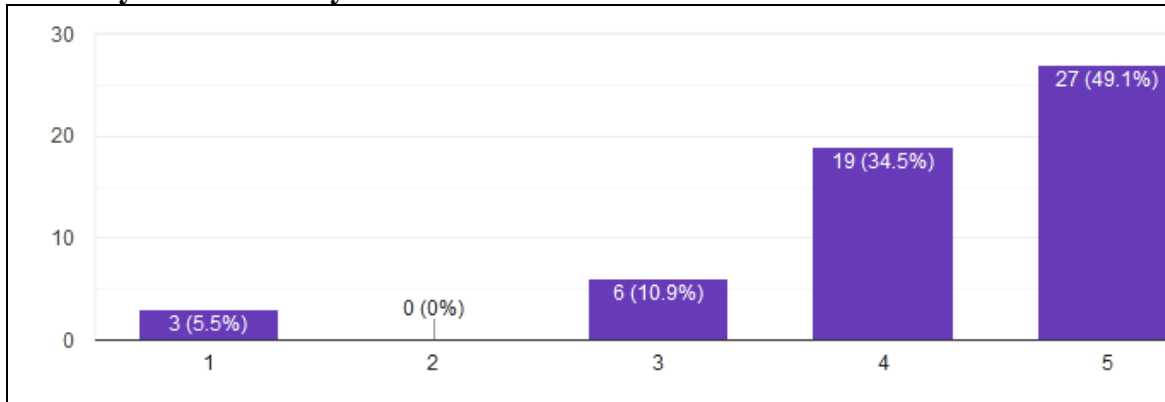
terpretation: This table elaborate that 49.1% people can user friendly E – Money because mostly people can using smart phone so they familiar to E – Money.

10. E – Money is time saving.
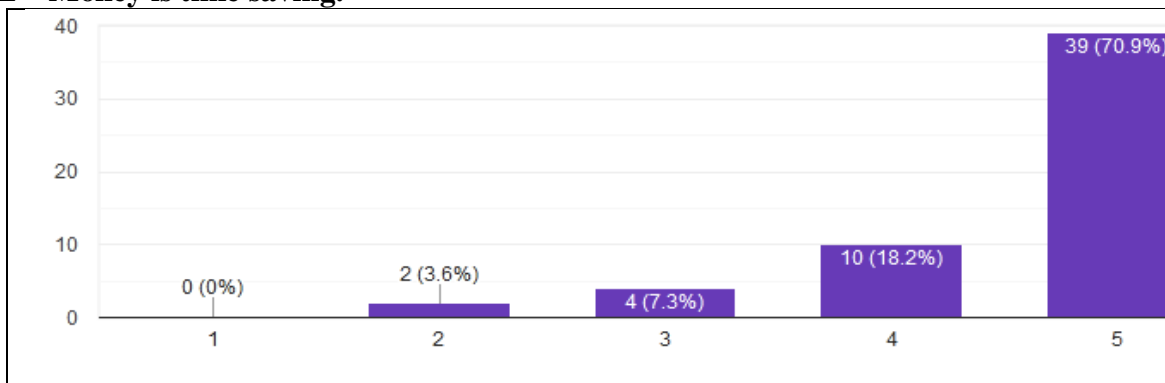
terpretation:
above table describe that 70.9% people save time for using E- Money. In urban people are so busy mostly using electronic money.

11. I prefer E – Money usage than cash transaction.
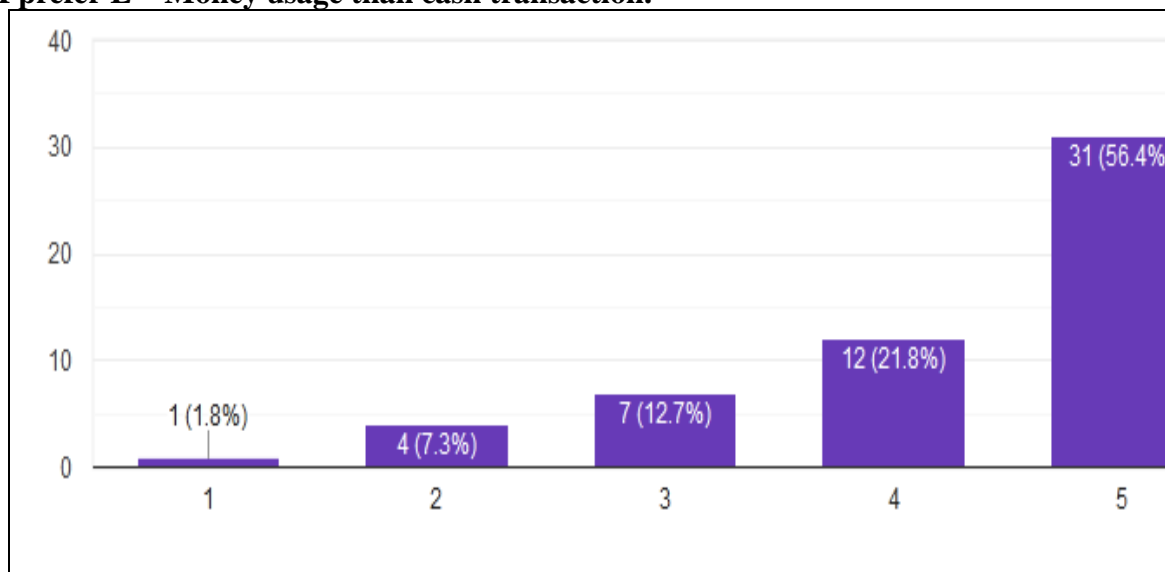
terpretation:
is above table mostly positive response for usage cash transaction E – Money. In

6. FINDINGS:

1) 90% respondents are familiar of the E- Money and reaming people using E- Money.

2) There are many people have positive impact of the E- Money, 85% people are agreed for using delay transaction.

3) Some people prefer to using E- Money because time saving and no have any transfer cost.

7. CONCLUSION:

Thus through the research conducted researcher to understand consumer's awareness and attitude E –Money. After demonetization opened inroad of the E – Money. There are many applications available in market. we studies consumer perception regarding e- Money. Now users are using smart phone and internet so easy to use in our life. So E- Money utilization will surely drastically increase in coming days.

8. REFERENCES:

1) Baghla, A. (2018). A Study on the future of Digital Payment In India. *IJRAR- International Journal of reasearch and Analytical Review , 5* (4).

2) Jacob, A. (2019). A Study on Replacing currency With Digital cash among Students in Pathanamthitta District. *International Journal Of Scientific Engineering and Research , 7* (1).

3) Sanatani, T. (2017). Effects of Demonetization on Digital Payment System in India. *IJCSNS International Journal of Computer Science and Network Security , 17.*

4) Shah, Z. A. (2013). Digital Payment System: Problems And Prospects. *EPRA International Journal of Economic anf Business Review , 5* (8).

EMPLOYEE GRIEVANCE REDRESSAL SYSTEM AT LIC OF INDIA

Dr. Ujjwal M. Mishra

(ujjwalmmishra@gmail.com)

Associate Professor, Sinhgad College of Engineering, Department of Management Studies, Pune-41

Ms. Aishwarya K. Rathi

(aishwaryarathi47@gmail.com)

Research Student MBA II Year Finance, Sinhgad College of Engineering, Department of Management Studies, Pune-41

Abstract:
Employee grievance refers to the dissatisfaction of an employee with what he expects from the company and its management. A company or employer was expected to provide an employee with a safe working environment, realistic job preview, adequate compensation, respect etc. However, employee grievance was caused when there was a gap between what the employee expects and what he receives from the employer. The study focuses on causes and sources of grievances in order to prevent strikes, go-slows and lock-out. The research study will help in evaluate various employee grievances and its management at LIC of India.
Key words: Employee grievance, Redressal

Introduction:

Grievance is any discontent or dissatisfaction, whether expressed or not, whether valid or not, arising out of anything connected with the company which an employee thinks, believes or even feels to be unfair, unjust or inequitable. Grievances handling is one of the most important research topics in human resource management. Nowadays management provides lot of measures like good health, welfare and safety facilities, better salary, bonus and training even though some of the issues and problem are still arising to the employees. The present study which helps to find out the existing grievance handling system practiced in the company and an opportunity to enhance the existing grievance redressal system.

Grievance may be any genuine or imaginary feeling of dissatisfaction or injustice which an employee experiences about his job and its nature, about the management policies and procedures. It must be expressed by the employee and brought to the notice of the management and the organization. Grievances take the form of collective disputes when they are not resolved. Also they will then lower the morale and efficiency of the employees. Unattended grievances result in frustration, dissatisfaction, low productivity, lack of interest in work, absenteeism, etc. In short, grievance arises when employee expectations are not fulfilled from the organization as a result of which a feeling of discontentment and dissatisfaction arises. This dissatisfaction must crop up from employment issues and not from personal issues.

Review of literature:

1. A Study on Grievance Handling Measures a Theoretical Perspective, International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online),Vol. 4, Issue 1, pp: (44-48), Month: April 2016 - September 2016, Dr. G. Balamurugan, V. Shenbagapandian

A grievance is any discontent or feeling of unfairness and in the workplace, it should pertain to work. The objective of this paper is to determine the effective handling of the grievances faced by an employee. The study identifies the most common factor for arising the grievances are wages and salary, working environment, promotions, transfer, lack of communication, inter- departmental relationship, etc. The study also looks for the root of grievance faced by an employee, grievance handling techniques, and the management procedures of resolving the grievances. Effective grievance handling is an essential part of cultivating good employee relations and running the organization smoothly, successfully and gaining the good productivity of work. The employer must identify the cause of grievance and to find the possible way to redressal the grievance face by an employee in an organization.

2. Understanding the role of employee grievance handling procedure, related labour legislations to tackle it and emerging area of employee grievance - a theoretical approach, I J A B E R, ISSN 8683-8689, Vol. 14, No. 12, (2016), P. Ramlal and Saleh Ahmed Mozumder

This article highlights on roles played by employee grievance handling procedure in an organization and identification of Indian labour legislations which provide guide lines monitor as well as facilitated grievance mechanism. Grievance means real or imagined cause for complaint, especially unfair treatment. It is a feeling of resentment over something believed to be wrong or unfair especially in the work place and in employment conditions as context to grievance of employee.

3. Handling Grievances at Work Place, International Journal of Business Management, ISSN No.:2349-3402, Vol. 1(2), 2014, Mr. Sandeep Saluja and Mrs. Surjeet Kaur

Grievance is a feeling of discontentment or dissatisfaction or distress or suffering or grief among the workers. The human behavior differs from person to person. Every employee has certain expectations which he thinks must be fulfilled by the organization he is working in. it is not possible for the management to satisfy the feelings and ego of all the employees. It is therefore, but natural that workers have grievances against their immediate supervisor or against the management as a whole or against the systems and practices, which are followed in the organization. Grievance is a feeling of discontentment or dissatisfaction or distress or suffering or grief among the workers.

4. A study on effectiveness of grievance handling mechanism at lucas tvs, chennai, International Journal of Management Information Technology and Engineering (BEST: IJMITE) ISSN (P): 2348-0513, ISSN (E): 2454-471X, Vol. 5, Issue 08, Aug 2017, U. Ulageswari & S. Venkatesh

The study surmises the satisfaction of employees, with the procedures for grievance handling. It was comprehended that, the employees were highly satisfied with the mechanism being followed. A grievance is any discontent or feeling of unfairness. In the workplace, this definition could extend to the system and nature of work. This study intends to determine whether, employers efficiently manage the grievances of their employees. The study acknowledges that, the most common factors for grievances in the workplace are disparity in wages and salary, working conditions, promotions, transfer, lack of communication, inter-departmental relationship, etc. In addition, the study also explores to identify the foundation for grievances, their triggering factors, grievances handling techniques, and the management procedures, for resolving the issues.

5. A Study on Employee Grievances, Asian Journal of Multidisciplinary Studies ISSN: 2321-8819 (Online) Volume 2, Issue 9, September 2014, Bh.L.Mohanraju,1 D.D.P.Varma,2and K.Chandramouli Raju

The study reveals that the Grievance handling mechanism is satisfactory. Grievance procedure is a formal communication between an employee and the management designed for the settlement of a grievance. The grievance procedures differ from organization to organization.

6. Grievance redressal mechanism: need for developing an adequate machinery for redressal of employee's grievance, commonwealth journal of commerce & Management research, ISSN: 2393-851X ,Vol.4, Issue 3 (March 2017), Preeti Malani

Grievance is any communication that expresses dissatisfaction about an action or lack of action, about the standard of services/deficiency of services or any intermediary or asks for remedial action. The present study attempts to analyze how a time-bound complaint mechanism has aided to an organization for moving a step ahead towards improvement. The primary objective of the study is to analyze whether the grievance redressal mechanism ensures a fair and just treatment of employee's concerns and providing prompt solution of their grievances without discrimination, coercion, restraint/reprisal against any employee who may submit or involved in a grievance.

Objectives of the study:

    a. To know the grievances of employees
    b. To know the process of reporting mechanism of grievances of employees
    c. To understand the current problem in the grievance procedure at LIC of India
    d. To understand the employee grievance management system at LIC of India**Research Design and Methodology:**

Research methodology

Research methodology generally refers to the systematic procedure carried out in a research study. The descriptive research designs used in this project, the primary data were collected directly from the employees through the questionnaire method. The sampling unit for this study is employees of LIC of India. The sample size taken for this study is 63 employees.

The sampling used in this study is probability sampling method i.e., Simple Random Sampling technique was employed to choose the sample. The secondary data which were collected from some other sources such as journals, magazines and websites.

1. **Research Design:**Researcher had used descriptive research design as it is survey based.

2. **Sampling Design**
   a. **Population**: 63 respondents (18 managers & 45 employees) working with LIC of India, Pune.
   b. **Sampling unit:**Different branches ofLIC of India, Pune
   c. **Sampling technique:**Simple Random Sampling.

3. **Data collection:**
   Primary data was collected through interviews with personnel of different cadres of different departments regarding the roles and responsibilities carried out and the functioning of the department. Secondary data was collected from the books, registers and website of the company, interviews and through observations. External Data was collected through the company website, books and internet

4. **Tools of data collection:**
   A structured questionnaire is prepared and being circulated which contains set of statements so that the respondent will find it easy to give the level of agreement on the given statements. The questions are structured in such a way that the respondents will be easy to understand the topic and answer properly.

Data Analysis and Interpretation

1. **Opportunity to express grievances to your head/ top management/ supervisors**
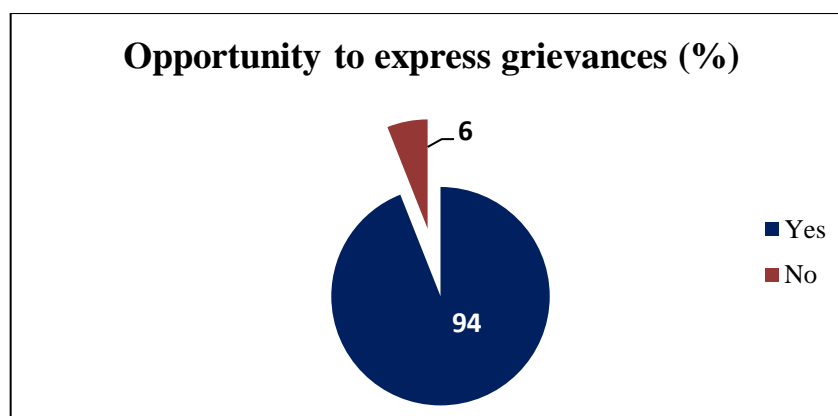
Interpretation:

It is evident from above graph that, 94% of the employees were mention that they have an opportunity to raise grievance while 6% were mention that they didn't have any opportunity. It was concluded from the above graph that employees of LIC had freedom to react on the problem and express grievance.
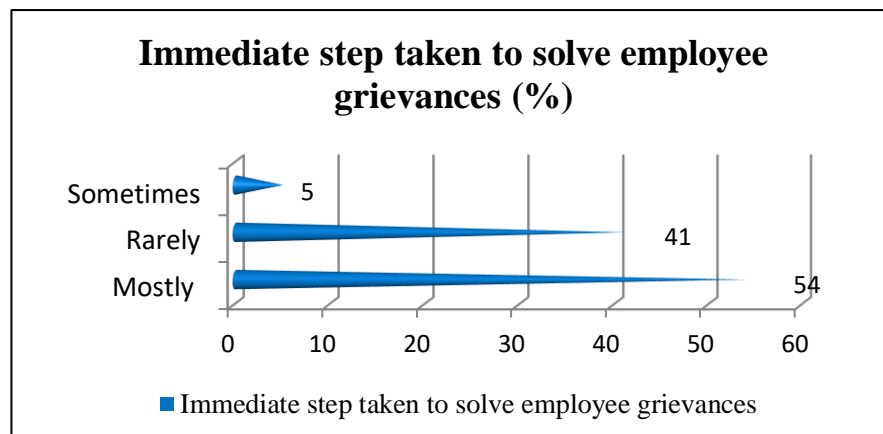
2.Employee opinion towards grievances being heard patiently
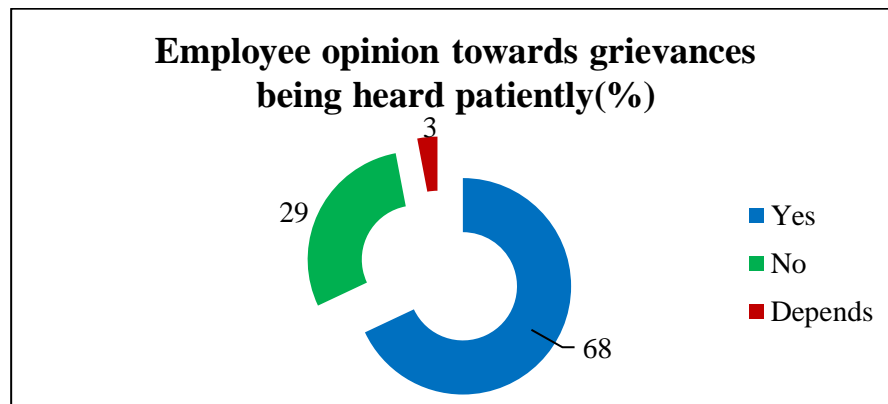
Interpretation:

It is evident from above graph that, 68% of the employees were concluded that their grievances were heard patiently while 29% of the employees were concluded that their grievances were not heard patiently and 3% said it depends on the situations. As per the majority opinion of the employees LIC management heard their raised grievances patiently.

3. Immediate step taken to solve employee grievances by the LIC

Interpretation:

It is evident from above graph that, 54% of the employees were agreed with immediate step taken by management to solve grievance while 41% of the employees were concluded that their grievances were not resolve immediately and 3% said it depends on the situations. It was concluded from the above that immediate action were taken by LIC all the time but if the grievance were so high then it was not possible by the management also to solved it immediately but preventive actions were taken immediately.

4.Specific process to raise the grievance of employees
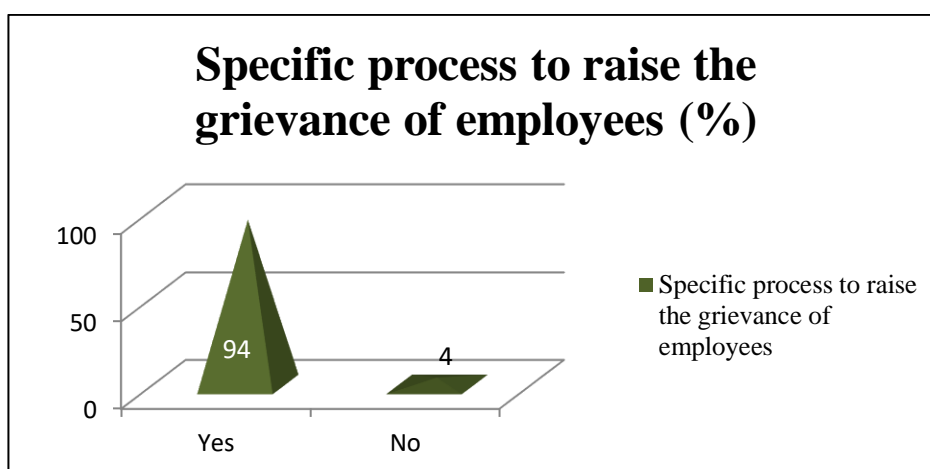
Interpretation:

It is evident from above graph that, 94% of the employees were concluded that yes there were a specific process to raise grievances while 4% of the employees were concluded that there were no specific process to raise grievances as they were not aware about exact process.

5.Time taken to resolve grievance
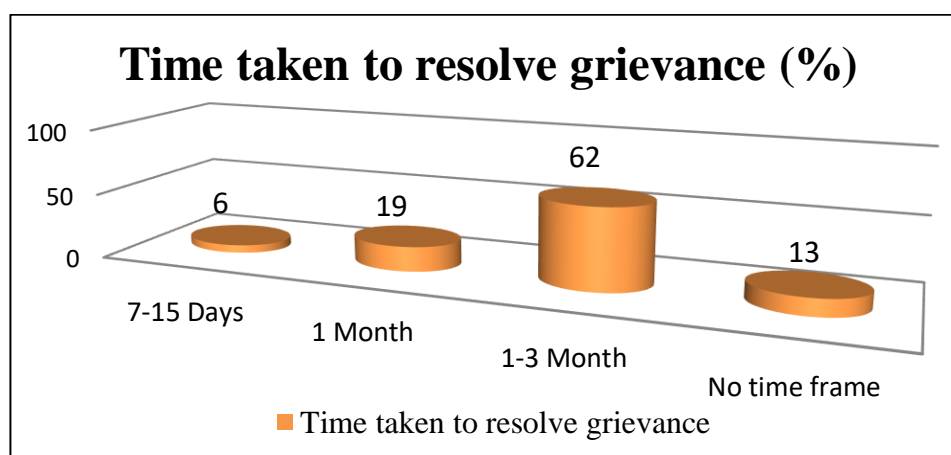
Interpretation:

It is evident from above graph that, majority of the employees (i.e. 62%) were mentioned thatit was taken around 1 to 3 months to resolved raise grievance, 19% mentioned that 1 month was needed to resolve the same while 13% were mentioned that there were no time frame to resolved the raised grievance but 6% of employees were agreed that their grievances get resolved immediately within 7 to 15 days.

Findings:

a. Immediate actions taken by management to solve the employee's grievance provided the raised grievance level redressed at basic level and if the level of grievance was

high, it was not possible for management to resolve at initial stage by taking immediate action.

b. the employees were agreed that they had an opportunity to express their grievance to the head and top management.

c. There was no specific process to raise employee's grievances.

d. Majority of the employees were mentioned, normally it takes 1-3 months of time period to resolve any grievance of employees at LIC.

Suggestions:

a. Employees participation, suggestion, new idea need to be encouraged by supervisor which will motivate the employees and will results in higher level of job satisfaction.

b. Time barrier must be fixed to solve problem at different levels which will encourage the employees to express their grievance.

c. Counseling of the employees needs to be done periodically which will help the organization to know the problem of the employees and to solve them which will increase the job satisfaction as well as efficiency of the employees.

d. Performance appraisal system needs to be relooked by adoption the proper system to measure the performance of employees and will make the employee feel satisfied for being recognized.

e. Conflict management in the organization will be helpful to reduce the number of grievancerates.

f. Open door policy can be used. The barriers that exist between the various categories are tosome extent broken by personal contact and mutual understanding.

Conclusion:

a. Handling of grievance is one of the major challenging jobs for the organizations but prevention is always better than cure. Productivity and efficiency of an organization depends on its soft resource quality that is human resource. Employee will give their best effort when every genuine problem will be addressed by the employer. Grievance Redressal system develops the trust of employees in the organization so there should proper mechanism to prevent or resolve the issues of individual or group of employees.

b. Management should ensure that the grievances should be received and settled promptly, so that the workers get the necessary sense of satisfaction. As earlier stated, redressal of the grievances is a must to maintain good labour management relations and industrial peace.

References:
Journals:

1. Dr. G. Balamurugan, V. Shenbagapandian, A Study on Grievance Handling Measures a Theoretical Perspective, International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online),Vol. 4, Issue 1, pp: (44-48), Month: April 2016 - September 2016.

2. P. Ramlal and Saleh Ahmed Mozumder, Understanding the role of employee grievance handling procedure, related labour legislations to tackle it and emerging area of employee grievance - a theoretical approach, I J A B E R, ISSN 8683-8689, Vol. 14, No. 12, (2016).

3. Mr. Sandeep Saluja and Mrs. Surjeet Kaur, Handling Grievances at Work Place, International Journal of Business Management, ISSN No.:2349-3402, Vol. 1(2), 2014.

4. U. Ulageswari & S. Venkatesh, A study on effectiveness of grievance handling mechanism at lucas tvs, chennai, International Journal of Management Information Technology and Engineering (BEST: IJMITE) ISSN (P): 2348-0513, ISSN (E): 2454-471X, Vol. 5, Issue 08, Aug 2017.

5. Bh.L.Mohanraju,1 D.D.P.Varma,2and K.Chandramouli Raju, A Study on Employee Grievances, Asian Journal of Multidisciplinary Studies ISSN: 2321-8819 (Online) Volume 2, Issue 9, September 2014, Bh.L.Mohanraju,1 D.D.P.Varma,2and K.Chandramouli Raju

6. Preeti Malani, Grievance redressal mechanism: need for developing an adequate machinery for redressal of employee's grievance, commonwealth journal of commerce & Management research, ISSN: 2393-851X ,Vol.4, Issue 3 (March 2017)

A STUDY OF EFFECT OF 'SOCIAL MEDIA MARKETING' ON CONSUMERS' PURCHASE INTENTIONS

Mr. Pranav Kawade

pranav.kawade94@gmail.com

Dr. Rohan P. Dahivale

Associate Professor,

Rajgad Institute of Management Research & Development, Pune 43

rohandahivale@gmail.com

Abstract

The marketing place in the new ear has changed from traditional to online marketing. Social media usage is exponentially increasing. There are new platforms for marketers like Facebook, Instagram, Youtube etc. While emerged as apps for entertainment and social media, now these popular apps are medium for marketing and advertisements. This is beneficial to consumers and marketers both. There is need to study whether consumers trust these advertisements. The impact of these marketing efforts on consumers' purchase intentions is needed to study. In this research paper, researchers made an attempt to study these variables under study with a pilot study.

Keywords: 5S, sort, set in order, shine, standardize, sustain

A] Introduction to social media marketing

Social media marketing is the use of social media platforms and websites to promote a product or service.[i] Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.[ii]

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public.

On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.) which is also known as "earned media," rather than use marketer-prepared advertising copy.

Among all Internet users between the ages of 16 and 54 globally, the Wave 3 report suggests the following:

i. 394 million users watch video clips online
ii. 346 million users read blogs
iii. 321 million users read personal blogs
iv. 307 million users visit friends' social network profile pages
v. 303 million users share video clips
vi. 202 million users manage profiles on social networks
vii. 248 million users upload photos
viii. 216 million users download video podcasts
ix. 215 million users download audio podcasts
x. 184 million users start their own blogs
xi. 183 million users upload video clips

B] Theoretical Framework
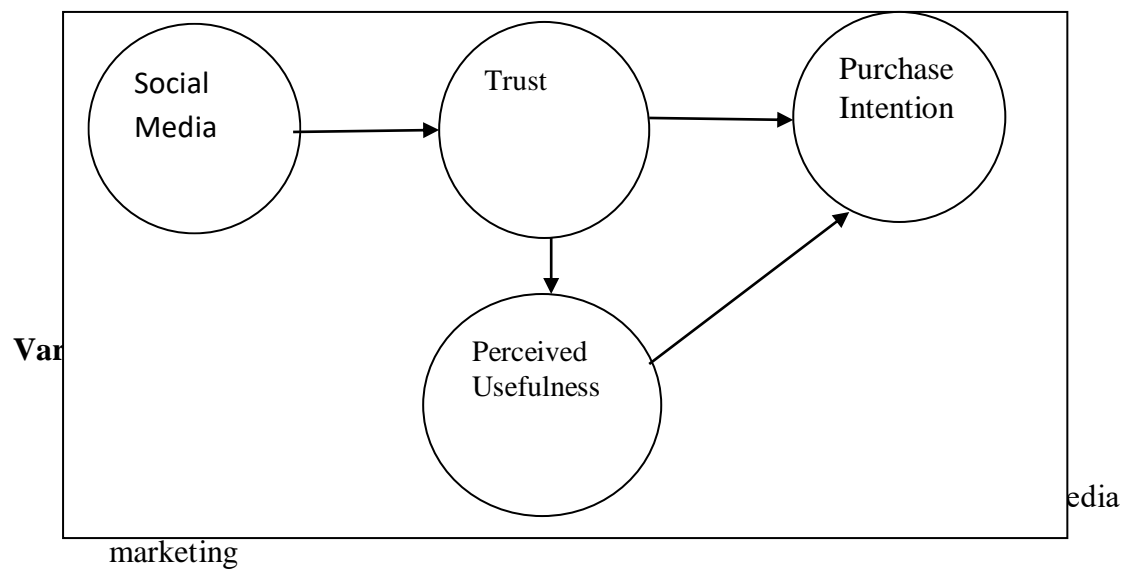
C] Objectives of the Study

1) To find relationship between social media marketing & trust of consumers.

2) To know the impact of trust on consumers' purchase intentions

3) To assess relation between perceived usefulness of products on consumers' purchase intentions

D] Research Design

SN	Parameter	Description
1	Type of research	Descriptive Research
2	Research Instrument	Structured Questionnaire
3	Survey period	February 2020
4	Scale	Likert Scale 1 to 7, Where: 1 = Strongly Disagree 7 = Strongly Agree
5	Primary sources	Structured questionnaire

6	Secondary sources	Books, Journals
7	Data interpretation	Though Graphs
8	Sample Size	37 (Pilot Study)
9	Sampling Technique	Convenient Sampling

E] Data analysis & Data Interpretation

Gender
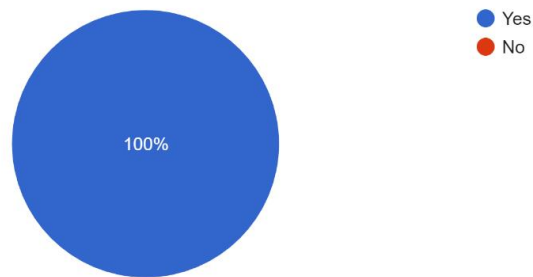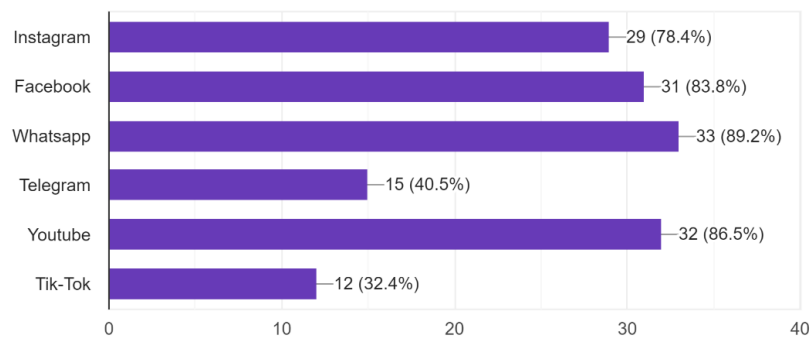37 responses
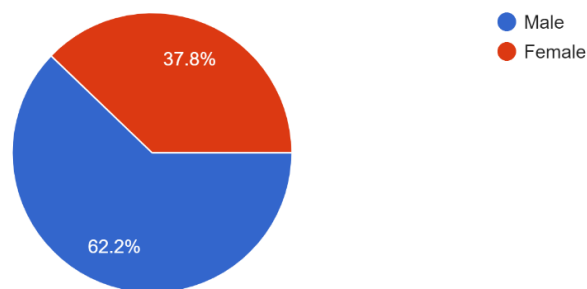
Age Group
37 responses
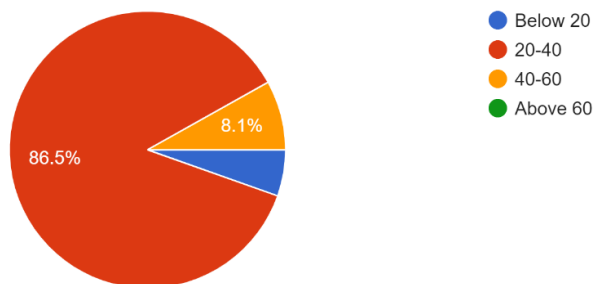
Occupation
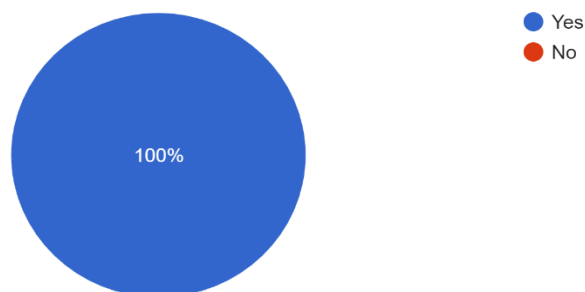37 responses
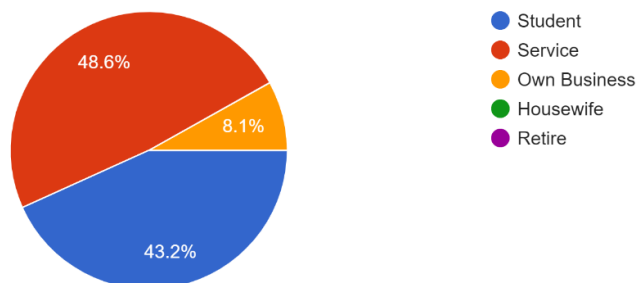
Are you using Social Media?

37 responses

- Yes
- No

100%

Which social media you are using?

37 responses

Instagram	29 (78.4%)
Facebook	31 (83.8%)
Whatsapp	33 (89.2%)
Telegram	15 (40.5%)
Youtube	32 (86.5%)
Tik-Tok	12 (32.4%)

Have you noticed advertisements on social media?

38 responses

- Yes
- No

100%

I trust advertisements on Social Media
38 responses
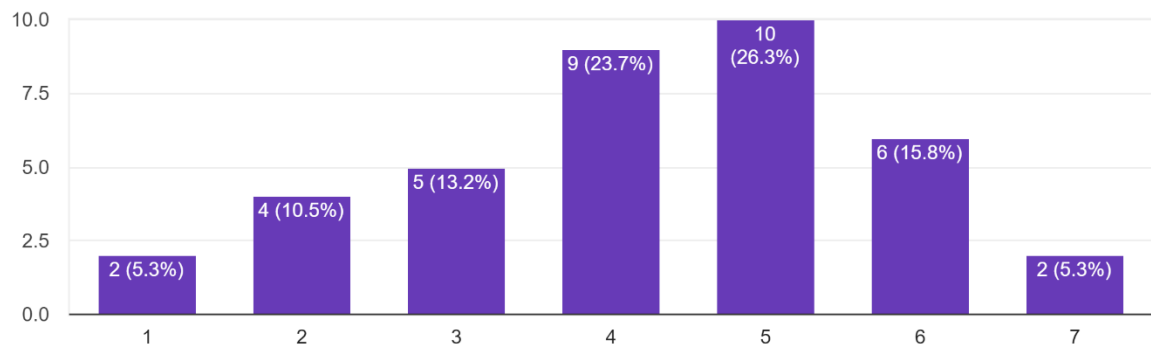
I feel genuine products & services are available on social media
38 responses
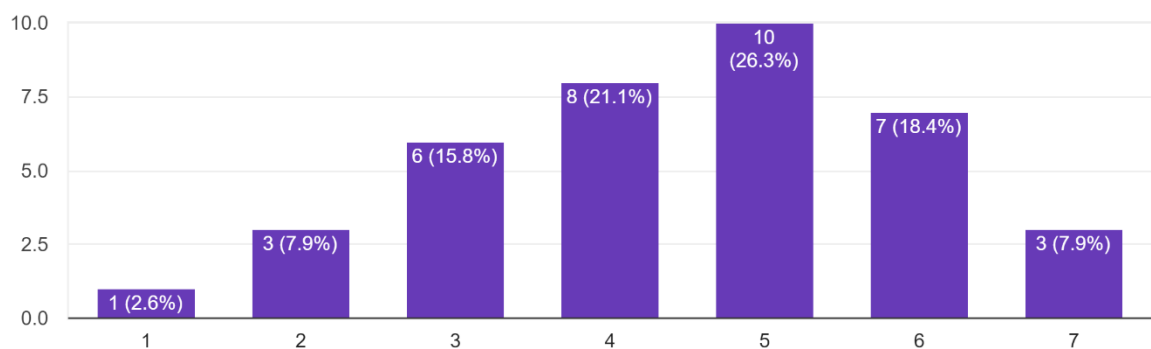
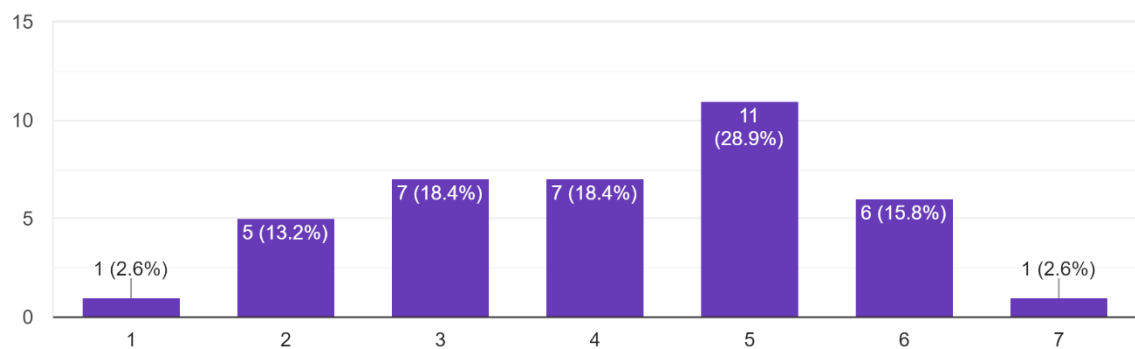### I feel genuine products & services are available on social media
38 responses
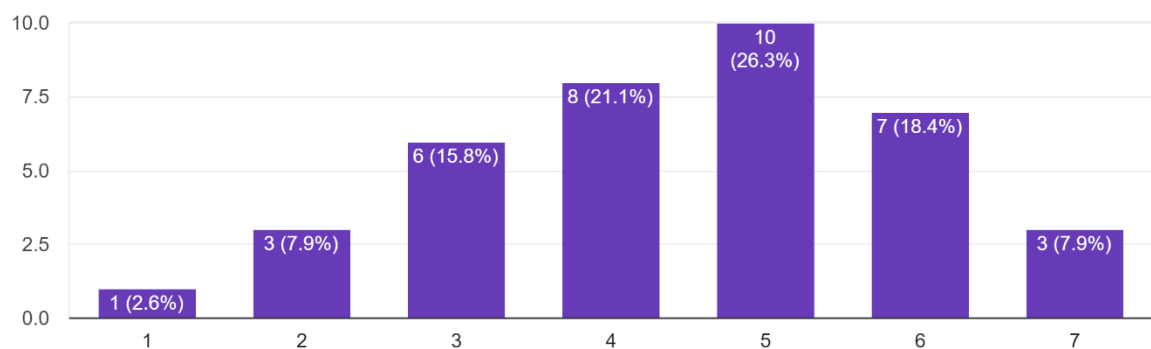
I feel products available on social media are as shown in advertisements or pictures
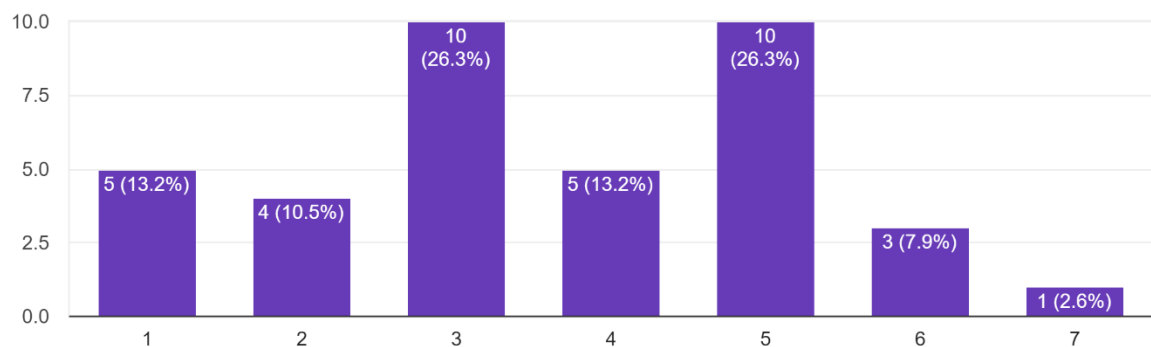38 responses
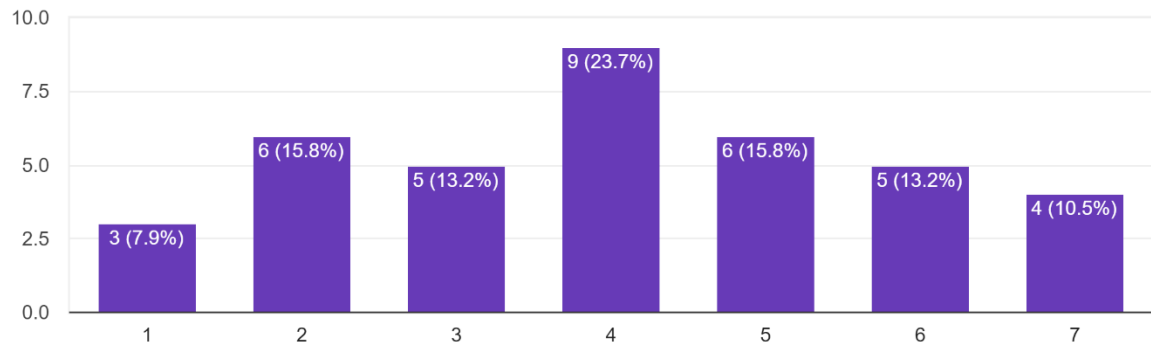
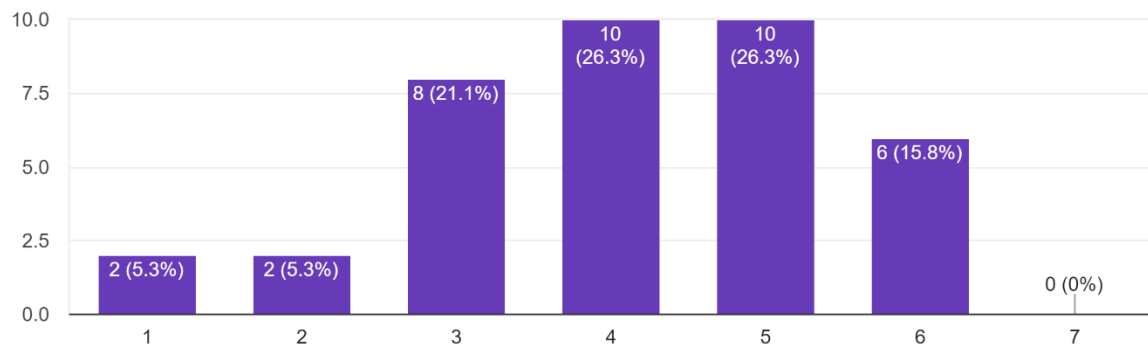I trust brands endossed on social media
38 responses

I feel only useful products are available on social media
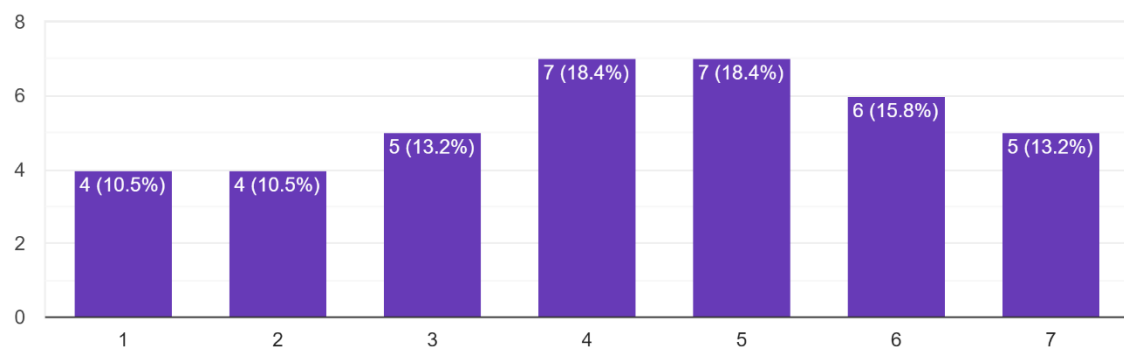38 responses

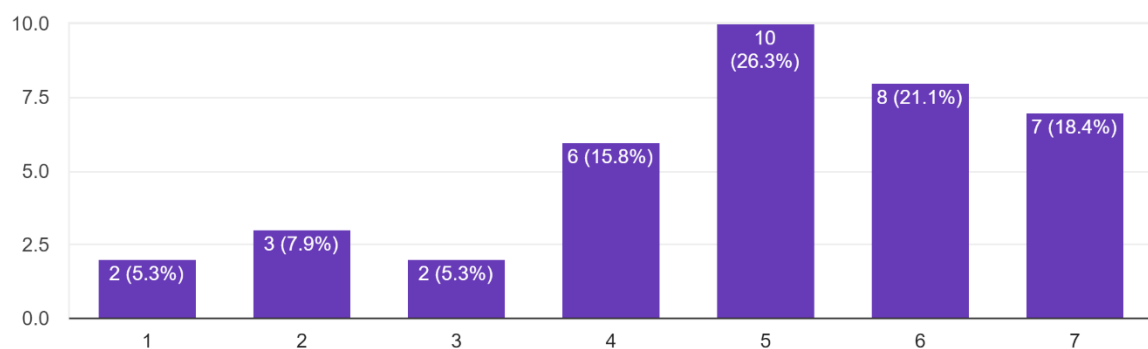I feel quality products are available on social media

38 responses

I feel products available on social media are cheaper than offline markets
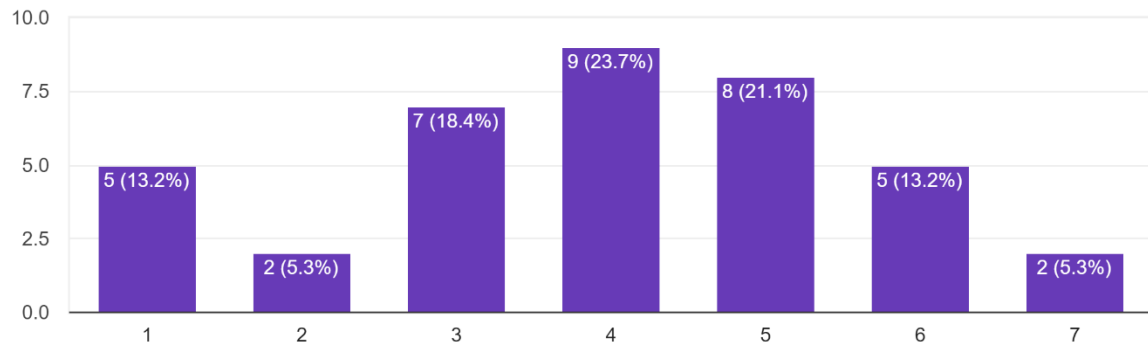
38 responses

I feel a large variety of products are available on social media are than offline markets
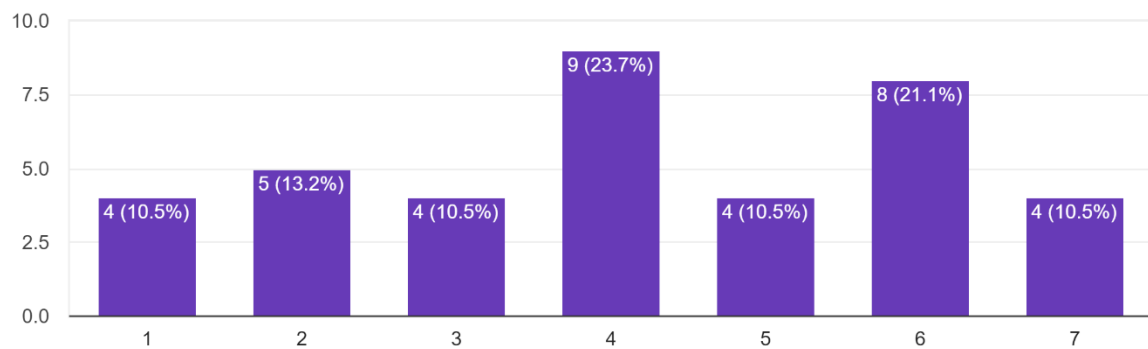
38 responses

I usually buy products after the influence of social media advertisements

38 responses

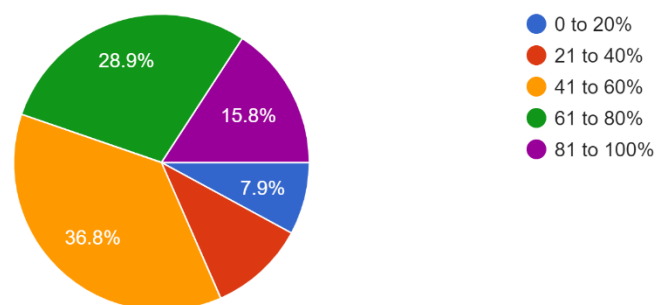

I recommend products to friends after seeing the advertisements on social media

38 responses

My overall impression of the usefulness of 'social media marketing'

38 responses

- 0 to 20%
- 21 to 40%
- 41 to 60%
- 61 to 80%
- 81 to 100%

F] Findings:

1) Consumers moderately agree that they trust the advertisements on social media.
2) Consumers feel that products are many times not same as they have shown in the advertisements.
3) Consumers moderately trust the brands endorsed on social media.
4) Consumers are not much sure about the usefulness of the products available.
5) Consumers are moderately agree about good quality products are available.
6) About overall impression about usefulness social media marketing: 15.8% respondents feel that usefulness in 80 to 100%. 28.9 % feels that usefulness is 61 to 80% while 36.8 % feel that, usefulness is 41 to 60%.

G] Conclusion:

Social media marketing is an effective media for future marketing activities. It is good way to build a brand, launch a product or service, promotion of events and direct selling. Marketers should do efforts in building a trust among the consumers. The intention of purchase should be actually turn into orders.

References:

1) [1] Felix, R., Rauschnabel, P.A.; Hinsch, C. (2016). "Elements of Strategic Social Media Marketing: A Holistic Framework". *Journal of Business Research.* 70: 118–126. doi:10.1016/j.jbusres.2016.05.001

2) [1] Shaltoni, AM (2016-07-01). "E-marketing education in transition: An analysis of international courses and programs". *The International Journal of Management Education.* 14 (2): 212–218. doi:10.1016/j.ijme.2016.04.004. ISSN 1472-8117

3) *Bennett, Shea (April 25, 2014). "Social Media Business Statistics, Facts, Figures & Trends 2014".* Retrieved *2016-04-06.*

4) Bowden, J. (March 17, 2014). The Impact of Social Media Marketing Trends on Digital Marketing socialmediatoday.com

5) *"Here's How Many Internet Users There Are" Money.* Retrieved *2018-03-28.*

6) *"U.S. population with a social media profile 2017 | Statista". Statista.* Retrieved *2018-03-28.*

7) *Ryu, Jay Sung (2013). "Mobile Marketing Communications in the Retail Environment: A comparison of QR code users and non users". International Journal of Mobile Marketing.*

A STUDY AND IMPLEMENTATION OF PRODUCTION PLANNING AND CONTROL

Mr. Bhupendra Kumar Kelam

Student, Rajgad Institute of Management Research Development, Dhankawadi, Pune

bhupendra.kumar@rediffmail.com

ABSTRACT

Production planning and control practices are an important task of Production Manager. It has to see that production process is properly decided in advance and it is carried out as per the plan. Production is related to the conversion of raw materials into finished goods. This conversion process involves a number of steps such as deciding what to produce, how to produce, when to produce, etc. These decisions are a part, of production planning. Merely deciding about the task is not sufficient.Both planning and control of production are necessary to produce better quality goods at reasonable prices and in a most systematic manner. Production planning is the function of looking ahead, Control facilitates the task of manufacturing and sees that everything goes as per the plans.

1] INTRODUCTION

A study has been made in a software company, and The production planning and control incorporates the following elements, **Routing**: It is about selection of path or route through which raw materials pass in order to make it into a finished product. **Loading and scheduling**: Loading and Scheduling are concerned with preparation of workloads and fixing of starting and completing date of each operation. **Dispatching**: Dispatching is the routine of setting productive activities in motion through the release of orders and instructions. **Expediting / Follow-up**: It is a control tool which brings an idea on breaking up, delay, rectifying error etc., during the progress of work. **Inspection**: Inspection is to find out the quality of executed work process. **Corrective**: At evaluation process, a thorough analysis is done, and corrective measures are taken in the weaker spots.

Production Planning & Control is done in three stages namely, **Pre-Planning:** Under this phase of production planning, basic ground work on the product design, layout design and work flow are prepared. The operations relating to the availability scope and capacity of men, money materials, machines, time are estimated, **Planning:** This is a phase where a complete analysis on routing, estimating and scheduling is done. **Control:** Under this phase, the

functions included are dispatching, follow up, inspection and evaluation. It tries to analyze the expedition of work in progress. This is one of the important phases of the Production Planning and Control.

2] INDIAN SOFTWARE INDUSTRY

The Indian software sector displays many unusual features from an Indian perspective. The most obvious one is its export orientation, accounting for 65% of the, total software revenue. There are important qualitative differences between the export market and the domestic market) The first relates to different types of software developments which, gives the composition of the domestic and export software development and services market, domestic market has a higher proportion of revenues from the sale of software packages and products. Whereas products accounted for nearly 40% of the domestic market, they account for a little under 10% of exports. Over 80% of exports are software services including custom software development, consultancy and professional services.

The second difference between the domestic and export sectors relates to the stages of software development as described earlier, Indian firms usually provide low-level design, coding and some types of testing services for export. For domestic clients the industry provides a wider range of services that usually spans the entire lifecycle of software development.

3] OBJECTIVES OF THE STUDY

1. To deliver quality goods in required quantities.
2. To ensure maximum utilization.
3. To maintain optimum inventory levels.
4. To prepare production schedule.
5. To produce effective results for least total cost.

4] RESEARCH DESIGN

S N	Parameter	Description
1	Type of research	Explorative Research
2	Research Instrument	Structured Questionnaire

3	Survey period	January 2019 to December 2019
4	Type of Industry	Software Industry
7	Sampling Method	Simple Random Sampling
8	Primary sources	Productivity Control Reports, Historical Data
9	Secondary sources	Books, Journals, Articles, Magazines

DATA ANALYSIS AND INTERPRETATION

A) Age of the software companies

1-5 Years: 61%, 6-10 Years : 28%, 11-15 Years : 9%, >15 Years : 2%

Interpretation: We can find maximum of the companies within 10 years age, these can be selected for various application.

B) Application of the Companies

Finance % Accounting: 58%

Commercial & Service: 45%

Educational & Training: 45%

Government Adm: 34%

Telecom: 34%

Manufacturing: 36&

Only 7.8% are specialized in one field

Interpretation: Various companies are available with multitasking with a very few specialized in one activity.

C) Types of Projects

Outsourcing (60%)

Others (25%)

Commercial (10%)

Build to Order (5%)

Interpretation: Maximum of the activities happen in outsourcing.

D) Human Resource Involved

Whole Life Cycle of the Project: 100%

Planning: 24%

Analysis & Design: 29%

CODING Stage: 57%

Testing Stage: 31%

Deploying Stage: 48%

Documentation stage: 25%

Maintenance Stage: 25%

Interpretation: Maximum of the manpower is required in the Coding and deployment stage.

E) Project Duration

< 3 Months (11%)

3-6 Months (31%)

6-9 Months (20%)

9-12 Months(10%)

12-18 Months (11%)

18-24 Months(8%)

>24 Months (9%)

Interpretation: Maximum of the project durations remain in the period of 3 months to 9 months.

F) Cost of the Project

64% did not exceed their initial Budget.

7% had cost more than 150% over the planned Budget

G) Customer Involvement in Planning & Control

Customer Involvement in Planning

High: 58.8%

Average: 38.8%

Low 2.5%

Customer participation in Functional Department

High: 56.6%

Average: 6.4%

Low: 19.2%

H) Project Managers Efforts

Project Managers Efforts

Higher than Previous: 59%

Same as Other projects: 38%

Lower than others: 4%

CONCLUSION

Production planning and control is a Pre-Production Activity. We should put the emphasis of production control change to meet the challenges of the different technological and market context. The author's opinion and the discussion in this paper have indicated that PPC systems need to change so that the emphasis of PPC will be on how to design and manage manufacturing operations for responsiveness, globalization and supply chain issues, taking in view the planning regarding the Age, type, Human resource, project duration, customer involvement and Costs.

REFERENCES.

1) Jonsson P., Mattson S. (2003), The implications of fit between planning en-virements and manufacturing planning and control methods, „International Journal of Operations & Production Management", Vol. 23, Is-sue 8.

2) Abhilash P and Janardhana K (2019), the "Recent Trends in Production Planning and Control", International Journal of Engineering Research & Technology (IJERT), ISSN: 2278-018, Vol. 8 Issue 06, June-2019

3) Jonsson, Patrick, and Stig-Arne Mattson. "Use and Applicability of Capacity Planning Methods." Production and inventory Management Journal 43, no. 3-4 (2002): 89-95.

4) Ahmed M. Deif, Waguih H. ElMaraghy, (2007), "Agile MPC system linking manufacturing and market strategies"- Journal of Manufacturing Systems, Volume 26, Issue 2, April 2007, Pages 99-107.

5) Vollmann, Thomas E., William l. Berry, D. Clay Whybark, and Robert F. Jacobs. Manufacturing Planning and Control Systems. Boston: McGraw-Hill, 2005

Call for Papers

National Journal of Research in Marketing, Finance & HRM is a national, open-access journal. The journal is published in only print version.

All papers related to the following topics are preferred:

- Marketing
  Marketing research & strategy, Branding & consumer behavior studies, E- marketing, Personal selling & sales management, CRM, Retail/service marketing and other topics related & relevant to Marketing Management.

- Financial Management
  Banking & finance, Capital market research, Financial inclusion, Corporate governance, Micro finance systems, Financial and cost accounting, Tax reforms and other topics related & relevant to financial management

- Human Resource Management
  Performance appraisal systems, Work-life balance, Green HRM, Training & development, Change management, HR audit and other topics related & relevant to HRM

If you have any appropriate papers, please submit it njr.editor@gmail.com or send on the postal address. If you have problems in your submission, please submit it to njr.editor@gmail.com for help.

It is also appreciated for you to share this information with your fellows and colleagues.

Author Guidelines

Submission of an article implies that the work described has not been published previously, that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, will not be published elsewhere in the same form, in English or in any other language, without the written consent of the Publisher. The Editors reserve the right to edit or otherwise alter all contributions, but authors will receive proofs for approval before publication.

Copyrights for articles are retained by the authors, with first publication rights granted to the journal. The journal/publisher is not responsible for subsequent uses of the work. It is the author's responsibility to bring an infringement action if so desired by the author.
The publisher and journals have a policy of "**Zero Tolerance on the Plagiarism**".

The authors authorize the publisher to archive the article into databases and indexes (such as EBSCO, DOAJ, ProQuest, etc.), and permit the publisher to apply DOI to the article.

All manuscripts should be prepared in MS-Word format, and submitted online. If you have any questions, please contact with us at: njr.editor@gmail.com

---