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# Samshodhana

Students Academic Journal - Commerce & Management



**Jyoti Nivas College** Autonomous  
Hosur Road, Bangalore

*Our Motto:*

Let your light shine

*Our Vision:*

Communion, Excellence, Service and Relevance

*Our Mission:*

Spiritually inspired we become intellectually enlightened,  
emotionally balanced, skill-based youth to serve society in  
the twenty first century

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# Samshodhana

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Samshodhana is a Sanskrit term meaning 'Research'. The study of materials and sources in order to establish facts and reach new conclusions is referred to as research.

Samshodhana, the Journal of Commerce and Management reflects the spirit of inquiry that is inculcated in the minds of students. It portrays the various commerce and management related issues that are facing businesses. These research studies assist students, academia, business organisations and bureaucrats for good governance and arriving at the best solution for the benefit of society. Business has to ultimately serve the needs of society and it is through an analysis of the various factors affecting the economy can this goal be achieved. The need for this journal has arisen on account of the rapid changes due to the trends and prospects of globalisation and liberalisation. This journal emphasizes the need to evaluate the different factors contributing to the growth and success of business and society as a whole.

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# *Principal's Message*

*“Academic success depends on research and publications.”*

*- Philip Zimbardo*

Research is an attitude, a mindset, a pathway we can adopt to refine our knowledge and understanding of the world we live in. In the domains of academics, research is also a mode of survival to constantly hone and expand one's potential to new areas. A multidisciplinary approach is a mantra in today's research. Recognizing new approaches to revise tried and tested methods and knowledge systems have become the key to modern research.

Critical and innovative thinking, hard work, and exploring new areas form the bedrock of research. Jyoti Nivas College Autonomous has recognized the importance of research in transforming minds who come to graduate as young and passionate students. At the undergraduate level, the college provides various opportunities to incubate an ecosystem for research. Regular curricular updation, seminars and conferences, paper presentations, and academic writing are consistently encouraged. This enables students to engage with the latest topics and developments in their discipline. Only then can the foundation for research at the postgraduate and doctoral levels be encouraged.

To achieve and promote excellence in publications and applied research among students, the college has taken the initiative to launch research journals, ‘The Researcher’ by the Arts stream, ‘Scientia’ by the Sciences, and ‘Samshodhana’ by the Commerce Department, exclusively to publish students’ research papers and articles. These online journals with ISBN numbers will be an add-on to the enriched catalogue of college publications and academic literature.

I congratulate the editorial teams of Arts, Science, and Commerce for successfully bringing out new volumes. My heartiest wishes to all students and faculty members who have contributed to these issues. May this effort inspire others to a path of equity and excellence in higher education.

**God bless us as we let our Light Shine!**

**Dr Sr Lalitha Thomas**  
**Principal**



# Editorial

*“Every problem is a gift – without problems we would not grow”.*

– Anthony Robbins.

With the ongoing Pandemic, people and business across the globe faced a lot of challenges. Our students with the guidance of their Guides, conducted research on various topics under Finance, Marketing and Human Resource, to understand the affect of the pandemic and how the businesses are overcoming these challenges.

“A study on the methods of Digital Marketing Analytics at Cupshup”, was undertaken by Ms. Aishwarya under the guidance of Dr. J Josephine Narmada. The rapid changes in today’s modern business due to new trends, innovative and advanced technology in addition to digitalization make companies to go digital. The use of Analytics in digital marketing has a profound impact on the way marketers create consumer relationships and how firms make decisions. The network effects of digital platforms are creating a winner-take-most dynamic in some markets.

The study’s main objective was to analyze and understand best digital marketing analytic tools available and current developments in the field of digital marketing analytics. Chi-Square & T-test has been used in this research.

The result of the study gives an insight into why a significant number of digital marketing professionals choose customer satisfaction

metric as the metric that best measures customer experience. Most of the respondents agree that Google analytics as the best digital marketing analytics tool for individuals and small businesses.

The research study titled ‘A detailed study of chit funds as a saving and investment option in ChitMonks’ was carried out by Ms. Naina Khan under the guidance of Mrs. Gita Kishore. It is a study about individuals’ investment and savings in chit funds. In this study, the researcher has tried to understand the respondents’ opinion about investing in chit funds and how they view it in comparison to other available investment options. The study focused mainly on the youngsters and the popularity of chit funds amongst them. Through data collection and analysis the researcher has concluded that many of them are skeptical about investing in chit funds as they are not sure whether it is a safe option. Also, the study states that this could be because of lack of awareness about the way of working of chit funds and provides suggestions to address the same.

The research “A study on the effects of the pandemic in food and restaurant businesses in the Thickshake factory” was conducted by Ms. Benecia George with the guidance of Dr. Vidhya. The food and restaurant business in India is one of the most prominent industries in the country. There has been a drastic growth in the past decade, with the younger working population driving this particular market. But the effect of a pandemic on the food industry can come in many forms - change in the channel of sales/ change in operating expenses/ requirement of capital investments in new technology/ need for sustainable financial planning to keep the business going. The hotel industry that is the hospitality industry was one of the most severely affected industries due to the pandemic. The objective of the study is to examine the revenues & expenses of the restaurant industry and to identify the capital-intensive opportunities & impact of pandemic on hotel industry.

Chi-Square method has been used to examine the results of this study. The results were quite interesting. Majority has started opting for

online food ordering. This led to increase in the concept of cloud kitchen concept. Thus, majority of the respondent have felt that the businesses must make a capital investment in setting up an investment and they also feel that it would take more than 2 years for the industry to completely recover from all the losses incurred due to the pandemic.

The research study titled “A Study On Employees Retention Policies And it’s Effectiveness In Forgepro India Pvt Ltd” was undertaken by Ms Sumathi D.C under the guidance of Ms Paramita Sen. The study suggested that more salary increments and growth opportunities should be given to employees to retain them .The organisation should accomplish company objectives as well as employees’ objectives, so that the employees will have a sense of belonging towards the organisation. The study also suggests that organizations should give more services and more non-monetary benefits to employees for job satisfaction in the organisation which will retain the employees.

“A study on factors influencing equity stock prices in the finance Industry with reference to Chitmonks” is the work of Ms. Fiona Michelle guided by Ms. Anupama K. The study’s goal is to identify the variables affecting the equities stock market, using standardised questionnaire, the information was gathered from 63 stock market investors. The research establishes a statistically significant difference between male and female stock market investors, as well as between groups according to age, education, and occupation. The study also showed that when investing in equities companies, investors are drawn to huge returns. Google forms were used to get the responses. Convenience sampling is used to get primary data, and secondary data is gathered from studies on related subjects conducted by other organisations. The tools ChiSquare test were used to categorise, tabulate, and evaluate the acquired data.

Ms. Chandni Khatri, conducted this research titled “A study on customer loyalty and customer perception of Insurance Products of Toffee Insurance” under the guidance of Mrs. Roshni Shetty. This article mainly

focuses to investigate the essence of customer loyalty and how it can be improved in the business, as it is the primary source of generating profits and bringing in new customers. This study also notify about the factors that influence customer loyalty, and how brand image has huge impact on the same, and its various programs, along with Customer Perception, Customer Satisfaction, Customer Retention, and the best ways to build brand loyalty. This study records the rating of Toffee Insurance- 4 ratings out of 5, and major group prefer Toffee Insurance due to its Budget friendliness.

Dr. Tamilarasu guided Ms Pavithra to undertake the research “A study on of tax planning for small business”. Tax planning is the analysis of a financial situation or plans to ensure that all elements work together to allow you to pay the lowest taxes possible. Tax planning for small businesses is an essential factor where they can reduce their business expense by using tax planning strategies and the using tax planning, and they can avoid paying the penalty for late filing. Tax planning poses a tremendous positive activity towards the business. The objectives were to study corporate taxation in India, measures of taxes and gains for the business, surcharges levied on a domestic company, analyze capital gains tax in India, and identify the factors that do tax planning for corporate success. Most professionals preferred the scale of 4 that tax planning is essential to small businesses.

With the help of the chi-square test, the results proved that most finance professionals believe small businesses always avail deduction on additional depreciation of new machinery and also believe that small businesses play a pivotal role in the Indian economy, very few believe maybe it will play a crucial role in the Indian economy. Most finance professionals agree that tax evasion is a significant challenge tax planning faces.

“A detailed study of the impact of FDI on the retail industry at Vishal Peripherals”, was conducted by Keerthika with the guidance of

Ms. Shenolia M Paldona. FDI in the retail sector implies that foreign businesses in some categories can sell their products and services through local retail stores. The selected retail company Vishal Peripherals has believed in 'Adding value beyond thoughts' for the last 20 years; the firm is the only Value-added distributor trusted by leading brands and partners and recognized by the media. The study's objective was to analyze the trends and identify the impact of FDI on the growth of the Retail Industry. The sample was collected from retail companies' employees, business owners, and finance professionals.

From the responses gathered from the questionnaire and the Chi-Square test results, most respondents say that RBI norms effectively manage FDI in the retail industry. The majority think that the large-scale retailers financed by FDI drive fair pricing.

"A study on optimal talent acquisition strategy for a niche fashion brand with Kkashi" was submitted by Ms. Archana under the guidance of Ms. Anupama K. The study shows that fashion and clothing products becomes more important in the present generation, mostly young people responded to this survey. The findings of the study showed majority of the respondents using Flipkart to buy fashion products online .The statistical tool used here is the chi square test along with many other pie charts and bar graphs which help in supporting the survey conducted. The project very well shows the advantages of fashion clothing presence, so to conclude the initial investment for a company might be more but it's all worth spending on.

Analyzing the process of grievance handling in first show is submitted by Monika Reddy Thimmanacharla under the guidance of Mrs. Gita Kishore. The objective of this study is to analyze the grievance handling procedure of the company, to identify the awareness level of the employees about the grievance handling mechanism of the company and to know the level of satisfaction towards the grievance handling procedure of the company. Primary data was collected via Google form-

based survey which has been shared with employees and owners of any organization with an HR function and HR professionals. Secondary data was collected from a review of credible research and official websites. It was interpreted that maximum respondents, felt that employees feel stress in grievance handling. Examining the cause of grievance, counseling and launching employee welfare program were few suggestions given, for grievance handling.

Ms. Ashmita Dsouza guided Ms Prerana Bajoria to undertake “A study on the impact of RBI regulations on e-banking transactions in Enkash company. The banking sector has transformed from product-centric to customer-centric. A shift towards digitalization, backed by technological trends and innovative system revolutions, has significantly altered the working of the banking industry.

The study’s main objective was to analyze and understand the awareness of digital payment and e-banking transactions. The target audience of this study was who frequently use e-commerce or e-wallets to make digital payments. The Chi-square Test results found that most respondents started using e-banking services during the pandemic and had neutral opinions toward e-banking security issues where the audience was selected using the technique of Random Sampling. The significant challenges include connectivity issues and online fraud.

The result of the study gives an insight into the users of e-banking delivery channels who have a strong positive perception towards technology used in banking which is reflected in their adoption and usage. In contrast, non-users exhibited their disinterest and ignorance in using various technologies driven banking channels.

Foreign direct investment (FDI) is an ownership stake in a foreign company or project made by an investor, company, or government from another country. The research titled ‘A study on the impact of FDI in the manufacturing industry at Wozart’ was conducted by Ms. Manjima

M.K under the guidance of Dr. Gracy Mathan. This Study helps in understanding FDI in manufacturing and also about the government initiatives that were taken for the growth of the manufacturing sector in the country and also the government measures taken to increase FDI in India. The study also found that people are aware about the ‘Make in India’ program initiated by the government of India and people have an opinion that this incentive may develop the manufacturing industry and also can increase the competitive advantage. The study came up with the suggestion that Manufacturing companies have to pay attention to the FDI regulations for manufacturing and the success of Indian manufacturing companies will draw foreign investors to this industry.

Ms. Deeksha S under the guidance of Mr. Sharath Prabhu made a Comparative Analysis On Different Modes Of Investments That Can Be Raised By Early Stage Startups In India with Mentormind. The data was collected using a questionnaire and analysed using statistical tools. A few important suggestions of the study are that people should be made aware of the government policies and they need to be more accessible. The study also suggests venture capitalists, incubators, and other types of investors need to be more open to ideas and approachable. According to the study, startups need to do proper research on the policies, tax exemptions, and other resources available to the sector so that they can avail the benefits.

Ms. Sean Eudora D’souza, conducted a research study on “A study on the FMCG Mutual Funds AT Starchik Foods Private Limited” under the Guidance of Ms. Shanolia M Paldano. The researcher points that mutual fund is an organization that pools money from a number of different participants and invests it in stocks, bonds, and short-term loans, and how it’s professionally managed investment program that is funded by a variety of shareholders who trade in diversified holdings. And giving inputs on mutual fund performance, analyze the performance of India’s top FMCG funds, like TATA India consumer fund and ICICI Prudential

FMCG Funds. This clearly identifies that employees are well-versed in mutual funds and they interest in learning the same over internet too. Highlighting on the growing youth segment, working women population, rising incomes and purchasing power, growing urbanisation, increase in the number of upper-middle class, changing consumer preferences, higher brand consciousness, rising internet penetration, and so on are all growth drivers for India's FMCG industry, FMCG is a sector-specific fund, that has a high level of risk, with better parallel rewards.

A study on "A strategy for managing a global workforce in a manner that optimizes productivity and employee engagement with Avetti Commerce" submitted by Ms.Siva Shivani Manjunath under the guidance of Dr.V.Tamil Arasu. The study aims to study to create a high-performing and engaged workforce by implementing infrastructure and employee engagement strategies that better support the team. The study uses Simple Random Sampling Method .The best probability sampling techniques that helps in saving time and resources. It is generally recognized that the success of any business is greatly influenced by the caliber and the attitude of the people who work for it. Human Resource Management is a process of bringing people and organization together so that the goals of each are met.

The research study titled "A study on the various employee welfare schemes at FMCG with Starchik Foods" conducted by Ms. Divya J Shenoy, Under the guidance of Ms. ANUPAMA K, focus on the various employee welfare schemes that are offered by business units of FMCG industry within India. Labour welfare measures plays an vital role in creating harmonious relationship between the management and employees, the research also voice about Human Resource, FMCG, management, employees, labour laws, along with Employee Welfare. And enlightens the reality that people not only look for pay but above it, value recognition and development programs, and improve their safety measures in FMGC businesses. The study also shows that majority of



employees seem to be unsure about the Statutory Welfare measures that are provided by the organisation, and clearly showing that promoting work life balance has positively impacted employee productivity in their organization.

## **EDITORS**

MS. Gita Kishore

Ms. Farah Mathew

Mr. Nithin G Tom

Dr. Gracy Mathan

Ms. Vani

Ms. Anusha

Ms. Narayani Bhatt

Ms. Anila



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Researcher: Ms. Divya J Shenoy

Research Guide: Ms. Anupama K



# 1

## **A STUDY ON THE METHODS OF DIGITAL MARKETING ANALYTICS AT CUPSHUP**

*Researcher: Ms. Aishwarya U C*

*Research guide: Dr. Josephine Narmadha J*

### **ABSTRACT**

The use of Analytics in Digital Marketing has had a profound impact on the way marketers create consumer relationships and how firms make decisions. However, the Marketing Analytics literature offers little guidance on how Digital Marketing Analytics tools should be selected and leveraged in service to the firm's overall strategy. Foundational marketing theory and the primary importance of the consumer decision journey playing a role in the formation of strategy offers a pathway to evaluating Digital Marketing Tools and Analytics in a strategic and theoretically sound manner. This paper aims to contribute to the conceptual framework that places use of Digital Marketing Analytics Tools and channels in the context of a firm's marketing plan ensuring the best outcome through

various metrics and tools. The framework has diverse applications across many industries and platforms and can help markers avoid falling victim to Digital Marketing disasters, especially in a scenario where evolving technologies and broader societal forces like the response to Covid-19 accelerate the Digitalization of Marketing.

***Keywords:** Digital Marketing, Digital Marketing Analytics, Marketing Analytics, CupShup, Metrics*

## **INTRODUCTION**

In this modern age, Digital Marketing is a tide that has taken over the whole world. From digital billboards to tablets and smartphones, the proclivity towards Digital Marketing is on an all-time high. Within the purview of Digital Marketing comes data and analytics specific to Digital Marketing. Data and analytics are changing the basis of competition. Leading companies are using their capabilities not only to improve their core operations but to launch entirely new business models. The network effects of digital platforms are creating a winner-take-most dynamic in some markets. Therefore, it is only relevant to study both Digital Marketing and Digital Marketing analytics and the various channels, metrics, and best practices of the same.

## **OBJECTIVES OF THE STUDY**

1. To analyse the various metrics of Digital Marketing analytics in detail.
2. To identify the best suited metrics for each channel of Digital Marketing.
3. To study the current developments in the field of Digital Marketing analytics.
4. To analyse the limitations of marketing analytics and solutions to rectify them.



# RESEARCH METHODOLOGY

## **Population:**

Digital Marketing and Digital Marketing Analytics professionals.

## **Sample Size:**

The number of survey respondents: 100

## **Sampling Technique:**

Random Sampling Technique: This technique is used when every person has an equal chance of getting selected to be the part of the sample.

## **Methodology:**

Data is collected through Google Forms. The sample has been selected at random from people on social media. Only quantitative method of data collection is used.

## **Primary Data:**

Primary data is being collected via Google Form-based survey which has been shared with Digital Marketing professionals.

## **Secondary Data:**

Secondary data has been collected from a review of credible research from various institutions on similar topics. In addition to this, secondary data about company and industry performance has been collected from official websites.

## **Tools and techniques used for analysis:**

**Tools:** Google Form, Excel sheets, Google Spreadsheets, etc

**Techniques:** Data analysis techniques – Chi-square test and T-Test

## **FINDINGS**

1. Students and young professionals who are between 18-25 years of age make up a large part of the sample.
2. An overwhelming majority of the respondents belong to Bangalore.
3. More than half of the respondents have a Bachelor's degree, followed by Master's and PhD.
4. Most of the respondents are employed full time.
5. Majority of the respondents have work experience less than a year, indicating that they are freshers.
6. Most marketers agree that tracking of social media posts alone will measure brand awareness.
7. Percentage increase in overall site traffic is not the most important Digital Marketing metric showing its success as proven by the Chi-Square test. Other factors must be given due consideration too.
8. Maximum number of respondents believe Customer Attrition is the best metric to find out about customer disinterest in the product offerings.
9. An appreciable number of the participants agree that Customer Retention Rate best measures customer retention.
10. A large number of the Digital Marketers agree that Active Engagement Rate accurately depicts customer loyalty.
11. A significant number of Digital Marketing professionals choose Customer Satisfaction metric as the metric that best measures customer experience.
12. Majority of the participants rate 5 for the importance of measuring the Customer Health Score on a scale of 1-5, signifying its importance.
13. A large number of Digital Marketers attest to the fact that ensuring good customer experience and continued /sustained customer relationship takes precedence over conversion rates.

14. T-Test proves that the most of the Digital Marketers consider addressing Churn Rate as important, with an average rating of 4.09 on a scale of 1-5.
15. Open Rate is the best metric for Email Marketing, as agreed by majority of the respondents.
16. Most of the respondents choose Average time on page as the best metric to track website engagement.
17. Digital Marketers are split between Sales Action and Conversion Rates as the best metrics for Affiliate Marketing.
18. A large chunk of the respondents select Audience Growth Rate as the most appropriate metric to track social media engagement.
19. An appreciable number consider Return on Ad Spend as the best metric to show Return on Investment (ROI).
20. A significant number of Digital Marketers choose to strongly agree that the quality of leads matters more than the quantity of leads.
21. An overwhelming majority choose Google Analytics as the best Digital Marketing Analytics tool for individuals and small businesses.
22. The relevancy and the accuracy of the Marketing Funnel can be seen diminishing in the recent times, with a noteworthy number of New-Age Digital Marketers preferring newer concepts such as Marketing Pinwheel.
23. Most of the Digital Marketers believe that the best way to reduce bounce rate is to offer better products and enhance user experience.
24. The collective consensus of the Digital Marketers agree that Sentiment Analysis is a crucial part of Digital Marketing Analytics.
25. A majority of the Digital Marketers are neutral to the idea of using Real-Time Data Analytics, which shows that they will use the Real-Time data if available, but will not put special efforts to obtain it.
26. A significant number of Digital Marketers are very likely to use Predictive Data Analytics to identify marketing opportunities.

27. The comprehensive group of Digital Marketers agree that Google Analytics is the best analytics tool for beginners and small businesses, but does not offer much for huge businesses due to a limit on its features.
28. A large number of Digital Marketers agree that Contextual searches used with SEO will increase the visibility of websites.
29. An overwhelming number of respondents responded that Prescriptive Analytics is extremely necessary to optimize marketing strategies.
30. There is a need for Digital Marketers to shift from session-based model to event-based model of tracking customer behaviour, and a huge number of Digital Marketers agree the same.

## **SUGGESTIONS**

- a. The world of Digital Marketing Analytics is as dynamic as it can be. New metrics crop up every day, and it is suggested to constantly learn and upgrade oneself with the same.
- b. A balance must be found between the new latest metrics and what is relevant to the client or the business according to the objectives set before. Not all new metrics are necessary or relevant to the task at hand.
- c. It is suggested to use AI-based technologies such as Prescriptive and Predictive Analytics on a larger scale.
- d. It is suggested to try new and the latest analytics tools on the side along with the main analytics tools used by the company, so that there are alternatives, resulting in less dependence on a single tool and increasing the chances of finding better fit.
- e. It is suggested that the agency maintain high engagement rate with its followers and audience. This helps increase awareness of the company and may also lead to potential clients.

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## 2

# “A DETAILED STUDY OF CHITFUNDS AS A SAVING AND INVESTMENT OPTION IN CHITMONKS”

*Researcher: Naina Khan*

*Research guide: Mrs Gita Kishore*

## **ABSTRACT**

It's a study about individuals' investment and savings in chit funds. This topic is started with a brief of chitfunds, investments, working of chitfunds, its advantages and disadvantages, features and types of chit funds to have a better understanding about chitfunds. This study has its objectives, scope, needs and limitations which are the guidelines for the further study of this topic. A study on the company and its industry has also been done. A survey was conducted to understand the individual's opinions about investing in chit funds and an analysis is done with the help of data collected and represented in the form of pie charts and bar

graph. And the analysis of data collected has then been led to the findings, suggestions and conclusion for the study.

At the end, the study has helped in knowing about how aware an individual is about investing in chitfunds.

**Keywords:** *Investment, ChitFunds, Fintech, Portfolio, Savings.*

## **INTRODUCTION**

### **Finance and Financial Institution**

Finance, or financing, is the process of raising funds or capital for any kind of expenditure. It is the process of channeling various funds in the form of credit, loans, or invested capital to those economic entities that most need them or can put them to the most productive use.

Financial institutions include banks and other non-finance banking institutions. It is a company that is engaged in the business of dealing with monetary and financial transactions like loans, deposits, and investments.

It comprises various banking operations like trusting the companies, brokerage firms, insurance companies, and dealers. A bank is a financial institution that is legally allowed to borrow and lend money.

## **INVESTMENTS**

An investment is an asset or item acquired with the goal of generating income or appreciation. Appreciation refers to an increase in the value of an asset over time. When an individual purchases a good as an investment, the intent is not to consume the good but rather to use it in the future to create wealth.

An investment always concerns the outlay of some capital today—time, effort, money, or an asset—in hopes of a greater payoff in the future than what was originally put in.

Most ordinary individuals can easily make investments in stocks, bonds, and CDs. With stocks, you are investing in the equity of a company, which means you invest in some residual claim to a company's future profit flows and often gain voting rights (based on the number of shares owned) to give your voice to the direction of the company. Bonds and CDs are debt investments, where the borrower puts that money to use in a pursuit that is expected to bring in cashflows greater than the interest owed to the investors.

## **SAVINGS**

Savings refers to the money that a person has leftover after they subtract out their consumer spending from their disposable income over a given time period. Savings, therefore, represents a net surplus of funds for an individual or household after all expenses and obligations have been paid.

Savings are kept in the form of cash or cash equivalents (e.g. as bank deposits), which are exposed to no risk of loss but also come with correspondingly minimal returns. Savings can be grown through investing, which requires that the money be put at risk, however.

## **CHIT FUNDS**

The concept of chit fund has been around for over 10 centuries now. Hugely popular in developing countries, such as India, China, Pakistan and Central Africa, chit fund is one of the best sources of saving money for low income groups, salaried people and the self-employed and businessmen.

Chit fund is defined as per the Section 2(b) of the Chit Fund Act, 1982. According to this act; A chit fund is a type of rotating savings and agreement among different persons i.e. friends, relatives, neighbors and family members to subscribe a certain sum of money for a specified period of time. Chit funds are often micro finance organizations.



## **OBJECTIVES OF STUDY**

1. To study the nature of chitfunds in India.
2. To compare the chitfunds with other forms of financial instruments.
3. To study the data and analyze to understand about individuals' awareness of chitfunds.
4. To understand the pros and cons of chitfunds.

## **RESEARCH METHODOLOGY**

### **1. Primary data**

Collected from the survey conducted.

### **2. Secondary data**

Company and industry profile.

## **STATEMENT OF PROBLEM**

This project is an attempt to study chit funds as a saving and investment option and make individuals aware about chit funds as an investment and savings and the various types of chitfunds available to them to invest in.

## **SCOPE OF STUDY**

1. This research study is concerning the individual investors only.
2. This research is done within India.
3. The research study doesnot have any concerns with various kind of other investments.
4. This research studies the fintech industry only.

## **NEEDS OF STUDY**

1. Help investors to invest in chitfunds and diversify their portfolio.
2. Study the laws and legislations regarding chit fund investments to understand the right source of chitfunds.
3. Being aware of the red flags of chitfund investment can help people avoid illegitimate or fraudulent chitfund companies.
4. Help in understanding the trends of chitfunds for better understanding of best time of investment.

## **LIMITATIONS OF STUDY**

### **1. Lack of reliable data.**

As the information is collected via google forms the data collected may not be complete and accurate.

### **2. Sample size of the study is small.**

This means that the study and analysis conducted is only of a limited number (here 50).

### **3. Data self-reported.**

Since the data is filled by the respondents themselves, it may or may not be accurate.

### **4. This study does not consider other research concerning chitfunds.**

There are various factors to be considered while doing research but not all research factors are considered.

## **TOOLS FOR DATA COLLECTION AND ANALYSIS**

Primary data is collected and analyzed using percentage analysis and chi-square.

**Table showing respondents believe that chitfunds are under the same regulatory laws as mutual funds and its analysis.**

OPTIONS	NO, OF RESPONDENTS (O)	EXPECTED VALUE (E)	CHE	CHE <sup>2</sup>	CHE <sup>2</sup> /E
Strongly agree	17	20	-3	9	0.45
Agree	30	20	10	100	5
Neutral	45	20	25	625	31.25
Disagree	7	20	-13	169	8.45
Strongly disagree	1	20	-19	361	18.05
CALCULATED VALUE					63.20
TABULATED VALUE					9.49

**NULL HYPOTHESIS (H0):** There is no significant impact of regulations awareness on the chitfunds investment.

**ALTERNATIVE HYPOTHESIS (H1):** There is significant impact of regulations awareness on the chitfunds investment.

Expected value =  $100/5 = 20$

Degree of freedom =  $(O)5-1 = 4$

Significance alpha - 0.05

Tabulated value = 9.49

**INFERENCE:**  $CV > TV$ , therefore null hypothesis is rejected and alternative hypothesis is accepted.

$CHE = N0. \text{ Of responses } (O) - \text{ expected value } (E)$

1. Strongly agree:  $17-20 = -3$
2. Agree:  $30-20 = 10$
3. Neutral:  $45-20 = 25$

4. Disagree:  $7-20 = -13$

5. Strongly disagree:  $1-20 = -19$

### **CHE<sup>2</sup>=CHE\*CHE**

1. Strongly agree:  $-3^2 = 9$

2. Agree:  $10^2 = 100$

3. Neutral:  $25^2 = 625$

4. Disagree:  $-13^2 = 169$

5. Strongly disagree:  $-19^2 = 361$

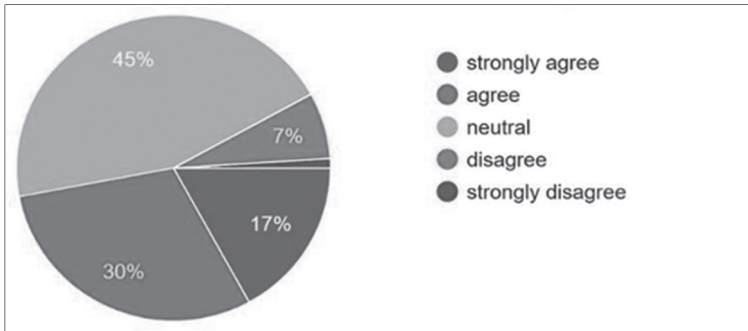
### **CHE<sup>2</sup>/E**

1. Strongly agree:  $9/20 = 0.452$ . Agree:  $100/20 = 5$

3. Neutral:  $625/20 = 31.25$

4. Disagree:  $169/20 = 8.45$

5. Strongly disagree:  $361/20 = 18.05$



1. Strongly agree: 17%

2. Agree: 30%

3. Neutral: 45%

4. Disagree: 7%

5. Strongly disagree: 1%

**Table showing investors opinion about chitfund investment safety and its analysis.**

<b>OPTIONS</b>	<b>NO, OF RESPONDENTS (O)</b>	<b>EXPECTED VALUE (E)</b>	<b>CHE</b>	<b>CHE<sup>2</sup></b>	<b>CHE<sup>2</sup>/E</b>
Yes	23	33	10	100	3.03
No	30	33	3	9	0.27
Maybe	47	34	11	121	3.56
<b>CALCULATED VALUE</b>					<b>6.86</b>
<b>TABULATED VALUE</b>					<b>5.99</b>

**NULL HYPOTHESIS (H0)** -There is no impact of the safety on the chitfunds investment.

**ALTERNATIVE HYPOTHESIS (H1)** - There is impact of the safety on the chitfunds investment.

**Expected value:  $100/3 = 33.33(33)$**

**Degree of freedom:  $(o) 3-1 = 2$**

**Significance alpha - 0.05**

**Tabulated value: 5.99**

**INFERENCE:**  $CV > TV$ , therefore null hypothesis is rejected and alternative hypothesis is accepted.

**CHE = N0.** Of responses (O) – expected value (E)

1. Yes:  $23-33= 10$

2. NO:  $30-33=3$

3. May be:  $47-34=11$

**CHE<sup>2</sup>=CHE\*CHE**

1. Yes:  $10^2=100$

2. NO:  $3^2=9$

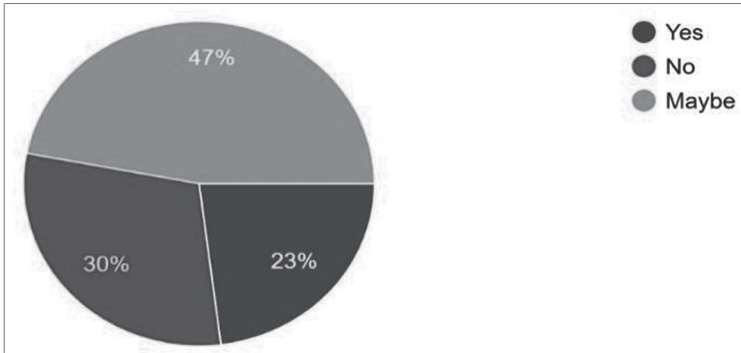
3. May be:  $11^2 = 121$

## CHE<sup>2</sup>/E

1. Yes:  $100/33 = 3.03$

2. NO:  $9/33 = .27$

3. May be:  $121/33 = 3.56$



1. Yes:23 %

2. No:30%

3. Maybe:47%

## FINDINGS

- Respondents are mostly between 18 to 25 years of age.
- Majority of there spondents who have filled this survey are female.
- Majority of the respondents have pursued a bachelor's degree.
- Most of the respondents are having income less than Rs.1 lakh p.a.
- Many of the respondents were doing internships.
- Most of the respondents were aware about ChitFunds.
- Most of the respondents knew the procedure to invest in ChitFund.
- Many of the respondents have not made any investment in ChitFunds.
- Majority of the respondents were not sure if they should make an investment in chitfunds.

- Majority of the respondents have made investment in other financial instruments other than ChitFund.
- Most of the respondents choose to have money in the bank account rather than investment in ChitFund.
- Most of the respondents chose the statement that ChitFund are under the same regulatory laws as Mutual Fund.
- Most of the respondent chose to invest in a mutual fund rather than in ChitFund.
- Many of the respondents don't know whether chitfund or mutual fund will give more returns.
- Many of the respondents are not sure if ChitFund investment is safe.
- Most of the respondents were neutral about investing in ChitFund.
- Most of the respondents think ChitFund belongs to the debt category.
- Majority of the respondents know about organized ChitFund.
- Most of the respondents think that registered Chit Fund is better.
- Most of the respondents were not investors.
- Few of the investors are satisfied with their return.
- Few of the respondents are willing to invest in ChitFund.

## **SUGGESTIONS**

- It is important for the people to learn more about ChitFund.
- If the people are educated about chitfunds, there will be more investment in ChitFund rather than in other financial instruments.
- The people must be given some security regarding investment in ChitFund.
- The people must be made aware of the laws that are governing chitfund
- The people must be made aware of various types of ChitFund option that are available for investor to invest in.

- The people must be given some surety that there turns of chitfunds are good.
- The people must be made to feel that chitfunds is not debts, rather it's a credit and savings category.

## **CONCLUSION**

The chit funds must be known by the people in order to provide them some security according to the survey we notice that not many people are aware about chit funds Age group belonging to 18 to 25 and age group usually are the interns working in an office and their income is mostly below 1 lakh p.a. Since most of the respondents were of the younger age category, they cannot make huge investments in instruments like ChitFund.

The respondent for this survey for mostly students having the bachelor degree and the survey was also filled by students having master's degree so sells it is at a young age the students are not fully aware about the various kinds of Chit Fund in which they can invest in and also the laws governing with regards to ChitFund.

In conclusion we can say that the ChitFund investment must be made more aware of like that of other financial instruments like bank accounts and mutual funds.

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# 3

## **A STUDY ON THE EFFECTS OF THE PANDEMIC IN FOOD AND RESTAURANT BUSINESSES IN THE THICK SHAKE FACTORY**

*Researcher: Ms. Benecia George*

*Research Guide: Mrs. Vidya H S*

### **ABSTRACT**

#### **“A Study on the Effects of The Pandemic in Food and Restaurant Industry at The Thick shake Factory”**

The food and restaurant business in India is one of the most prominent industries in the country. There has been a drastic growth in the past decade, with the younger working population driving this particular market. The Indian food and restaurant industry is not only a national favourite but also an international favourite. There are many forms of franchises that are a part of this industry such as full-service restaurants, quick-service restaurants, cafes, bars, and home deliveries. The food and restaurant industry in India is a vast one, and it exists across both

organized and unorganized sectors. The industry has various segments like cafes, restaurants, hotels, packaged foods, etc.

The coronavirus pandemic made us realize that the major cause of death responsible for one-third of the mortality worldwide. Despite several developments and technological advancements in the pharmaceutical industry and the medical field, the spread of infectious diseases is rising due to globalization, populated cities, increased travel and trade, changes in human behaviour.

The covid-19 pandemic affects the global food industry as governments close down restaurants and bars to slow the spread of the virus. Across the world, restaurants' daily traffic dropped precipitously compared to the same period in 2019. Closures of restaurants caused a ripple effect among related industries such as food production, liquor, wine, and beer production, food and beverage shipping, fishing, and farming.

The issues were particularly disruptive in industrialized areas where large proportions of entire categories of food are typically imported using just-in-time logistics.

In June 2020, the United Nations warned that the world was facing the worst food crisis in half a century due to the recession caused by the pandemic.

*Key Words: Food and restaurant- Industry- Covid 19- Pandemic- Growth and Affects*

## **INTRODUCTION TO THE TOPIC**

### **Topic- Effect of the pandemic in food and restaurant business in the Thick shake Factory**

The food and restaurant business in India is one of the most prominent industries in the country. There has been a drastic growth in the past

decade, with the younger working population driving this particular market. The Indian food and restaurant industry is not only a national favourite but also an international favourite. There are many forms of franchises that are a part of this industry such as full-service restaurants, quick-service restaurants, cafes, bars, and home deliveries. The food and restaurant industry in India is a vast one, and it exists across both organized and unorganized sectors. The industry has various segments like cafes, restaurants, hotels, packaged foods, etc. An emerging category in the restaurant industry has been cloud kitchens - these are restaurants that serve only takeaway food via food delivery apps and do not exist as a physical dine-in space at all.

The food and restaurant industry in India had a market size of almost 45 percent of the younger population (average age 25), with dine-in being the most preferred medium, followed by delivery, whereas takeaways are the least sought medium.

Types of the medium in the food and restaurant industry:

- **Dine-In:** This type of medium (dine-in) is more preferred as it offers a great opportunity for the diners to unwind and relax after a stressful day at work, to just spend some time out with friends, family over their favourite food and drinks. As per certain reports, the dine-in mode is what is highly preferred in India.
- **Take away restaurant:** This type of medium prepares food that can be collected to be had at their homes or delivered at their desired places to eat at their homes or their comforts. This method is preferred as customers prefer the convenience and actively seek ways to be in pace with the high-paced lifestyle.
- **Food delivery:** these apps have made life so convenient and easy for the stressed and busy Indian who would instead order food rather than cook or travel to their favourite or desired restaurants. They are

affordable with various wide choices with several amazing offers and features.

- **Cloud kitchens:** These are the most successful small business ideas in India in the F&B space. India has around 5000 cloud kitchens as of 2019 as per reports. This type of business majorly grew because of the Covid 19 pandemic as more people started ordering food online, even after the restrictions were lifted. A cloud kitchen is also called a ghost kitchen, delivery kitchen, or virtual kitchen. It is the idea of having a commercial kitchen space that provides food businesses and services to prepare food. It is mainly for fulfilling online orders and providing such services. A cloud kitchen is one of the most cost-effective ways of growing a business as it is not a very expensive affair. The number of cloud kitchens in India is expected to grow above 50 percent and it is considered one of the most profitable small businesses.

The effect of the pandemic in India has been largely disruptive, India's growth in the year 2020 went down to 3.1 percent according to the ministry of statistics. The chief of this section has also mentioned that the major drop is certainly due to the pandemic and its drastic and severe effect. It not only affected the economy but several businesses, companies, livelihood, etc. This falls under the section of the global recession. Having the largest GDP contraction ever in Quarter 2. With severe stress on the supply chains. With the highest sharp increase in the unemployment rate. The collapse of the tourism industry and the hospitality industry were the major ones. With severe trade tensions with the country of China.

The effect of a pandemic on an industry can come in many forms - change in the channel of sales/ change in operating expenses/ requirement of capital investments in new technology/ need for sustainable financial planning to keep the business going.

The hotel industry that is the hospitality industry was one of the most severely affected industries due to the pandemic. With lockdowns being effectively applied people had stopped using the hospitality services such as hotels and restaurants. Because of this, the industry had fallen in tremendous loss with many businesses shutting down and facing closure, facing severe losses, falling in debts, and employees being cut down to reduce the expenses. Eventually leading to many employees losing their means of survival and livelihood.

Another change that came up through the pandemic is the methods that were adapted to get the business going, there were several changes made in the way the jobs should develop. The employees needed to adapt to immediate and rapid changes made by the company to keep the business running and recover from the losses, which resulted in added pressure for the employees.

Even after the relaxation of covid lockdowns and restrictions, people are not preferring dining in for the fear of the virus affecting them. So, the industry needs to adopt various new methods which will help the industry become a booming one. Certain researchers predict that it might take another 2 years presumably 2023. The Indian hotel and restaurant industry shrank up to 53 percent from their usual performance in the previous period. Almost 27 percent of the hotels all across India faced closure due to the losses and debt they faced because of the effect of the pandemic.

Given the current situation in the country and the entire world, the primary focus for the governments as well as the businesses is the safety of the people. As this focus continues the implications for economic growth and corporate profits have ultimately led to a sharp sell in the equity markets, the hospitality sector is one of the highly affected ones are moving on quickly with a focus to come out of the negative impacts of covid on the operations and financial part of the industry. The impact is

certainly huge and still not in a predictable situation for both the revenue and supply chains. The Indian hospitality industry emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering such rich cultural and historical heritage etc. The foreign exchange earnings from 2016 to 2019 grew at a good rate but dipped in the year 2020 due to the covid 19 pandemic.

Globalization has altered the way we live and earn a livelihood. Consequently, trade and travel have been recognized as significant determinants of the spread of disease. Additionally, the rise in urbanization and the closer integration of the world economy have facilitated global interconnectedness. Therefore, globalization has emerged as an essential mechanism of disease transmission. This paper aims to examine the potential impact of COVID-19 on globalization and global health in terms of mobility, trade, travel, and the countries most impacted.

The effect of globalization was understood in terms of mobility, economy, and healthcare systems. The mobility of individuals and its magnitude was assessed using airline and seaport trade data and travel information. The economic impact was measured based on the workforce, event cancellations, food and agriculture, academic institutions, and supply chain. The healthcare capacity was assessed by considering healthcare system indicators and the preparedness of countries. The pandemic has placed an unprecedented burden on the world economy, healthcare, and globalization through travel, events cancellation, employment workforce, food chain, academia, and healthcare capacity. Certain countries were more vulnerable than others. In Africa, more vulnerable countries included South Africa and Egypt; in Europe, they were Russia, Germany, and Italy; in Asia and Oceania, they were India, Iran, Pakistan, Saudi Arabia, and Turkey; and for the Americas, they were Brazil, USA, Chile, Mexico, and Peru. The impact on mobility, economy and healthcare systems has only started to manifest.

Looking into the effects of the pandemic in India, a surge in the covid disease in June 2020 in India made it the third-worst affected country worldwide. Initially, India had lesser cases which then grew along with its fatality. It was primarily due to the lockdowns and a demographic dividend. All this resulted in a spike in the covid cases. This factor coupled with low spending on health as a percentage of gross domestic product created mayhem because of the inadequacy in the hospital beds and ventilators.

Following a nationwide lockdown, the Indian economy was hit hard by unemployment and a steep decline in growth. The early implementation of lockdown initially decreased the doubling rate of cases and allowed time to upscale critical medical infrastructure. Measures such as asymptomatic testing, public-private partnerships, and technological advances will be essential until a vaccine can be developed and deployed in India.

The spread of COVID-19 in India was initially characterized by lower case numbers and fewer deaths compared with numbers in many developed countries. This was mainly due to a stringent lockdown and demographic factors. However, economic constraints forced a staggering lockdown exit strategy, resulting in a spike in COVID-19 cases in June 2020. Subsequently, India became the third-worst affected country worldwide. Low spending on health as a percentage of gross domestic product (GDP) meant there was a shortage of hospital beds and ventilators and a lack of medical personnel, especially in the public health sector. Nevertheless, technological advances, supported by a strong research base, helped contain the health and economic damage resulting from the pandemic. In the future, measures such as asymptomatic testing, public-private partnerships, and technological advances will be essential until a vaccine against COVID-19 can be developed and rolled out in India.

## **OBJECTIVES OF THE STUDY:**

- To study the post-covid-19 revenue opportunities in the food and restaurant industry.
- To analyse the post-covid-19 operating expenses/ challenges for the food and restaurant industry.
- To identify capital investment opportunities for a restaurant business to grow post-pandemic.
- To identify the impact the pandemic has on the food and beverage industry.

## **RESEARCH METHODOLOGY:**

### Population:

Employees, finance managers and business owners of food and restaurant companies.

### Sample size:

The number of survey respondents: 100 respondents

### Sampling techniques:

*Random sampling technique:* This technique is used when every person has an equal chance of getting selected to be a part of the sample.

### Methodology:

We are collecting data via google forms. The sample has been selected at random from profiles of professionals on LinkedIn. We are using quantitative methods of data collection only.

### Primary Data:

Primary data is being collected via a google form-based survey which has been shared with employees and business owners of food and restaurant companies.



### Secondary Data:

Secondary data has been collected from a review of credible research from various institutions on similar topics. In addition to this, secondary data about company and industry performance has been collected from official websites.

### Tools and techniques used for analysis:

Tools: Google form, Excel sheets

Techniques: Data analysis technique- Chi-Square.

## **FINDINGS:**

The following findings have been drawn from the study conducted on the topic, “The effect of the pandemic in food and restaurant business”

1. Majority of the respondents fall under the 18 to 25 age group, whereas very less respondents who are more than 45 years of age took up this survey.
2. Majority of the respondents who took up this survey are females.
3. Majority of the respondents are from Bangalore, Karnataka. Whereas very few people residing in Hyderabad took up this survey.
4. Majority of the respondents who took up this survey is an Under Graduates.
5. Majority of the respondents who took up this survey is a student.
6. Majority of the respondents prefer food being delivered/ food ordered online.
7. Majority of the respondents dine- in an adequate number of times/ adequately.
8. Majority of the respondents take away food from restaurants very rarely.
9. Majority of the respondents use the food delivery apps very often.

10. Majority of the respondents prefer take aways because of convenience.
11. Majority of the respondents prefer dine- in because they get to spend some time out with friends and family.
12. Majority of the respondents rated this industry a 4 out of 5 in terms of the effect of the pandemic on the industry and its businesses.
13. Majority of the respondents' habit of ordering food online has increased due to the pandemic.
14. Majority of the respondents saw a rise in the home bakers as a severe change in trends during the pandemic.
15. An equal number of respondents have tried food from small businesses and another half has not tried food from small businesses.
16. Majority of the respondents have limited knowledge about the emerging concept of cloud kitchens.
17. Majority of the respondents feel that the businesses must make a capital investment in setting up an investment.
18. Majority of the respondents rate this industry a 4 out of 5 in terms of helping the economy.
19. Majority of the respondents felt that the capital investment opportunity of this industry is good.
20. Majority of the respondents has not invested in this industry in the pre- pandemic period.
21. Majority of the respondents feel that partnering up with local businesses would be the major revenue opportunity for the industry.
22. Majority of the respondents feel that paying for the rental cost would be the biggest financial challenge for the businesses.
23. Majority of the respondents rated a 4 out of 5 in terms of the chances the speciality restaurants have to generate greater revenue in tier-2 and tier-3 cities.

24. Majority of the respondents feel that the industry is coping well with the losses incurred due to the pandemic.
25. Majority of the respondents find the precautionary measures taken up by the restaurants satisfactory.
26. Majority of the respondents feel that it would take more than 2 years for the industry to completely recover from all the losses incurred due to the pandemic.

## **SUGGESTIONS:**

1. **Innovation:** This is something the hotel and restaurant businesses lack. They don't find the need to be innovative or take an extra mile to make their business a top-notch success. There are some businesses who have really hit the mark in terms of innovation. Innovation can be taken to many levels, it just does not stop with innovative architecture, themes, food, it can also be taken in terms of coming up with innovative plans for ensuring employee satisfaction.

One such example is the Dunkin' Donuts company- They conduct weekly mentor meetings for its staff members. This not only increases a strong system of support and a sense of community within the restaurant culture, but it gives the employees a chance to ask questions, discuss problems and receive advice.

2. **Setting up apps:** Most businesses are very sceptical when it comes to setting up their own app. It might be an expensive affair, but the benefits through it is plenty. In app ordering gives improved customer experiences. It gives the business so much flexibility, as the current generation relies more on the technical part of almost everything, by setting up an app the business is opening its door to more opportunities and more success.
3. **Partner with local businesses:** Partnering with local businesses is something majority of the businesses never consider. For example,

by partnering with a local farm. By partnering with a local farm, the concept of 'Farm to Table' is something that is very appealing to the customers. You not only convert your business into a profitable venture you also help the financial condition of that firm improve. Also, through this you will have access to exclusive and fresh produce directly from the farm.

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# 4

## **A STUDY ON EMPLOYEES RETENTION POLICIES AND IT'S EFFECTIVENESS IN FORGE PRO INDIA PVT LTD**

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*Research guide: Mrs. Paramita Sen*

### **ABSTRACT**

Human resources are an important part of any organisation. When the employees are happy and satisfied, the organization will succeed. So, employee retention become very important in the organization.

Employees are the assets of organisation. Employee retention is not influenced by one factor it as many factors which are to be taken into consideration for retaining employees in an organisation. Management to do focus on various factors such as compensation, job security, training and development, work environment etc. It is important for organisations to take care of their employees with positive attributes by providing

them with more monetary and non-monetary benefits. One of the major problems faced in the organisation is to meet their requirements of different types of employees and to retain them in the organisation.

***Keywords:** Employee Turnover, Employee Retention Strategies, Personal Satisfaction, Organizational Culture, Welfare Benefits, Intention to stay*

## **INTRODUCTION**

HRM is concerned with the human beings in an organisation. “The management of man” is a very important and challenging job because of the dynamic nature of the people. No two people are similar in mental abilities, sentiments, and behaviours, they differ widely also as a group and are subject to many varied influences. People are responsive, they feel, think and act therefore they cannot be operated like a machine or shifted and altered like template in a room layout. Therefore, they need careful handling by management personnel. HRM is the process of managing people of an organisation with a human approach. Human resources approach to manpower enables the manager to view the people as an important resource. It is the approach through which organisation can utilize the manpower not only for the benefits of the organisation but for the growth, development and self-satisfaction of the concerned people. Thus, HRM is a system that focuses on human resources development on one hand and effective management of people on the other hand so that people will enjoy human dignity in their employment.

## **MEANING OF HUMAN RESOURCES:**

According to Leon C. Megginson, the term human resources can be thought as “the total knowledge, skills, creative abilities, talents and aptitudes of an organisation’s workforce, as well as the value, attitudes and beliefs of the individuals involved.” The term human resources can also be explained in the same that it is a source like any natural resource.

## **MEANING OF HUMAN RESOURCES MANAGEMENT:**

Human resources management means employing people, developing their resources, utilizing, maintaining and compensating their services in tune with the job and organisational requirements with a view to contributing to the goals of the organisation, individual and the society.

## **MEANING OF EMPLOYEE RETENTION:**

Employee retention refers to the various policies and practices which let the employees stick to an organisation for a longer period of time. The organisation is completely at loss when the employees leave their job once they are fully trained. Employee retention takes into account the various measures taken so that an individual stay in an organisation for the maximum period of time. An organisation needs employees who are loyal and work hard with full dedication to achieve the organization's objective.

Employee retention is defined as an organization's ability to retain its employees. It can also be called as a process, in which the resources are motivated and encouraged to stay in an organisation for a longer period of time for the sustainability of the organisation. The ultimate aim of Employee Retention is to make both the stakeholders, i.e, employees and employer happier. It facilitates loyal employees sticking to the company for a longer duration, which in turn will benefit both the stakeholders.

## **IMPORTANCE OF EMPLOYEE RETENTIONS:**

Each organisation spends a lot on attracting the best talent. These employees contribute a lot towards the success of the company. All the contributions directly impact the bottom line of the company. The employees who stay with the company for longer time contribute efficiently and become integral part of the company and the position. Now if these employees leave the company and join the competitor, this would

be double loss for the first company. First, they will be directly impacted by the employee not being available and secondly the employee is now contributing to the competition. Also, the person who may replace may not be able to come at par that early. So better is to retain the employee and make sure he/she remains motivated.

### **NEED FOR EMPLOYEE RETENTION:**

The management must understand the difference between a valuable employee and an employee who doesn't contribute much to the Organisation. Sincere efforts must be made to encourage the employees so that they stay happy in the current organisation and do not look for a change

### **SCOPE OF THE STUDY:**

This study is conducted in order to understand the employee retention programs provided by the organisation. Employee retention has become a major goal in the organisation. This study facilitates the organisation to understand the need for employee retention, the new strategies that they need to incorporate in the firm. As time changes the firm should adopt new strategies to motivate and retain their employees.

### **OBJECTIVES OF THE STUDY:**

- To know whether the employees are aware of the retention programs provided in the company or not.
- To study the employee retention strategies adopted by the company.
- To find out the satisfaction level of employees about their job.
- To know the satisfaction level of employees about their retention policies



- To get suggestions from the employees for retention programs.

## **RESEARCH METHODOLOGY:**

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

## **FINDINGS AND SUGGESTIONS**

**Table No. 1**

**Table showing the age of employees of FORGE PRO INDIA PVT LTD**

<b>Options</b>	<b>Number of respondents</b>	<b>percentage</b>
20-25	02	2%
25-30	45	45%
30-35	35	35%
35-40	09	9%
40-45	03	3%
45-50	06	6%
<b>Total</b>	<b>100</b>	<b>100</b>

**ANALYSIS:** The above table shows that 2 respondents belongs to the age group 20- 25, 45 respondents belongs 25-30, 35 respondents belongs to 30-35.9 respondents belongs to 35-40, 3 respondents belongs to 40-45, 6 respondents be longs to 45-50.

**TABLE No. 2****Table showing the ranking of factors which helpin employee retention**

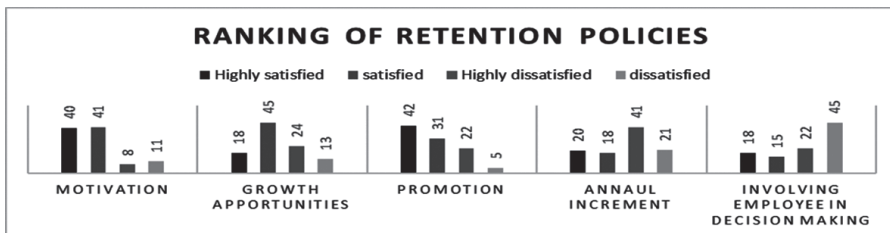
<b>Factors</b>	<b>High satisfied</b>	<b>satisfied</b>	<b>Highly dissatisfied</b>	<b>Dissatisfied</b>	<b>Total</b>
Motivation	40%	41%	8%	11%	100
Growth opportunities	18%	45%	24%	13%	100
Promotion	42%	31%	22%	5%	100
Annual increment	20%	18%	41%	21%	100
Involving employees in decision making	18%	15%	22%	45%	100

**ANALYSIS:**

- The above table shows that for Motivation factor 40% of the respondents are highly satisfied, 41% are satisfied, 8% are highly dissatisfied and 11% are dissatisfied.
- For Growth opportunities factor 18% of the respondents are highly satisfied, 45% are satisfied, 24% are highly dissatisfied and 13 % are dissatisfied
- For Promotion factor 42% of the respondents are highly satisfied, 31% are satisfied, 22% are highly dissatisfied and 5% are dissatisfied.
- For Annual increment factor 20% are highly satisfied, 18% are satisfied, 41% are highly dissatisfied and 21% are satisfied.
- For Involving employees in decision making factor 18% are highly satisfied, 15% are satisfied, 22% are highly dissatisfied and 45% are satisfied.

## GRAPH No. 1

Graph showing the ranking of factors which help in employer retention.



## INTERPRETATION

- The above bar graph shows that for motivation factor majority of the respondents i.e. 41% are satisfied, 40% are highly satisfied, 8% are highly dissatisfied and 11% dissatisfied. We can infer that the organisation motivates their employees to perform their job better.
- For growth opportunities factor majority of the respondents Le. 45% are satisfied, 18% are highly satisfied, 24% are highly dissatisfied and 13% are dissatisfied. From this we can interpret that the company has very good growth opportunities for their employees.
- For promotion factor majority of the respondents 42% are highly satisfied, 31% are satisfied, 22% are highly dissatisfied and 9%
- For annual increment majority of the respondents 41% are highly dissatisfied, 21% are dissatisfied. 20% of highly satisfied and 18% satisfied. The company can try to give more increments to the employee to satisfy them.
- For involving employees in decision making majority of the respondents. 45% are dissatisfied, 22% are highlydissatisfied. 18% are highly satisfied and 15% are satisfied. We can interpret then the company should take more initiatives to involve employees in decision making process

**TABLE No. 3**

**Table showing the kind of benefits the company provides to retain the employees.**

<b>Options</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Retirement benefits	22	22%
Medical benefits	14	14%
Maternity/paternity benefits	22	22%
Paid leave	28	28%
Work from home opportunities	14	14%
<b>Total</b>	<b>100</b>	<b>100</b>

**ANALYSIS:**

The above table shows that 22% of the respondents says that the company provides retirement benefits, 14% of the respondents says medical benefit 22% of the respondents says maternity/paternity benefits, 28% of the respondents says paid leave and 14% of the respondents says work from home opportunities.

**TABLE NO. 4**

Table showing the current retention strategies in the organisation.

<b>Options</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Hike in Salary	11	11%
Incentives	22	22%
Growth opportunities	17	17%
Promotion	18	18%
Reward	19	19%
Handling grievances on time	13	13%
<b>Total</b>	<b>100</b>	<b>100</b>

## **ANALYSIS:**

The above table shows that 11% of the respondents says that hike in salary is used as current retention policy, 22% of the respondents says incentives. 17% says growth opportunities, 18% says promotion, 19% says rewards and 13% says handling grievances on time.

## **FINDINGS:**

- The organisation largely has employees working between the age group 25-35 having work experience ranging from freshers to 10 years.
- According to the respondents incentives are mostly used as retention strategy as we can see in graph.
- From the graph we can find that 41% of the respondents are highly dissatisfied with the annual increment policy of the company.
- From the study we can find that 44% of the respondents are involved in the decision-making process of the management.
- The company provides paid leave benefits, medical benefit etc. to retain their employees as we can see in graph.

## **SUGGESTIONS:**

- The organisation can give salary increment and growth opportunities in order to retain their employees.
- The organisation should accomplish company objectives as well as employees' objectives, so that the employees will have sense of belonging towards the organisation.
- The company should give equal weightage for both merit and seniority basis to give promotions, if it concentrate only on seniority basis then the freshers may get demotivated.

- The organisation should give more services to employees like work from home, life insurance, disability insurance etc. to make them stay in the organisation for a longer period.
- The company can give more non-monetary benefits like fringe benefits, transport, canteen, educational facilities to employee's children.
- The organisation should give more services to employees like work from home, life insurance, disability insurance etc. to make them stay in the organisation for a longer period.

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# 5

## **A STUDY ON FACTORS INFLUENCING EQUITY STOCK PRICES IN THE FINANCE INDUSTRY WITH REFERENCE TO CHITMONKS**

*Researcher: Ms. Fiona Michelle*

*Research Guide: Ms. Anupama K*

### **ABSTRACT**

The study aims to know the factors influencing equity stock market. The data were collected from 63 stock market investors using structured questionnaire. The study proves that there is a significant difference between male and female investors of stock market investment; there is a significant difference among the age, educational and occupational groups with respect investment. The most impact was the inflation rate, while the least one was the nature of firm business. Besides, the identification of

factors affecting stock prices creates the basic information for investors to make the most appropriate and optimal investment decisions. The study also revealed that the investors are attracted toward high return while investing in equity stocks. The responses were collected using Google forms. Primary data is collected from Convenience Sampling technique and secondary data collected from similar research topics of various institutions. The collected data were classified and tabulated and analyzed using the tools Chi Square test.

*Keywords: equity stocks, stock market*

## **INTRODUCTION**

Stock market is a place where people buy/sell shares of publicly listed companies. It offers a platform to facilitate seamless exchange of shares. In simple terms, if A wants to sell shares of Reliance Industries, the stock market will help him to meet the seller who is willing to buy Reliance Industries. However, it is important to note that a person can trade in the stock market only through a registered intermediary known as a stock broker. The buying and selling of shares take place through electronic medium. We will discuss more about the stock brokers at a later point.

There are two main stock exchanges in India where majority of the trades take place - Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). Apart from these two exchanges, there are some other regional stock exchanges like Bangalore Stock Exchange, Madras Stock Exchange etc., but these exchanges do not play a meaningful role anymore.

Equity investment is financial transactions where certain number of shares of a given company or fund are bought, entitling the owner to be compensated ratably according to his ownership percentage. In other words, it is an operation where an individual or company invest money into a private or public company to become a shareholder.



## **RESEARCH OBJECTIVES**

- To study the trends of Indian Stock Market
- To study the advantages and disadvantages of equity investments
- To identify the factors that influence stock prices in India
- To study the awareness of the investors about investment in stock market

## **RESEARCH METHODOLOGY**

### **Title of the research**

A Detailed Study on Factors Influencing Equity Stock Prices in The Finance Industry with reference to Chit Monks.

### **Population:**

Individual investors, stock market experts, finance professionals and experts.

### **Sample Size:**

The number of survey respondents: 50

### **Sampling Technique:**

Convenience sampling: It is a method of collecting samples by taking samples that are conveniently located around a location or Internet service.

### **Methodology:**

Data are collecting data via Google forms. The sample has been selected at random from profiles of company employees on Linked In. We are using quantitative methods of data collection only.

## **Primary Data:**

Primary data is being collected via Google form-based survey which has been shared with individual investors, stock market experts, finance professionals and experts.

## **Secondary Data:**

Secondary data has been collected from a review of credible research from various institutions on similar topics. In addition to this, secondary data about company and industry performance has been collected from official websites.

## **Tools and techniques used for analysis:**

Tools: Google Form, Excel sheets, Google Spreadsheets, Chi square test, T-test, Z-test etc.

Techniques: Data analysis techniques, hypothesis analysis.

## **LIMITATIONS OF THE STUDY**

**Sample size:** Only 50 people because it is not possible to reach out to more people who are affected by the topic in the given time.

**Lack of available and/or reliable data:** Some of the data shared by your sources is dependent on their understanding of the topic and may not be completely accurate.

**Lack of a lot of other research studies on the topic:** Stock market is rapidly changing the research available may not be relevant for long.

**Self-reported data:** The data collected has been reported by employees or business owners of the education technology companies. The accuracy of the data is limited by their truthfulness and awareness of the industry trends.

## LITERATURE REVIEW

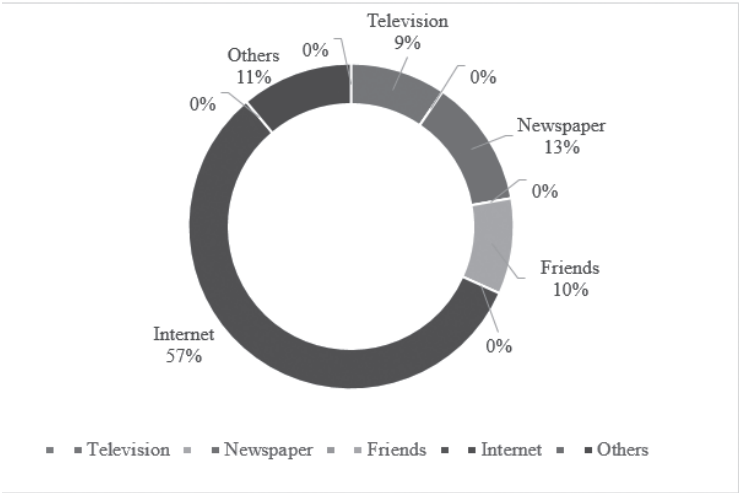
1. Mrunal Chetan Bhai Joshi conducted a study on, “Factors affecting Indian stock market” published in the year march 2013 he discovered that stock market is one of the vital sources of investment to earn good return. This study indicates the factors affecting stock market. In this paper the author tried to find out major factors responsible for up-down movement in Indian stock market.
2. Anand Pandey conducted a study on,” Efficiency of Indian Stock Market” published in the year 2003 October he discovered that market efficiency has an influence on the investment strategy of an investor because if market is efficient, trying to pick up winners will be a waste of time. He also says that in an efficient market there will be no undervalued securities offering higher than deserved expected returns.
3. Mutswenje, Vincent S conducted a study on “A survey of the factors influencing investment decisions: the case of individual investors at the NSE” published in the year 2009. The objective of the study was to establish the factors influencing investment decisions at the Nairobi Stock Exchange. The study was conducted on the 42 investors out of 50 investors that constituted the sample size. To collect data the researcher used a structured questionnaire that was personally administered to the respondents.
4. P. Srinivasan conducted a study on “Determinants of Equity Share Prices in India: A Panel Data Approach” published in the year December 2012 he discovered that this study examines the fundamental determinants of share price in India. The empirical results reveal that the dividend per share has a negative and significant impact on the share price of manufacturing, pharmaceutical, energy and infrastructure sector.

# FINDINGS

1. In the below table and graph we can see that internet is the major source used by the investors in order to make decisions on investing in stock market but a very few of the investors are influenced by friends and television to make decisions on investing.

**Table and graph showing the most preferable sources that influence respondents to make decisions on investing in stock market.**

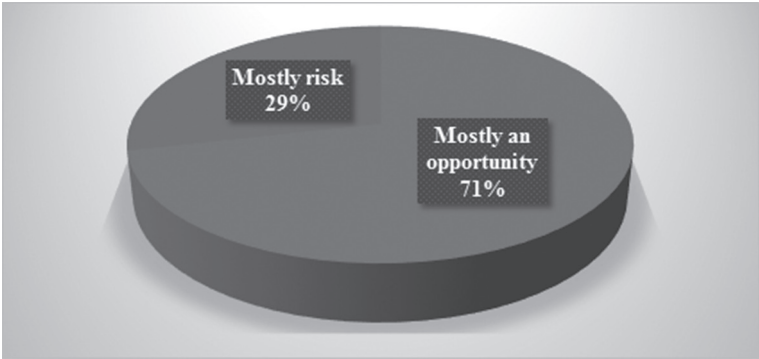
SOURCES	NO OF RESPONDENTS	PERCENTAGE
Television	6	9.5%
Newspaper	8	12.7%
Friends	6	9.5%
Internet	36	57.1%
Others	7	11.1%
<b>Total</b>	<b>63</b>	<b>100%</b>



2. In the below table and graph it is found that investors consider that investing in stock market is mostly an opportunity but a very few says that it is mostly a risk.

**Table and graph showing respondents consideration on whether investing and stock market is a risk nor an opportunity**

CONSIDERATION	NO OF RESPONDENTS	PERCENTAGE
Mostly an opportunity	45	71.4%
Mostly a risk	18	28.6%
Total	63	100%

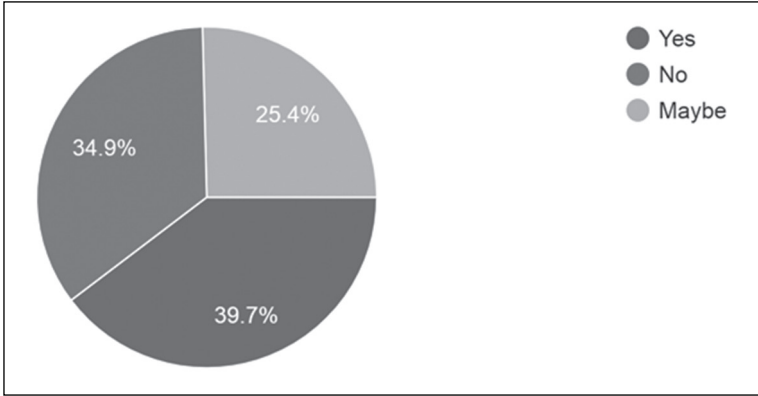


Mostly an opportunity
Mostly a risk

3. In the below table and graph it is observed that majority of the them are investing in equity market.

**Table and graph showing how many respondents invest in equity market**

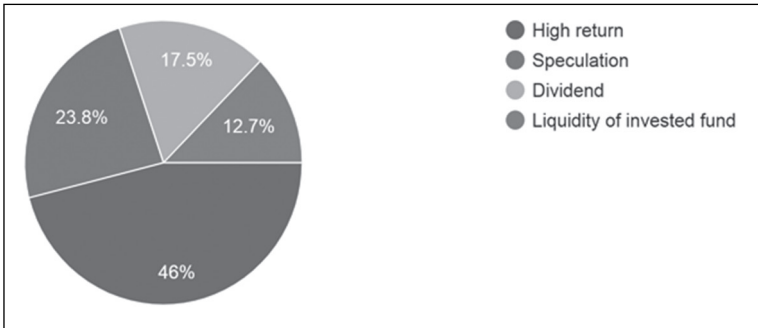
OPINION	NO OF RESPONDENTS	PERCENTAGE
Yes	25	39.7%
No	22	34.9%
Maybe	16	25.4%
<b>Total</b>	<b>63</b>	<b>100%</b>



4. In the below table and graph it is found that investors are attracted towards high return in order to invest in equity market and liquidity of invested funds are less attractive when thinking of investing in equity market.

**Table and graph showing the factors that attract respondents to invest in equity market.**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
High return	29	46%
Speculation	15	23.8%
Dividend	11	17.5%
Liquidity of invested funds	8	12.7%
Total	63	100%



## **SUGGESTIONS**

- Stock market investments should be planned ahead to take advantage of any drop in equity prices. Investors should monitor different factors that influence equity prices to sell for maximum profit.
- With the Indian stock market going upside down paying little notice to whether there is a move changes in the global level, it is very worth thinking about whether you should put your money in the equity market or experience for some solid and safe decisions.
- Keeping personal finances in order first before you put your hard earned money into share market. If you are weighed down with bills and loan payments that you can't meet, take care of those more serious difficulties before getting too deep into investing. So, always invest those money into stock that you have in spare after clearing all your debt.
- Investing passively by sticking to funds, indexes, etc. is perfectly acceptable practice. The problem comes when people move from passive investing to an active portfolio.
- You should never put everything you have into futures, but you also shouldn't hold everything in Treasury bills. There is an appropriate level of risk for investors of every age and creed.

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# 6

## **A STUDY ON CUSTOMER LOYALTY AND CUSTOMER PERCEPTION OF INSURANCE PRODUCTS OF TOFFEE INSURANCE**

*Researcher-Ms. Chandni Khatri*

*Research Guide- Mrs. Roshni Shetty*

### **ABSTRACT**

The primary goal of this study was to investigate the essence of customer loyalty and how it can be improved in the business. Customer loyalty refers to a customer's willingness to choose one brand over all others. It is an attitudinal and behavioral experience with one brand that meets the needs and desires of the customer. Customer loyalty exists when customers are familiar with and satisfied with one product while also having other options. Customers are always encouraged to buy more and spend more. Customer loyalty, as well as customer perception,

play an important role in growing the business and establishing good relationships between consumers and suppliers. Loyal customers are the primary sources of generating profits and bringing in new customers.

Similarly, the study focused on customer loyalty programs in order to increase customer loyalty. Loyalty programs are programs offered by businesses to encourage their customers to keep shopping. In business, acquiring new customers is more expensive than retaining existing customers. To satisfy their customers, the company should provide excellent products at reasonable prices and maintain loyalty programs. It is true that if customers are not satisfied and happy with the brand, they will not return to purchase the product. Customer satisfaction and positive product perception are critical factors in growing a business with loyal customers. As a result, the study focused on customer perception, customer satisfaction, and customer loyalty.

***Keywords:** Customer loyalty, Customer Loyalty programs, Customer Perception, Customer Satisfaction, Customer Retention.*

## **INTRODUCTION**

A brand's loyalty is one of its most valuable assets. It refers to repeat purchases of the brand based on a strong internal disposition or repeat purchase behavior resulting from a preference and perception for that brand.

Due to the widespread acceptance and adoption of various technologies through which customers communicate with brands in today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands. Customers use various channels to learn about a brand, communicate with it, discuss it, and buy it. Firms are thus constantly changing and adapting their processes in order to provide customers with agile communication channels and coherent, integrated brand experiences across the various channels in which

customers are present. In this study, the main focus is on understanding how customer loyalty and perception can improve value co-creation and multichannel experience, among other issues, and contribute to improving a brand's portfolio of loyal customers.

## **OBJECTIVES OF THE STUDY**

- To identify the factors that influence customer loyalty.
- To study the types of customer loyalty programs.
- To analyze the strategies in customer loyalty programs for insurance companies.
- To study the customer perception towards insurance products.
- To suggest best ways to build customer loyalty and customer perception.

## **RESEARCH METHODOLOGY**

### **Population:**

The policy holders of Toffee Insurance.

### **Sample Size:**

The number of survey respondents: 105.

### **Sampling Technique:**

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the entire population. For this study, judgement sampling method is used as the data has been collected by only the policy holders of Toffee Insurance.

## **Methodology:**

A structured questionnaire is used to collect the necessary data. And one of the essential tools for conducting marketing research is the availability of necessary and reliable data. Data can be collected using two methods. These are:

### **1. Primary Data:**

Primary data is being collected via google form-based survey which has been shared with business owners and marketing professionals of insurance companies.

### **2. Secondary Data:**

Secondary data has been collected from a review of credible research from various institutions on related topics. In addition to this, secondary data about company and industry performance has been collected from official websites.

## **Tools and techniques used for analysis:**

**Tools:** Google Form, Excel sheets, Google Spreadsheets, etc.

**Techniques:** Data analysis techniques such as Percentage analysis and chi-square test has been used.

## **FINDINGS**

The following Findings have been drawn from the study conducted on the topic “customer loyalty and perception of insurance products and brand awareness of Toffee Insurance”

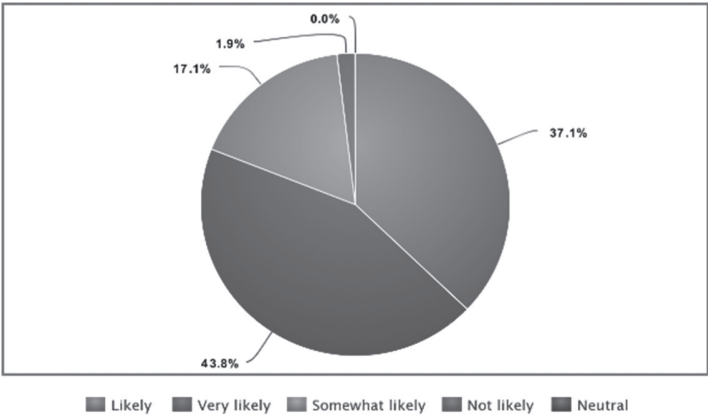
- Majority of the respondents fall in the age group of 26-35 years.
- Majority of the respondents are male.

- Most of the policyholders of Toffee Insurance reside in Bangalore and Delhi.
- Most of the respondents are employed on the basis of full-time employment.
- Majority of the respondents fall in the income category of 500000 – 1000000 per annum.
- All the respondents have an insurance policy.
- Most of the respondents have mobile Insurance.
- Majority of the respondents have 1- 3 insurance policies.
- Most of the respondents believe that brand image has an impact on Customer Loyalty.
- All the respondents are aware about Toffee Insurance.
- Most of the respondents came to know about Toffee Insurance through their Friends.
- Most of the respondents have been using the policies of Toffee Insurance for about 6 months to 1 year.
- Majority of the respondents are very likely to patronize Toffee Insurance.
- Many respondents feel that the policies of Toffee Insurance meet their standards and expectations.
- Most of the respondents are likely to recommend the policies of Toffee Insurance.
- Very few of the respondents are likely to switch to a competitive organization.
- Majority of the respondents are likely to expand the usage of Toffee Insurance.
- Very few of the respondents are not likely to convince others to patronize Toffee Insurance.

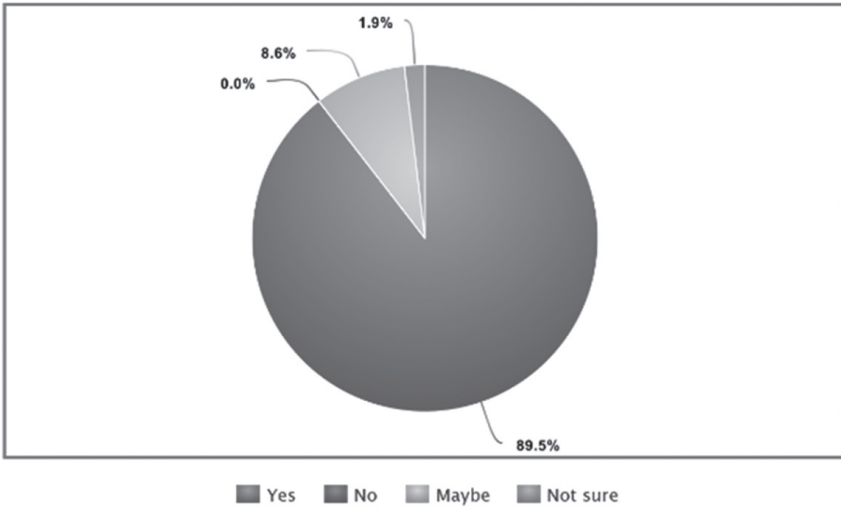
- Majority of the respondents feel that customer service and quality of Toffee Insurance policies contribute to the loyalty of the customers.
- Majority of the respondents have had a good experience with the policies of Toffee Insurance.
- Most of the respondents have given Toffee Insurance 4 ratings out of 5.
- Very few of the respondents feel that customers are not likely to compare various insurance policies before choosing one.
- Few of the respondents feel that customers rarely or never repeat an insurance policy.
- Majority of the respondents chose Toffee Insurance due to its Budget friendliness.
- Almost all of the respondents have a positive overall perception about Toffee Insurance.

## GRAPHICAL INTERPRETATION

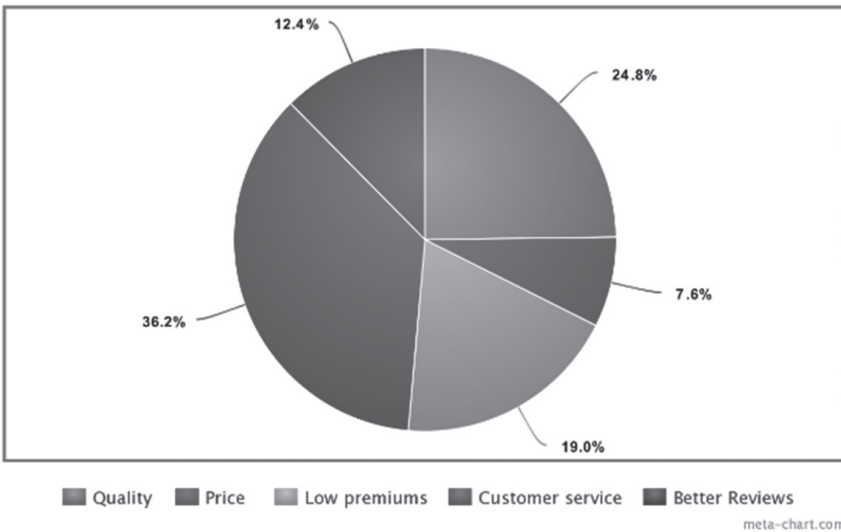
Graph 4.13 - Graph showing how likely are the respondents to patronize Toffee insurance



Graph 4.14 - Graph showing satisfaction status of the respondents towards Toffee Insurance

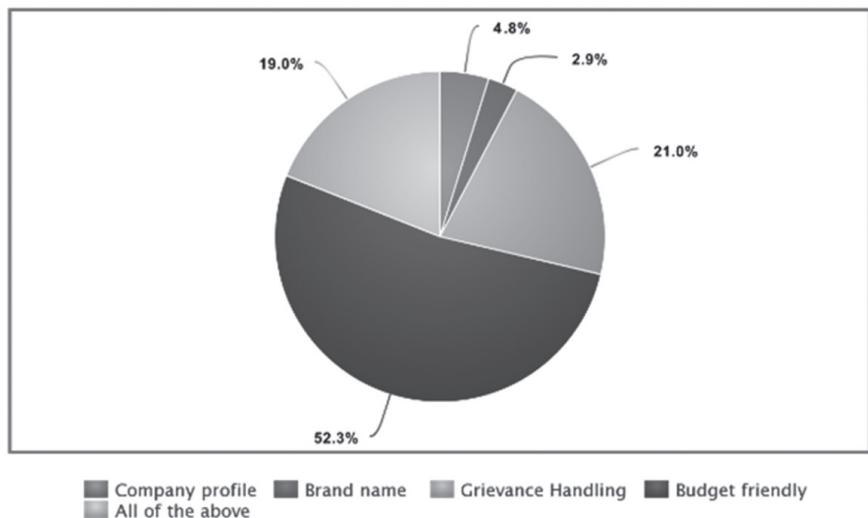


Graph 4.19 - Graph showing the factors that contribute to the loyalty of the respondents towards Toffee Insurance



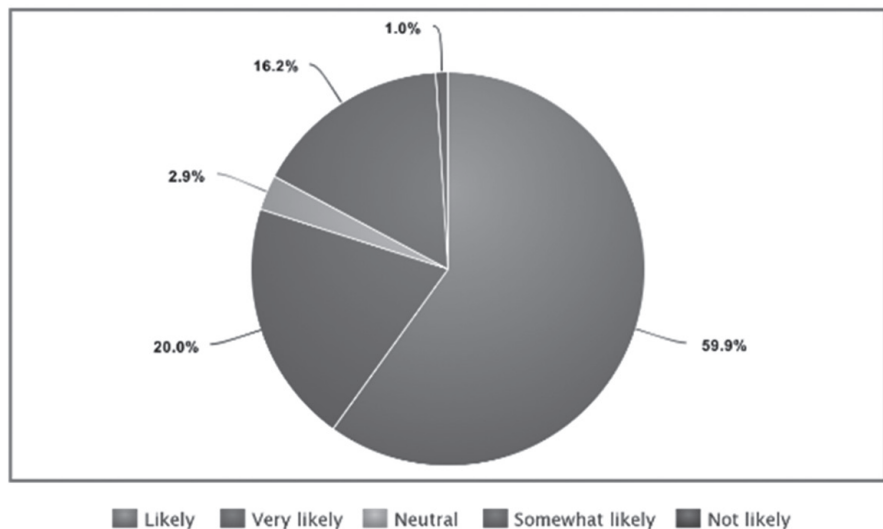
meta-chart.com

Graph 4.24 - Graph showing reason to choose Toffee Insurance



meta-chart.com

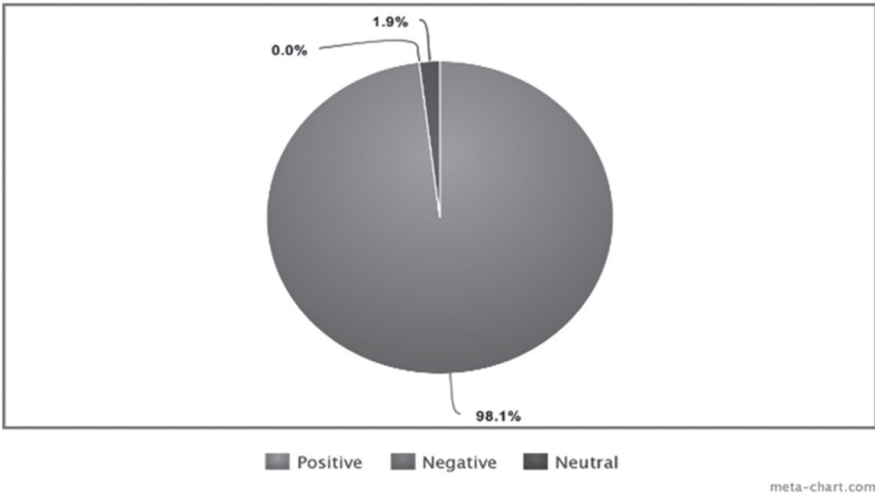
Graph 4.17 - Graph showing how likely are the respondents to expand the usage of Toffee Insurance



meta-chart.com



Graph 4.25- Graph showing the overall perception of the respondents towards Toffee Insurance



## SUGGESTIONS

- Toffee insurance should take measures to attract more customers. They could target customers from various age groups by introducing new and unique budget friendly policies that would appeal to them based on the preferences of the target age group.
- Toffee Insurance should consider increasing its market reach so that they can persuade customers from other cities as well. This can be done by increasing social media presence, networking, targeting multiple audience, etc.
- Toffee Insurance should continue to provide excellent customer satisfaction as it leads to customer retention and customer loyalty. This can be done through prioritizing customer service, providing quality product/services, etc.
- Toffee Insurance should take measures to build positive customer perception by maintaining a positive connection with the customers

and creating good customer experiences. Positive customer perception could help toffee insurance in word-of-mouth marketing.

- Toffee Insurance could increase its customer loyalty by focusing on the customer loyalty programs such as rewarding the customers, asking for feedback/advice and then adhering to it, communicating effectively, etc.

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# 7

## A STUDY ON TAX PLANNING FOR SMALL BUSINESS

*Researcher: Ms. Pavithra S*

*Research Guide: Dr. V. Tamilarasu*

### ABSTRACT

Tax planning is the analysis of a financial situation or plan to ensure that all elements work together to allow you to pay the lowest taxes possible. Tax planning for small business is an important factor where they can reduce their business expense by using the tax planning strategies and the using tax planning they can avoid paying penalty for late filing tax planning poses a great positive activity towards the business.

According to the findings, deductions and provisions, tax planning strategies, how does it create a change in the business in a profitable way are in favor for the finance professionals. Further the study helps to understand about the capital gains and corporate taxation. The primary is gathered through the use of questionnaire as data collection instrument.

And the sampling approach was used to the 50 respondents for the study, it can be further concluded that tax planning makes the small more efficient and effective way to perform their activities and every small business now prefer to have the tax planning which made changes to the business.

*Keywords: Financial Situations, Tax Planning, Capital Gains, Tax Deductions*

## **INTRODUCTION:**

Tax planning refers to financial planning for tax efficiency. It aims to reduce one's tax liabilities and optimally utilize tax exemptions, tax rebates, and benefits as much as possible. Tax planning includes, making financial and business decisions to minimise the incidence of tax. There are some fundamental objectives of tax planning. Tax planning diminishes tax liability by saving the assessee the maximum amount of tax by arranging their financial operations according to tax decisions. It also conforms to the provisions under taxation laws, thereby minimizing any litigation. One of the biggest benefit of tax planning is that the returns can be directed to investments. It is the most productive way to make smart investment while fully utilizing the resources available due to tax benefits. Investing tax money generates white money flow through the economy, aiding in the country's economic development. Tax planning hence contributes to the economic stability of the individual as well as the economy. Tax planning comprises various considerations. Considerations such as size, the timing of income, timing of purchases and planning are concerned with other kinds of expenditures. The chosen investments and the various retirement plans should go hand-in-hand with the tax filing status as well as the deductions in order to create the best possible outcome. Tax planning plays an important role in the financial growth story of every individual as tax payments are compulsory for all individuals as tax payments are compulsory for all individuals. With tax planning, one will be able to streamline tax payments such that he or she will receive

considerable returns over a specific period of time involving minimum risk. Also, effective tax planning will help in reducing a person's tax liability..

## **TAX RATE APPLICABLE:**

### **• Tax on income:**

The rate are applicable to the domestic companies for AY 2020-21 based on their turnover.

Section 115BAA tax rate 22% surcharge 10%

Section 115BAB tax rate 15% surcharge 10%

### **• Health & education cess:**

Further 4% of income tax calculated and applicable surcharge will be added to the amount of total tax liability before this cess.

### **• Minimum Alternate Tax (Mat):**

Alternatively, all the companies (including foreign companies ) are required to pay minimum alternate tax at the rate of 15% on book of profits if the tax calculated as per above rates less than 15% of book profits. This will be applicable if the company does not opt for Section 115BAA or Section 115BAB.

## **OBJECTIVES:**

- To study corporate taxation in India
- To analyse capital gains tax in India
- To identify the factors that make tax planning for corporate successful
- To study the measures of taxes and gains for the business
- To study the surcharge levied on domestic company

## **RESEARCH METHODOLOGY:**

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

### **Population:**

The participants in the research study are referred to collectively as the population. According to the research methodology the ideal people to make a study and collect information are employees and owners of small business , finance profession, Chartered Accountant, auditors and finance experts.

### **Sample size:**

The sample size of the research is limited to 50 respondents

### **Sampling Technique:**

The sampling technique used in this study is the random sampling technique. This technique is used when every person has an equal chance of getting selected to be part of the sample. In random sampling technique where sample has an equal probability of being chosen. It also ensure that results obtained from the sample is approximate and it has been obtained form entire population and it has measured.

## **DATA ANALYSIS:**

Data Analysis is the process of systematically applying statistical or logical techniques to describe and illustrate, condense and recap and evaluate data.

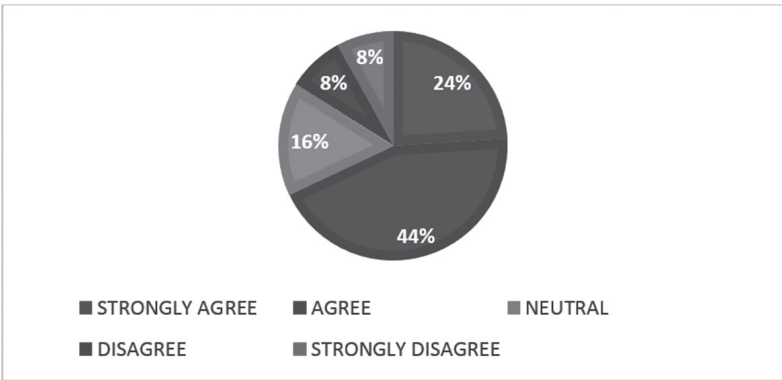
# ANALYSIS & INTREPRETATION

Research Question 1 GST is helping or not for the small business

**TABLE 1 SHOWING WILL GST BE HELPFOR SMALL BUSINESS IN TAX PLANNING**

<b>WILL GST BE HELP FOR SMALL BUSINESS IN TAX PLANNING</b>	<b>OBSERVED VALUES</b>
Strongly Agree	12
Agree	22
Neutral	8
Disagree	4
Strongly Disagree	4
<b>TOTAL</b>	<b>50</b>

**CHART 1 SHOWING WILL GST BE HELP FOR SMALL BUSINESS IN TAX PLANNING**



The statistical tool used for this question is **Chi-square** test.

Null Hypothesis (H0): GST is not helpful for small business

Alternate Hypothesis (H1): GST is helpful for small business

Degree of freedom = 5-1= 4

Expected Value = Mean of observed values

$$= 50/5 = 10$$

**TABLE 2 SHOWING CHI-SQUARE TEST TO PROVE WILL GST BE HELP FOR SMALL BUSINESS IN TAX PLANNING**

<b>OBSERVED VALUE (O)</b>	<b>EXPECTED VALUE (E)</b>	<b>(O-E)</b>	<b>(O-E)*2</b>	<b>(O-E)*E</b>
12	10	2	4	0.4
22	10	12	144	14.4
8	10	-2	4	0.4
4	10	-6	36	3.6
4	10	-6	36	3.6
<b>TOTAL</b>	<b>50</b>			<b>22.4</b>

Significance level = 0.05

Calculated value = 22.4

Table Value = 9.49

Since, the Calculated value > Table value the Null Hypothesis (H0) is rejected and Alternate Hypothesis (H1) will be accepted GST is helpful for small business.

**INFERENCE:**

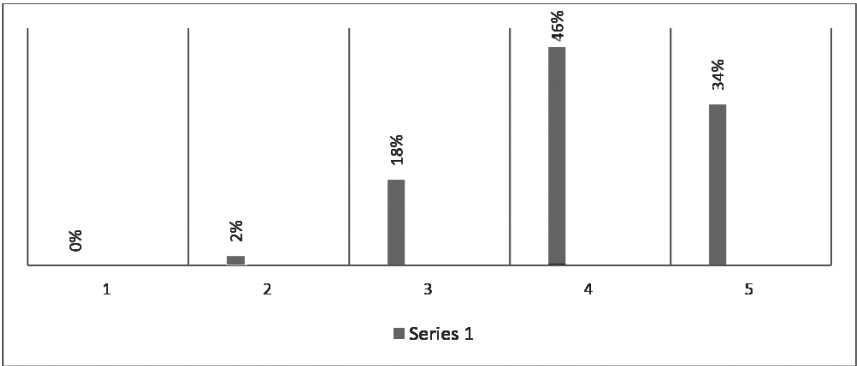
From the responses gathered from the questionnaire and the chi-square result it is evident that the majority of the respondents agree that GST is helpful for small business in tax planning.

**TABLE 3 SHOWING HOW TAX PLANNING IS IMPORTANT TO SMALL BUSINESS**

<b>ON A SCALE OF 1 TO 5 HOW TAX PLANNING IS IMPORTANT TO SMALL BUSINESS</b>	<b>OBSERVED VALUES</b>
1	0
2	1
3	9
4	23
5	17
<b>TOTAL</b>	<b>50</b>



# CHART 2 HOW TAX PLANNING IS IMPORTANT TO SMALL BUSINESS



The statistical tool used for this question is Chi-square test.

Null Hypothesis (H0): Tax planning is not important for small business

Alternate Hypothesis (H1): Tax planning is important for small business

Degree of freedom = 5-1=4

Expected Value = Mean of observed values

$$= 50/5 = 10$$

**TABLE 4 SHOWING CHI-SQUARE TEST TO PROVE HOW TAX PLANNING IS IMPORTANT TO SMALL BUSINESS**

OBSERVED VALUE (O)	EXPECTED VALUE (E)	(O-E)	(O-E)*2	(O-E)*2/E
17	10	7	49	4.9
23	10	13	169	16.9
9	10	-1	1	0.1
1	10	-9	81	8.1
0	10	-10	100	10
<b>TOTAL</b>	<b>50</b>			<b>40</b>

Significance level = 0.05

Calculated value = 40

Table value = 9.49

Since the Calculated value  $>$  Table value the Null Hypothesis (H<sub>0</sub>) is rejected and Alternate Hypothesis (H<sub>1</sub>) will be accepted Tax planning is important to small business

## **INFERENCE:**

From the responses gathered from the questionnaire and the chi-square result it is evident that the majority of the respondents agree that Tax planning is important to small business.

## **FINDINGS OF THE SURVEY:**

- Most professionals preferred the scale of 4 that tax planning is important to small business.
- Most finance professionals believe small business always avail deduction on additional depreciation of new machinery.
- Most of the respondents believe that small business play a pivotal role in Indian economy, very few believe maybe it will play a pivotal role in Indian economy..
- Most of the finance professionals agree that tax evasion is a major challenge faced by in tax planning.
- Most of the professionals preferred the scale 4 on the small business paying taxes.
- Most of the finance professionals agree that GST is helpful for small business in tax planning
- Most of the finance professionals believe that MSME sector has gained significant importance due to its contribution of tax planning.

## **SUGESSTION AND RECOMMENDATION:**

- Tax planning is an integral part of every small business, at the beginning of the entrepreneurial journey preliminary cost may incur while setting up business these preliminary expense and start-

up expense come under capital expenditure in the new business, according to the Income Tax Act allows to write off initial or preliminary cost as deduction.

- According to the survey collected through the questionnaires tax planning plays an important role in the small business such as avoid penalty for late filing there are specific deadlines when it comes to filing in India, it should be made sure that to utilise the capital wisely.
- Awareness regarding the suitable time for tax planning in year should also be given to the small business so that they will make use of the provisions and deductions.
- The Income Tax Act allows small business to claim deductions on expenses entailed while running the company on the revenues generated. This means it can reduce tax burden by availing proper deductions for this all the transactions and expenditures diligently and systematically.

## **CONCLUSION:**

From the further study it shows that the most of the respondents feel tax planning is important to small business. Also the tax planning strategies are the major sector and all the taxes play an important role in the study such as GST, Minimum Alternate Tax. Respondents prefer that tax planning will make changes and improve the small business in a profitable way.

Small businesses derive income form ordinary business transactions, sale of investments and residuals from investment holdings. Capital gains for small business are incomes derives from the sale of investment or capital assets. Considered the investment in small business an investor will recognize the capital gain tax liability which arise when the investment is successful.

For most small businesses every penny counts. Not only optimise the tax but also to minimise the tax liability. The small business can optimise tax by using considering a tax status change, take advantage of tax reform defer or accelerate income, retirement plan and controlling over the business expenses and tax filing as per the rules and regulations.

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3. Michael Engelschalk (2004) Favourable tax environment for Small Business – Contribution to Economic Analysis.
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# 8

## A STUDY ON THE FMCG MUTUAL FUNDS AT STARCHIK FOODS PRIVATE LIMITED

*Researcher : Ms. Sean Eudora D'souza*

*Research Guide: Shanolia M Paldano*

### **Abstract:**

A mutual fund is a type of financial vehicle that pools money from a number of investors to invest in assets such as stocks, securities, currency market instruments, and other securities. Mutual funds are managed by skilled cash supervisors who disburse the fund's benefits and strive to provide capital additions or salaries to the fund's financial experts. The portfolio of a mutual fund is organized and maintained to synchronize the investment goals stated in its framework. Every element of life is touched by FMCG products.

All segments of society consume these things on a regular basis, and they account for a significant percentage of their income. Aside from that, the sector is a major contributor to India's economy. This industry

has grown dramatically in recent years, even during the recession. Due to its inherent capacity and favorable environmental changes, the FMCG sector has a bright future ahead of it.

## **INTRODUCTION:**

A mutual fund is an organization that pools money from a number of different participants and invests it in stocks, bonds, and short-term loans. It is a professionally managed investment program that is funded by a variety of shareholders who trade in diversified holdings. A mutual fund's portfolio is made up of all of the fund's assets. A mutual fund is a type of investment that is purchased by investors. Each & every share reflects a fraction of an investor's ownership and revenue in the fund.

Instead of a single holding, a mutual fund share represents investments in a variety of stocks (or any other securities). Mutual fund's value is known to as the net asset value (NAV) per share, or NAVPS. The NAV of a fund is calculated by dividing the portfolio's total amount by the total number of shares outstanding. All shareholders, institutional investors, corporate officers, and insiders have outstanding shares. Mutual fund shares are normally purchased or redeemed at the fund's current NAV, which, unlike stock prices, does not change during market hours and is settled at the conclusion of each trading day. As a result, when the NAVPS is settled, the price of a mutual fund is updated.

FMCG Mutual Funds are sectoral funds that invest in firms whose stocks are directly tied to consumer expenditure. The term 'FMCG' stands for 'Fast Moving Consumer Goods.' Usually most of these items are packed and you use them on a regular basis. This type of product has a high turnover rate. This enables them to be manufactured, distributed, and consumed in a very short amount of time. The fast-moving consumer goods industry is India's fourth-largest, with household and personal care products accounting for half of all FMCG sales.

The sector's main growth drivers have been increased awareness, easier access, and changing lifestyles. The most important contribution to the overall revenue obtained by the FMCG sector in India is the urban segment (which accounts for around 55 percent of total income created by the sector in India). Detergents, tooth cleaning products, cosmetics, and packaged food items are just a few examples of popular FMCG products. When people invest in FMCG Mutual Funds, the financial institution buys the stocks of FMCG firms and assigns you units of the scheme based on your investment size. When the market price of FMCG stocks rises, your fund's NAV grows, creating long-term wealth.

## **MARKET SIZE & SCOPE**

India's FMCG sector is one of the country's four largest industries. Over the years, FMCG companies have experienced fierce competition from one another, which is only getting tougher. This is attributed to a rise in individual per capita income as well as numerous trends in the rural economy. FMCG businesses are recruiting an increasing number of workers, resulting in an increase in job opportunities in this industry. As a result, the FMCG industry is creating a large number of jobs with strong prospects.

One of the most booming areas in the Indian economy is the FMCG sector in rural India. India's villages are home to 12.2 percent of the world's population. The agriculture industry has been one of the most important sectors in boosting the rural economy, leading in increased FMCG consumption. With rising disposable income, consumers in both the rural and urban sectors may now buy high-priced branded products. The FMCG industry in India has grown at a rate of 21.4 percent per year over the last ten years. From 2011 to 2017-2018, revenues in the FMCG sector increased significantly, rising from US\$ 31.6 billion to US\$ 52.8 billion. By 2020, India's FMCG market is predicted to increase at a rate of 27.9% CAGR (Compounded Annual Growth Rate), reaching US\$103.7

billion. Furthermore, the rural FMCG market is expected to develop at a CAGR of 14.6 percent between 2020 and 2025, reaching US\$100 billion and US\$220 billion.

The rural environment accounts for 45 percent of overall profitability in the FMCG industry, while the urban environment dominates with 55 percent of total earnings. In India, more than 65 percent of the population lives in rural areas, and these people spend over half of their total income on FMCG products. By 2025, India's population of consumers buying consumer items online is expected to reach 850 million.

Due to several government programmes (such as packaged staples and hygiene categories); high agricultural produce, reverse migration, and a lower unemployment rate, rural India saw a double-digit growth recovery of 10.6 percent in the third quarter of FY20. An increase in rural consumption will fuel the FMCG market. The Indian processed food market is predicted to rise to US\$ 470 billion by 2025, up from US\$ 263 billion in 2019-20.

### **FMCG MUTUAL FUNDS IN INDIA:**

Investors, especially newcomers, should exercise caution while investing in the FMCG sector fund. Stated below are Top 2 FMCG Mutual Funds in India:

1. TATA India consumer fund: The scheme's investment objective is to target long-term capital growth by investing at least 80% of its holdings in equities and equity-related securities of companies in India's Consumption Oriented industries. Nonetheless, there is no assurance that the Scheme's investment goal will be met. The Scheme does not provide any guarantees or assurances regarding returns.
2. ICICI Prudential FMCG Fund: To achieve long-term capital growth by investing predominantly in the Fast Moving Consumer Goods sector, which is fundamentally sound and has well-known brands.



## **OBJECTIVES OF THE STUDY:**

- 1) To determine the factors that influence mutual fund performance.
- 2) To analyze the performance of India's top FMCG funds.

## **SCOPE OF THE STUDY:**

1. This study is only relevant to mutual funds.
2. Any other type of stock or debt investment is not included in this study.
3. This study is limited to mutual funds trading on Indian stock exchanges.
4. This study examines mutual funds from only a few select private asset management firms.
5. This study doesn't involve any other businesses.

## **NEED OF THE STUDY:**

1. To understand the diversification of Mutual Funds.
2. To understand the need for investing in Mutual Funds.
3. To assess how Mutual Funds play a role in the FMCG Industry.
4. To understand the benefits and risks involved with Mutual Funds and how will it affect the FMCG industry.

## **RESEARCH METHODOLOGY:**

**Population:** Individual investors, staff of asset management firms (ICICI Prudential, HDFC, and others), and finance/stock market professionals are among the participants.

**Sample Size:** The number of survey respondents: 100

**Sampling Technique:** Random Sampling Technique: When every person has an equal probability of being chosen for the sample, this technique is utilized.

## **Methodology:**

We're using Google Forms to collect information. The sample was chosen at random from LinkedIn profiles of corporate employees. Only quantitative data collection approaches are used.

## **Tools & Techniques used for analysis:**

**Tools:** Google Form, Excel sheets, Google Spreadsheets, etc

**Techniques:** Chi-square, T-test, Z-test, Chi-Square, ANOVA, or Regression Analysis.

## **LIMITATIONS OF THE STUDY:**

1. Limited data availability: Publicly traded corporations share a limited amount of financial data for research. Internal reports on expected performance and threats to the fund's profitability are not included in this data.
2. Analysis method: We selected to analyze only publicly available financial data for mutual funds. This excludes any analysis or research on fund managers or mutual fund objectives.
3. The findings are solely based on prior performance: Mutual funds are susceptible to market risk, and it is impossible to accurately predict market performance.
4. Fluctuating returns: Because mutual funds do not provide fixed guaranteed returns, you should always be prepared for any scenario, including a decline in the value of your mutual fund. To put it another way, mutual funds are subject to a wide range of price changes. Professional management of a fund by a team of specialists does not protect you from poor fund performance.

## **COMPANY AND INDUSTRY PROFILE**

Starchik Foods Private Limited was established on August 1, 2016. It is a non- government organization that is registered with the Registrar of Companies in Hyderabad, Telangana. Starchik Foods private Limited's current status is Active. Sarabjot Singh and Shubh Singh are the directors of Starchik Foods Private Limited. Starchik foods private limited's registered office is located at plot No.129, Shanti Niketan Colony Mahendra Hills, East Maredpally, Secunderabad, Hyderabad. Starchik Foods private limited's corporate identification number (CIN) is U15519TG2016PTC111244. It has a 1.00 lakh rupee authorized share capital.

Starchik is one of Hyderabad's major privately held processors and distributors of vegetarian and non-vegetarian foods. Thousands of families in Hyderabad have benefited from Starchik's goodness and convenience, and the number is growing everyday. Starchik began with an idea. Many people prefer decent cuisine in the comfort of their own homes, which is why home delivery of food products has grown so popular. Professionally cooked meals delivered to everyone's home have grown increasingly popular, yet many times anyone places an order it takes a long time to arrive. In the meanwhile, all everyone can do is wait. Starchik has spent years perfecting what we consider to be some of the best recipes available.

To ensure that their consumers get the best, Starchik only employs the greatest ingredients and the highest grade meat. For months, a recipe has been in the works, going through trial after trial until it is ready. Then they give it to their preferred customers to try, make the modifications they recommend, and start over.

# DATA ANALYSIS AND INTERPRETATION

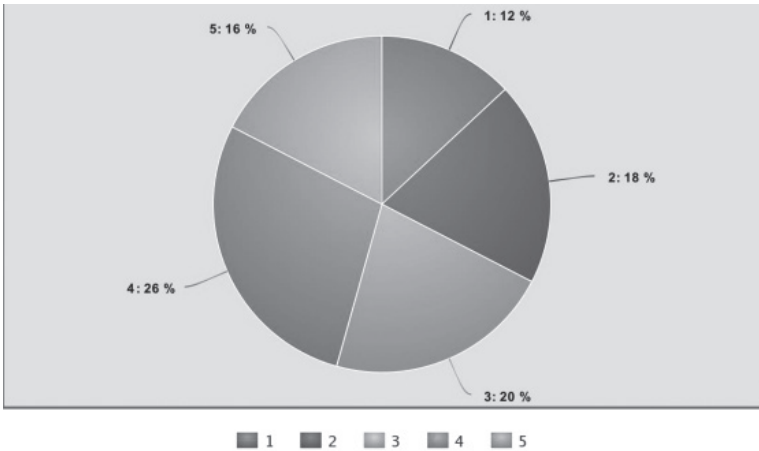
TABLE SHOWS HOW LIKELY IS A RESPONDENT TO INVEST IN MUTUAL FUNDS:

Particulars	Respondents	Percentage
1	12	12%
2	18	18%
3	20	20%
4	26	26%
5	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

## ANALYSIS:

From the above table it shows that respondents that have filled the survey are only most likely to invest in mutual funds is of 16%, 26% are most likely to also invest in mutual funds. 20% is a bit sturdy as to whether they'd want to invest in mutual funds, but only 18% and 12% of the respondents are most likely to not invest in mutual funds which clearly shows from the above table.

CHART SHOWS HOW LIKELY IS A RESPONDENT TO INVEST IN MUTUAL FUNDS:



**INTERPRETATION:**

From the above chart it can be inferred that there are majority of respondents that have interests in investing in mutual funds.

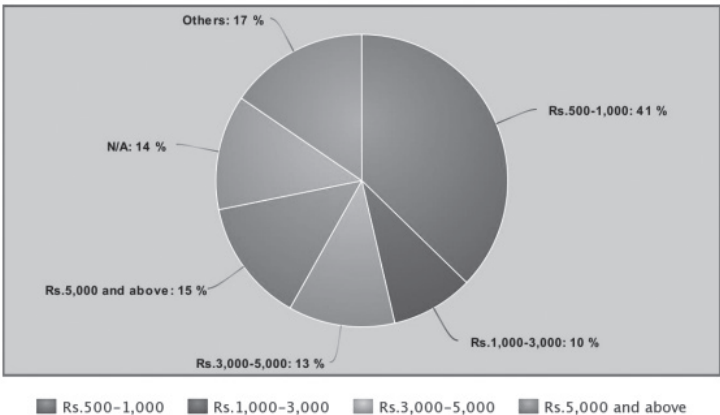
**TABLE SHOWS HOW MUCH A RESPONDENT HAS INVESTED INITIALLY IN MUTUAL FUNDS:**

Particulars	Respondents	Percentage
Rs. 500-1,000	41	41%
Rs. 1,000-3,000	10	10%
Rs, 3,000-5,000	13	13%
Rs. 5,000 amd above	15	15%
N/A	14	14%
Others	7	7%
<b>Total</b>	<b>100</b>	<b>100%</b>

**ANALYSIS:**

From the above table 41% of the respondents have initially invested between Rs.500-1,000 which is comparatively high, 15% have invested Rs.5,000 and above, 14% may have or may not have invested, 13% have invested between Rs.3,000-5,000, 10% of the respondents have invested between Rs.1,000-3,000 and the rest 7% haven't mentioned.

**CHART SHOWS HOW MUCH A RESPONDENT HAS INVESTED INITIALLY IN MUTUAL FUNDS:**



**INTERPRETATION:**

From the above analysis it can be inferred that majority of the respondents have initially made an investment of Rs.500-1,000 while others prefer to not mention as to how much they've invested. However there are quite a few respondents that have made major investments in mutual funds.

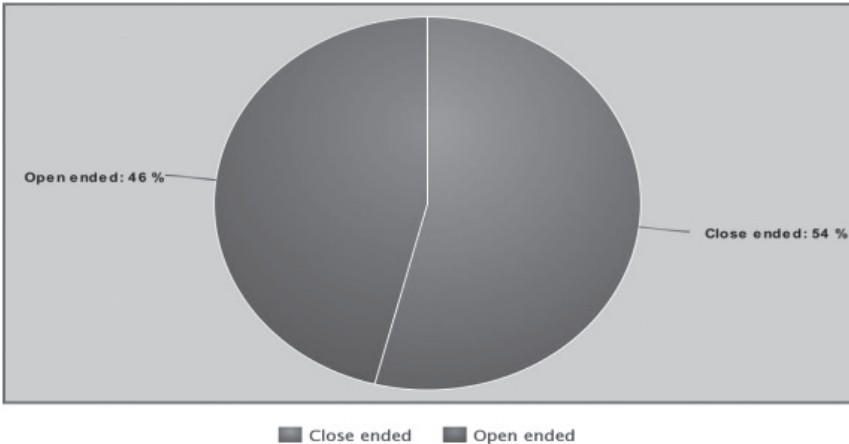
**TABLE SHOWS TYPES OF SCHEMES RESPONDENTS PREFER TO INVEST IN:**

Particulars	No. of Respondents	Percentage
Close ended	54	54%
Open ended	46	46%
<b>Total</b>	<b>100</b>	<b>100%</b>

**ANALYSIS:**

The above table shows the amount of respondents that prefer to invest in close ended and open ended schemes. About 54% of respondents prefer to invest in close ended schemes and 46% prefer to invest in open ended schemes.

**CHART SHOWS TYPES OF SCHEMES RESPONDENTS PREFER TO INVEST IN:**



**INTERPRETATION:**

From the above pie chart it shows the majority of respondents prefer close ended schemes compared to open ended schemes.

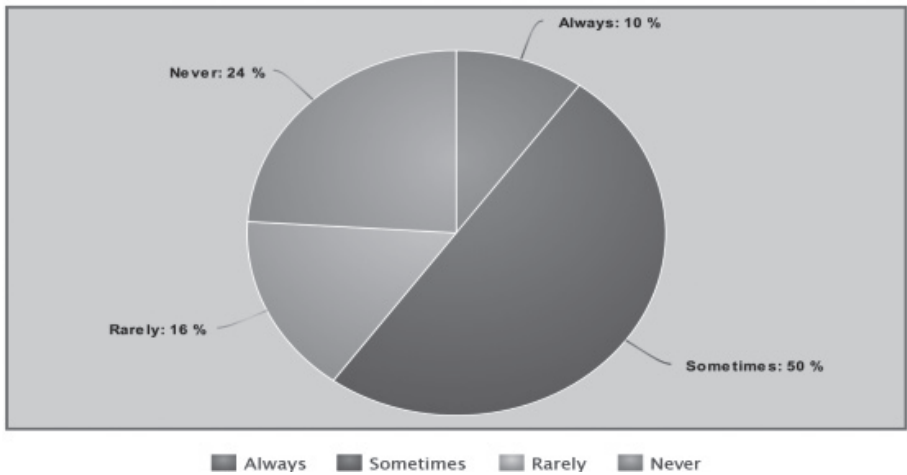
**TABLE BELOW SHOWS HOW OFTEN DO THE RESPONDENTS MAKE PROFIT FROM MUTUAL FUNDS:**

Particulars	No. of Respondents	Percentage
Always	10	10%
Sometimes	50	50%
Rarely	16	16%
Never	24	24%
<b>Total</b>	<b>100</b>	<b>100%</b>

**ANALYSIS:**

From the above table 50% of the respondents make profit sometimes, the rest that is 24% never profits from investing in mutual funds, 16% rarely earns profits and the rest 10% makes profit by investing in mutual funds.

**CHART BELOW SHOWS HOW OFTEN DO THE RESPONDENTS MAKE PROFIT FROM MUTUAL FUNDS:**



# INTERPRETATION:

From the above analysis it depicts that nearly half of the respondents make profit from mutual funds but only sometimes. However some rarely make any profits while there are quite a few that never make any profit and some do always make profits.

## Chisquare Tool

Null Hypothesis (HO): People don't always make profit in mutual funds.

Alternative Hypothesis (HI): People always make profits from mutual funds.

<b>Observed Values</b>	<b>Number of respondents</b>
Always	10
Sometimes	50
Rarely	16
Never	24
<b>Total</b>	<b>100</b>

Expected value=Mean of the Observed Values

That is Expected Value =  $100 \div 4 = 25$

<b>Expected</b>	<b>Number of respondents</b>
Always	25
Sometimes	25
Rarely	25
Never	25
<b>Total</b>	<b>100</b>

Significance level = 0.05

Degree of Freedom =  $(r-1)*(c-1) = 4-1= 3$



<b>Observed Values</b>	<b>Expected Values</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup> ÷ E</b>
10	25	-15	225	9
50	25	25	625	25
16	25	-9	81	3.24
24	25	-1	1	0.04
<b>100</b>	<b>100</b>		<b>Calculated Value</b>	<b>37.28</b>

Calculated Value = 37.28

Tabular Value = 9.49

Since the Calculated Value > Tabular Value, Null Hypothesis (H<sub>0</sub>) is rejected and hence it shows that people are usually likely to make profits through Mutual Funds.

**INTERPRETATION:**

From the responses gathered via the questionnaire and the Chi-Square test results, it is evident that respondents are likely to invest in mutual funds.

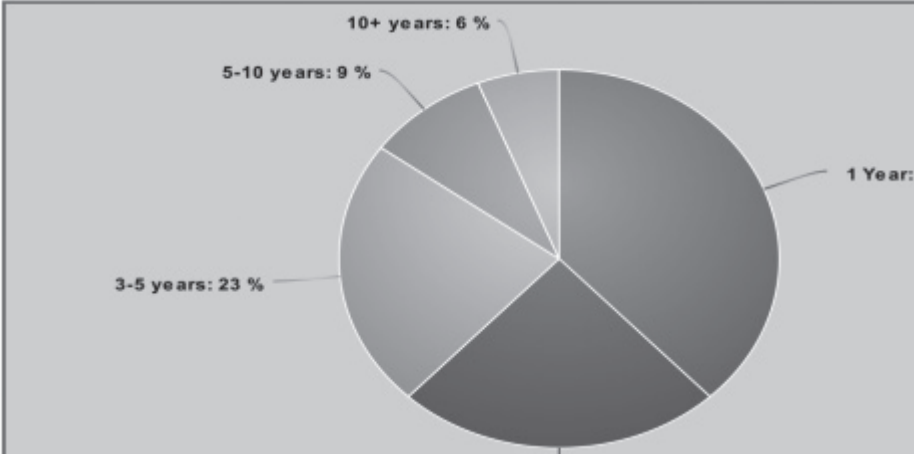
**TABLE BELOW SHOWS THE DURATION FOR WHICH RESPONDENTS MAKE AN INVESTMENT IN MUTUAL FUNDS:**

<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1 year	38	38%
2-3 years	24	24%
3-5 years	23	23%
5-10 years	9	9%
10+ years	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

**ANALYSIS:**

From the above table 38% of respondents have invested in mutual funds for the span of only 1 year, 24% of the respondents have invested in the span of 2-3 years, 23% of respondents have invested for a span of 3-5 years, and the rest 9% for 5-10 years and 6% over the span of 10 years.

**CHART BELOW SHOWS THE DURATION FOR WHICH RESPONDENTS MAKE AN INVESTMENT IN MUTUAL FUNDS:**



**INTERPRETATION:**

From the above chart it can be inferred that nearly 24 people invest in mutual funds for a period of 2-3 years while 23 respondents invest for a period of 3-5 years and quite a few invest for 5+ years. And 38 respondents only invest for a period of 1 year.

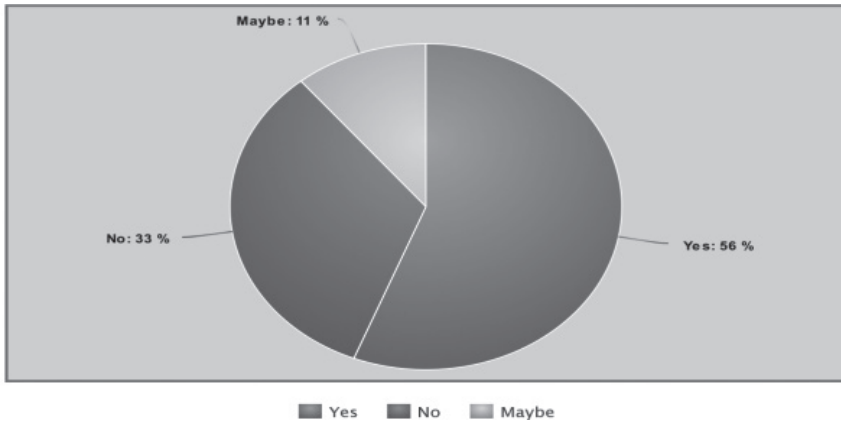
**TABLE BELOW SHOWS WHETHER RESPONDENTS ARE AWARE OFFMCG MUTUAL FUNDS OR NOT:**

Particulars	No. of Respondents	Percentage
Yes	56	56%
No	33	33%
May be	11	11%

## ANALYSIS:

From the above table it shows whether the respondents are aware of FMCG mutual funds or not. 56% of the respondents are well aware of FMCG mutual funds while 33% aren't aware of FMCG mutual funds and the rest 11% may or may not have an idea about FMCG mutual funds.

### CHART BELOW SHOWS WHETHER RESPONDENTS ARE AWARE OF FMCG MUTUAL FUNDS OR NOT:



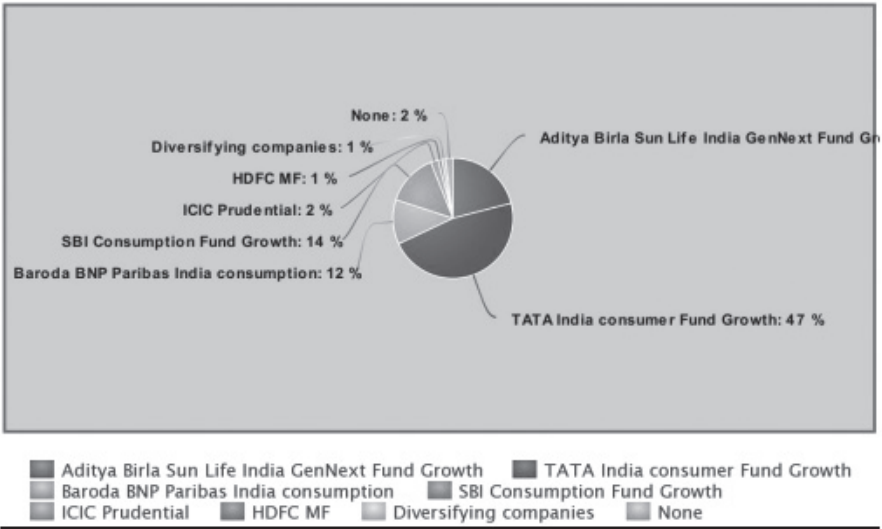
### TABLE BELOW SHOWS WHICH FMCG MUTUAL FUNDS WOULD RESPONDENTS PREFER:

Particulars	No. of Respondents	Percentage
Aditya Birla Sun Life India GenNext Fund Growth	21	21%
TATA India consumer Fund Growth	47	47%
Baroda BNP Paibas India consumption	12	12%
SBI Consumption Fund Growth	14	14%
ICIC Prudential	2	2%
HDFC MF	1	1%
Diversifying companies	1	1%
None	2	2%

**ANALYSIS:**

From the above table it shows that 47% of the respondents would prefer to invest in TATA India consumer Fund growth, 21% would prefer to invest in Aditya Birla Sun Life India GenNext fund Growth, 14% are likely to invest in SBI Consumption Fund Growth, 12% of the respondents prefer to invest in Baroda BNP Paribas India consumption while 2% would prefer ICIC Prudential, HDFC mutual funds of 1% and Diversifying companies of 1% .And the rest 2% would not prefer to invest in mutual funds.

**CHART BELOW SHOWS WHICH FMCG MUTUAL FUNDS WOULD RESPONDENTS PREFER:**



**INTERPRETATION:**

From the above pie chart it can be inferred that majority would prefer to invest in TATA India Consumer Fund Growth while the rest would like to invest in Aditya Birla Sun Life India GenNext Fund Growth, Baroda BNP Paribas India consumption, SBI Consumption Fund Growth, ICIC Prudential, HDFC MF, Diversifying companies and few do not prefer mutual funds.

## **FINDINGS**

- It demonstrates that the majority of respondents are well-versed in the concept of mutual funds.
- The majority of respondents learned about mutual funds on the internet, followed by their family/peers, workplace, a handful from newspapers, and the rest from other sources.
- The vast majority of respondents are interested in investing in mutual funds.
- It reveals that the majority of respondents made an initial investment of Rs.500-1,000 in mutual funds.
- Majority of the respondents prefer close ended schemes.
- Nearly half of the respondents make profits from mutual funds at times.
- Only 24 respondents choose to invest in mutual funds for a period of 2-3 years, the majority for 3-5 years, and only a few for 5+ years.
- Only one fourth of the respondents invest in mutual funds.
- Most of the respondents believe that mutual funds, bank accounts, and stock markets are the safest investments.
- Respondents' top three choice schemes are equity plans, balance plans, and income plans.
- According to the statistics, the majority of respondents are most likely to recommend mutual funds as an investment to their friends.
- Most finance professionals believe FMCG mutual funds are a smart investment.
- Majority of the respondents are well aware of FMCG mutual funds.
- It demonstrates that the vast majority of respondents had not invested in sectoral funds.
- TATA India Consumer Funds Growth is preferred by the majority of respondents.

## **SUGGESTIONS**

Mutual Funds have grown over time to become a household name in the investment world. A mutual fund collects money from investors with similar financial goals and invests it in a portfolio of assets with a clearly defined investment aim, as the name implies. In India, there are hundreds of Mutual Fund Schemes and numerous types of Mutual Fund Schemes, making the process a little complicated for a new investor.

1. FMCG Mutual funds can be considered as an option provided they offer sufficient products which would attract investor to invest in them.
2. By investing in FMCG Mutual Funds one can get exposure to leading companies in the FMCG sector.
3. The fast-moving consumer goods (FMCG) industry is a never-ending industry. The products' popularity is only growing.
4. FMCG sector funds are long-term investment vehicles that have the potential to create considerable profits.
5. The growing youth segment, working women population, rising incomes and purchasing power, growing urbanisation, increase in the number of upper-middle class, changing consumer preferences, higher brand consciousness, rising internet penetration, and so on are all growth drivers for India's FMCG industry. In addition, an improved supply chain, rapid real estate infrastructure development, growing investor interest, and increased financing support India's FMCG sector's expansion.
6. The goal of FMCG mutual funds is to create long-term wealth by capitalising on the industry's growing potential.

## **CONCLUSION**

In the last decade, India's mutual fund market has grown tremendously. The consistency of mutual fund exhibits has been a major

factor that has drawn in a large number of financial experts. The current study is an attempt to consider the relative performance of selected mutual funds. The focus of the research is on certain mutual fund plans offered by specific Indian companies that involve Equity Schemes.

Mutual funds are quickly gaining traction as the newest investment option for both institutional and retail investors in India. Mutual funds have emerged as a reliable money-related intermediary, and they are the fastest-growing segment of India's budgetary management. Mutual funds play a key role in channelling a huge number of people's retirement assets. The scientist has attempted to examine the development, risk-return example of the mutual fund industry as it pertains to area mutual funds in this context.

As a result, the investigation looked at all innovation mutual funds for a period of five years, from 2008-09 to 2012-13. As a result, funds have been positioned using Beta, Sharpe, and Treynor's Index to examine their exhibition measures. As a result, a fund that scored the highest on the normal of the abovementioned metrics was positioned as the best, and the rest of the funds were repositioned using the same method.

FMCG is a sector-specific fund, it has a high level of risk, but it can also be rewarding. A small portion of this fund could help diversify your portfolio. If you want to make money in this fund, you should invest for the long haul. The FMCG (fast-moving consumer goods) industry, as we all know, includes products that are manufactured and consumed on a daily basis.

To mention a few top performing FMCG Mutual Funds in India are:

Aditya Birla Sun Life India GenNext Fund Growth, SBI Consumption Opportunities Fund Growth, Mirae Asset Great Consumer Fund Growth and Tata India Consumer Fund Growth are a few of the top performing FMCG Mutual Funds in India.

A government's policy changes can have a significant impact on the success of a mutual fund scheme. Expense Ratio of one's fund can also impact mutual funds' performance. Size of the fund is also a factor that plays a major role as it interferes with the performance of an investor's mutual fund. The greater the size of a mutual fund, the greater the obligation of the fund managers. As a result, the abilities necessary to manage the fund's assets grow.

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**9****A STUDY ON OPTIMAL TALENT  
ACQUISITION STRATEGY FOR  
A NICHE FASHION BRAND WITH  
KKASHI**

*Researcher: Ms. Archana M*

*Research Guide: Ms. Anupama K*

**ABSTRACT**

A Study an optimal talent acquisition strategy for A niche fashion brand with kkashi was done, this study shows that fashion and clothing products becomes more important in the present generation, mostly young people responded to this survey. The transformation of the industrial revolution takes place in various industries, including apparel retailing. During the midst of this, e-commerce and digital channels are viewed as new options for business strategies. Meanwhile, some studies argue that talent management in large firms is not replicable among small and medium firms as they operate in different sets of financial capabilities

and systems. This research aims to understand the relationship between talent management and digital-related competitive advantage of apparel retailers and examine whether years of business experience moderate this relationship. Further the methodology used to complete the project followed by the company profile and a thorough SWOT analysis is done. The most important task is the survey of this study and its responses which have been collected through various audiences and platforms. The statistical tool used here is the chi square test along with many other pie charts and bar graphs which help in supporting the answers. After the survey responses have been analysed Findings, Suggestions and Conclusion has been written. The project very well shows the advantages of fashion clothing presence, so to conclude the initial investment for a company might be more but it's all worth spending on.

## **INTRODUCTION**

### **FASHION INDUSTRY:**

The fashion industry is a transnational industry that aims to meet demand for garments while also dictating fashion trends. There are five unique and separate tiers in this industry. Haute couture, luxury wear, inexpensive luxury wear, mainstream clothes, and discount clothing are the different tiers. There are four basic sectors in the apparel manufacturing industry that take the notion for a piece of clothing all the way to the hands of those who buy it. Producers of the goods needed to make the clothes, those who create the pieces, those who advertise and market the goods, and those who sell the goods are all part of this industry.

### **THE SOURCES OF FASHION:**

- Harper's Bazaar. Harper's has images of shows, reviews, and articles about designers and trends.

- New York Times Fashion & Style. Ongoing fashion and style news and reviews, along with Bill Cunningham's on the Street, slide shows and other multimedia.
- Style.com.
- Suzy Menkes at Vogue UK.
- Vogue.

## **TALENT REQUIREMENTS FOR FASHION INDUSTRY**

It might be difficult to get a foot in the door of the fashion industry. It's a cutthroat world out there, where smart creatives and sassy strategists must collaborate to keep up with rapidly shifting trends and a demanding audience with too many options. Fashion employment, on the other hand, can be very appealing to young, creative university graduates whose passion for the business is only matched by their desire to make an impact. In this post you'll learn how to get your stiletto-clad foot in the door.

## **TALENT ACQUISITION STRATEGY**

Since the retail and fashion industries are rapidly increasing, it is critical to develop the appropriate talent pool while also keeping up with the industry's growth rate. As previously stated, matching resumes to job descriptions would not assist. Human Resources is the most important component in every industry. Unlike the conventional textile sector, the retail market is extremely competitive, so the recruitment process must be expedited. If you are not prompt in offering the proper services, you may miss out on an excellent opportunity.

## **HUMAN RESOURCES**

In any industry, the most vital part is human resource management. Human capital must be handled effectively in order to give the finest quality and services. The Retail Textile Industry, which is mostly

organised, has an advantage in attracting the best people. Due to budgetary constraints or the organisation structure followed by the unorganised sector, they have difficulty acquiring the necessary talent.

Some of the key challenges that fashion retail players must address include aligning organisational structures to consumer needs, designing employee compensation policies while keeping their roles in mind, implementing effective training and development programmes, recruiting and retaining talent, and so on.

The establishment of an organisational culture, which will have a direct impact on human resource management, will be one of the most important factors.

## **BEST RECRUITMENT STRATEGIES AND PLAN:**

A recruitment strategy is a well-defined approach for attracting, hiring, and onboarding qualified candidates.

Typically, a strategic recruitment plan will include:

- Your recruitment objectives
- Creating a headcount plan
- Profiles of ideal candidates
- Your value proposition for employees
- Your marketing approach for recruitment
- Your decision-making procedure
- Your company's onboarding procedure
- Technology and tools
- Your budget for recruitment

## **OBJECTIVES OF THE STUDY:**

- To find out the most popular ways to Network and Socialize
- To study the Reduction of New Hire Failure Rates.
- To analyse the ways of building a Talent Community
- To study the trends of talent acquisition by fashion companies.
- To study the opinion of respondents regarding talent acquisition
- To study the different ways of hiring methods

## **RESEARCH METHODOLOGY:**

**Population:** Owners of fashion brands, HR managers of fashion enterprises or any organisation with similar duties such as warehousing and retail.

**Sample size:** The number of people who took part in the survey was 111.

## **TECHNIQUE OF SAMPLING:**

Convenient Sampling Technique

### **Methodology:**

We're using Google Forms to collect information. The sample was chosen at random from Instagram profiles of corporate employees. Only quantitative data collection approaches are used.

### **Primary Data:**

Primary data is being collected via a google form-based survey, which has been shared with HR managers of fashion companies and other businesses that perform similar services, such as warehousing and retail, as well as fashion brand owners.

## Secondary Data:

Secondary data was gathered via an assessment of credible studies on related issues from other organisations. Furthermore, secondary data on company and industry performance was gathered from official sources.

## SOME OF THE KEY FINDINGS OF THE STUDY

1. Majority of the respondents using Flipkart to buy fashion products online.

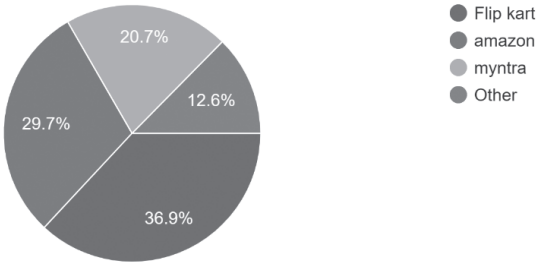
**Table no 4.6: Table showing the e-commerce platform respondents used to buy fashion products.**

Components	Total Number	Percentage
flipkart	41	36.8%
Amazon	33	29.7%
Myntra	23	20.7%
Other	14	12.6%
Total	111	100%

**Analysis:** This survey shows that most of the respondents used to buy their fashion products in Flipkart that is 41, in Amazon 33, in Myntra is 23 and in other 14.

**Graph no 4.6:** Chart showing on which ecommerce platform respondents used to buy **fashion products**.

6. Which E-commerce platform you like to use to buy fashion products?  
111 responses



**Inference:** This survey shows that most of the respondents used to buy their fashion products in Flipkart that is 36.9%, in Amazon 29.7%, in Myntra is 20.7% and in other

12.6%.

2. Majority of people responded no for purchasing the fashion magazines

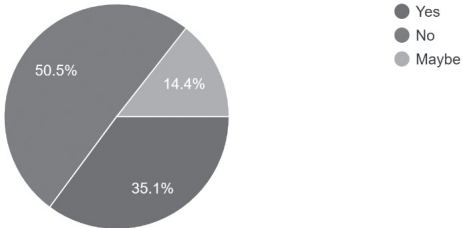
**Table no 4.7:** Table represents the respondent’s opinion on purchasing of fashion magazines.

OPTIONS	TOTAL NUMBER	PERCENTAGE
YES	39	35.1%
NO	56	50.5%
MAY BE	16	14.4%
TOTAL	111	100%

**Analysis:** This table represents the purchasing of fashion magazines are responded No are 56, yes are 39 and maybe are 16.

**Graph no 4.7:** Chart showing purchasing of fashion magazines by respondents.

7.Do you purchase fashion magazines?  
111 responses



**Inference:** This graph represents the purchasing of fashion magazines are responded No are 50.5%, yes are 35.1% and maybe are 14.4%.



3. Majority respondents are mainly talent acquisition on the team assessment on assess talent and build for future.

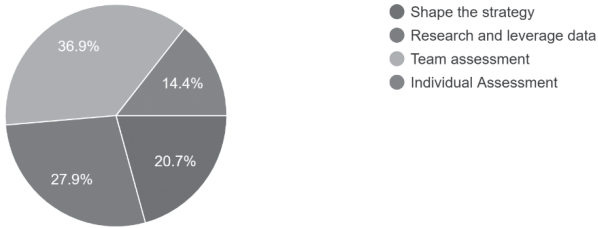
**Table no 4.21:** Table showing the assessment of talent and Build for the future.

COMPONENTS	TOTAL NUMBER	PERCENTAGE
Shape the strategy	23	20.7%
Research and leverage data	31	27.9%
Team assessment	41	36.9%
Individual assessment	16	14.4%
Total	111	100%

**Analysis:** This survey shows that assessment of the talent and the future for the respondents are higher in the team assessment 36.9%, research and leverage data that is 27.9%, shape and strategy that is 20.7%.

**Graph no 4.21:** Chart showing the assessment of talent and build for the future.

21. How to assess talent and build for the future?  
111 responses



**Inference:** The above chart represents the methods use asses the talent and build the future.

## SUGGESTIONS

- Recruiters need to match up perfectly with the changing technology, mindset, and behaviours of employees.
- These sure-fire trends will help fashion recruiters to hire the best and right fit for their organization.
- Recruiters need to go beyond hiring to keep the best talent for a long time.
- In the super-connected world, hiring must have become easy but keeping them for the long term has become more challenging.
- These talent strategies are completely aligned with the companies enterprise and business strategies; they are transparent and authentic; and they are guided by skilled professionals who know that superior talent can be crafted only by mastering the complexities and tensions of a post globalization age.
- They are globally scaled yet locally relevant.
- Now that you understand what talent acquisition is and how it differs from recruitment, let's dive into the most effective talent acquisition strategies.
- Your pursuit of top talent shouldn't solely rely on traditional, short-term recruitment strategies like sending LinkedIn messages or attending job fairs.
- To find better talent, you'll need to expand your sourcing strategies. Different skill sets require different methods of outreach.
- It's critical you identify where you can find the vast majority of your top talent, whether that be professional events, conferences, online forums, or social networks.

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# 10

## ANALYSING THE PROCESS OF GRIEVANCE HANDLING IN FIRST SHOW

*Researcher: Monika Reddy Thimmanacharla*

*Research Guide: Mrs. Gita Kishore*

### **ABSTRACT:**

A grievance is any discontent or feeling of unfairness and in the workplace, it should be pertaining to work. A grievance is more deep-seated than a complaint. Complaints are expressions of grievances, but a grievance is deep-rooted such that the employee takes appropriate remedial action to seek satisfaction. Grievances at the workplace must be based on the foundation of employer-employee relationship and employment-related. Data was collected from 152 employees through random sampling design.

The primary objective of this study is to analyze the grievance handling procedure of the company. The secondary objective of this study is to identify the awareness level of the employees about the grievance

handling mechanism of the company and to know the level of satisfaction towards the grievance handling procedure of the company.

The research type used in this study is descriptive in nature, which helped in developing the concept and in decision making. Primary data is used for analysis, which is gathered using questionnaire. Secondary data is also used for the study, which is gathered from internet and already done project reports.

## **INTRODUCTION:**

According to Invancevich and Glueck, “HRM is concerned with the most effective use of people to achieve organisational and individual goals. It is the way of managing people at work, so that they give their best to the organisation”.

According to Dessler (2008) the policies and practices involved in carrying out the “people” or human resource aspects of a management position, including recruiting, screening, training, rewarding, and appraising comprises HRM.

Human resource management is tasked with three main functions, namely, the recruitment and compensation of employees, and designating work. Ideally, the role of HRM is to find the best way to increase the productivity of an organisation through its employees. Despite the ever-increasing rate of change in the corporate world, the HRM role is not likely to change in a significant way. Until recently, a company’s HR department was categorised in the lower rungs. This is surprising considering the crucial role that this department plays in replenishing and nourishing an organisation resource.

The overall purpose of human resource (HR) is to ensure that the organisation is able to achieve success through people. HR professionals manage the human capital of an organisation and focus on implementing policies and processes. They can specialise in finding, recruiting, selecting,

training, and developing employees, as well as maintaining employee relations or benefits.

Training and development professionals ensure that employees are trained and have continuous development. This is done through training programs, performance evaluations, and reward programs. Employee relations deal with the concerns of employees when policies are broken, such as cases involving harassment or discrimination. Managing employee benefits includes developing compensation structures, parental leave programs, discounts, and other benefits for employees. On the other side of the field are HR generalists or business partners. These HR professionals could work in all areas or be labor relations, representatives working with unionized employees.

HR is a product of the human relation movement of the early 20th Century, when researchers began documenting ways of creating business value through the strategic management of the workforce. It was initially dominated by transactional work, such as payroll and benefits administration, but due to globalisation, company consolidation, technological advances, and further research, HR as of 2015 focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labour relationship, and diversity and inclusion. In the current global work environment, most companies focus on lowering Employee turnover and on retaining the talent and knowledge held by their workforce. New hiring not only entails a high cost but also increases the risk of a new employee not being able to adequately replace the position of the previous employee. HR departments strive to offer benefits that will appeal to workers, thus reducing the risk of losing employee commitment and psychological ownership.

## **EMPLOYEE GRIEVANCE:**

Employee grievance refers to the discontentment of an employee with the corporate and its management. A company or employer is expected to provide an employee with a safe working environment, clear knowledge of job responsibilities, adequate compensation, respect etc. However, employee grievance is caused when there is a gap between what the employee expects and what he receives from the employer.

Employee grievances may or may not be justified. However, they need to be tackled adequately by the leadership team because they not only lower the motivation and performance of the employee but also affects the work environment. Employee grievances if left unchecked can lead to large disputes within the company. It can also drop the motivation levels of other employees. Any company must have a proper channel for employee grievance redressal.

Employee Grievance should be handled in a proper and well-defined manner. If an employee voice is raised or someone reports a matter associated with a policy or one thing he or she isn't pleased with our needs criticism against, a framework outlined in policy ought to be used.

## **OBJECTIVES OF THE STUDY:**

The objectives of the study are given below:

- To study the tools for identifying employee grievances
- To study the trends of employee grievance handling process in India.
- To identify the factors those make an effective grievance handling process.
- To identify whether the employees are aware of the grievance handling procedure.

## **RESEARCH METHODOLOGY:**

### **Research methodology:**

The procedure using which researchers go about their work of describing, explaining and predicting phenomena is called methodology. Methods comprise the procedures used for generating, collecting and evaluating the data. Methods are the ways of obtaining information useful for assessing information.

### **Population:**

Employees and owners of any organisation with an HR function and HR professionals.

### **Sample size:**

The number of survey respondents: 152

### **Sampling techniques:**

Random sampling technique: This technique is used when every person has an equal chance of getting selected to be the part of the sample.

### **Methodology:**

We are collecting data from Google forms. The sample has been selected at random from profiles of company employees. We are using quantitative methods of data collection only.

### **Primary data:**

Primary data is being collected via Google form-based survey which has been shared with employees and owners of any organisation with an HR function and HR professionals.



**Secondary data:**

Secondary data has been collected from a review of credible research from various institutions on similar topics. In addition to this, secondary data about company and industry performance has been collected from official websites.

**Tools and techniques used for analysis:**

**Tools:** Google Forms, Excel sheets, Google Spreadsheets, etc

**Techniques:** Data analysis techniques - statistical tools - Chi-square test.

**KEY FINDINGS OF THE STUDY:**

- 1. It is observed that analysing the problem is the successful grievance handling procedure.

**Table showing successful grievance procedure of respondents**

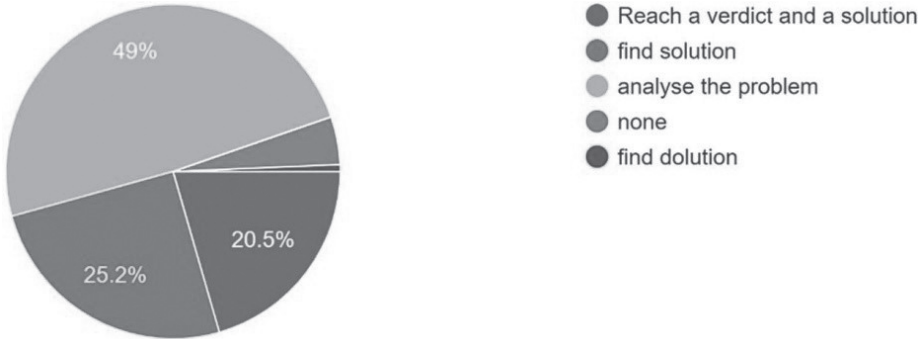
Particulars	No. of respondents	Percentages of respondents(%)
Reach a verdict and a solution	39	20.5%
Find solution	39	25.9%
Analyse the problem	74	49%
None	7	4.6%
Total	151	100%

**ANALYSIS:**

The above table shows the successful grievance procedure of respondents. Out of 151,49% respondents are saying Analyse the problem, 25.9% of the respondents are Saying Find solutions and 20.5%

of the respondents are saying Reach a verdict and a solution whereas the minimum of the respondents saying None, which is 4.6%

**Pie chart shows the successful grievance procedure of respondents**



**INTERPRETATION:**

From the above pie chart, it can be interpreted that out of 151 respondents the maximum respondents, which is 49%, are saying that analysing the problem is the successful grievance handling procedure.

**2. The study reveals that favoritism causes grievances.**

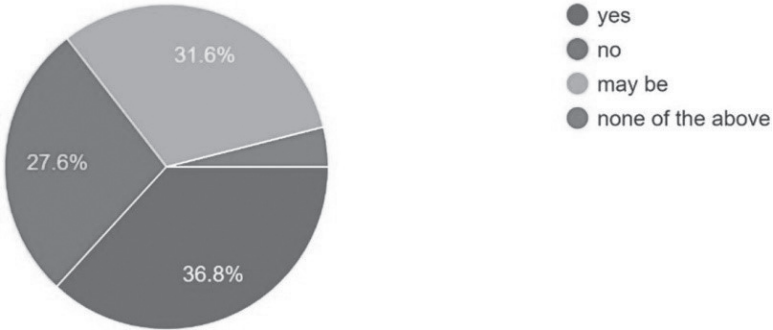
**TABLE SHOWING FAVORITISM CAUSES GRIEVANCE.**

Particulars	No. of respondents	Percentages of respondents (%)
Yes	56	36.8%
No	42	27.6%
May Be	48	31.6%
None of the Above	6	3.9%
Total	152	100%

**ANALYSIS:** The above table shows that favoritism causes grievances. Out of 152,36.8% respondents are saying yes, 31.6 % of the respondents are Saying maybe and 27.6% of the respondents are saying

no, Whereas the minimum of the respondents saying None of the above, which is 3.9%

**Pie chart shows the favoritism causes the grievance of respondents**



**INTERPRETATION:** From the above pie chart, it can be interpreted that out of 152 respondents the maximum respondents, which is 36.8%, are saying that favoritism causes grievances.

**3. It is observed that employees feel stress in grievance handling.**

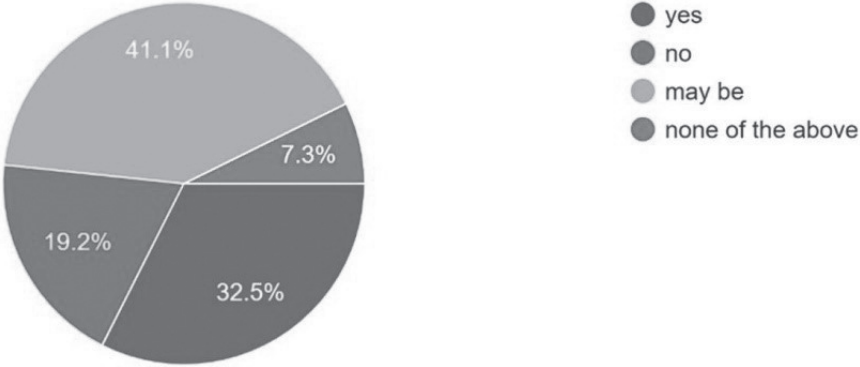
**Table showing the employees stress in handling grievances.**

Particulars	No. of respondents	Percentages of respondents(%)
Yes	49	32.5%
No	29	19.2%
May Be	62	41.1%
None of the Above	11	7.3%
Total	151	100%

**ANALYSIS:**

The above table is showing the employees stress in grievance handling of respondents. Out of 151, 41.1% respondents are saying may be, 32.5% of the respondents are saying yes and 19.2% of the respondents are saying no, whereas the minimum of the respondents saying None of the above, which is 7.3%

**Pie chart shows the employees stress in grievance handling of respondents.**



**INTERPRETATION:**

From the above pie chart, it can be interpreted that out of 151 respondents the maximum respondents, which is 41.1%%, are saying that employees feel stress in grievance handling.

**SUGGESTIONS:**

- Examining the cause of grievance is the most important thing.
- Employee grievance handling processes hold the management accountable. This is a greatway to build trust in employees towards the organisation.
- The companies should launch an employee welfare program that focuses on prioritising andhelping employees cope with the ever-changing environment.
- The organisations should have a board for counselling - to help employees anonymouslydeal with any issues that they are facing in their personal or professional lives.
- Companies should create a framework for grievances to show their employees that theycare about them.

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**11**

# **A STUDY ON THE IMPACT OF RBI REGULATIONS ONE-BANKING TRANSACTIONS IN ENKASH COMPANY**

*Researcher: Ms. Prerna Bajoria*

*Research Guide: Ms. Ashmitha Dsouza*

## **ABSTRACT:**

A shift towards digitalization, backed by technological trends and smart system revolutions, has significantly altered the working of the banking industry as a whole. The banking institutions which were fundamentally labor-based are now transforming into automated ones, i.e., the shift from traditional banking to e-banking.

Until the 1990s, banks adopted the traditional banking method over branch banking. After financial reforms, the banking business also viewed the innovative movement of banking services. The Indian banking sector has accepted computerization since 1993, more out of sheer compulsion and necessity to cope with the increasing overload and incompatibility

of the manual system to sustain further growth. In 1993, the employees' association of the Indian banks (IBA) contracted an agreement with the bank manager about introducing computerized applications in banks. This agreement was the break through in introducing computerized applications and developing communication networks in banks. However, the first initiative in bank computerization stemmed from the landmark reports of the two committees headed by former RBI governor Dr. C Rangarajan. Both reports strongly recommended computerizing banking operations at various levels and suggested appropriate architecture. The year 1994 Reserve bank of India created a committee under the head of WSSaraf; the committee strongly recommended the use of electronic fund transfer (EFT), the introduction of electronic clearing services, and the extension of Magnetic Ink Character Recognition (MICR) beyond metropolitan cities and branches. In 1996 Industrial Credit and Investment Corporation of India was the first to use electronic banking in India by introducing online banking services in branches. Its initiatives were followed by HDFC Bank, IndusInd Bank, and Citibank, which started providing online banking facilities in 1999. Reserve bank of India and the government of India have taken various initiatives for the expansion and smooth functioning of electronic banking in India.

**Keywords:** E-banking, E-payment, RBI regulations, mode of payment, customer awareness

## INTRODUCTION

In traditional banking, the customers have to visit the branches to perform the banking transactions, whereas electronic banking enables the customer to make banking transactions with the help of a computer or laptop by sitting at their house or workplace. The customer has to spend money to visit bank branches, whereas electronic banking helps the customer perform banking activities easier, faster, and more conveniently.

It also makes it available round the clock, irrespective of the customer's location. In traditional banking, the employees can give limited service; in electronic banking, the customer does not have to stand in queues to out certain bank transactions. Businesses rely on efficient and quick access to banking information for cash flow reviews, auditing, and daily financial transaction processing.

E-banking offers ease of access, secure transactions, and 24-hour banking options. From small start-up companies to more established entities, every business relies on e-banking to eliminate the hassle of going to the bank and making financial decisions with updated information. In an information-driven business climate, companies that do not use banking are at a competitive disadvantage.

## **OBJECTIVES**

1. To study the role of RBI and how it helps regulate electronic banking and digital payments in India.
2. To analyze and understand the awareness of digital payment and e-banking transactions.
3. To understand consumer awareness and knowledge regarding RBI regulations and guidelines.
4. To identify and analyze the impact of new regulations on ease of payment on digital platforms.
5. To identify the benefits and problems consumers face while using e-banking services.

## **RESEARCH METHODOLOGY**

### **Population:**

People who use e-commerce or e-wallets to make digital payments will be answering this survey.



### **Sample Size:**

The number of survey respondents: 100

### **Sampling Technique:**

Random Sampling Technique-This technique is used when every person has an equal chance of being selected for the sample.

### **Methodology:**

I will be collecting the data via google forms. The sample has been selected at random from profiles on social media. I am using quantitative methods of data collection only.

### **Primary Data:**

Primary data is being collected via a google form-based survey shared with people who actively use digital payment methods and/or e-banking.

### **Secondary Data:**

Secondary data has been collected from a review of credible research from various institutions on similar topics. In addition to this, secondary data about company and industry performance has been collected from official websites and textbooks.

### **Tools and techniques used for analysis:**

Tools: Google Forms, Microsoft word document, Excel sheets, Google Spreadsheets, etc. The technique used was Chi-square Test.

## **LIMITATIONS**

1. **Lack of available and reliable data-** Some of the data shared by my respondents are dependent on their understanding of the topic and may need to be more accurate.

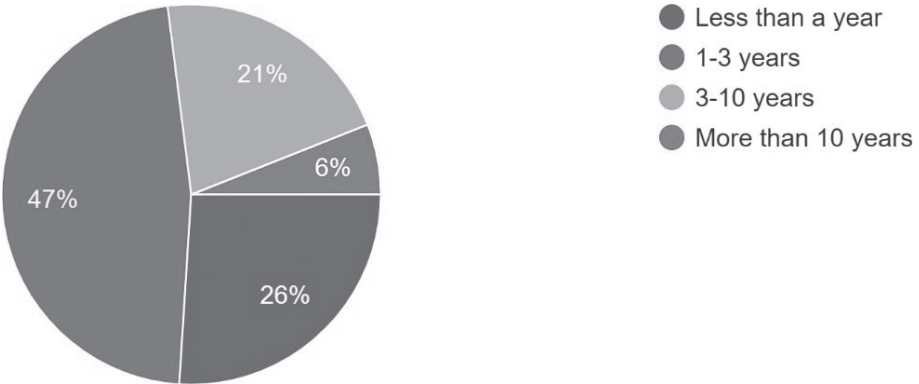
2. **Lack of alot of other research studies on the topic**-The RBI regulations on the chosen topics are new and limited research has been conducted on their effect on people.
3. **Self-reported data**-The data collected has been reported by regular people who use digital banking/payment facilities.The accuracy of the data is limited by their truthfulness and awareness of industry trends.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1. Table showing how long the respondents have been using e-bankingservices**

Particulars	NumberofRespondents
Lessthanayear	26
1-3years	47
3-10years	21
Morethan ten years	6
Total	100

**Analysis-** Most respondents have been using e-banking services for 1 to 3 years (47%), followed by 26% of respondents who have used e-banking services for the past year or less. 21% of the respondents have used e-banking services for over 3 years but less than ten years. 6% of the respondents have used these services for over 10 years.



**Diagram 1** Chart showing how long the respondents have been using e-bankingservices

**Interpretation-** It is clear from the chart that the majority of the total respondents started using e-banking services in the past year or the past 1-3 years, which is when the pandemic began. We can thus conclude that India has taken one step forward in becoming a cashless economy since the pandemic began. The remaining people have been using e-banking services for the past 3-10 years or more than ten years.

**CHI-SQUARE TOOL-**

**Null Hypothesis (HO):** People do not use e-banking services often.

**Alternative Hypothesis (HI):** People use e-banking services often.

<b>Observed Values</b>	<b>Number of respondents</b>
Less than a year	26
1-3 years	47
3-10 years	21
More than ten years	6
Total	100

Expected value = Mean of the Observed Values

That is, Expected Value =  $100 \div 4 = 25$

<b>Expected</b>	<b>Number of responses</b>
Less than a year	25
1-3 years	25
3-10 years	25
More than ten years	25
Total	100

**Significance level** = 0.05

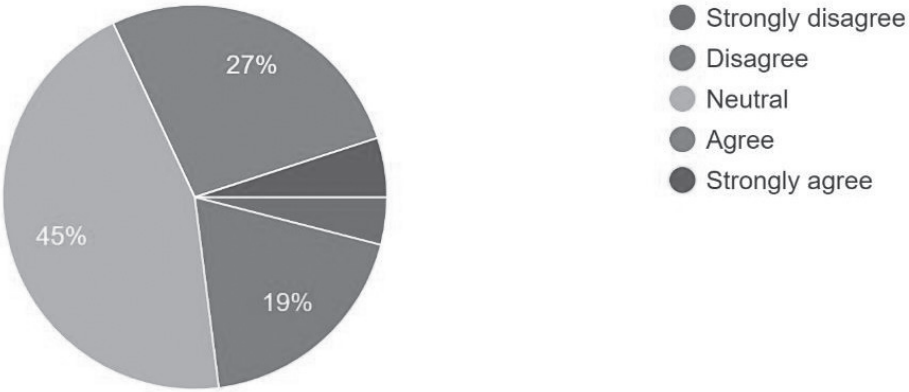
**Degree of Freedom** =  $(r-1)*(c-1) = 4-1=3$

**Table 2** Shows the number of respondents who agree or disagree with the statement, “E-banking services are very secure.”

Particulars	Number of Respondents
Strongly agree	5
Agree	27
Neutral	45
Disagree	19
Strongly disagree	4
Total	100

**Analysis-** 45% of the respondents are neutral about saying, “E-banking services are very secure.” 27% of the respondents agree, 19% of the respondents disagree, 5% of the respondents strongly agree, and 4% of them strongly disagree with the statement.

**Diagram 2 Chart showing the number of respondents who agree or disagree with the statement, “E-banking services are very secure.”**



**Interpretation-** Most of the respondents are neutral about the statement that e-banking services are very secure followed by some respondents who agree and accept that e-banking services are secure. Almost a similar amount of respondents feel the opposite and disagree with the statement. The least number of respondents either strongly agree or disagree with the statement.

Observed Values	Expected Values	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> ÷E
26	25	1	1	0.04
47	25	22	484	19.36
21	25	-4	16	0.64
6	25	-19	361	14.44
100	100		Calculated Value	34.48

**Calculated Value** =34.48

**Tabular Value** =9.49

Since the Calculated Value > Tabular Value, Null Hypothesis (H<sub>0</sub>) is rejected, showing people use e-banking services often.

## FINDINGS

1. Majority of the respondents are aged 18 to 25 years old.
2. Majority of the respondents are female.
3. Majority of the respondents are either from Bangalore or Kolkata.
4. Most of the respondents have obtained their Bachelor’s Degree. Thus, we can say that most of the respondents are college graduates.
5. Majority of the respondents earn less than Rs. 1,00,000 per annum.
6. Most respondents have started using e-banking services within the past 1-3 years, i.e., roughly around the time pandemic kicked in.
7. Most respondents have heard or discovered about e-banking services from their friends or family.
8. Most of the respondents use e-payment systems multiple times a week.
9. Majority of the respondents prefer using UPI payment methods.
10. Most respondents are aware of netbanking or bank transfer, digital wallets, QR payment systems, debit and credit card payments, and UPI payments.

11. Most respondents prefer using e-banking services for travel, followed by bill payments.
12. Majority of the respondents prefer e-payments because of the convenience.
13. Most respondents find Internet stability of connectivity a significant problem while making online payments.
14. Most of the respondents haven't been a victim of any online malpractice or fraud.
15. Most respondents agree that e-banking services or e-payment systems are better than cash payments.
16. Most respondents agreed that e-banking services can be easily understood and readily adopted.
17. Most respondents are neutral about the statement that banking services are very secure.

## **SUGGESTIONS**

- New RBI regulations should be accompanied by an extensive customer awareness campaign of why digital payment rules are being changed because most respondents do not stay wholly aware and updated about the evolving e-banking guidelines.
- Customers should be aware of the technological risks they face when saving digital payment information in a portal.
- In addition to strengthening digital payment rules, RBI also needs to work on institutional reforms in banks to make e-banking safer, since most respondents are not entirely continuing digital payments and feel like e-banking services are neither completely safe nor risky.

## **CONCLUSION**

E-banking has become a very vital part of our life and has changed it in many ways. This study reveals how popular these e-banking

services have evolved since the time pandemic kicked in and how frequently individuals use and have switched to e-banking services or e-payment systems over traditional cash payment.

The study reveals that users of e-banking delivery channels have a strong positive perception towards technology used in banking which is reflected in their adoption and usage of the same, whereas non-users clearly exhibited their disinterest and ignorance in using various technologies driven banking channels. It also tells us how UPI payment systems have a competitive edge over the other e-payment systems. E-banking offers a higher level of convenience for managing one's finances. However, it continues to present challenges to financial security and personal privacy. Many people have had their account details compromised, as a result of online banking. Thus, if one is going to use it for financial transactions, he should be aware of the risks involved. Awareness of the risks and problems enables him to take precautions for a more secure online banking experience. The e-Banking system is not only popular nationally, but also internationally, where a person can transfer money through any part of the world. The e-banking system is useful for bankers as well as customers of banks.

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# 12

## A STUDY ON THE IMPACT OF FDI IN THE MANUFACTURING INDUSTRY AT WOZART

*Researcher: Manjima.M.K.*

*Research Guide: Dr. Gracy Mathan*

### ABSTRACT

A Study on the impact of FDI in the manufacturing industry at Wozart is the topic of this project report. This project tells how the manufacturing sector was done over a period of time.

This Study helps in understanding FDI in manufacturing and also about the government initiatives that were taken for the growth of the manufacturing sector in the country and also the government measures taken to increase FDI in India. The Company Wozart study tells about their products that helped in enhancing everyday human life and how it benefited in many ways.

A survey was conducted and the data received was analysed and interpreted. Chi-square tests were used as a technique to analyse the data.

The study found that people are aware about the Makein India program initiated by the government of India and people have an opinion that this incentive may develop the manufacturing industry and also can increase the competitive advantage.

**Keywords:** FDI, Manufacturing industry, Production, Make in India, FDI policy

## INTRODUCTION

### MANUFACTURING INDUSTRY

A manufacturing establishment is defined as a production unit located in a certain area that is engaged in activities to transform a product mechanically or chemically into a product/goods which can be used by the final user. Manufacturing has emerged as one of the high growth sectors in India. Prime Minister of India, Mr Narendra Modi, launched the 'Make in India' program to place India on the world map as a manufacturing hub and give global recognition to the Indian economy. Government aims to create 100 million new jobs in the sector by 2022. A globally competitive manufacturing sector is India's greatest potential to drive economic growth and job creation this decade. Due to factors like power growth, long-term employment prospects, and skill routes for millions of people, India has a significant potential to engage in international markets. Several factors contribute to their potential. First off, these value chains are well positioned to benefit from India's advantages in terms of raw materials, industrial expertise, and entrepreneurship.

India is gradually progressing on the road to Industry 4.0 through the Government of India's initiatives like the National Manufacturing Policy which aims to increase the share of manufacturing in GDP to 25 percent by 2025 and the PLI scheme for manufacturing which was launched in 2022 to develop the core manufacturing sector at par with global manufacturing standards.

## **SCOPE OF MANUFACTURING ACTIVITIES**

1. The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025.
2. The implementation of the goods and services tax (GST) will make India a common market with a GDP of US\$ 2.5 trillion.
3. The union budget 2021-22 is expected to enhance India's domestic growth in manufacturing, trade and other sectors.
4. India's display panel market is estimated to grow from US\$ 7 Billion to US\$ 15 Billion in 2025.

## **MANUFACTURING CLUSTERS IN INDIA**

1. Maharashtra
2. Gujarat
3. TamilNadu
4. Telangana
5. Andhra Pradesh
6. Karnataka
7. Uttar Pradesh

## **SYSTEMS AND METHODS OF MANUFACTURING**

Manufacturing produces two types of goods:

One goods that are used as raw materials for the production of more refined products and two, goods that are to be sold directly to consumers.

## **FOREIGN DIRECT INVESTMENT (FDI) IN MANUFACTURING**

Foreign direct investment (FDI) is an ownership stake in a foreign company or project made by an investor, company, or government from another country.

Generally, the term is used to describe a business decision to acquire a substantial stake in a foreign business or to buy it outright to expand operations to a new region.

## **NEW FDI POLICY**

According to the new FDI policy, an entity of a country, which shares a land border with India or where the beneficial owner of investment into India is situated in or is a citizen of any such country, can invest only under the Government route.

A transfer of ownership in an FDI deal that benefits any country that shares a border with India will also need government approval.

Investors from countries not covered by the new policy only have to inform the RBI after a transaction rather than asking for prior permission from the relevant government department. The earlier FDI policy was limited to allowing only Bangladesh and Pakistan via the government route in all sectors. The revised rule has now brought companies from China under the government route filter.

## **OBJECTIVES OF THE STUDY**

1. To study the impact of FDI in the manufacturing industry.
2. To study the initiatives taken by the government to attract FDI in flow to the manufacturing industry
3. To analyse the advantages of FDI in the manufacturing sector.
4. To study the awareness of the 'Make In India' program initiated by the government of India.

## **RESEARCH METHODOLOGY**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic.

## **STATEMENT OF PROBLEM**

The study on the impact of FDI in the manufacturing industry is of great importance to the manufacturing sector as The manufacturing sectors of nation's economies have without doubt been noted as the chief driver of economic growth the world over. So here FDI can play avital role as a source of capital, management and technology in India. FDI can create employment in the manufacturing sector.This has fueled high prospect that FDI may serve up as a channel to advanced economic growth.

## **RESEARCH DESIGN**

A research design is a framework that has been created to find answers to research questions.

## **SAMPLE SIZE**

Sample size determination is the act of choosing the number of observations to include in a statistical sample. In practice, the sample size used for this project - 100 responses.

## **POPULATION**

Population is a subset of the target population from which the sample is actually selected. Population used- Employees, students.

## **SAMPLING TECHNIQUE**

A sampling technique is the name or other identification of the specificprocess by which the entities of the sample have been selected.

Sampling technique used- Random sampling technique.

## **METHODOLOGY**

Methodology offers a theoretical perspective for understanding which method, set of methods, or best practices can be applied to the research question at hand.

## **SOURCES OF DATA**

For data collection there are two sources

- 1) Primary data
- 2) Secondary data

## **PRIMARY DATA**

Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

Primary data used for this project-via google form-based survey.

## **SECONDARY DATA**

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. Secondary data on this project-a review of credible research from various people on similar topics.

## **TOOLS AND TECHNIQUES USED FOR THE ANALYSIS**

### **TOOLS-**

- Google forms
- Excel sheets
- Google spreadsheets, Etc.

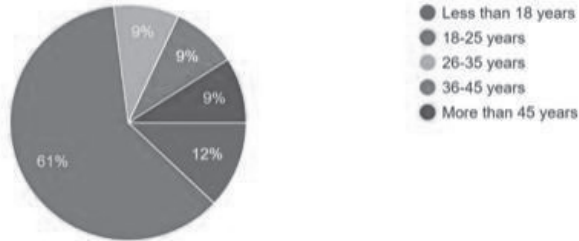
### **TECHNIQUES-**

Data analysis technique- Chi Square

# FINDINGS AND SUGGESTIONS

## FINDINGS

1. How old are you?  
100 responses



1. Majority of the respondents belonged to the 18-25 years age group

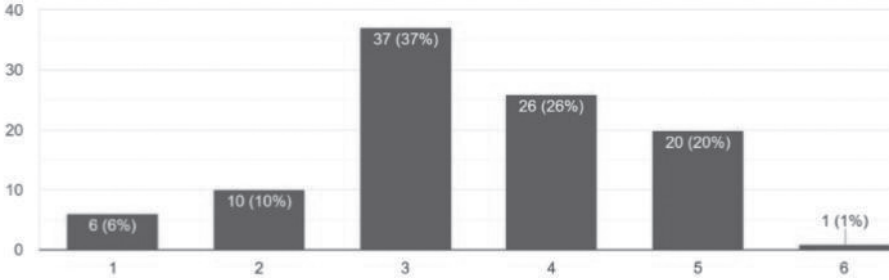
11. FDI policy in India is favorable to which of the following?  
99 responses



2. Majority of the respondents said that consumer goods manufacturing is favourable to FDI policy in India.

8. In a scale of 1 to 5, How much does the FDI has an impact on manufacturing sector?

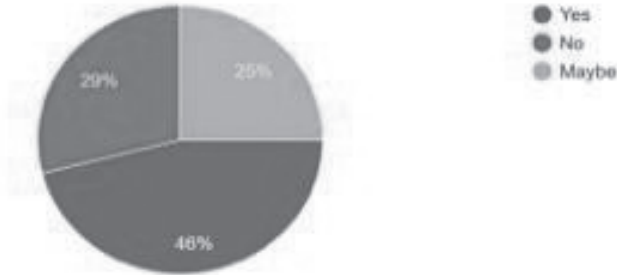
100 responses



1. On a scale of 1 to 6, how much does FDI have an impact on the manufacturing sector? Majority of the respondents have rated it as 3.

14. Are you aware of Make in India initiated by the Government of India?

100 responses





1. From the survey that was conducted, 46% said yes that they are aware about the Makein India program while 29% said no and 25% said they may be

**CHI-SQUARETEST-**

<b>Respondents are aware about the Makein India program initiated by the Government of India</b>	<b>Observed Value (o)</b>	<b>Expected Value (E)</b>	<b>O-E</b>	<b>(O-E)^2</b>	<b>(O-E)^2/E</b>
Yes	46	33.33	12.67	160.53	4.816
No	29	33.33	-4.33	18.79	0.564
May Be	25	33.33	-8.33	69.39	2.082
Total	100	—	—	Calculated value (test statistics = Chi square value	7.462
				Tabulated Value	5.99

**Null Hypothesis (HO)-**

Respondents are not aware about the Make In India program initiated by the government of India.

**Alternate Hypothesis (AH)-**

Respondents are aware about the Make In India program initiated by the government of India.

Significance- 0.05=Alpha.

Degrees of Freedom = Number of buckets-1

= 3-1=2

Expected value = Mean observed values  
Expected value =  $100/3 = 33.33$ .

Since calculated value > tabulated value, the null hypothesis (H<sub>0</sub>) is rejected and the alternate hypothesis (H<sub>1</sub>) is accepted. This proves that Respondents are aware about the Make In India program initiated by the government of India.

### **Inference-**

The chart shows us that 46% of the respondents are aware about the Make In India program initiated by the Government Of India.

From the responses gathered and from the chi-squared test results, it is evident that Respondents are aware about the Make In India program initiated by the government of India.

### **SUGGESTIONS**

Manufacturing companies have to pay attention to the FDI regulations for manufacturing. The Manufacturing companies stand to benefit from FDI as this will mean more investment in this sector in the future. Success of Indian manufacturing companies will draw foreign investors to this industry.

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**13****COMPARATIVE ANALYSIS  
ON DIFFERENT MODES OF  
INVESTMENTS THAT CAN  
BE RAISED BY EARLY STAGE  
STARTUPS IN INDIA WITH  
MENTOR MIND**

*Researcher: Ms. Deeksha S*

*Research Guide: Mr. Sharath*

**INTRODUCTION ON STARTUP IN INDIA**

For decades, India has been known for its ICT prowess, and more recently for its rapid economic development through its digital transformation and innovation. Startups are the flavor of the season over a previous couple of years for the Indian markets. This has resulted in the emergence of several home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been plowed into most of these unicorns between the period 2007

and 2015. This has been in line with the worldwide trend dominating the space. Even the aspiring unicorns have had an honest run during this era, where managing to find investors is typically considered a troublesome task. The trends of investments suggest that investors want to enter as early investors, even before the start of the firm. India comes across as a thriving under-penetrated consumer-driven market

with scope for exponential growth from an overall viewing. On account of the buyer demographics, with China being out of bounds, India offers the most important pie of investment opportunity that the planet is eyeing. This is despite the multitude of operational, regulatory, and taxation issues that surround the business running environment in India. However, 2015 has turned out to be a year offering a bit of a reality check to one and all and redefined the dynamics to a great extent. The year also set the tone for subsequent stages within the evolution of the startup ecosystem. The maturity in decision-making that ought to ideally be available at this stage would be a step in the right direction taking the startup space in India towards greater heights, as it deserves. The larger problems plaguing the businesses, such as the unorganized and fragmented Indian market, lack of clear and transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are now being identified issues that need to be addressed. The framework and course of regulations got to be updated and adopted as per the days. The right policy matter announcements by law makers are often a push. In times like these, pro-reform announcements are required to provide the much-needed impetus to the general business environment in the country in the startup space. To create awareness and building an entrepreneurial environment, tons of emphasis should now tend to make infrastructure for mentoring startups.

Along with its recent rapid economic development, it has also become one of the world's largest startup ecosystems. The Indian startup ecosystem has steadily evolved within the past few years through an

increasing number of angels, VC funds, incubators, and accelerators, also as support from government initiatives like Digital India, Startup India, and Smart Cities which will amplify startup and investment activity across cities and new sectors. This growth in startup investments and the number of unicorns come in the wake of rapidly increasing spending power, mobile internet usage, access to new consumer markets, social media adoption, technological innovations, and favorable consumer demographics. Being so startup-friendly the country has attracted numerous numbers of investors, both national and international.

## **IMPORTANCE OF THE STUDY**

Startups in India are now spread across the length and breadth of the entire country. The shift in global focus is on promoting women entrepreneurs and fostering an inclusive and innovative environment. The role of the state government becomes very important in developing the necessary infrastructure and support to foster the startup ecosystem. Due to the given constraints of infrastructure and supporting services, India needs to build upon low-cost and high-impact solutions. Although there has been an increase in angel and venture capital funding, the amount invested must be augmented. It is also important to know the target audience and market to find a perfect investor. The ecosystem must be well integrated to connect startups to fund houses and other stakeholders. While it is important to elucidate overarching features of the ecosystem, this report delves deeper into the different types of investors available for early-stage startups to raise funds.

## **STATEMENT OF PROBLEM**

As there are more entrepreneurs in the country, their idea to come into the market needs funding. This study aims in providing the different investment modes that early-stage startups can raise to start the business.

## **SCOPE OF THE STUDY**

This study is focusing on the different investment options available only for early-stage startups. this will help the early startup to identify which option will be a better investment mode. the scope is limited to investors, venture capitalists, and startup owners and limited geographic location.

Additionally, I believe that conducting this research project will enhance my knowledge about the subject and experience for future career applications.

## **OBJECTIVE OF THE STUDY**

- To study the importance of funding early-stage startups.
- To study the startup financing ecosystem.
- To know the different government policies available to early-stage startups.
- To study the various investment modes available.
- To listout the challenges the venture capitalists face.
- To know the reasons for accepting and rejecting the investment offers.
- To know the funding impact during COVID19 pandemic.
- To study investor's choice for investment.

## **RESEARCH METHODOLOGY**

Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their results from the data obtained during the study period.

This study is conducted through Primary and secondary data.

The main data i.e is the survey responses for the research was conducted through a primary survey. A survey are search tool that is used to collect information about respondents' attitudes, opinions, and preferences.

The other details are conducted through secondary data (mentioned in Bibliography)

## **SAMPLING DESIGN**

The sample size is a term used to determine the number of samples/ subjects are being used in the study.

In this study, I have collected 105 responses through a questionnaire.

The sampling unit is are the members of the population from which measurements are taken during sampling. is also called the target audience of the study. The target audience of my study is Startup founders, venture capitalists, Investors.

## **TOOLS AND TECHNIQUES OF DATA COLLECTION**

- The questionnaire was the important tool used to collect data from the target audience.
- The questionnaire was prepared on google forms. The questionnaire consisted of 5 demographic questions and 21 research-based questions
- The target audience was reached on various online platforms like Instagram, LinkedIn, Facebook, Gmail.
- The responses collected from the clients were carefully computed, classified, tabulated, analyzed, and interpreted using Google sheets and google docs.

# LIMITATIONS

- The sample size of the study is limited to 105 units only.it won't represent the whole market.
- The study is limited to a particular set of people.
- The limitation of time horizon is another constrain of the study as the study was conducted in 45 days.
- The response received from the respondent cannot be said fully true.

# DATA ANALYSIS AND INTERPRETATION

**TABLE 4.1: TABLE SHOWING GENDER OF THE RESPONDENTS**

OPTIONS	NUMBER OF RESPONSES	PERCENTAGE
MALE	37	05.7%
FEMALE	62	59%
PREFER NOT TO SAY	06	35.2%
TOTAL	105	100%

## ANALYSIS:

The above table shows the Gender Of The Respondents. From the above table, we can know that the number of female respondents is more than the number of male respondents that is 62 Female respondents and 37 Male respondents Out of 105 responses.Also, note that 6 respondents prefer not to say their gender.

**TABLE 4.2: TABLE SHOWING AGE OF THE RESPONDENTS**

OPTIONS	NUMBER OF RESPONSES	PERCENTAGE
18-24	35	33.3%
25-34	47	44.8%
35-44	11	10.5%
45-54	12	11.4%
TOTAL	105	100%



**ANALYSIS:**

The above table shows “The Age Of The Respondent”. It shows that majority of the respondents belong to the age group 25-34 which consists of 47 respondents. The age group 35-44 belongs to the least respondents which consists of 11 respondents.

**TABLE 4.3: TABLE SHOWING INCOME OF THE RESPONDENTS**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
Below 15000	24	22.9%
16000-35000	17	16.2%
36000-49000	13	12.4%
50000 and above	16	15.2%
PREFER NOT TO SAY	35	33.3%
TOTAL	105	100%

**ANALYSIS:**

The above table shows the “Monthly Income”. From the above table, we can see that 24 respondents’ monthly income is Below 15000 INR. 17 respondents earn in the income range 16000-35000 INR. Income range 36000 and 50000 above INR has 29 respondents in total. The majority of the respondents i.e 35 respondents prefer not to say their income range.

**TABLE 4.4: TABLE SHOWING EDUCATION QUALIFICATION OF THE RESPONDENTS**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
High School	7	06.7%
Undergraduate/Bachelor’s degree	76	72.4%
Postgraduate/Master’s degree	17	16.2%
PhD	05	04.8%
TOTAL	105	100%

**ANALYSIS:**

The above table shows the education qualification of the respondents. The majority of the respondents have completed their under graduation i.e out of 105 respondents 76 respondents have completed their undergraduate. The least qualification with 5 responses is a Ph.D.

**TABLE 4.5: TABLE SHOWING REASONS THAT HELPED TO SET UP/ INVEST IN THE STARTUP AS OPTED BY THE RESPONDENT**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
Favourable Economic Conditions	25	23.9%
Ease Of Doing Business	15	14.3%
Market/Industry Demand	39	37.1%
Experience Of Team	16	15.2%
Low Barriers To Entry	8	7.6%
Sustainable Living	2	1.9%
<b>TOTAL</b>	<b>105</b>	<b>100%</b>

**ANALYSIS:**

The above table shows the “Reasons That Helped To Set Up/ Invest in the startup”. From the above table, we can notice the main reason that helped the respondent to set up/ invest in the startup is Market/ Industry Demand. Other reasons like favorable economic conditions and experience of the team are also most opted reason with 25 and16 responses respectively.

**TABLE 4.6: TABLE SHOWING SECTOR THAT DESCRIBES THE START-UP AS OPTED BY THE RESPONDENT**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
Agriculture	09	08.6%
Financial Services	07	06.7%
Education	12	11.4%
Health care	04	03.8%
Clothing brand	19	18.1%
Fashion Accessories	12	11.4%
Electronic Products and Accessories	02	01.9%
Consumer Goods (Supermarket/Food Items)	09	08.6%
Renewable energy, Greenenergy	03	02.9%
Photography/Videography	05	04.8%
Skin care	02	01.9%
Travel and Tourism	07	06.7%
Sports	02	01.9%
Other Industry	19	18.1%
<b>TOTAL</b>	<b>105</b>	<b>100%</b>

**ANALYSIS:**

The above table shows “Sector That Describes The Start-Up”. As we see all the respondents belong to a different industry. The majority of the startup is in the clothing brand sector.

**TABLE 4.7: TABLE SHOWING THE TARGET MARKET OF THE STARTUP AS OPTED BY THE RESPONDENT**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>
Rural Area	28
Urban Area	55
Semi-Urban Area	42
Metropolitan Cities	39
International Market	19

**ANALYSIS:**

The above table is showing the target market. The majority of the startup focuses on the urban market with 55 responses. These respondents focus less on the international market with 19 responses.

**ABLE 4.8: TABLE SHOWING THE RESPONDENTS AWARENESS ABOUT GOVERNMENTE-MARKET PLACE**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
YES	45	42.9 %
NO	60	57.1%
TOTAL	105	100%

**ANALYSIS:**

The table is showing how many of the respondents are aware of government Emarket place. As we can see 45 respondents are aware of the same. And the rest 60 are not aware of the product given by the government.

**TABLE 4.9: TABLE SHOWING THE TARGET AUDIENCE OF THE RESPONDENTS STARTUP**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
MALE	5	33.3%
FEMALE	7	44.8%
BOTH	93	10.5%
TOTAL	105	100%

**ANALYSIS:**

The above table shows the target audience of the startup. The majority of the respondents have male and female both as their target audience.

**TABLE 4.10: TABLE SHOWING RESPONDENTS OPINION ON THE STATEMENT“TARGET MARKET AND TARGET AUDIENCE PLAY A MAJOR ROLE IN UNDOING A EARLY STAGE STARTUP”**

<b>OPTIONS</b>	<b>NUMBER OF RESPONSES</b>	<b>PERCENTAGE</b>
YES	71	67.6 %
NO	03	2.8%
NEUTRAL	31	29.6
TOTAL	105	100%

**ANALYSIS:**

As shown in the above table 71 people agree with the statement.31 respondents opted for neutral and 3 responses disagree with the statement.

## FINDINGS

- India is known as the startup hub.
- The majority of the respondents were female.
- The respondents that own/ invest in the startup belong to the age group 25-34.
- The majority of the respondents are undergraduates
- Favorable economic conditions and market/ industry demand are the reasons that helped to set up/ invest in the startup.
- The majority of the sector from my sample belongs to clothing brands.
- The urban area is the target market for the majority of the startup.
- The majority of them are not aware of the government schemes.
- Most of the startups are funded by their own funds and family and friends.
- We can see that both the target market and target audience play a major role in funding an early-stage startup.
- There is a negative impact and the majority of the business was declining.
- Debt and Equity both are the easy ways in which people raise funds.
- Unique idea with solid business plan attracts investors.
- The majority of the start ups receive their funding at an early stage itself. The survey shows that the majority of the owners reject investments because their own funds are enough.
- From the study, we can see that majority of respondents are not benefited from the government policies that are available to them.
- Venture capitalists are the most preferred invest or option.
- Respondents have a mixed opinion on IPO has a funding option.

## SUGGESTIONS

- There needs to more encouragement to bring new startups.
- Startup investors look for new unique ideas, startup owners need to invest more time in bringing a unique idea with a solid business plan.
- Government policies need to be more accessible.
- People need to know more about the government policies that help in funding.
- The government needs to take more steps in advertising and promoting those policies.
- Venture capitalists, incubators, and other types of investors need to be more open to ideas and approachable.
- Startup India hub needs to be advertised more to the people so that people are aware of the same.
- I would suggest that startup owners go for IPO only after they cross early-stage and enter the growing stage.
- I suggest that owners need to have a good background check when it comes to picking their investors because it could help them to grow in the market.
- Like covid19 there could be other pandemics or uncertainty which they need to be ready and make sure they have a proper backup.
- Startups need to do proper research on the policies, tax exemptions, and other resources available to the sector they are in so they can avail that benefit.
- Venture capitalists, seed funding, or any other investors need to hear the beneficiary's point of view in the management because according to my survey owners reject investments because of the fear that they won't have a hold in the company's management

## CONCLUSION

The conclusion obtained from the analysis and visualization of data is the trends of how the events have affected the funding by investors into the companies.

Additionally, imperative to the exponential growth of the ecosystem are government schemes that have reduced the burden of paper work, helped establish standardized operating procedures and clear criteria. Startups in India are now spread across the length and breadth of the entire country. The shift in global focus is on promoting women entrepreneurs and fostering an inclusive and innovative environment. The role of the government becomes important in developing the required infrastructure and support to foster the startup ecosystem. Due to the given constraints of infrastructure and supporting services, India must repose on low-cost and high-impact solutions.

Although there has been a rise in angel and venture capital funding, the quantity invested must be augmented. Since India has become a hub for startups, new startups emerge, therefore, venture capitalist, seed funding is the most preferred type of investment. In recent years India has attracted a lot of foreign investors like Sequoia Capital, Accel Partners, and others, out of which Sequoia Capital and Accel partners lead the pack with the most investment meaning foreign investors invest more than Indian invest.



**14**

**STUDY A STRATEGY FOR  
MANAGING A GLOBAL  
WORKFORCE IN A MANNER THAT  
OPTIMIZES PRODUCTIVITY AND  
EMPLOYEE ENGAGEMENT WITH  
AVETTI COMMERCE.**

*Researcher: Siva Shivani Manjunath*

*Research Guide: Dr. V. Tamilarasu*

**ABSTRACT**

Human Resource Management research methods concentrate on the development of metrics to align with Human Resource policies. When the research methods do not link the metrics to strategic initiatives, the data may present a limited interpretation, representing a specific area of interest. However, in the global market, identifying the issues underlying the impact of the Human Resources on strategic initiative and outcomes may prove to be challenging. The overall objective of any conceptual study

must be to recognize the relationship between Human Resource research methods and other factors that brings strategic success. It is generally recognized that the success of any business is greatly influenced by the caliber and the attitude of the people who work for it. Human Resource Management is a process of bringing people and organization together so that the goals of each are met.

**KEYWORDS :** *Human Resources Policies, Strategic Initiative, Influenced*

## **INTRODUCTION**

Human Resource Management is a direct branch of management called personal management. The foremen or factory supervisors at the lowest rung of the management were completely in charge of hiring, paying salaries, delegating work and dismissing employees. They managed personnel on the principles of fear and force. This system soon evolved into personal management departments to supervise the huge numbers of employees during world war one's war scale production.

Human Resource are the most important and valuable assets of an organization. Human Resources are the wealth and source of strength which can help in the success of an organization. It is the people that separates an average organization from the outstanding ones. Every organization almost have the same resources to work with. The only differentiating factor between them is people. Human Resources Management is concerned with the human beings. Human Resources is the skill, knowledge, ability, talent, aptitude, values, ethics, beliefs of individuals in an organization. Even though specific Human Resource functions/ activities are the responsibility of the human resource department, the actual management of human resources is the responsibility of all the managers in an organization.

As employees began to form unions, the management initially used personnel departments to control and direct restless labour unions. They began negotiating between employers and employees for better working conditions and salaries along with meeting management requirements for productive and sufficient labour. The tremendous number of employees at the middle management and professional level necessitated concrete measures in terms of human resource policies giving rise to Human Resource Management. Human Resource Management has evolved from forceful employment to a stage where an employee's competence has become the deciding factor in a firm's existence, survival, growth and profitability.

Human Resource Management is a relatively new approach to managing people in any organization. It has fast driven out the traditional term PERSONNEL MANAGEMENT and substituting a new term HUMAN RESOURCE MANAGEMENT. It is a management function that helps manager to recruit, select, train and develop members for an organization.

Human Resource Management is that process of management which develops and manages the human element of an enterprise. It is not only managing the knowledge and skills but also attitudes and aspirations of individuals in an organization. Human Resource Management is a process which consists of four main activities namely acquisition, development, motivation, as well as maintenance of human resources. Human Resource Management is responsible for maintaining good human relations in the organization. It is also concerned with development of individuals and achieving integration of goals of the organization and those of the individuals. Human Resource Management is that influence the workforce. In broader terms, all decisions that affect the workforce of the organization concern the Human Resource Management functions.

Human Resource Management is the most happening function as of now. This is so because people offer competitive advantage to affirm and managing people is the domain of Human Resource Management. Human Resource Management is the utilization of a firm's Human Resources to achieve organizational objectives.

## **SCOPE OF HUMAN RESOURCE MANAGEMENT:**

According to DALE YODER, the scope of Human Resource Management is very wide.

- Setting general and specific management policy for organizational relationships and establishing and maintaining a suitable organization for leadership and cooperation.
- Collective bargaining, contract negotiation, contract administration and grievance handling.
- Fostering cordial employer – employee relationships.
- Enable the management to understand its employees better.
- Staffing the organization, finding, getting and holding the prescribed types and number of workers.

## **Educational technology industry:**

Educational technology is growing faster almost 90 billion in 2020. Industry experts expected growth in educational technology tools and a boom in artificial intelligence powered and AR-enhanced educational technology products in the coming years.

## **IMPORTANCE OF EDTECH:**

McKinsey data found that schools who use good and sufficient technology has higher rate of good performance rather than the students who don't have sufficient technology and high-speed internet. Educational

technology enables the teachers with hybrid learning. Which gives a clear and beautiful understanding to in the classroom to the students. No matter where their location.

### **BENEFITS OF EDUCATION TECHNOLOGY:**

- It keeps hybrid classroom connected.
- It allows students to work more effectively with the software.
- It helps the teachers in staying organized.

### **EXAMPLES OF EDUCATIONAL TECHNOLOGY:**

- The meeting owl
- Google classroom
- Kahoot
- Apex learning
- Smart technology

### **THE MEETING OWL:**

It is a video conference app which has a unique feature of 360-degree camera and creates a environment that is hybrid collaboration.

### **GOOGLE CLASSROOM:**

In this platform the teachers can assign assignment to the students. It is an all-in-one online platform where teachers can create classes, assign assignment, distribute grades, provides feedback and connects with students.

### **KAHOOT:**

It is a quiz game where teachers and students can connect. It is created by the teachers and answered by the students on any topic they want. The

students answer the questions and get points for the correct answer. It is a fun way of learning.

### **APEX LEARNING:**

It is an online course done by the teachers for middle and high school students.

### **SMART TECHNOLOGY:**

This term is like a host for the technology for the students. The main smart technology includes smart boards, digital screen that functions as a white board for the students and teachers for them to write and demonstrate on it.

### **OBJECTIVES OF THE STUDY:**

- To create a high-performing and engaged workforce by implementing infrastructure and employee engagement strategies that better support your team.
- Improve the workplace conditions.
- Motivate employees.
- Understanding employees.
- Increase productivity.

### **RESEARCH METHDOLOGY:**

Research methodology refers to the HOW of the given research. More specifically it is like HOW a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. It is a specific procedures or techniques used to identify, select, process, analyse information about the topic. They themselves

gather the data that is specific to their study and is more reliable because it is first-hand information.

## **RESEARCH DESIGN:**

Research design refer to the framework of market research methods and techniques that are chosen by a researcher. The design that is chosen by the researchers allow them to utilize the methods that are suitable for the study and to set up their studies successfully in the future as well. The design of a research topic explains the type of research topic explains the type of research, and also its sub-type. There are three main types of designs for research: Data collection, measurements and analysis.

## **POPULATION:**

Employees and owners of any company with a global workplace and HR professionals.

## **SAMPLE SIZE:**

The number of surveys is respondents is 50 Given the amount of time and other necessities it would be a good way for the researcher to research in the form of surveys. This survey was conducted based on the convenience of the respondents to fill it.

## **SAMPLING TECHNIQUES:**

One of the best probability sampling techniques that helps in saving time and resources, is the Simple Random Sampling method. They should find a technique which helps the employee while getting into the organisation and also to help them with it.

# DATA ANALYSIS AND INTERPRETATION

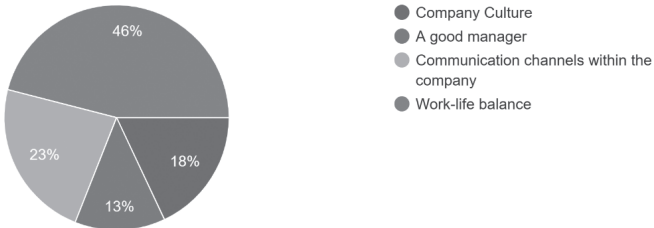
TABLE SHOWING RESPONSES: WITH CHI SQUARE

OPTIONS	TOTAL NUMBER	PERCENTAGE%
Company culture	18	18%
A good manner	13	13%
Communication channel within the company	23	23%
Work life balance	46	46%

## ANALYSIS:

46% of the responders believe that work life balance is important in a workplace where as 18 % believe that company culture is important, 23% believe that communication channel within the company is important and 13% believe that a good manner is needed and is important in a workplace.

7. Which of the following is extremely important for you in a workplace?  
100 responses



## INTERPRETATION:

46% of the responders agree that work life balance is important in a company than other features.



**CHI SQUARE:**

NULL HYPOTHESIS: the respondents don't feel that work life balance is important in a company.

ALTERNATE HYPOTHESIS: the respondents feel that work life balance is important in a company.

OBSERVED	VALUE
Company culture	18
A good manner	13
Communication channels within the company	23
Work life balance	46
<b>Total</b>	<b>100</b>

Degree of freedom =  $(r - 1)^\circ (c - 1)$   
 = 4 - 1  
 = 3

Expected value = mean of observed value

Expected value =  $100 \div 4$   
 = 25

Expected value	value
Company culture	25
A good manner	25
Communication channels within the company	25
Work life balance	25

Significance level = 0.05

Observed value	Expected value	O - E	(O - E)^2	$\frac{(O - E)^2}{2}$
18	25	-7	49	1.96
13	25	-12	144	5.76
23	25	-2	4	0.16
46	25	21	441	17.64
				25.52

Calculated value = 25.52x

Tabular value = 7.81

Since the calculated value is greater than that of tabular value so the null hypothesis has been neglected and therefore we can say that the work life balance is important in a company.

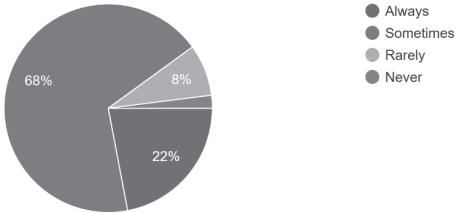
**TABLE SHOWING RESPONSES: WITH CHI SQUARE**

OPTIONS	TOTAL NUMBER	PERCENTAGE%
Always	22	22%
Sometimes	68	68%
Rarely	8	8%
Never	2	2%

**ANALYSIS:**

Majority have opted for the option sometimes about 68% of them have opted for sometimes whereas 22% have opted for the option always and very few have opted for the option rarely and never that is 8% and 2%.

9. Are you comfortable to be guided by your manager for every task. A manager is a mentor/ coach.  
100 responses



**INTERPRETATION:**

There are many who have chosen sometimes and always and very few have chosen rarely and never.

**CHI SQUARE:**

NULL HYPOTHESIS: respondents don't feel that there is a need for their managers to guide them.

ALTERNATE HYPOTHESIS: respondents feel that they are in need of their managers to guide them.

OBSERVED	VALUE
Always	22
Sometime	68
Rarely	8
Never	2

Degree of freedom =  $(r - 1) \times (c - 1)$   
 = 4 - 1  
 = 3

Expected value = mean of observed value

Expected value =  $100 \div 4$   
 = 25

EXPECTED VALUE	VALUE
Always	25
Sometimes	25
Rarely	25
Never	25

Significance value = 0.05

OBSERVED VALUE	EXPECTED VALUE	O - E	(O - E)^2	$\frac{(O - E)^2}{E}$
22	25	-3	9	0.36
68	25	43	1849	73.96
8	25	-17	289	11.56
2	25	-23	529	21.16
	100			107.04

Calculated value = 107.04

Tabular value = 7.81

The calculated value is more than that of tabular value so the null hypothesis will be rejected.

## **FINDING, SUGGESTION AND CONCLUSION.**

### **FINDINGS.**

1. There was a lot of respondents who was not employed and very few from self-employed.
2. There are more people who have opted for strongly agree that motivation is important in a work place.
3. Mass amount of people have opted for the option 3 for quitting work if their work is not appreciated.
4. Majority of them have chosen sometimes they would like to be guided by their manager sometimes and very few have opted for never.
5. There is a lot of respondents who has opted less connected than before and few who are not working
6. Mass number of respondents have opted for agree. They agree team work is important for a workforce.

### **SUGGESTIONS:**

1. A company should not only have good work life balance but also a very good manner in a company will lead to development of the company which means there will be increase in production and which bring profits.
2. Many wants to quit work if their work is not appreciated but instead of quitting, they can just talk it out and you can give them a query saying they are not appreciating your work.
3. Majority of them have chosen neutral here, working from might have reduced your productivity but then we have new experience about it and we learned a lot of things.

4. The team or leader of the team should recognize your effort and give feedback to you.

## **CONCLUSION:**

I would like to conclude my topic on “study a strategy for managing a global workforce in a manner that optimizes productivity and employee engagement with avetti commerce”. I learned several things which was very informative which will help me accomplish many more future goals.

Employee engagement is very important to a company because it keeps employee connected to their work and they require a good employee engagement. Hence, I developed a strategy for the workforce so that they can gain the appropriate knowledge on how to control and direct the global workforce in a manner that optimizes productivity and employee engagement.

Therefore, the strategy for managing the global workforce is to convey proper messages, feedbacks, guidance.

## **Books referred-**

Human Resource Management- Uma Daljeet Kaur (Kalyani publishers)  
Human Resource Management- Dr. Alice Mani

## **Website**

[www.google.com](http://www.google.com)

[www.brookings.com](http://www.brookings.com)

[www.mordorintelligence.com](http://www.mordorintelligence.com)

[www.ibef.org](http://www.ibef.org)

**15**

# **A DETAILED STUDY OF THE IMPACT OF FDI ON THE RETAIL INDUSTRY AT VISHAL PERIPHERALS**

*Researcher : K. Keerthika, Reg.no: 19BBA017A*  
*Research Guide: Ms. Shanolia M. Paldano*

## **ABSTRACT**

The growth of FDI across the globe over the last two decades has made it a vital part of the development plan of both the developed and developing nations. It acts as a key mechanism in the development of a country through most modern technology, managerial skills and capabilities in various sectors.

Foreign Direct Investment (FDI) in Retail is considered to be the means of support of economic development especially for the developing and underdeveloped countries. It has a significant role in the enduring development of a country in capital formation, pretty competitiveness of the domestic economy through technological transfer,

intensification of infrastructure, increasing productivity and creation of ample employment opportunities. The project is an attempt to study the trends in flow of FDI Retail in the Indian Economy. It also focuses on the relation of FDI inflows with various economic indicators.

The Government of India was initially very apprehensive of the introduction of the Foreign Direct Investment in the Retail Sector in India. But later the inflow of foreign direct investment has boosted growth in the retail industry and increased the gross domestic product of India. Government policy and other determinants have been discussed to study and analyze the impact.

The Indian retail market is a developing market and has potential for investments. The project elucidates the growth between different sectors of Indian retail industry, the tax incentives and determinants for inflow of foreign direct investment. This study focuses on foreign direct investment inflows in retail sectors.

It shows that allowing healthy FDI in the retail sector would lead to a substantial surge in the country's GDP and overall economic development but it should be backed by appropriate reform measures.

Therefore, The Indian retail sector has grown by leaps and bounds in recent years. The growth and employment rate in terms of FDI in the form of direct investments have been increasing at a phenomenal rate. This has resulted in the diversification, expansion and introduction of various businesses in the Retail Industry

## **INTRODUCTION:**

The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds vast promise for retailers with its burgeoning spending power and rising middle class.

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail

The Indian retail market is growing at a very fast pace of about 20% and has a market size of US\$ 500 billion. The retail sector is the second largest employer after agriculture. The retail industry alone managed to generate more than 35 million job opportunities.

The Indian retail industry is segregated into two sectors: organized and unorganized retailing. Organized retailing comprises the kind of trading activities that are undertaken by retailers who are registered for sales tax, Income tax etc. Corporate backed hypermarkets, retail chains, privately owned large retail businesses are some of the examples of organized retailing. Unorganized retailing mainly comprises local Kirana shops, owner-managed general stores, street vendors, convenience stores etc.

## **SCOPE OF RETAIL:**

1. Retail tech companies supporting the retail sector with services such as digital ledgers, inventory management, payments solutions, and tools for logistics and fulfillment are taking off in India. In the first nine months of 2021, investors pumped in US\$ 843 million into 200 small and mid-sized retail technology companies, which is an additional 260% of capital compared to the entire 2020.
2. In November 2021, Department for Promotion of Industry and Internal Trade announced that it is working on a regulatory compliance portal to minimize burden some compliance processes between industries and the government.



3. In October 2021, retailers in India increased by 14% compared with last year
4. In September 2021, New Delhi-based e-commerce enablement startup GoKwik raised US\$ 5.5 million through Matrix Partners India. Dukaan, another startup that helps businesses digitize operations, received a US\$ 11 million investment led by 640 Oxford Ventures.

### **FDI POLICY WITH RESPECT TO RETAILING:**

It will be prudent to look into Press Note 4 of 2006 issued by DIPP and consolidated FDI Policy issued in October 2010 which provide the sector specific guidelines for FDI with regard to the conduct of trading activities.

- a) FDI upto 100% for cash and carry wholesale trading and export trading allowed under the automatic route.
- b) FDI upto 51% with prior Government approval (i.e. FIPB) for retail trade of Single Brand' products, subject to Press Note 3 (2006 Series).
- c) FDI is not permitted in Multi Brand Retailing in India.

### **FDI IN INDIA**

The investment climate in India has improved tremendously since 1991 when the government opened up the economy and initiated the LPG strategies.

- The improvement in this regard is commonly attributed to the easing of FDI norms.
- Many sectors have opened up for foreign investment partially or wholly since the economic liberalization of the country.

- Currently, India ranks in the list of the top 100 countries in ease of doing business.
- In 2019, India was among the top ten receivers of FDI, as per a UN report. This is a 16% increase from 2018.
- In February 2020, the DPIIT notifies policy to allow 100% FDI in insurance intermediaries.
- In April 2020, the DPIIT came out with a new rule, which stated that the entity of any company that shares a land border with India or where the beneficial owner of investment into India is situated in or is a citizen of such a country can invest only under Government route. In other words, such entities can only invest following the approval of the Government of India
- In early 2020, the government decided to sell a 100% stake in the national airline's Air India.

## **RESEARCH METHODOLOGY:**

### **STATEMENT OF THE PROBLEM**

Foreign direct investment, or FDI, is investment, a controlling ownership, of a foreign company in a country other than the one it is based in. It inevitably affects the home country.

But economists do not have a general agreement as to which of its effects are more: positive or negative. Some term it favorable for economic growth while others disagree and stand in its opposition. The advocates believe it creates employment opportunities, impart technical skills to the residents, and, above all, increases the FDI, which we call economic growth, of the host country.

On the other hand, it is said that through this FDI these investors manipulate scarce productive resources of the host countries though it has

some positive effects, yet they are minimal as compared with the negative ones. None the less, its effects desirability vary from country to country.

## **SCOPE OF THE STUDY**

- This study is only applicable to the Retail Industry.
- This study does not apply to any other industry except the selected companies.
- This study only applies to Indian companies in the formal sector who report their investments and pay taxes.
- This study will only look into the impact of FDI.

## **OBJECTIVES OF THE STUDY**

- To study the Indian policy of FDI in the retail sector.
- To identify the impact of FDI on growth of Retail Industry.
- To analyze the Trends of FDI in the sectors of retail.

## **NEED OF THE STUDY:**

- Understanding the regulations for FDI can help a retail company choose its investments deals wisely without flouting any rules.
- knowing the trends of FDI in these sectors can help the company plan its future capital raising techniques.
- Understanding the advantages of FDI can help a company voice its opinion in the drafting of retail policy by the government.

## **Population:**

The sample relevant for the study includes employees, business owners, and finance professionals of Retail companies.

**Sample Size:** *Sample size is 100 responses.*

**Methodology:**

- Collecting data is done through questionnaire method. The sample has been selected at random from profiles of professionals on LinkedIn, WhatsApp and Telegram. Here using quantitative methods of data collection only.
- Data collection is very important for conducting any research. Success or failure of a research primarily depends on data collection. Data may be collected by the following methods:

**Tools and techniques used for analysis:**

- Tools: Google Form, Excel sheets, Msword, etc
- Techniques: Chi-square

**LIMITATIONS OF THE STUDY:**

- Sample size - You have only 100 people because it is not possible to reach out to more people who are affected by your topic in the given time.
- Lack of available and/or reliable data - Some of the data shared by the sources is dependent on their understanding of the topic and may not be completely accurate.
- Lack of a lot of other research studies on the topic - retail is a new industry and limited research has been conducted on it.
- Self-reported data - The data collected has been reported by employees or business owners of the retail companies. The accuracy of the data is limited by their truthfulness and awareness of the industry trends.

## **COMPANY ANALYSIS: (VISHAL PERIPHERALS)**

Vishal Peripherals entered the world of “IT business” in 1998, and are today positioned as the leading distribution and Retail Stores in India. ‘Adding value beyond thoughts’ for the last 20 years, the firm is the only Value-added distributor trusted by leading brands and partners and recognized by the media. With a market penetration in 3+ districts, supported by a wide distribution network of 5 branches and 1 service center and 100+employees spreadover TS & AP, it is the largest IT distributor and has extended the reach of the latest technology to Indian customers.

Today, Vishal Peripherals has assumed a leadership role, having one of the strongest brand names in the Retail segment in Andhra Pradesh with an exemplary track record interms of products on offer, customer centric integrity and a solid commitment to service. It has become a vital cog in the technology wheel, as the interface between the market and the customer.

Vishal Peripherals are honoured to be known as the “Most Customer Friendly” company in Telangana and Andhra Pradesh. Our innovative channel initiatives such as BNI Forum, Lions Club Forum and etc. Have helped in our remarkable growth journey. It has received several prestigious accolades for our extraordinary performance, and we’ recommitted to becoming India’s No.1 IT Company and a ‘One Stop Solution for all IT needs’ of Indian consumers.

## **DATA ANALYSIS AND INTERPRETATION**

Analysis and Interpretation are both vital elements of a project. In this stage the recorded responses are coded into symbols, for making, editing, tabulating and representing in an appropriate pictorial form.

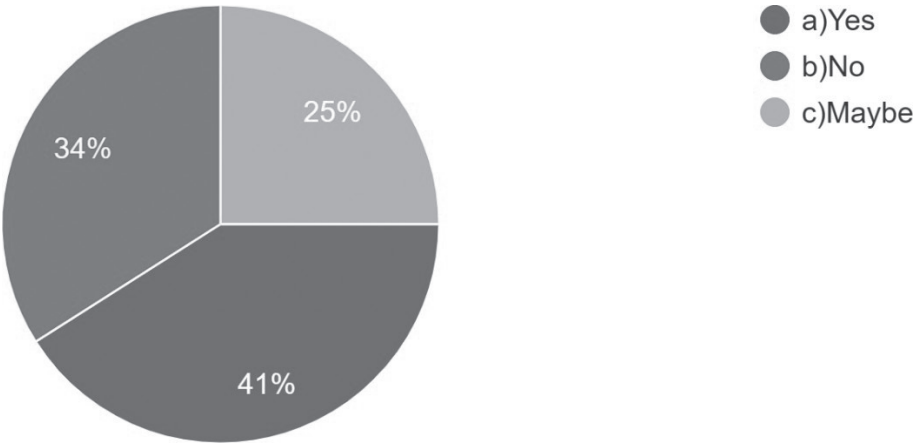
**Table showing respondent’s opinion on the awareness of FDI.**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage of Respondents (%)</b>
Yes	41	41
No	34	34
Maybe	25	25
Total	100	100

**Analysis:**

From the above table it is depicted that out of 100 respondents, 41% of the respondents saying yes that they are aware of Foreign Direct Investment (FDI) and 34% of the respondents have opted for the option no. Followed by 25% of respondents who chose option maybe.

**Graph showing respondent’s opinion on the awareness of FDI.**



**Interpretation:**

From the above chart it is depicted that majority i.e.,41% of the respondents are aware of Foreign Direct Investment (FDI)

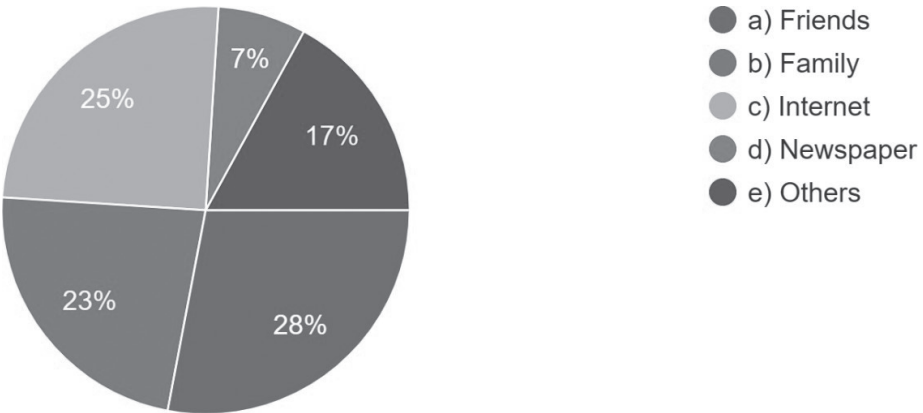
**Table showing how respondent's got to know about FDI**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage of respondents</b>
Friends	28	28
Family	23	23
Internet	25	25
News paper	7	7
others	17	17
Total	100	100

**Analysis :**

From the table it is depicted that out of 100 respondents, 28% of the respondents has get to know about Foreign Direct Investment (FDI) from the friends followed by 25% of the respondents from the internet, 23% of the respondents from their family, 17% of the respondents from others and the rest 7% of the respondents from the newspaper.

**Graph showing how respondent's got to know about FDI.**



**Interpretation:**

From the chart it is depicted that the majority of the respondents have got to know about Foreign Direct Investment (FDI) from their friends.

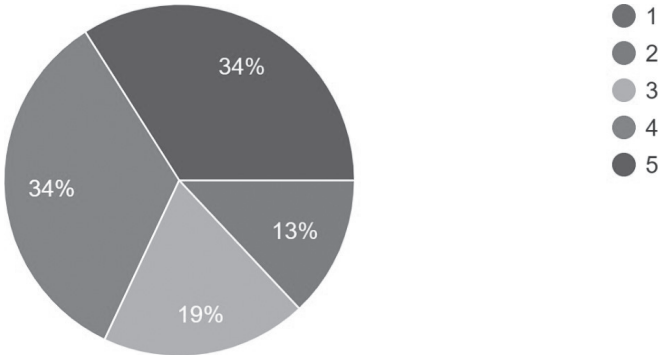
Table showing Respondent’s opinion on a scale of 1-5 how effective the RBI norms can be managing FDI on the retail industry

Particulars	No. of Respondents	Percentage of Respondents (%)
1	-	-
2	13	13
3	19	19
4	34	34
5	34	34
Total	100	100

**Analysis :**

From the table it is depicted that out of 100 respondents, on a scale of 1-5, 13% of the respondents given the irrating as 2 for the RBI norms managing FDI on the retail industry, 19% of the respondents given their rating as 3 and 34% of the respondents are given their rating as 4 and 5 on a scale of 1-5.

**Graph showing Respondent’s opinion on a scale of 1-5 how effective the RBI norms can be managing FDI on the retail industry.**





**Interpretation:**

As per the survey it is depicted that majority of the respondents say that RBI norms are effectively managing FDI on the retail industry.

**Chi-square Test**

**Null Hypothesis (H0):** The RBI norms are not managing Foreign Direct Investment (FDI) effectively in the retail industry.

**Alternative Hypothesis(H1):** The RBI norms are managing Foreign Direct Investment(FDI)effectively in the retail industry.

Observed Values	Expected values	(O – E)	(O – E)^2	(O – E)^2 /E
-	20	-20	400	20
13	20	-7	49	2.45
19	20	-1	1	0.05
34	20	14	196	9.8
34	20	14	196	9.8
			Calculated value	42.1

Calculated value (Test statistic chi-squared value) = 42.1. Tabular value = 9.49

Since the calculated value is > than the Tabular value we can clearly say that Null Hypothesis(H0) has been rejected and thereby we can say that the Respondents agree that the RBI norms are managing Foriegn Direct Investment (FDI) on the retail industry.

**Interpretation:**

From the responses gathered through the survey and the Chi square test the result is clear. There by we can say that the highest respondents have voted for both 4 and 5 on a scale of1-5. So this in turn proves that

the RBI norms are managing Foreign Direct Investment (FDI) on the retail industry.

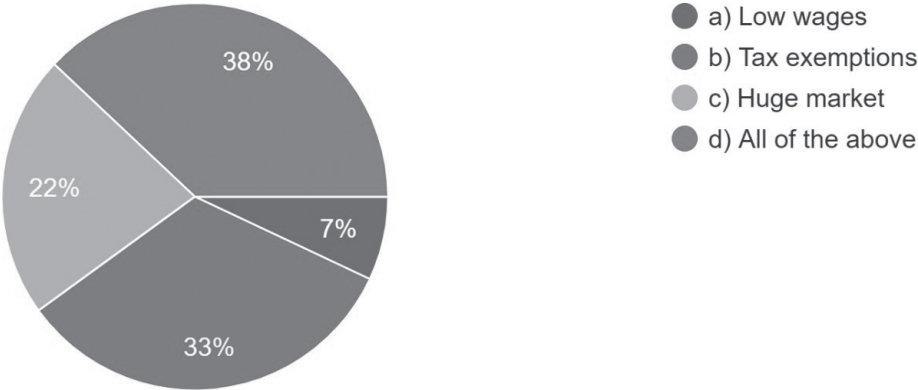
Table showing respondent’s opinion on whether foreign companies prefer to make an Foreign Direct Investment in India

Particulars	No. of Respondents	Percentage of Respondents (%)
Low wages	7	7
Tax exemptions	33	33
Huge market	22	22
All of the above	38	38
Total	100	100

**Analysis :**

From the table it is depicted that out of 100 respondents, 38% of respondents think foreign companies prefer to make an Foreign Direct Investment in India because of all the above whereas 33% chose tax exemptions. Followed by 22% opted for a huge market and 7% of respondents selected low wages.

**Graph showing respondent’s opinion on whether foreign companies prefer to make an Foreign Direct Investment in India.**



## Interpretation:

As per the survey it is depicted that 38% of the respondents are majorly saying foreign companies prefer to make an Foreign Direct Investment in India because of all the above which includes low wages, tax exemptions, huge market.

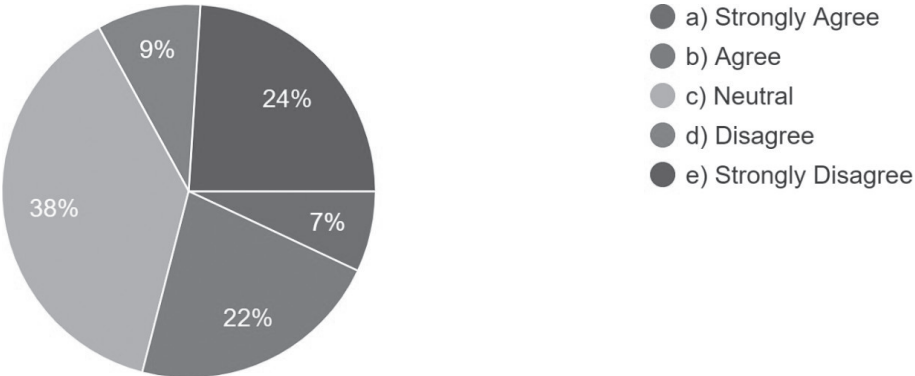
**Table showing respondent's opinion on whether FDI in retail can pose a threat to Indian companies.**

<b>Particulars</b>	<b>No. of Respondents</b>	<b>Percentage of Respondents (%)</b>
Strongly	7	7
Agree	22	22
Neutral	38	38
Disagree	9	9
Strongly Disagree	24	24
Total	100	100

## Analysis :

From the table it is depicted that out of 100 respondents, 38% of respondents feel neutral when asked about whether FDI in retail can pose a threat to Indian companies whereas 24% of respondents strongly disagreed. 22% of respondents agreed. Followed by 9% of candidates opted disagreed and 7% selected for option strongly.

**Graph showing respondent’s opinion on whether FDI in retail can pose a threat to Indian companies.**



**Interpretation:**

From the above graph, it has been observed that the majority of the respondents were neutral when asked whether FDI in retail can pose a threat to Indian companies.

**Table showing respondent’s opinion on which FDI policy in India is favourable to.**

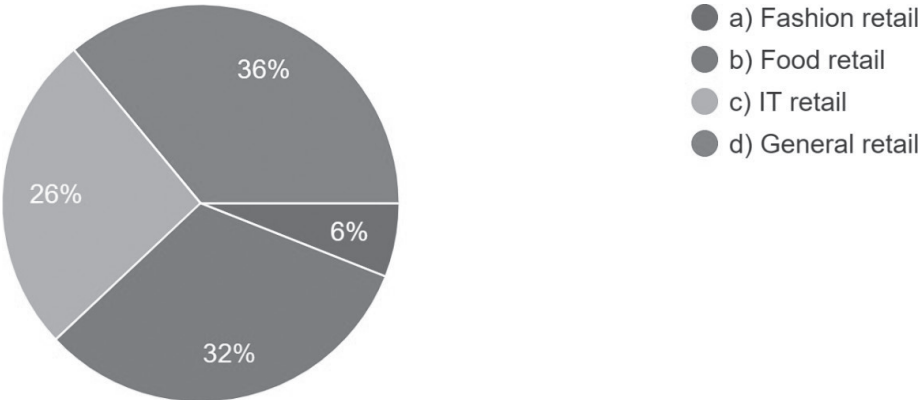
Particulars	No. of Respondents	Percentage of Respondents (%)
Fashion Retail	6	6
Food Retail	32	32
It Retail	26	26
General Retail	36	36
Total	100	100

**Analysis :**

This table shows the respondent’s preference on which industry whether FDI policy in India is favourable to. It has been observed that

6% of respondents opted fashion retail, 32% of respondents selected food retail, 26% of respondents chose IT retail, 36% of respondents opted general retail.

**Graph showing respondent’s opinion on which FDI policy in India is favourable to.**



**Interpretation:**

From the above graph, it has been observed that the majority of the respondents chose the general retail industry as a favourable FDI policy in India.

**FINDINGS, SUGGESTIONS AND CONCLUSION**

1. It is found that the majority of the respondents fall under the age group of 18-25 years.
2. It is found that the majority of the respondents are male.
3. It is found that the majority of the respondents work in Bangalore.
4. It is found that the majority of the respondents have completed bachelor’s degrees.

5. It is found that the majority of the respondents fall under the working experience 1-2 years and 3-5 years.
6. It is found that the majority of the respondents are aware of Foreign Direct Investment.
7. It is found that the majority of the respondents are aware of the meaning of Foreign Direct Investment(FDI) .
8. It is found that the majority of the respondents have got to know about Foreign Direct Investment (FDI) from their friends.
9. The hypothesis is set and rejected. From the responses gathered via the questionnaire and the Chi-Square test results, it is found that the majority of the respondents say that RBI norms are effectively managing FDI on the retail industry.
10. It is found that the majority of the respondents feel only sometimes a company or investor invests in FDI.
11. It is found that the majority of the respondents said foreign companies prefer to make an Foreign Direct Investment in India because of all the above which includes low wages, tax exemptions, and a huge market.
12. It is found that the majority of the respondents are not aware that India gets its FDI through Automatic or Government routes.
13. It is found that ,the majority of the respondents believe that the government route is the FDI route which a multi brand product retailing chooses when its equity is over 51%.
14. It is found that the majority of the respondents were neutral when asked whether FDI in retail can pose a threat to Indian companies.
15. It is found that the majority of the respondents think the general retail industry as a favourable FDI policy in India.

16. It is found that the majority of the respondents chose the Indian retail market as a profitable sector.
17. It is found that scale 1 is the lowest and scale 5 is the highest and the majority of the respondents scaled 5 which means they strongly agree that the FDI-financed retail companies may acquire other retail companies.
18. It is found that the majority of the respondents think that the large-scale retailers financed by FDI drive fair pricing.
19. It is found that the majority of the respondents believed that the Government of India has allowed 51% of FDI in single brand retail trading.
20. It is found that the majority of the respondents said both no and may be regarding the awareness that about 100% of multi brand FDI is allowed in all models for food products sourced from Indian farmers.
21. It is found that the majority of the respondents selected TDR trading as a sector in which FDI is not prohibited in India.
22. It is found that the majority of the respondents are not aware that when a firm undertakes FDI it becomes a multinational enterprise.
23. The hypothesis is set and rejected. From the responses gathered via the questionnaire and the Chi-Square test results, it is found that scale 1 is the lowest and scale 5 is the highest and the majority of the respondents scaled 5 which means they strongly believe that FDI in retail is good for India.
24. It is found that the majority of the respondents chose none of the above regarding the impact of FDI on retail in India.
25. It is found that the majority of the respondents are not aware that FDI in single brand retailing contributes to 10% of India's GDP.

## SUGGESTIONS

- It is suggested that Retail companies have to pay attention to the FDI regulations for retail in order to progress accordingly.
- Retail companies stand to benefit from FDI as this will mean more investment in this sector in the future which results in massive growth of GDP.
- Success of Indian retail companies will draw the attention of foreign investors to this industry which in turn leads to the growth of the economy.
- It is suggested that FDI in India should be allowed but there should be some strict rules and policies to control the level of involvement of FDI in the Indian market.
- It is suggested that FDI should be put in a place where an investment regime is credible and predictable. There should not be frequent changes in policies and regulations.
- The simplifications of the FDI norms in India's retail sector. This simplification would mean that the policies chalk out some broad rules for conducting retail business in India and leave the minute details to the business entities and market dynamics. This would provide a clear direction for companies working in this space.
- The government should see the entire retail sector and its various business models through the same lens and recommend similar rules on all companies operating in the sector.
- The FDI in the retail industry should be given more attention as it could be beneficial for the economy and will increase the GDP of our nation.
- It is suggested that the government should establish a regulatory authority which will keep a check on these companies, so that these companies will not take undue advantage from retailers and does not involve in malpractice.



- The government should frame policies which help in boosting domestic manufacturing and. More over there should be restriction in repatriation of profits, so that there should be stability in the value of Indian rupee.

## **CONCLUSION**

The project of the impact of FDI on the retail industry has been a source of knowledge and has given the opportunity to understand the retail sector in India.

I conclude that the FDI expansion in India has made a dramatic change to the country's GDP and globally as well. Since for the country FDI results in the collaboration of technology, work culture, business strategies. It also enhances countries' per capita income, increases employment rate, most importantly strengthens the relationship between two countries by crossing the boundaries', FDI not only results in the development of sectors of the country but many other sectors as they are inter related and dependent on each other.

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# 16

## **STUDY ON THE VARIOUS EMPLOYEE WELFARE SCHEMES AT FMCG WITH STARCHIK FOODS**

*Researcher- Ms. Divya J Shenoy*

*Research Guide- Ms. Anupama K*

### **ABSTRACT**

This is a study on the various employee welfare schemes that are offered by organizations belonging to the FMCG industry within India. Employee welfare is a broad topic belonging to the Human Resource domain. This study adopts a step by step approach, starting with an introduction to the HR domain and its evolution, then delving deeper into getting a holistic understanding of the topic of employee welfare/ labour welfare. It also includes understanding the other important aspects of the study such as needs, scope, objectives etc.

It is understood that labour welfare measures play an important role in creating harmonious relationship between the management and

employees. This study also includes a survey that was conducted among people associated with the Fast Moving Consumer Goods industry. It was conducted to understand the opinion of respondents regarding current employee welfare schemes and their awareness regarding the various labour laws in India.

The data so obtained from the survey enabled to understand the trends in the employee welfare schemes and gave inputs for understanding many other aspects of the same topic. The analysis and interpretation using graphs and tests helped in identifying the “suggestions” from this study.

**Key Words** – *Human Resource, FMCG, Employee Welfare, management, employees, labour laws.*

## **INTRODUCTION**

### **HUMAN RESOURCES AND HUMAN RESOURCE MANAGEMENT:**

Employees constitute one of the most important assets of any organization, be it a small or a large sized establishment, or be it a profit or a non-profit organization. Without the right employees, an organization simply cannot run smoothly. Hence the success and failure of an establishment also depends on how effectively the employees are managed.

#### **A brief summary about evolution of HRM:**

The modern understanding of Human Resource Management is a result of various ideas and practices that have evolved through hundreds of years. Initially there was the concept of slaves and these slaves were managed in **hierarchical ways** by considering them to be inferior. With the advent of industrialization, goods were produced on a large scale and the workers were managed in an authoritarian manner with a great

deal of strict discipline by the **factory foremen** and then, eventually, **by managers**. Money was considered to be the main motivation for employees. Later, the psychological aspect of employees/workers started to gain importance and it was established that it is important to **consider employee needs** and not just organizational needs.

Now, in simple terms, Human Resource Management can be understood as a broad function that ensures that an organization is equipped with the right employees, at the right time and for the right job, in such a manner that **both employee as well as the organization's needs** are successfully met at the same time. It involves several activities from planning and analysis of what job needs to be done, to motivating and compensating the employees for their work and finally re assessing the jobs that are required to be done.

***This project is mainly centred around the Fast-Moving Consumer Goods (FMCG) Sector in India.***

## **FAST MOVING CONSUMER GOODS (FMCG) INDUSTRY:**

Fast-Moving Consumer Goods are products that are sold quickly and at a relatively low cost.

These goods are frequently purchased from convenient locations, and they don't require too much effort and time for making the purchase. FMCGs have high volume of sales but low profit margins. These goods are also called as Consumer-Packaged Goods (CPG).

Classifications of Fast Moving Consumer Goods include:

- Food and Beverages
- Personal Care Products
- Home Care Products
- Healthcare Products

The fast-moving consumer goods (FMCG) industry is India's 4th largest, with household and personal care products accounting for half of all the FMCG sales. The urban segment is the most important contributor to the overall revenue earned by the sector.

*This project mainly deals with the topic of Employee welfare schemes or labour laws within an organization in India.*

## **THE CONCEPT OF EMPLOYEE WELFARE OR LABOUR WELFARE**

Employee welfare can be understood as an umbrella term that includes various types of services, facilities and fringe benefits that are provided to the employees of an organization, apart from their regular wages/salary.

Employee welfare schemes are offered for improving the health, general wellbeing, safety, satisfaction, and efficiency of workers/employee. They can be offered in monetary and/or non-monetary forms. However, employee welfare changes from country to country and from industry to industry too.

Studies have shown that organizations that have happy and satisfied employees are more likely to earn higher revenue compared to organizations where this is not true. The employee turnover is also low when employees are satisfied and/or have good working conditions.

**Employee Welfare measures can be provided by an organization on voluntary basis or statutory basis:**

- **Voluntary / Non-Statutory Basis**

This approach is a more philanthropic approach where an organization/ employer voluntarily undertakes to provide to its employees, various welfare schemes such as transportation, housing, recreation, flexible timings etc. There are no minimum standards laid down with respect to these schemes.

- **Statutory Basis**

The welfare schemes are those that must mandatorily be provided as per the country's labour laws. These schemes are mainly subject to the number of employees within an organization.

Examples include canteens, first aid appliances, rest rooms etc. The concept of Labour Laws are discussed in detailed as follows.

## **LABOUR LAW COMPLIANCE**

Labour laws are a set of rules that govern how employees are treated in the workplace. Labour is an organization's most valuable asset, and labour laws are enforced to guarantee that their rights are safeguarded and that they are not exploited. It governs businesses, employees, and labour unions. Non-compliance with the legislation may result in retaliation against the company.

## **OBJECTIVES OF THE STUDY**

- To identify the trends of labour welfare measures in India
- To identify the factors that make labour welfare successful
- To analyse the expectations of employees when it comes to employee welfare measures
- To study the awareness of employees with respect to the present labour welfare laws in India
- To analyse if the present employee welfare schemes are truly successful or not.

## **RESEARCH METHODOLOGY**

**Population:** The population of this study is composed of employees and owners of FMCG companies and HR professionals.

**Sample Size:** The number of survey respondents is 106.

**Sampling Technique:** Convenience Sampling technique has been used to collect the sample

**Methodology:** Collection of data is done via google forms. The sample has been selected from profiles of FMCG company employees on LinkedIn as well as from known circle of people who belong to FMCG sector. The respondents have also been requested to forward the Google forms to others belonging to the same industry. Only quantitative methods of data collection are used.

**Primary Data:** Primary data has been collected via google form-based survey which has been shared with employees and owners of FMCG companies and HR professionals.

**Secondary Data:** Secondary data is collected from a review of credible research from websites, books and videos on similar topics. In addition to this, secondary data about company and industry performance is collected from official websites.

## **TOOLS AND TECHNIQUES USED FOR ANALYSIS:**

- **Tools:** Google Form, MS Excel
- **Techniques:** Percentage analysis, Chi Square Test

## **SOME OF THE KEY FINDINGS OF THE STUDY**

1. Majority of the respondents choose recognition and development programs as the most valuable benefit in an organization, apart from pay. Very few respondents have chosen mental health programs to be most valuable in an organization.

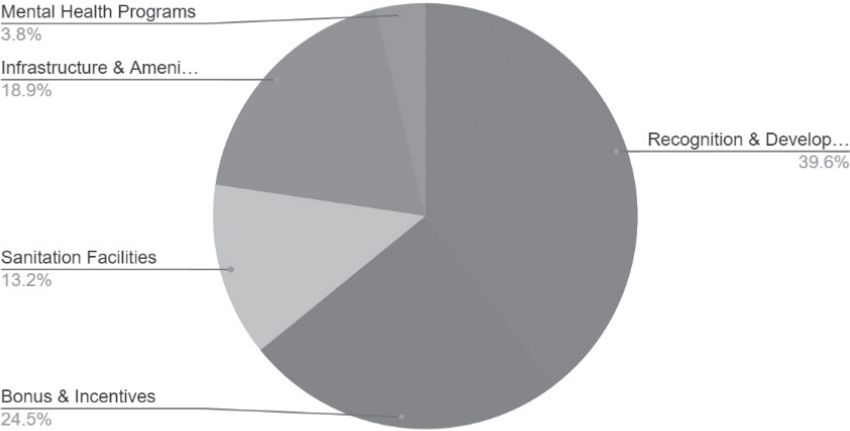


**Table 4.7 – Table showing the preference of respondents relating to the benefits offered to them by their organization, apart from pay.**

PREFERENCE OF BENEFITS	NO. OF RESPONDENTS	PERCENTAGE
Recognition and Development	42	39.6%
Bonus and Incentives	26	24.5%
Sanitation Facilities	14	13.2%
Infrastructure & Amenities	20	18.9%
Mental Health Programs	4	3.8%
TOTAL	106	100

**Figure 4.7 – Pie Chart showing the benefits that are valued the most in an organization.**

Count of 7. Please select one of the benefits that you value the most in an organization. (Apart from pay)



2. Most of the respondents feel that they might want to join an

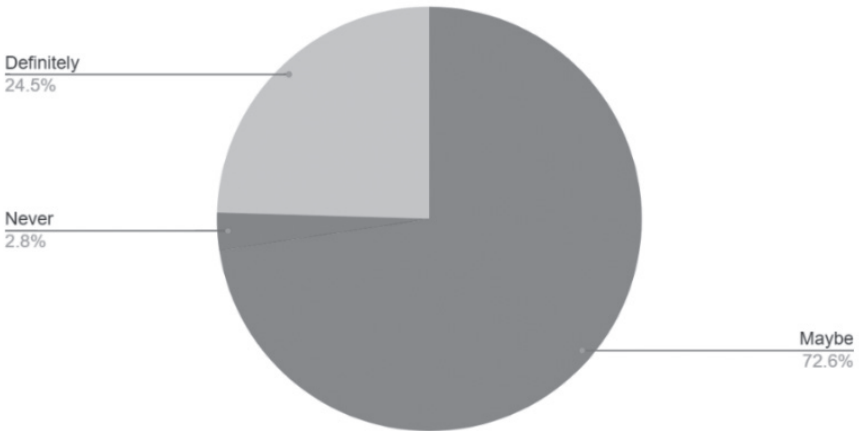
organization with better employee welfare measures and lesser monetary pay.

**Table 4.8** – Table showing the opinion of respondents on how ready they are to join an organization with better employee welfare measures and lesser monetary pay.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Definitely	26	24.5%
Maybe	77	72.6%
Never	3	2.8%
TOTAL	106	100

**Figure4.8** – Pie Chart representing the willingness of respondents to join an organization with better employee welfare measures and lesser monetary pay.

Count of 8. Would you prefer to join an organization with better employee welfare measures and lesser monetary pay?



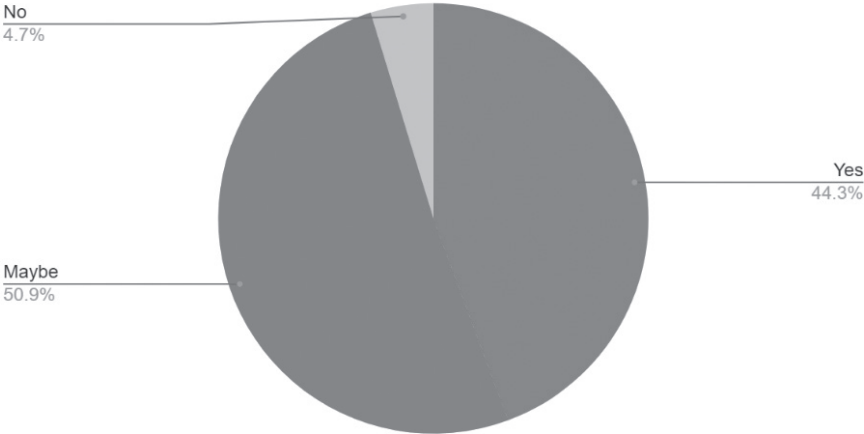
3. Majority of the responses seem to be unsure regarding their organization providing all welfare measures as per statutory requirement.

**Table 4.17** – Table showing if the respondents are aware that their organization provides organiser measures as per statutory requirements or not.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	47	44.3%
Maybe	54	50.9%
No	5	4.7%
TOTAL	106	100

**Figure 4.17** – Pie Chart representing the awareness of the respondents regarding their organization’s provision of all welfare measures as per statutory requirements.

Count of 17. Do you think your organization provides all the welfare measures as per statutory requirements?



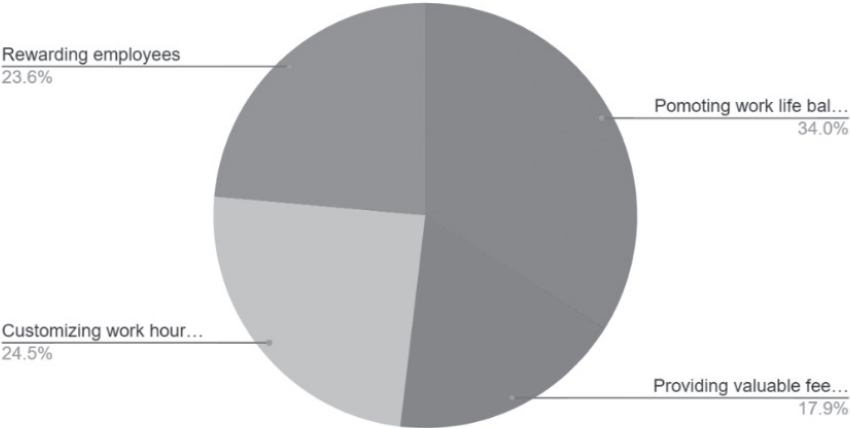
4. Maximum number of respondents say that promoting work life balance has positively impacted employee productivity in their organization.

**Table 4.18** – Table showing the factors that have positively impacted employee welfare in the organization.

<b>OPINION</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Rewarding employees	25	23.6%
Promoting work life balance	36	34.0%
Providing valuable feedback	19	17.9%
Customizing work hours (allowing leave, change in shifts etc.)	26	24.5%
<b>TOTAL</b>	<b>106</b>	<b>100</b>

**Figure 4.18** – Pie Chart showing the various factors that have best impacted employee productivity.

Count of 18. Which of these following factors have positively impacted employee productivity in your organization?

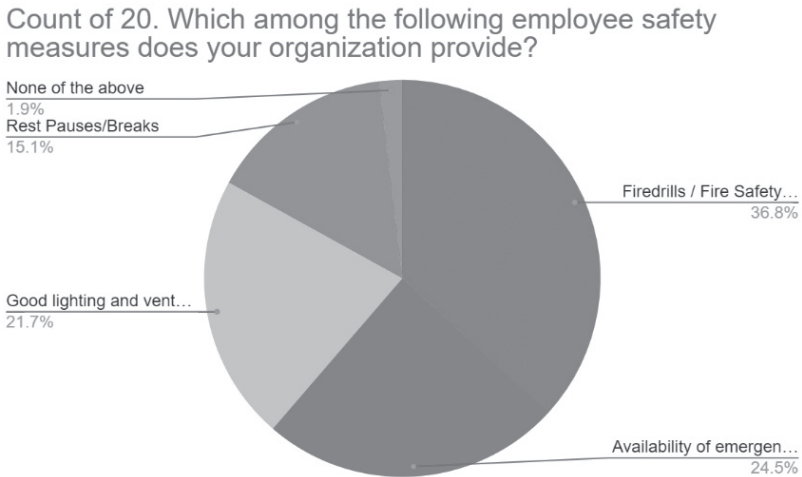


5. Majority of the respondents say that their organization provides fire drills/ fire safety measures. The next most common measure provided by organizations is emergency medical facility.

**Table 4.20** – Table showing the various employee safety measures provided by the organization.

RESPONSES	NO. OF RESPONDENTS	PERCENTAGE
Firedrills / Fire Safety measures	39	36.8%
Good lighting and ventilation	23	21.7%
Rest Pauses/Breaks	16	15.1%
Availability of emergency medical facility	26	24.5%
None of the above	2	1.9%
<b>TOTAL</b>	<b>106</b>	<b>100</b>

**Figure 4.20** – Pie Chart showing the various employee safety measures that organizations provides.



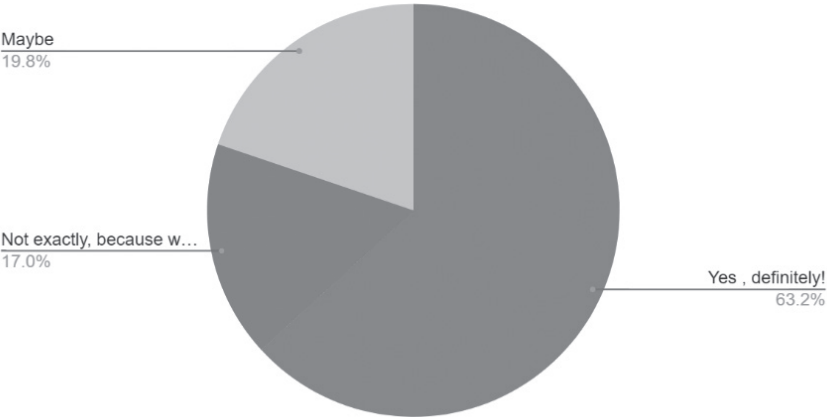
6. Given the types of employee welfare measures offered by their organisation, majority of respondents indicate they are willing to go the extra mile while on the job.

**Table 4.26** – Table showing the opinion of respondents regarding them going that extra mile while on their job, given the kind of employee welfare measures offered by the organization.

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes, definitely!	67	63.2%
Maybe	21	19.8%
Not exactly, because we just have basic facilities that are required to work.	18	17.0%
TOTAL	106	100

**Figure 4.26** – Pie Chart showing weather employees would put their 101% , given the kind of employee welfare measures offered by their organization.

Count of 26. Would you go that extra mile while on your job, given the kind of employee welfare measures offered by your...



## **SOME OF THE IMPORTANT SUGGESTIONS OF THE STUDY**

Being in the FMCG sector, Starchik Foods has successfully catered to the needs of many customers throughout Telangana. However, there are a few suggestions that can be applicable to all the FMCG organizations in general, within India, with respect to the topic of “employee welfare measures”.

- Apart from pay, people value recognition and development programs the most, in organizations and therefore, it is important for FMCG organizations to work on improving this aspect of employee welfare so that they can not only attract great talent but also retain talent for a longer period of time.
- Along with statutory welfare measures, it is important to implement other employee welfare measures too as it can serve as a competitive edge.
- There is scope for organizations to increase awareness regarding the statutory labour welfare measures that they currently provide to their employees. They can include or mention this during employee orientation. In this way, employees will be more likely to trust the organization.
- Given that, most FMCG businesses are involved in manufacturing, organizations do have scope to continue to improve their safety measures, as prevention is always better than cure.
- Organizations can adopt ways to solve employee grievances in the best possible manner by keeping utmost confidentiality. This way they can win the trust of the employees.
- Inculcating trust and respect in the organization’s work culture can go a long way in improving the employee wellbeing.

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