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Faculty Editor

Mrs. Sonali Khurjekar

Dr. Ranpreet Kaur

Student Editors

Ketan Poojari

Alka Pandey

Vyshakh Thankappan

Published by:

Dr. Sachin S. Vernekar (Dean FMS)

Director, Bharati Vidyapeeth (Deemed to be University), Institute of Management and Entrepreneurship Development, Pune.

More Vidyalay Campus, Erandwane, Paud Road, Pune - 411038.

Tele No: (020) 25425517/ 25448005 Telefax: 020 - 24531060

On behalf of:

Bharati Vidyapeeth (Deemed to be University), Institute of Management and Entrepreneurship Development, Pune.

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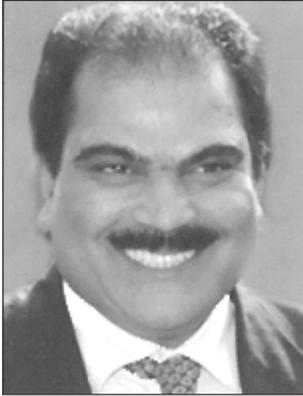
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Director Address

It is a great pleasure to publish a new issue of our research journal for this year – “REFLECTIONS”. It is a biannual research journal by the students for students. Reflections is a multifaceted journal that comprises of the epistemic research in the various Management aspects that are prevalent in the world around such as Finance, Marketing , Information Technology , International Business, Computer Applications and Social Science .This journal is aimed to build the spirit in students to carry out research work in the diverse disciplines and bring them together on a common platform. It enhances mind and skills of the students in their specific fields of interest. Students are encouraged to actively put forward their ideas and findings in form of the research papers. The journal has an ultimate objective to foster research acumen amongst students in various disciplines. The editorial advisory board comprises of the faculty members from IMED - Mrs .Sonali Khurjekar and Dr Ranpreet Kaur supported by an enthusiastic team of student editors too.

Research papers from the diverse disciplines of management are invited for the forthcoming issues. In order to maintain the standard of the journal, the papers received will be checked for plagiarism and notification of acceptance will be sent to the Authors thereafter.

Looking forward to receive a great response from our young researchers.

All the Best!

Dr. Sachin S. Vernekar
Director IMED, Dean FMS, BVDU

A Study to understand the Factors leading to the change in attitude of students towards Academics

Abhimanyu Kumar
Yash Jain
Students IMED, BVDU, Pune

Abstract

Higher education is the phase when students need to think about the future life and career. It is the time when students need to acquire necessary employability skills and Interpersonal skills to start/boost their professional life and ensure their self-sustainability. It is observed that during higher education most of the students start losing their focus and seriousness on their academics and personal growth what they use to have in their matriculation and intermediate.

This paper includes the key factors leading to the change in attitude of students pursuing higher education.

Keywords: higher education, interpersonal skills, self-sustainability, personal growth

Introduction

"Higher education is confronting challenges, like the economy is about the need for a higher number of more adequately trained, more educated citizenry."

-Margaret Spellings Higher education means different things to different people. If we talk about higher education as a purpose, it is about acquiring necessary skills for self-sustainability and to contribute in the growth of the economy.

During the tough phase of recession in various sectors of the economy in India employees are losing their jobs because they lack relevant skills. Therefore changing attitude of the students towards their academics in their higher education is the matter of concern.

Changing attitude of students

Over the decade, the attitude of students

towards their academics and career has changed. It is observed that students start losing their focus and seriousness post-school.

There are two sides of the motion. First, when students lack necessary skills, and second, when students are unable to find jobs matching to their skill set.

When students lose their focus while they're pursuing higher education, leads to inferior quality of learning among students and inadequately trained professionals, resulting to unemployment.

According to Periodic Labour Force Survey (PLFS) of National Sample Survey Office (NSSO);

Unemployment in India in FY18 was 5.3% (Rural), 7.8% (Urban), and 6% (overall) and the figure is increasing till date which is 45 year high.

The other side of the motion is, students those who focus on their academics and acquire necessary skills seek jobs which match their skill-set. If the job profile offered to these students does not match to their skill-set, students choose to be voluntary unemployed.

"Voluntary unemployment is a situation when a person is unemployed not due to unavailability of job in the economy, but because of not being able to find employment of his own choice."

According to Center for Monitoring Indian Economy (CMIE);

Number of people seeking job in January, 2017 was 25.9 million which fell to 13.7 million in July, 2017 while people are losing jobs in the economy, gives the figure of voluntary unemployment.

When talked to students, there are two reasons for voluntary unemployment what comes into picture; First, Entrepreneurship, and Second, they want to study further.

According to the data published by a website Dr.Education.com in 2016;

83% of the students enrolled in higher education.

When went to details, there were 2.4 crore people enrolled in Bachelor which falls to 2.7 lakhs in Masters.

It is because students start losing their interest in academics and make other priorities for themselves.

Research Methodology

Objectives:

- To analyze the factors leading to the change in the attitude of students pursuing higher education, towards their self-sustainability.

- To analyze the priorities of students pursuing higher education.

Type of research:

Analytical Research: An online survey was conducted in order to understand the factors leading to the change in attitude of students.

Data Collection:

Primary Data

Sample Size: 50

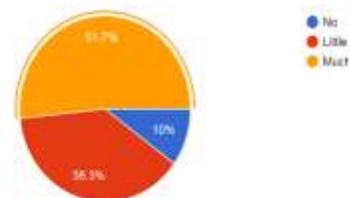
A sample size of 50 students pursuing their higher education in various streams having their age between 20-25 yrs was selected preferably and a questionnaire was sent to them to record their responses.

Secondary Data

Facts and figures related to Unemployment in country, enrollment of students into their higher education, reasons of Voluntary Unemployment etc. were collected from earlier published records through various websites.

Data Analysis

Do you see value in the course or its content (Any relevance in the course and job environment)
90 responses



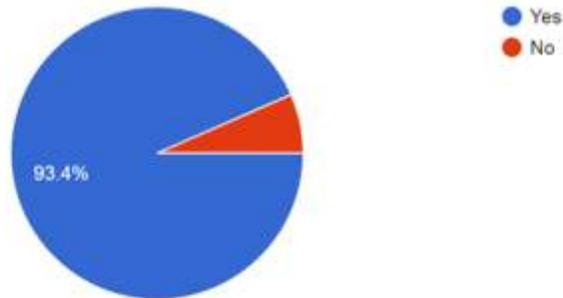
Do you believe that your efforts will improve your performance?

60 responses



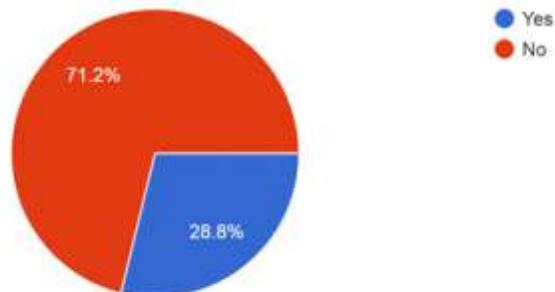
Do you have any other priorities (like family, friends, hobbies, and others)?

61 responses



Are you satisfied with the records (figures) of placements this year?

59 responses



Do you have any future goal for yourself?

61 responses



On analyzing the data following factors were revealed:

Factors affecting attitude of the students

Academic factors

The Academic factors refers to the environment of learning in colleges which is creating unnecessary pressure on students, which students are usually unable to handle and start indulging in other activities which acts as factors of losing seriousness among students towards their academics.

Socio-economic factors

It refers to the economic and social scenario of the nation. If we talk about current situation prevailing in India various sectors of economy is under influence of recession. Many people losing their job because they lack necessary skills. Thus students start seeking for a safer option available to them.

Motivation factors

Few students are highly motivated and few are not. Students who don't find their academics

neither to them and motivation in other activities such as art, Entrepreneurship, and sometimes nothing. Family business, financial status, having a goal and the business prospects in the economy are major factors leading to the motivation among students.

Psychological factors

It refers to other priorities a student has. Such as modern lifestyle, fashion, crowd, relationship, addiction etc. These factors attract students much more than their academics and career prospects.

Findings

- 44% of students find little value in the course and contents.
- 98% of students feel that their efforts will improve their performance.
- 92% of students do have other priorities beside their academics.
- For 88% of the students relationship (like family and friends) is their priority other than academics.

- 80% of the students are not satisfied by the figures of placements and support of their institute.
- 98% of the students are having goals for themselves.

Suggestions

- Our education system gives more stress to marks and grades rather than quality of learning. Colleges should give more stress to learning and performance of students.
- Colleges should talk about the positives of economic conditions prevailing in the country and suggest the best means of getting employed.
- Faculties should understand the priorities of students and should motivate the students accordingly towards the Learning and help them to become an educated citizen of the country.

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A Study to Understand the Customer Buying Behavior towards Shape Wears

Alka Pandey
Student BVDU IMED, Pune

Abstract

Modernization arrived with lot of opportunities and possibilities, to maintain the gap it has always been seen that human opt for shortcuts to get up with the challenges and instead of joining a long race one wants get shortcut to win the same and with this the trend of shape wears has amongst the youth has increased in the past few years with a lot of pros and cons.

Spending money to buy a shape wear is easier than going for a workout plan and thus here comes the main reason, why shape wears are penetrating the life of people on daily basis in positive or negative way is a question to be answered in order to study the drastic change all around.

In this dynamic world the inclination to a fake life has over shadowed the reality and with it the people have started focusing more on shortcuts to get a perfect shape with very less or no effort in that area.

With the promise to smooth out lumps and bumps, the foundation garment industry has found its products on the lips and hips - of shape wears users worldwide; the shape wear market's stunning profits has even propelled its movers and shapers to the top, but while many swear by the slimming effect of body shapers such as waist cinchers and thigh slenderizes, most forget that the flaw - fixing favorites are not without their faults.

I. Introduction

The rat race is on all around, and this is the only reason that has affected the people around to a great extent, through this journey to excellence was once only a game of minds but in this era of modernization, it has become linked up with looks and to specify it more a fit and toned body is something that is need of the hour.

The role of shape wears begins here; modernization has given way to a life style in which people are into a world of showoff that not only effects there mind but too much extent there body, there has been a change in preferences of people in the past few years and one of which includes the introduction of shape wears to use in their lives.

This study is based on the aspect that how people have started looking for a support to their unfit body and and unhealthy lifestyle, they are not ready to give their efforts and time to workouts, not even a walk is preferable and in addition to it they even don't want to give up on their unhealthy eating habits, it is simple as finding a shortcut to win a long race, but the path is not that easy it has a lot of cons as well.

There has been a use of shape wears not only by the one who are actually fat but also for the only fact the one has an illusion of imperfection in comparison to others around him or her .

To this it can be added that it is not a clever act in which the people as per their mindset are investing to get a better appearance, the

introduction of the shape wears has in some way made people believe the fact that the journey to look perfect is not that difficult in this world of dynamism, they can buy anything the only requirement for that is to just put money into it.

The whole thing is that in the way to live a perfect life now days we are getting into a life that is full of unreal tools that are leading to a deadly end.

This research study is aimed at identifying the age group that has been affected by the trend of shape wear and the reasons behind such an inclination to this product in the market and to analyses that to what extent a person can go to hide the unwanted lumps in their body to get someone that they really don't deserve.

The usage pattern of the shape wear was one of the major concerns that have been kept in mind to specify the target audience of the shape wears and the preferences in order to understand the mindset of people in this era of so called modernization.

III. Research Methodology

The methodology used is a questionnaire as a source to collect primary data, that was distributed to 100 people of age group 16-25 years in order to understand their preferences and usage pattern as per there category; it was also taken into record the gender to which the surveyed person belongs to provide specific detail that which gender is more into frequent use of their shape wears.

The question answered in the questionnaire enabled us to understand the exact trend:

? How would you prefer to soothe your lumps?

Responses	
Dieting	20%
Use Shape Wears	40%
Gym	30%
Not Concerned	10%

? Do you use Shape wears?

Responses	
YES	65%
NO	25%

? Do you use shape wears as an alternative to efforts that you have to put for a workout plan?

Responses	
YES	55%
NO	35%
SOMETIMES	10%

? What is your frequency of using Shape wears?

Responses	
Occasionally	58%
Daily	42%

? Shape Wears growing market major reason?

Responses	
Need of Hour	50%
A new Trend	32%
Herd instinct/ Mentality	18%

? If you are a user of shape wears, in what way has it affected your life?

Responses	
Positively	40%
Negatively	30%
Neutral	30%

? Why you recommend the usage to shape wears to others?

Responses	
Confident	40%
Fit	42%
Relaxed	30%
Comfortable	50%

*some of the people opted for both the options

? What do you think Shape wears is for you?

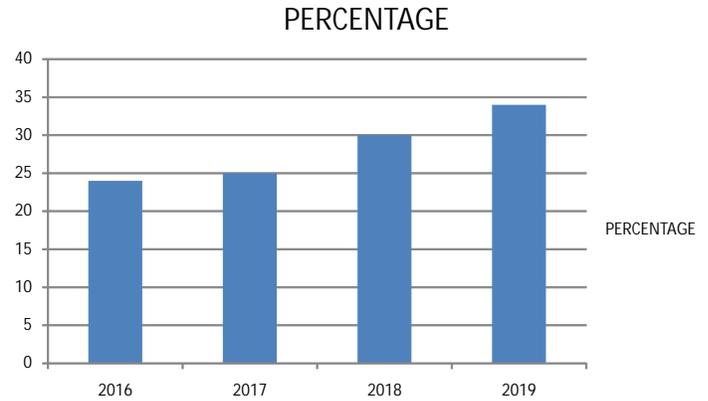
Responses	
Alternative to workout	65%
Preferences	25%

? What as an individual you do believe in?

Responses	
Simple living High thinking	30%
Changing with the surrounding	42%
Self-loving	20%

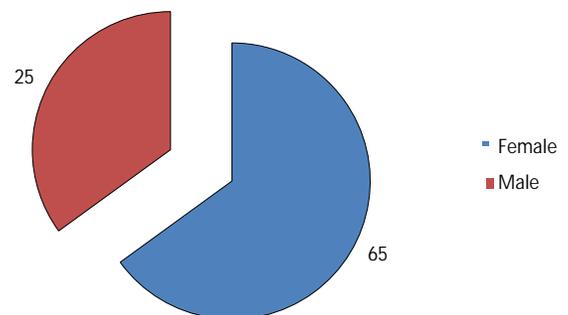
*some of them choose more than one option

Secondary source of data that was used was the various journals that have published articles related to the increasing craze of shape wears in the market in the past few years Age group 16-25 years.



Various research papers have also been written in order to understand the reason of the trend of shape wears in the market and even the age groups, the specific gender that is more inclined to usage of the shape wears and the main contributor to the market profits.

Percentage Contribution on basis of gender



It also enabled us to understand the conscious status of the people toward their personality and looks that to by not really working for it but taking shortcuts to develop an unrealistic image. It is some or the other way indicating towards the trend of the real to reel where there is only a

demand for the various elements that can end up efforts.

The collected data both through primary and secondary methods answered the various questions that were unanswered to a much extent

IV. Findings

The research led to such facts and figures that are generally not known commonly, the increasing percentage of the shape wears buyers year per year is an indicator of the love for shape wears in this time.

The female population contributes about sixty five percentage of the overall shape wear market in India that to of age group 16-25 years, the male population contributes only the thirty five percent of the total market.

The research also answered the questions as such that about forty percentage of the people prefer shape wears instead of going for other means to fit body, it is even noticed that Sixty-five percent of the people are one who opt for shape wears.

Fifty eight percent are in to occasional usage of the shape wears while the other opt for it on daily basis.

There are about fifty five percent of the people who are totally into shape wears to avoid the exhaustive workouts, this therefore enabled to analysis that the new trend that is getting over in the market and the changing preferences of the youth in India.

V. Suggestions

It has been noticed by the trend that the inclination towards the shape wears is not truly that worthy as it is shown to be the real story is different.

While the due course of the research it has been detected that the youngsters are opting for such means that is not that worthy for them they keep on searching for short cuts to their success.

It is said that the essence of the of real life lies in the fact that things that we do efforts for are more likely to affect us positively then the ones that are not, in this young age it is always seen that more of the efforts have to be put in by the one to gather the best of the results but with the change in the trend the overall cycle has been effected.

The suggestion that is applicable into this blind trend now a days is that, stop going for something that you are considering a shortcut to a long journey.

Shape wear are a beneficial product for those who use it as a sub unit to their workout plans and efforts in that area, the market is full of such tools what we really need to learn is that it is not always right to go with the trend the one who use it as product is in benefit but the one who uses it as an element to avoid efforts or a symbol of something or other is the loser at one or other end.

The only fact that is highlighted here is that once you have in your mind that opting for something that requires less or no efforts, then you are aiming to something that is unrealistic and for a short time interval, it is always said that to win a long race a lot of time and efforts are required, it is always a question that is there any need for any change the answer to it is;

Yes there is a need but then the change should be realistic and effective for ever and ever and hence the shape wears are the one that are very small unit of a long journey that can make you get rid of the problems for a while but at the other instant would end up causing a lot of issues and a lethargic life with body problems and issues.

Therefore the only suggestion is that go forward and get into something that get enhance your power and energy living a life of illusion and unreal happiness is something uncertain and not needed to be a winner in real life.

Use something as a support but not as an ultimate option to rely on.

VI. Conclusion

The overall estimated results showed up that the demand for the shape wears has increased to much extent, the market is growing not due to the effect of just one gender or a specified target group but due to the fact that more and more people are getting attracted to the usage of shape wears in their daily life.

It can be interpreted from the graphs above that the various age groups both the male and female population have an interest into the shape wear market, the journey of shape wears in the Indian market since its introduction has seen only an increasing curve and this defines that the trend of shape wears has hit the market.

It has also been seen that the females are the highest buyers or to say the highest user of shape wears and the age group 16 -25 years are the first in their category.

Therefore it can be said in simple words the trend of shape wears is in the market and has even penetrated the daily life of the common man.

It is no more a thing used by celebrity or a person of higher class but an object that is effective and essential to the mass or to say a status symbol.

The entire conclusion of the research shows that the craze of shape wear is not only the need of hour but the trend that everyone is following blindly.

People are running away from the reality and setting up standards that are not achievable in real life and to meet up those standards they opt for such products and elements in life that can end up there efforts and give them those results.

The graphs and figures suggest that the shape wear market growth is a result of the people changing lifestyle that involves a fact that what matters is the outer show and this illusion makes them ending up with such thinking that some opt for the shape wears to avoid their workout and efforts, while the other opt for them as they just want to be with the trend.

It has been noticed that the entire shape wear market comprises of people those are entirely into either a hectic work life and opt for it, or the other ones in order to avoid the future gains, but the best ones are that have an illusion that using such a product would enhance the their life one or other way and opt for it for no reason.

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Guerrilla Strategy: Marketing Redefined

Aditya Vivekanand Rankhambe
Student BVDU, IMED, Pune

Abstract:

In future the Guerrilla marketing technique will help to boom the business. This will further help the small scale enterprises to sustain their business practices and to expand their business in each and part of the world. Guerrilla marketing tactics will surely help their enterprises to hold their businesses in long run at the global level. The cost which is required for the promotion of the product is very low as compared to other business practices. Through the creativity of showcasing the product in the market these enterprises take their businesses one step ahead. A large number of audience is been targeted by the use of this technique. Guerrilla Marketing can also called as marketing Communication. The way in which companies interact indirectly with the consumers /costumers in a very creative way. This creativity is the center of attraction for buying the products and is also useful for mouth publicity.

Keywords: Marketing, Guerrilla Marketing, Enterprise, Tactics, Business practices, Creativity, Marketing Communication.

Introduction:

Marketing:

Marketing is a process of selling goods to the costumers by using various strategies to the audience which is been targeted.

According to Kotler “Marketing is satisfying the needs and wants of the costumers through an exchange process”

Types of Marketing:

Digital Marketing

Cause Marketing

Relationship Marketing

Word of Mouth

Undercover Marketing

Guerrilla marketing

Diversity Marketing

Cross Promotion Technique of Marketing

A brief Introduction to Guerrilla Marketing:

Guerrilla marketing is one of the strategies used by the companies to sell their product in the market. The term was popularized by Jay Conrad Levinson's 1984 book Guerrilla Marketing. It is a technique in which company interacts or showcase their product directly to the costumers in a very distinct way. So through this unique ways of interaction with the costumers the company earns more than what they earn actually. It is one of the ways through which companies attract the costumers has a greater impact on them. A memorable impact is been created by the company on the target audience through artistic presentation on road, bench, walls, etc. The companies display their

products by paintings, sprayings, and various other methods. Basically what company dose is that it promotes its merchandise and creates a likelihood that the costumer comes across their campaign and enlightens the word of mouth to the public at large. This type of marketing focuses mainly on more fascinating than prevalence. Time, imagination, reach, energy, etc. is mainly required by the company to enhance the campaign. If we measure in monetary terms there is a less requirement of funds for the same. Therefore this technique of production has a potential and is super effective to grow small enterprises that are in competition with the big players in the market. Guerrilla marketing is a from of marketing which uses unconventional methods of promotion to engage audience. The idea of guerrilla marketing is to generate a “Buzz” and ideally to turn viral .It is a cost effective alternative to large advertising campaigns. It is an effort to engage customers rather than educating them.

Research Methodology:

Objectives of the study:

- To expand the Business.
- To Expand the sales.
- To Brand promotion free of cost.
- To New Product Introduction.
- To Lesser cost in promotion of the brand.

Secondary data:

- Internet
- Books
- Journals

RESEARCH OBJECTIVE:

Defining Guerrilla Marketing.

Guerrilla marketing is a type of marketing where word of mouth becomes a Talk of a town only for short period unless you work upon it consistently.

Types of Guerrilla Marketing.

✓ Viral Marketing

Over the decades Internet marketing has played a vital role to start and boom the new upcoming enterprises. It is been done to create a social awareness of the companies product through social networks and viral marketing. Viral marketing also includes 3 different stages and phases of the analysis. The first phase of the framework includes analysis of the company’s product that is going to be launched in the market. The second phase is to create a awareness amongst the people’s mind about the product and its uniqueness. Finally in the last Phase viral marketing is carried out through various campaigns, social media, gifting free samples and promoting the product in a very UNCOMMON way of showcasing.



✓ Presume Marketing

Presume marketing is a type of marketing where the product is displayed in a very unusual way. This unusual showcasing of the product before the public grabs the attention of the public and then this memorable thing or the product gets viral on social media and then people out of curiosity go and check out that product in the market. Example – Puma had a hanging shoe in the public place.



✓ Experiential Marketing

Experiential marketing is a type of marketing where people are directly engaged directly in evolution of the brand or the product. People get to experience various types of product samples through which this type of marketing is done. Rather than looking at consumers as passive receivers of messages, engagement marketers believe that consumers should be actively involved in the production and co-creation of marketing programs, developing a relationship with the brand. This technique is used to connect with the costumers at a large scale by giving free samples and expanding the business through the same. As the costumer will use the product the feedback is taken from the costumer and this helps the company in knowing the demand and

the supply of the product. Example: Titan Skin Perfume. Experiential marketing also gives a emotional touch to the costumer through experiences and engages the costumer to buy the product. Physical and interactive feel of the product enlightens the costumer to go for the same. In this method costumer is not only satisfied with the product but also delight of the costumer is taken care by the company. Through this company can on the spot differentiate between the other companies products with their product.



✓ Wild Posting

Wild posting is a guerrilla marketing technique used by the companies to sell their products in the market. There are three types of wild posting used by the companies to broadcast their products in the market This technique is also called as fly posting technique. In advertisement banner the company puts a banner showcasing its product on it in a very creative way. Fly posting is also known as wild posting or bill posting and is a guerrilla marketing tactic were advertising posters are put up. In the US these posters are also commonly referred to as wheatpaste posters because they are often used to adhere the posters. Posters are adhered to construction site, building facades and in alleyways.



✓ Ambient Marketing

Ambient marketing is a popular approach to promoting a brand, based on the idea that the subtle things people notice around them have an impact on them. Projections or stickers are examples of ambient marketing, as well as advertising on beer mats, in bar toilets or the sides of telephone boots.

For Example:



As you can see in the above picture Ambient Marketing plays an important role in grabbing the attention of the people through a creative way. In the above picture we can see Nestle has promoted its product KITKAT and painted it on a bench where people come and sit. So the audience is attracted specially the small kids towards the product and intend to buy the same.

✓ Grassroot Marketing

Grassroot marketing is a type of marketing where the costumers are achieved over individual basis. In other words grassroot

marketing means reaching the large audience through one window operation. For Example:



In the above given image we can see McDonalds are promoting themselves by using grassroot marketing.

✓ Rub Off Effect

The rub-off effect occurs when one product or company is mentioned in the same light as a more expensive product or larger company and the consumer perceives both are equal in cost or size. Many companies can and do use this to their advantage when marketing their product. For Example :





see that Amul is using the Rub off effect marketing strategy to promote its butter and other milk products. In the first case they are promoting their product by paying tribute to Prime Minister of India Shri. Narendra Modi. In second case they have made a film as a target to get their product marketed as the movie Bajarangi Bhaijan was the most popular movie at that time. Lastly when Sundar Pichai became the CEO of Google AMUL paid tribute to him in a very different way as you can see.

Advantages

- ❖ Guerrilla marketing is a marketing strategy in which the cost of merchandise promotion is very competitive as compared to other marketing techniques.
- ❖ Through the use of this technique company indirectly understands the mindset of the public at large and works accordingly.

- ❖ This technique makes a product a brand if liked by the targeted audience and then it also gets viral over and over and successfully achieves its name and fame in a very less time.
- ❖ The goodwill of the company can gain positive approach and can also increase the profit of the company.
- ❖ It also helps small scale enterprises to boom their business and creates an opportunity to go viral in a less amount of time.
- ❖ The product launched in a very unusual way flashes a light upon the costumers showcasing its uniqueness and provides a memorable experience as well.

Limitations

- ❖ Guerilla Marketing requires a greater level of dedication and energy than traditional advertising venues, which often consist of throwing large amounts of money at other people to do the work for you.
- ❖ A high possibility of message being miss used by the audience
- ❖ You may find yourself on the wrong side of the law especially when it comes to graffiti and stickers on the city street.
- ❖ If the marketing is not been done in a proper way people may boycott your product.
- ❖ Weather conditions may affect your creative mindset which will lead to your loss and can also vanish the campaign goal you are trying to achieve.
- ❖ Guerrilla marketing is very time consuming as compared to other modes of marketing.

-
- ❖ Guerrilla marketing is very unpredictable in nature in other words if the idea of showcasing the merchandise is liked by the people then it has more demand but if not then it can also be a adverse effect on the product and can be a great setback because of which products production can stop.
 - ❖ Misinterpretation is another limitation of the guerrilla marketing that can be treated by the people in a very wrong and unusual way.

Future Potential of Guerrilla Marketing

- ❖ Guerrilla marketing is still as valuable today as it was back in the 1980s. It's a way for small businesses to level the playing field.
- ❖ Future of guerrilla marketing is so bright that it can boom small scale business in upcoming future as well.
- ❖ Building personal relationships with customers may be the best marketing move of the future.

Research Outcomes:

- ❖ Guerrilla Marketing is one of the methods through which companies promote their newly launched products in a very creative way.
- ❖ The term was popularized by Jay Conrad Levinson's 1984 book Guerrilla Marketing.
- ❖ A memorable impact is been created by the company on the target audience through artistic presentation on road, bench, walls, etc.
- ❖ Company promotes its merchandise and creates a likelihood that the costumer comes across their campaign and

enlightens the word of mouth to the public at large.

- ❖ Time, imagination, reach, energy, etc. is mainly required by the company to enhance the campaign.

Observations

- Observation on Viral Marketing is that it mainly focuses on target marketing, strategy building and lastly return on investments.
- Presume Marketing mainly targets on the unusual way of product display which makes itself a sign of difference.
- Experiential Marketing spots on the costumers satisfaction through experimenting the product on the costumer and giving them a great feeling of experience.
- Wild Posting also enhances people to buy their products by making a wild display of products in a different way which attracts costumers.
- Ambient Marketing focuses on the products reflection and the impact on the people willing to buy the product as it is done through paintings, stickers, etc.
- Grass root marketing puts lights on attracting the people through various sketches drawn on the road or on the foot path as well.
- Rub-Off Effect is another kind of guerilla marketing which only few companies use to market their product by connecting to the ongoing trend in the market or country.

Conclusions

- So coming towards the end of my research my conclusions towards the topic taken is that many of the companies invest their 70% of money in the marketing.
- They promote their merchandise through various marketing techniques.
- The creative minds of the company help them through their creativity to promote your product by the technique of guerrilla marketing.
- It is a cost effective alternative as compared to all the other marketing techniques.
- The goodwill of the company can gain positive approach and can also increase the profit of the company.
- Misinterpretation is another limitation of the guerrilla marketing that can be treated by the people in a very wrong and unusual way.
- This technique makes a product a brand if liked by the targeted audience and then it also gets viral over and over and successfully achieves its name and fame in a very less time.
- Guerrilla marketing it is the most easy and feasible technique of promotion.

- Guerrilla marketing is very unpredictable in nature in other words if the idea of showcasing the merchandise is liked by the people then it has more demand but if not then it can also be a adverse effect on the product and can be a great setback because of which products production can stop.

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Marketing_Among_the_People_in_Chennai_City



A Study on Generation Y in India, in the relation of Ethics in Corporate or Work Culture

Meghna Mukherjee
Student BVDU, IMED, Pune

ABSTRACT

Ethics is an immeasurable and dynamic phenomenon, irrespective of how similarly raised people are; ethics vary from one person to another and decide a major significance on one's behavior and attitude.

The study shows the priorities of Generation Y (People born between 1980-1997) in India, when it comes to decide what aspect of Ethics is acceptable and what is deniable

The study is done on 50 Indians who are working in an organization, and are a part of corporate culture, who responded to our questionnaire regarding their perspective and involvement as corporate habits. Since most people are uncomfortable answering honestly, the questionnaire suggested the participants to avoid mentioning their own names, along with the identity of their organization or co-workers. Hence, the chances of honest replies are exponentially higher and the aggregate result will sum up, what kind of choices are Ethical for what crowd and what part if it is accepting this and what crowd is repulsive to it.

INTRODUCTION

When Generation Y in India is mentioned, it indicates the population of the country that is employed in any organization after the liberalization was imposed in India. The generation is important to discuss, because these are the people who have seen the liberal work culture and has been adapted and been behaving according to that. The Gen Y, with the given nicknames of the "Internet generation", the "Echo Boomers" or the "Skeptical Junkies" are prolonged to have a distinct interest to get the organizational goal satisfied than the classical definition of work force.

The course of acceptance of a phenomenon to be right and wrong depends massively on the ethical acceptance of a population, being the generation that celebrated the removal of Article

377 from Indian law, it is proved that the population is hugely acceptable to the much open view of the world and are eager to develop for respecting and accepting the stratus which has been less accepted in the past. Still it is the very same generation that is blamed to be cantankerous and impatient.

Hence, the study shows what are the parameters of ethics, or the acceptable behavior, for which the "millennial" would not mind compromising their ethics in an organization, and what unethical practices are totally havoc when it comes to be implemented. The study reveals, the behavior of Gen-Y, in terms of organizational ethics about the happenings that are acceptable and the ones that are not.

RESEARCH METHODOLOGY

Questionnaire

About 60 participants from different background were handpicked with distinct personality trait, attitude and experience in industry to fill a questionnaire based on different conditions and situations, challenging and directing them to address their set of ethics in their day to day behavior in the origination they work in. Among those people, certain aspect of conduct was kept in mind, so the questions were bilateral and neutral for people. Some of the questions were straight forward and uncomfortable to the participants, keeping that in mind, their names and organization's identity was asked not to reveal. The measurement of the thought process would be done.

- ? The research is analytical, since the behavior is measured by the volume in which the participants mention their activities.
- ? The research is applied, because it is based upon the behavior of the current generation of workforce. With the change of technology and market, behavior of Gen Z could be different.
- ? The research is qualitative, since it deals with behavior and action of the employees, not their productivity and incentives.
- ? The research is empirical, since it speaks about the current data, not a concept.

Advantages: time-efficient; responses are easy to code and interpret; ideal for quantitative type of research

Disadvantages: respondents are required to choose a response that does not exactly reflect their answer; the researcher cannot further explore the meaning of the responses

Survey Method: -

Survey research method is a technique of investigation by direct observation/respondent or by systematic gathering of data from population.

Advantages of Survey Method:-

- Inferences based on facts.
- Personal Contracts with respondents.
- Instrument of social development.
- Greater objectivity.
- More reliability of the data.

Sample Size

Among the participants, 50 people were the Gen Y candidates, who were born after 1980, and 10 were Gen X candidates who were born in 60s and 70s and started working before the liberalization boom. Among them, 44 Gen Y candidates and 5 gen X candidates responded. The respondents were asked after the questionnaire if they would have been equally honest to the questionnaire if it asked their names, and 75% of the respondents answered in negative.

Objectives

- To understand the ethical inclination of Gen-Y.
- To understand the need of honesty for Gen Y in an organization.
- To find out their comfort in accepting the new environment.
- To find out Gen-Y's paradigm for quality work.
- To understand Gen Y's ethics with technology.

- To estimate Gen-Y's interest in organizational benefit.

Excel

This software has been used to calculate regression and correlation. Also it was used to plot some graph such as pie charts, bar graphs, etc.

DATA ANALYSIS

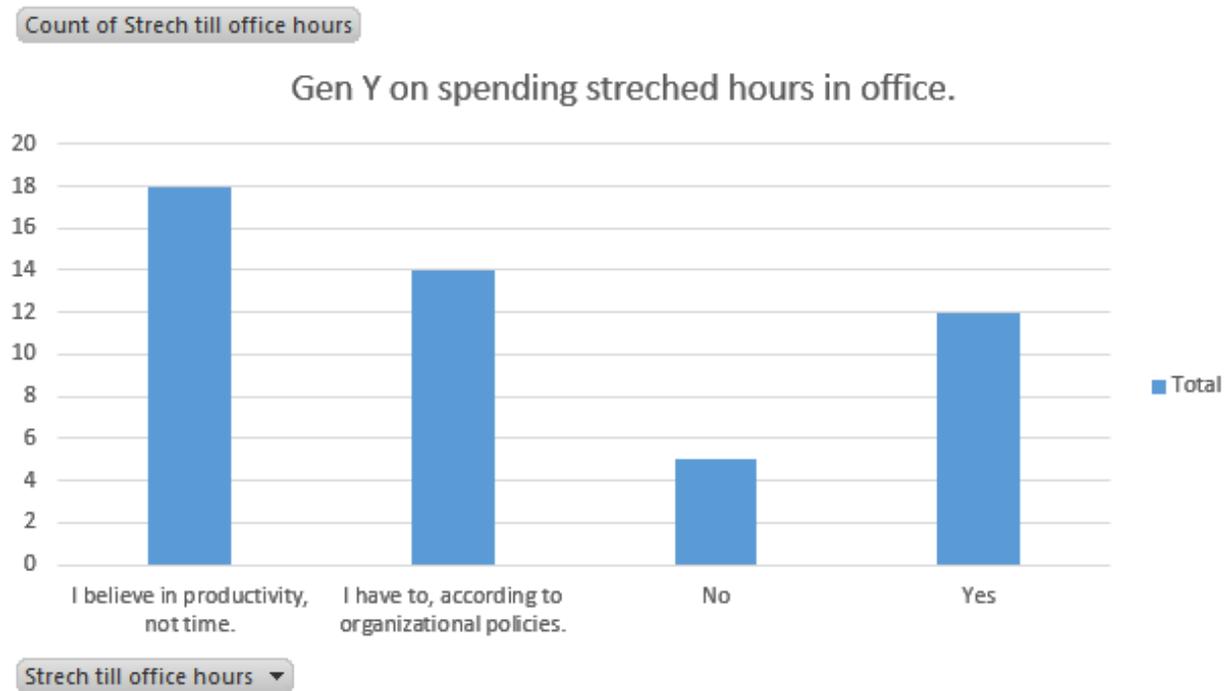
Plan of Data Analysis

Multiple-Regression

Multiple Regression model has been used to relate individual heads to analyze the correlation between the two (or more) distinct behavioral aspects of the entries, i.e., Whether the employees who take regular coffee breaks, are also the ones who are frequent in using internet for personal entertainment

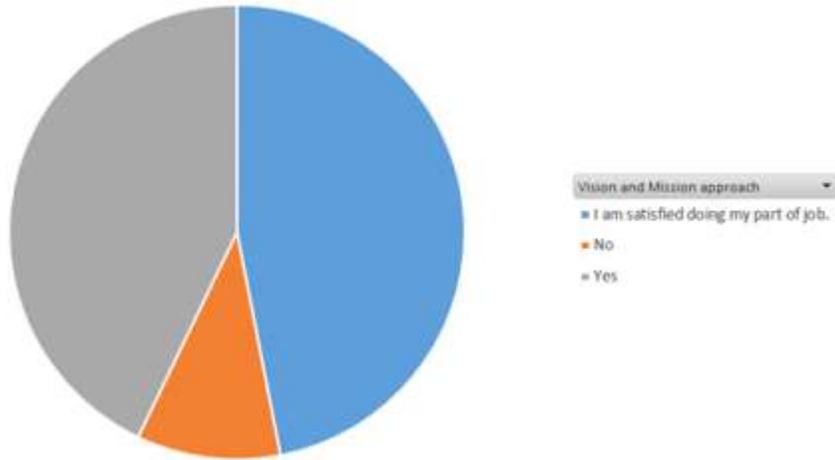
Interpretation

The interpretation shows the correlation of the function and response of the employees according to certain conditional changes, their decision, their values and attitudes depending upon the industries they work in.



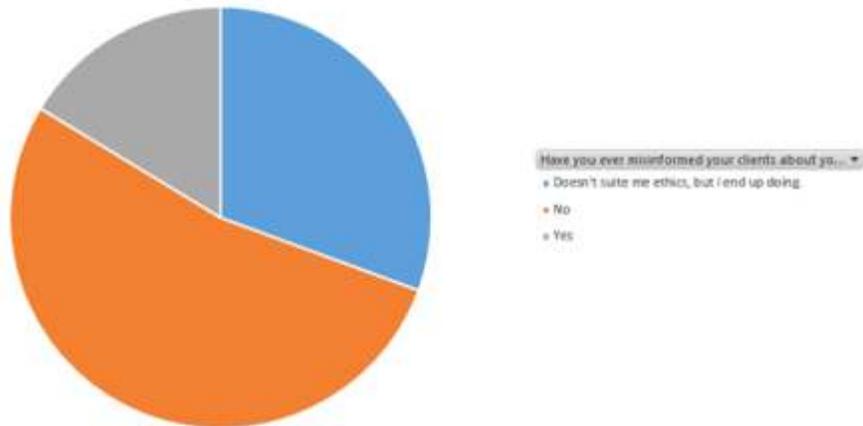
Count of Vision and Mission approach

Working to attain Vision and Mission



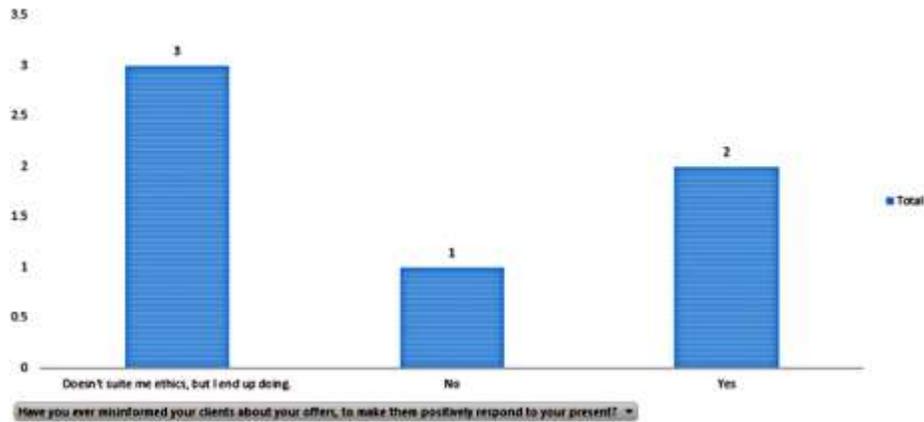
Count of Have you ever misinformed your clients about your offers, to make them positively respond to your present?

Gen Y on misinforming clients.



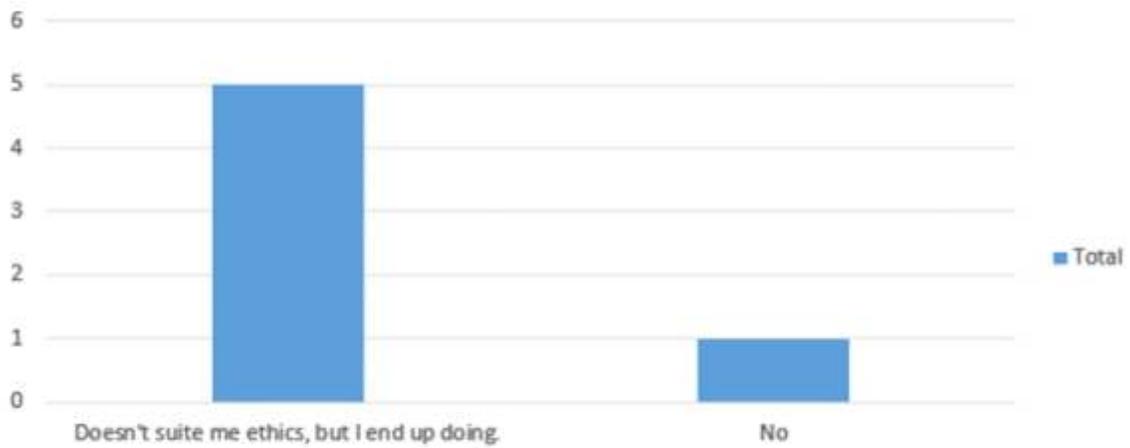
Count of Have you ever misinformed your clients about your offers, to make them positively respond to your present?

GEN-X ON MISINFORMING CLIENTS



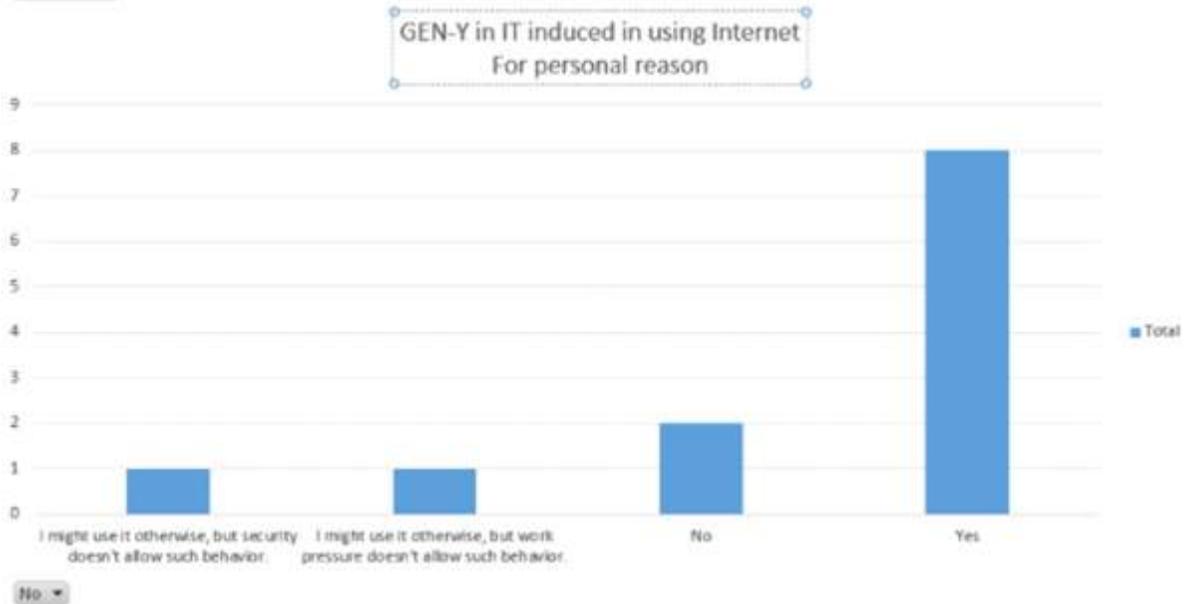
Count of Have you ever misinformed your clients about your offers, to make them positively respond to your p...

MISINFORMING CLIENTS TO ACCEPT THE OFFER IN HOSPITALITY



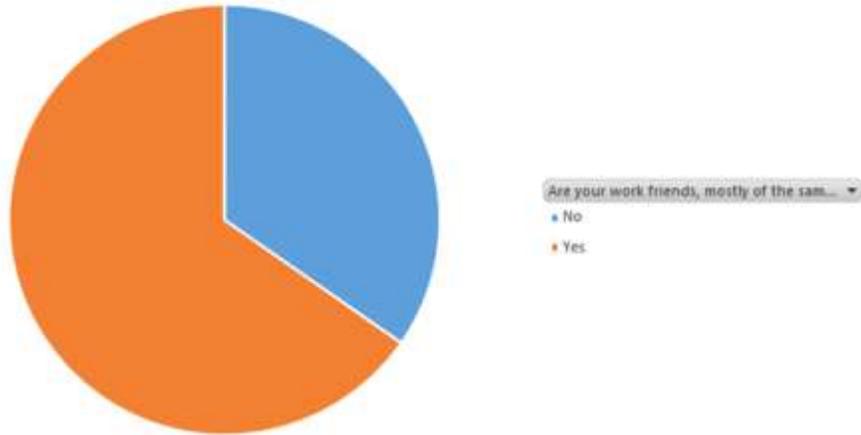
Have you ever misinformed your clients about your offers, to make them positively respond to your present? ▾

Count of No



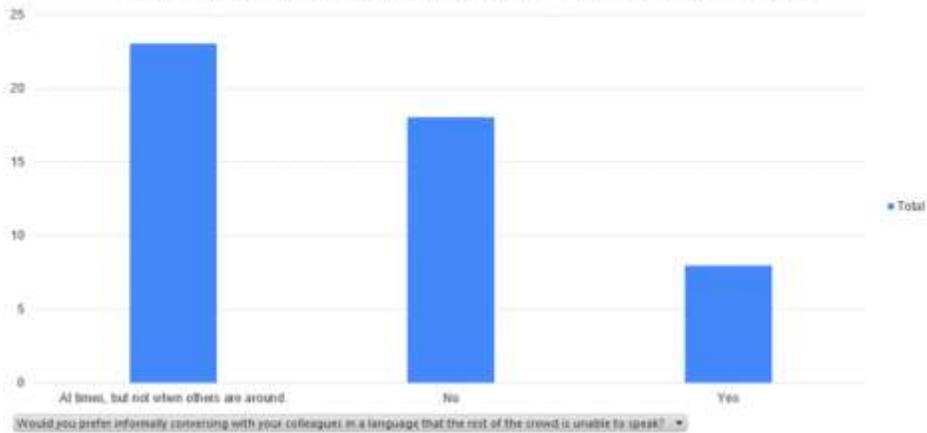
Count of Are your work friends, mostly of the same designation or authority as you?

Being friends with colleagues in same designation



Count of Would you prefer informally conversing with your colleagues in a language that the rest of the crowd is unable to speak?

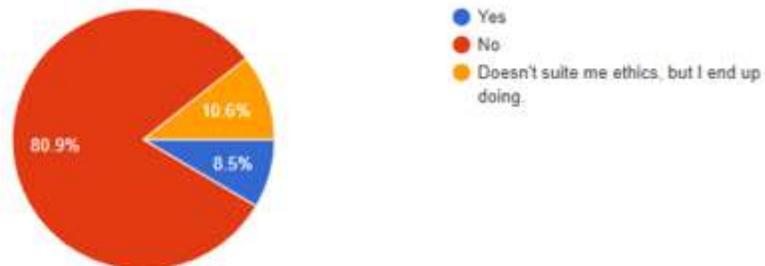
Informally conversing in regional language, that not all the colleagues could speak.



Would you prefer informally conversing with your colleagues in a language that the rest of the crowd is unable to speak?

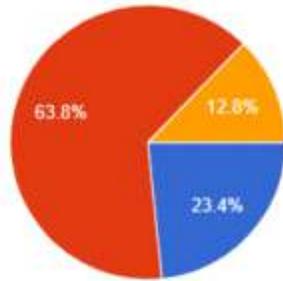
Have you ever misinformed your clients about your offers, to make them positively respond to your present?

47 responses



What would you do, if you find a technical loophole in the organisation's informative server?

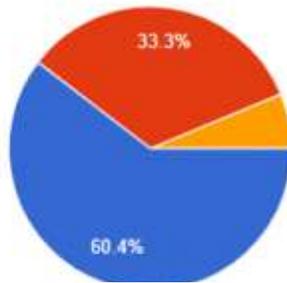
47 responses



- I would wait till it gets fixed.
- I would inform the concerned authorities about this.
- I would overlook it and concentrate on my job.

Are your work friends, mostly of the same designation or authority as you?

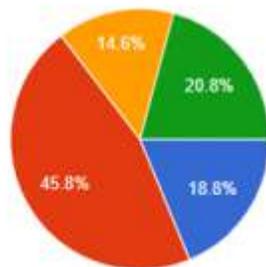
48 responses



- Yes
- No
- Other

Do you prefer working alone, with minimal connection with the co-workers?

48 responses



- Yes
- No
- I have to.
- Yes, but my profile doesn't allow that.

FINDINGS

1. According to the results, 75% of respondents in IT profession are much inclined towards productivity, over time spent in office. The remaining 25% are the ones, who spend stretched time in office due to organizational rules.
2. When it comes to misinforming clients due to organizational gain 53% of Gen Y participants said, they have never done that and would never do that in future. Compared to the 60% Gen X population who admitted they have misinformed the clients, even though it doesn't suit their ethics. While, 20% admitted, they did misinform their clients for professional gain.
3. 63% Gen Y participants admitted, they would inform the concerned authorities, if they find any technical loophole in the organization's informative server.
4. As believed otherwise, 45% millennial participants mentioned, they would stay loyal to the organization they are working until the organization wants to take them as an asset. About 22% participants mentioned, they would stick to the organization in long term.
5. All the participants born between 1980s-1990s said they would feel more empowered if they share the language or cultural background, with the region they're working in.
6. 49% of Gen Y participants mentioned, they are satisfied by their amount of participation for vision and mission statements, 42% said, they are pretty much sure they are contributing towards vision and mission statement.
7. More than 50% millennial admitted they have used free internet in their workplace for personal use, like stock market information, news update, unofficial ticket bookings, exam results etc.
8. Meanwhile, about 70% people were pretty clear that they don't use the internet for entertainment purposes, like Netflix, Gaming, and Reading etc.
9. 57% population admitted, if it comes to organizational benefits, they won't mind using technical loopholes in order to create a halo of growth, while 53% millennial were out right clear, they would never use those loopholes for personal benefits.
10. About 60% population agreed, coffee and smoke breaks are essential for the employees, while about 19% think, they are essential but extremes must be avoided. Interesting outcome is, out of the population, 42% said, they personally don't engage in such breaks within work hours.

CONCLUSION

1. If we calculate the condition, it can be concluded that Generation Y mends the rules, but they make sure it doesn't create adversities for the organization and the clients.
2. Generation Y is more productive, when they are not forced to be arduous regarding the stretched timings.
3. Gen Y as compared to Gen X, came out to be more indulged in solving a work related problem, saying most of the Gen Y participants said, they would convey the message to the suitable authority, if any

technical issue arises. Gen Y participants said, they'll wait until the problem is discovered and solved by the authority.

4. Comparing two different behaviors, it can be concluded from the study that using free internet for attaining information is mostly acceptable if not used for entertainment, but these people maintain a transparency between clients. It clarifies the priorities of doing something right, and a little less right.
5. Even though a huge population mentioned, they don't indulge in coffee/smoke breaks, but they mentioned, these breaks are essential and not a symptom of lethargy. Implicating, the employees respect the other employee's comfort zone.
6. The participants mentioned, their work circle is diverse when it comes to speaking a language, but when it comes to authority, most of the groups are made according to the designation or team they belong to.
7. Even though these participants mentioned, they would be more comfortable and empowered to share their first language in the region they are working, they still mentioned they prefer not to speak their regional language in the office space, especially when the crowd is diverse.

SUGGESTIONS

It is suggested, if the Gen Y has distinct behavior in corporate, then the Job Description must be mended accordingly.

The Human Resource team needs to take care of the language barrier. About 40% participants

mentioned, they felt left out for not speaking the same language as the regional crowd.

The target is expected to be attainable, so the employees are not forced to misinform the clients. Number of participants said, they manipulated the clients due to organizational gain, while it doesn't suit their ethics.

Many reputed companies are allowing work from home and flexible office hours these days, according to this study these would only motivate the employees to work better, over forcing them to stay in office for much longer.

Job Security is still a massive subject to deal with. Most of the participants wanted to stay in the organization in a long term, also many of them mentioned they would be a part of organization, as long as the organization wants to keep them. This proves, the Gen Y is loyal to the organization, and must be given a chance to develop there.

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DHOBIEXPRESS –A Case Study on Small Scale Entrepreneur

Varun Rajkumar Paliwal
Sonali Dahiya
Suvankar Das
Students - BVDU, IMED, Pune

INTRODUCTION TO CONCEPT:

- Time, efficiency and cost are all factors thought of before opting out any laundry service, we found these all to be secondary to the customer's main concern, trust.
- Although laundry business such as Dhobi Express already exists in the market, we feel there are methods and procedures that could be implemented to improve their model.
- Performing laundry is a simple task that takes up valuable time for many people.
- This time could be better utilized if there was a way of having your laundry done for you in a timely, predictable, and trustworthy manner.
- I focused on the issue of operation with laundry, specifically solving technical and marketing problems to improve the productivity.
- I learn that time and motion study while working leads to more productivity.
- There should be a proper channel to be followed to achieve success with proper visualization and marking steps and careful consideration.

- » Type of business- Laundry
- » Size- small scale business
- » Date of creation - 1 year ago
- » Services
 - Washing
 - Ironing
 - Dry cleaning



OWNER'S PROFILE:

- » NAME- CHAGAN SONTAKE
- » AGE- 43
- » EDUCATIONAL QUALIFICATION- 12thPASS
- » FAMILY MEMBERS – WIFE AND TWO CHILDREN
- » PHONE NO. – 7083509637

INTRODUCTION TO THE BUSINESS:

- » Name- Shree swami samarth drycleaners



- Lack of Capital
- Technically not equipped
- Low profit margin
- Limited store space

OPPORTUNITY

- Providing home delivery service
- Targeting hostels and pgs
- Using new technologies for accepting orders and payments
- Express delivery
- Using sales promotion and marketing techniques
- Proper dry-cleaning

THREATS

- Well established competitors
- New entrants
- Few people prefer doing their own laundry
- Do it yourself laundry shops

OBJECTIVES:

- To search for a small-scale business from unorganized sector .
- To understand his job profile.
- To evaluate his growth.
- To look for possible untouched and unexplored growth opportunities.
- To expand the business and revenue.

DATA ANALYSIS:

STRENGTH

- Good communication skills
- Futuristic approach
- Affordable pricing
- Management members are committed and dedicated.

WEAKNESS

- No stability
- Equipments are not modernized
- Lack of management skills

PROBLEMS IDENTIFIED:

»Less Visibility

No proper marketing has been done to create customer awareness about the laundry.

»No stability

As this business is side business for the owner and he found sit unstable in nature, he is not focused to grow his business.

»Equipment's are not modernized

As his equipment are not modernized so more time is consumed inwork.

»Lack of management

As he lacks in decision making and priority management.

»Lack of Capital

Less Futuristic approach for his laundry business.

»Technically not equipped

Being from Generation X(bornbetween1965-1979)he is not technically equipped to use latest technology.

»Low profit margin

As low customer base and low prices.

»Limited work space

»No Bank account.

After cosmos bank closure he doesn't have a bank account.

He has to return lot of customers just because he is not able to accept online payments through UPI and wallets.

SOLUTION SUGGESTED:

- » Proper marketing through different channels
- » We will open a Google Business Account.
- » We will ask him to put some capital to buy new equipment's to increase efficiency.
- » Helping him in taking decisions to work for future growth and implementation of changes.
- » We can help him to get familiarized with new technologies to help him to integrate new IT solutions for business with his

business.

- » By implementing new changes, we can increase his profit margin through new offers and services.
 - » Will help him to open new bank account in a good bank to counter banking related problems.
 - » Will help in setting up UPI payment method and wallet options to accept payments which is not in cash.
 - » I believed the best course of action is to create more visibility and awareness among the people needing to do laundry while focusing on the owner and business growth.
 - » This led to the most competitive barrier to overcome as how to build initial trust. By offering the best prices at doorstep with pickup and delivery as new services.
 - » A local business running in the segment shows that marketing is severely lacking. By grabbing the eyes of the customers through promotion and marketing, we would try to make a change in thought process of consumers.
And by standing on customer expectations, we would position ourselves to take advantage of word of mouth referrals, which come from the consumer trusts and will increase in creating new customers/consumers.
 - » I will do proper marketing through different channels to create awareness about the laundry among Customers.
 - » I will open a Google Business Account to appear right when people are searching for your business or business like yours on Google search or maps.
- »A shis customer base will gradually increase,

he will start focus in gon the laundry business.

- » I will ask him to put some capital to buy new equipment's to increase efficiency.
- » Helping him in taking decisions to work for future growth and implementation of changes.
- » The increasing customer base will lead to more profit. This will help him to put more money to grow the business
- » I can help him to get familiarized with new technologies to help him to integrate new IT solutions for business with his business.
- » By implementing new changes, I can increase his profit margin through new offers and services.
- » Will help him to open new bank account in a good bank to counter banking related problems.
- » Will help in setting up UPI payment method and wallet options to accept payments which is not in cash.

OUTCOME:

Stage1(Before Implementation)

- ? A small shop in a lane
- ? Only shirt, t-shirt, pants and jeans are washed and ironed
- ? No pickup and No delivery
- ? No online payment acceptance
- ? Limited customer base

Changed the name

- ? SHREE SWAMI SAMARTH DRYCLEANERS
- ? DHOBI EXPRESS

Digital Marketing

- ? Posters were posted on social media including Facebook, Instagram, WhatsApp groups

Physical Marketing

- ? Posters were made
- ? Posters were pasted in Paying Guest and Hostels

Stage2

More washing services were included in the list as:

- ? Bed sheets
- ? Jackets
- ? Blazer
- ? Shoes

New Offers were added

- ? Bed sheet + pillow

Stage 3

»Opened a new bank account in PUNJAB NATIONAL BANK

FUTURE PROSPECTS:

» Will be creating BHIM, PAYTM, GOOGLE PAY UPI accounts

» Will look for sponsorships

» Also working towards making other changes talked about in the solutions.



PROBLEM	SUGGESTION	OUTCOME
Less Visibility	Increased Customer Awareness	Increase in Sale
Lack of Management	Made Flyers & Posters	Increase in Production
Low Profit Margin	Introduced Variety	Margin of Profit Increased
Digital Wallets	Opened Bank Account	Paytm, Google Pay is now activated
No Bank Account	Opened Bank Account	It will ease to take online orders
Lack of Capital	Production Increase	Capital increase post increased in profit margin

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Motivation and Challenges of Entrepreneurship among young graduates

Diksha Srivastava
Student BVDU, IMED, Pune

ABSTRACT

According to Dr. J.E. Stepanek, "Entrepreneurship" is the capacity to take risk; ability to organise and desire to diversify and make innovations in the enterprise. Entrepreneurship is basically the capacity and willingness to develop, organise and manage a business venture along with any of its risks in order to make a profit. Entrepreneurship allows an individual to follow their passion and be their own boss, it gives you flexibility to work accordingly, it gives you freedom to be creative. Entrepreneurship has opened avenues of great scope in the Indian economy. It helps in tackling the condition of unemployment.

Despite of all the benefits that an entrepreneur has, it's been seen now days that there are many individuals who prefer to enter the corporate world instead of dreaming of start-ups. This Research Paper examined the reason behind why people don't want to pursue entrepreneurship as a career and go for a corporate job. It studies all the pros and cons of being an entrepreneur. It also focuses the status of entrepreneurship in India and how it is evolving. It determines the importance of entrepreneurship in the alarming situation of unemployment.

This Research Paper is based on the primary data collected from 100 employees of different organisations who are doing job right now. The data is collected through an online

questionnaire which was given to them. The questionnaire has questions such as name, qualifications, job profile, and the reason why they did not opt for entrepreneurship etc. The data was studied and analysed on different aspects and concluded by facts and figures available. This study becomes the basis of failure of entrepreneurship among youth now days.

The conclusion is that, job security, regular income, lack of investments etc are some of the common reasons among people for not choosing entrepreneurship as a career.

INTRODUCTION

According to Higgins, Entrepreneurship is meant for the function of seeing investment and production opportunity, organising in enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing new techniques and commodities, discovering new sources of raw materials and selecting top managers for day to day operation of the enterprise. Entrepreneurship is the inclination of mind to take calculated risks with confidence to achieve a predetermined business or industrial objectives. It allows an individual a large degree of agency. The benefit of building a business is that a person is in charge of deciding when he wants to work, instead of the monotonous 9-5 set-up. Youth

entrepreneurship is an under-explored field; the main factor for its growing attention is the increased number of unemployment among young people. Many young people do not find employment.

As we began our economy as a socialist one, government has been the largest creator of employment. Even today government is the largest employer in India. But over past 60 years, the central and state government is together being able to create only 18.5 million jobs. That is the government has been able to meet only 15% of the total requirement. India has around 7% of our population as unemployed and we add nearly 1.5 million to our employable population. At this rate, to sustain a healthy economy with an active human capital, we need to add nearly 2 million jobs every year and grow our per capita GDP at 9% every year. As it is clear from the above trivia, it is high time that entrepreneurs will become the engines of employment creation and will establish the base on which economy can be build.

Despite the alarming situation of unemployment and the numerous benefits of being an entrepreneur, people don't want to pursue their career in it. They are not willing to wait long for gratification in return of their hard work. Today's work force, especially the Millennial, create an environment where there is a clear mission and transparency, get motivated by mentorship and constant feedback, thrive on flexible schedules, expect quick monetary rewards, while they seek a balance in work-family time. With this work culture, the young are heading to the Corporate World, instead of going for Entrepreneurship. Contrary to this we do not have enough jobs. This situation is not good for the economy.

This research paper focuses on the reason behind

the inclination of people towards corporate world. It begins with the preparation of a questionnaire having general questions such as name, age, qualifications. It was shared among the employees and asked them to fill it. The employees were requested to vote for that reason because of which they did not start their own business. This study aims to find the main reason behind the declining condition of entrepreneurship in India. It also suggests solution to improve this falling condition and states the importance of entrepreneurship in the era of unemployment.

RESEARCH METHODOLOGY

The type of research that has been used in this study is qualitative research and quantitative research. Qualitative Research aim to gather an in-depth understanding of human behaviour and the reasons that govern such behaviour. Besides this, the phenomenon was also examined through observations in numerical representations and through statistical analysis.

A questionnaire was designed keeping in mind the objective of the study. The questionnaire has some general questions such as:

1. "Name"
2. "Age"
3. "Qualifications"
4. "Current job status"
5. "Have you ever thought of starting your own business?"
6. "Select at least five reasons why you didn't pursue your career as entrepreneur"
7. "Do you ever repent your decision of not going for entrepreneurship?"
8. "If given an opportunity, will you start your own business?"

In question “6”, 13 reasons have been given to them as follows:

1. “you wanted job security”
2. “you wanted regular income”
3. “you wanted certainty i.e. didn't want to take risks”
4. “you were not sure about ideas to start business”
5. “you were having family pressure to pursue corporate job”
6. “you hate working for long hours without leaves”
7. “you were not able to give time to your family and friends”
8. “you were not able to find investments”
9. “risk of failure”
10. “you were not able to find good and trustworthy staff”
11. “you were not able to manage cashflow”
12. “you could not handle negative feedbacks”
13. “you could not handle stress”

Along with the questionnaire that has been given out to respondents for the statistical representations of the findings in the study, several facts, figures and trends have also been studied for the better analysis of the problem.

Data was collected from 100 employees of different organisations placed at different positions. The questionnaire was given to them in the form of Google form. They were asked to fill the form. As per given in the questionnaire, They had to select 5 reasons for not starting their own business.

Data was analysed by studying the responses given by all the 100 employees. Out of the 13 reasons that were provided to them, those which are chosen by most of them, will become the basis of study.

The main focus of the research was to find out the reason why people don't want to choose entrepreneurship as career.

DATA ANALYSIS AND FINDINGS

The data was collected through a questionnaire shared among 100 employees of different organisations. Following are the quantitative representations of that data in the form of pie graphs and tables.

Question 1:

Qualifications and Current job status of random 11 employees from the overall collected data.

S.no	QUALIFICATIONS	JOB STATUS
1	POST GRADUATION	Food safety executive
2	GRADUATION	TOOL ROOM ENGINEER
3	POST GRADUATION	Manager foreign exchange
4	GRADUATION	Citizen service executive at TCS
5	POST GRADUATION	Banker
6	DIPLOMA	UX / UI Architect and Designer
7	POST GRADUATION	Counsellor
8	POST GRADUATION	News Anchor
9	POST GRADUATION	IDFC First Bank Ltd./ Finance Officer
10	GRADUATION	Radio jockey
11	POST GRADUATION	Teacher

You can see that majority of them are either from corporate world or Bank.

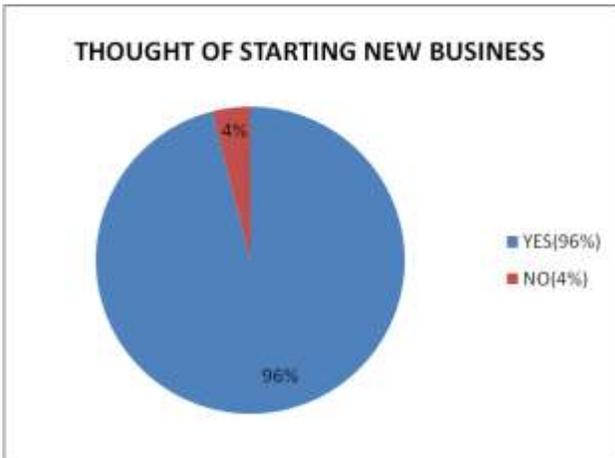
Question 2:

“Age of the employees?”

Majority of them are between the age of 26 years to 30 years.

Question 3:

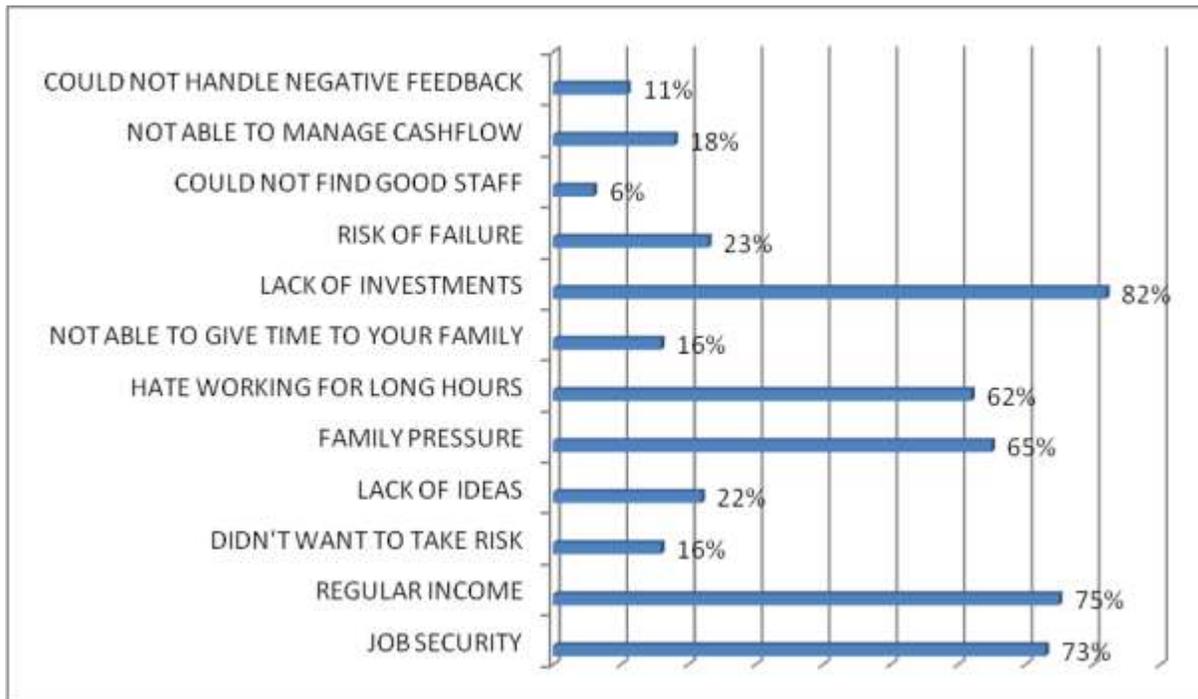
“Have you ever thought of starting your own business?”



Data shows that 96% of the employees wanted to start their own business before joining the jobs. It is a very huge number which shows that Youth of our generation wants to pursue entrepreneurship but due to some reasons they don't do it.

Question 4:

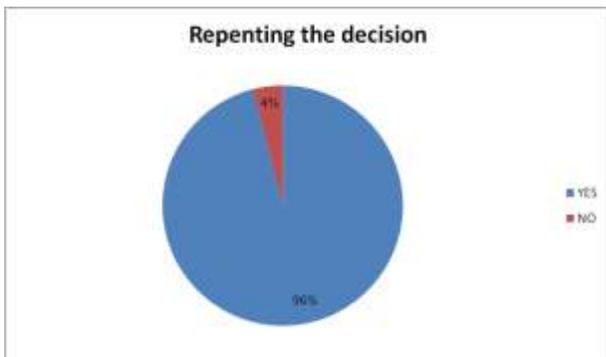
“Reasons why you didn't pursue your career as entrepreneur”



Data shows that “job security” ,“regular income” ,”family pressure” ,” hate working for long hours” and “lack of investments” are some of the main reasons among youth because of which they do not opt for entrepreneurship.

Question 5:

“Do you ever repent your decision of not going for Entrepreneurship?”



Data shows that 96% of employees repent their decision for not going for Entrepreneurship, which means that they still want to start their own business.

Question 6:

“If given an opportunity, will you start your own business now?”



The above graph shows that if given opportunity, 25% of employees will start their own business, where as 33% of them will not start that. The main part is that 42% of them are still in confusion, which indicates that the problem is still there and there is need to find solution for that.

CONCLUSION

There can be no doubt that people now days are not in the favour of opting for entrepreneurship. Despite the severe condition of unemployment and the various advantages of being an entrepreneur, Some factors stop them from doing so. From the research that has been conducted, we got to know that there are mainly five factors behind that :

1. **JOB SECURITY** : Job Security is the probability that an individual will keep his/her job. According to a study, 92% employees feel that job security is their first priority when it comes to select a particular job. Employees that feel insecure in their work are more likely to experience greater levels of work-life conflict and become exhausted emotionally. If people are not sure about the stability of their job, it can have a negative impact on their performance. Job Security provides a person sense of economic stability. Entrepreneurship comes with its share of ups and downs. Sometimes it gives you profit, on the other hand it can also risk your job, leaving you with no work-no money situation.

2. **REGULAR INCOME**: A huge advantage of employment is guaranteed income. This fixed amount of money deposited on a weekly or monthly basis into bank accounts means financial security for the employee and their family. Employers pay the employees for their services towards their organization. This pay often includes a range of allowances and benefits which may include, taxes, insurance, health

insurance, provident funds and company shares. Sometimes the family of the employee will also be covered by a health plan. Even after the age of retirement, the employee may continue to get private or state income, leaving them and their families secure for the rest of their lives. But entrepreneurship doesn't promise you guaranteed income. Sometimes it gives you profit, on the other hand it can give you loss too.

3. HATE WORKING FOR LONG HOURS: Employees will often agree on fixed working hours that will be guaranteed and outlined in a contract between themselves and the organization that employs them. Overtime or extra hours available will be worked at the employee's discretion and will not be compulsory. Working long hours can have a negative impact on your family and social life and also your health. Some businessmen need to work a lot of hours in order to get off the ground and be successful.

4. LACK OF INVESTMENTS: Funding is a problem for entrepreneurs all over the world. In India, the problem is more aggravated as in, there is pretty much only one legal way of getting money for business – take debt from bank. The risk-averse banking style followed in India does not even lend to small businesses, so getting money for starting up is almost impossible. So the entrepreneurs are left with only 2 options – either use your own savings or take debt at exorbitant rates from money lenders. This is the main reason why people don't start their own business.

5. FAMILY PRESSURE: This is a very common phenomenon, it has become more pronounced. The world work has changed considerably in the past few years; there are more graduates than ever before, in fields like IT, Medical, Civil Services etc. Lawrence Wilson of the Association

of Graduate Careers Advisory Services says, he has come across many students and graduates who are under pressure of their parents to follow a profession. It is mostly because parents want that their child must have a stable and secure future; and entrepreneurship has begun with this one condition that is; "capability of taking risks".

SUGGESTIONS

As discussed earlier, Entrepreneurship is very essentials at both individual as well as economic level. On one hand it provides umpteen benefits to an individual where as on the other hand it contributes a lot towards the job creation in the country at the time of unemployment. Entrepreneurs are by nature and definition job creators, as opposed to job seekers. The simple translation is that when you become an entrepreneur, there is one less job seeker in the economy, and then you provide employment for multiple other job seekers But as we have seen that People don't prefer entrepreneurship as much as they prefer job due to some reasons. Because of this, we can easily feel the slow down of entrepreneurship. We need to foster entrepreneurship in India as soon as possible. We need to find a solution. According to our analysis, we have proposed the following recommendations to do the same –

1. Education should impart confidence to become risk takers
2. Advertise the success stories of entrepreneurs to motivate new ones.
3. Increase the sources from which the entrepreneurs can meet their financial needs for their projects such as availing of available subsidies, state aid to industries, Personal and family savings, loans against assets like land and property, loans from relatives and friends.

"A Client Satisfactory survey of S. N Singh & Company -C. A firm in Varanasi, U.P."

Gaurav Triyar
Student, IMED, BVDU

ABSTRACT

According to the law "Audit is the examination or inspection of various books of accounts by an auditor followed by physical checking of inventory to make sure that all departments are following documented system of recording transactions. It is done to ascertain the accuracy of financial statements provided by the organization.

Auditing plays a important role in the business."

Despite of knowing the importance of auditing, the different firms don't avail the proper utilization of auditing services. Many firms are under scanner of the jurisdiction because of not showing the proper balance sheet and do not went through the proper auditing process of the auditing system.

Auditing plays a important role because it display the true facts and figure of the financial aspects of the business through which the shares holders invest money into business. Through the proper display of the balance sheet and financial position, the firms can attract many funds from the markets.

INTRODUCTION

Finance is concerned with the investment and deployment of assets and liabilities over "space and time": This Research Paper is based on the primary data collected from 25 employees of different organizations who are running their

own business right now. The data is collected through an online questionnaire which was given to them. The questionnaire has questions such as satisfaction level of the clients and the prices charged by the firms and the reason why they did not opt for auditing etc. The data was studied and analyzed on different aspects and concluded by facts and figures available. This study becomes the basis of failure of taxation system as well as tax evasion among businesses now days.

STATEMENT OF PROBLEM

Audit independence is the cornerstone of the audit profession. Auditors play an important role in public life as its purpose is to serve the shareholders. The impairment of auditor's independence will jeopardize the entire community. For instance, when the top management is behind the wrongdoings and the auditors is having conflict of interest of interest, they might want to considered to be watchdog for the stakeholders. The cumulative fraud made by the management which was covered up by the auditors might in turn put an end to the cooperation itself sooner or later. This causes the investors to lose their money and thousands of employees losing their job.

In recent years, the collapse of multimillion corporation such as Enron, Parmalat and WorldCom to name a few has raised concerns on the auditor's independence. These financial scandals and corporate failures have weighed

auditors down as the public often viewed it as audit failures. The increase in accounting scandals over the year's gas raised uncertainties that auditors were behind the wrongdoings, it still raises negative publicity towards the auditing professions. Failure in independence is enough to cause loss of confidence in audit and financial reporting.

OBJECTIVES OF THE RESEARCH:

The objectives of the research is to find the satisfaction level of the clients from the C. A firm. Through the research, the objectives need to be satisfied are:

1. To know the importance and availability of the C.A firm.
2. To know the implication level of their advice, suggestion to the financial aspect of the clients business.
3. To know that how much the C.A firm is updated with the recent trends in the financial aspect.
4. To know whether the charges charged by the C.A firm are standardized.
5. To know how much the services offered by the C.A firm are matching with the customer's expectation.
6. To know that how much the C.A firm are capable of resolving client's problem.
7. To know the satisfaction level of the clients by the services offered by the C.A firm.

RESEARCH METHODOLOGY

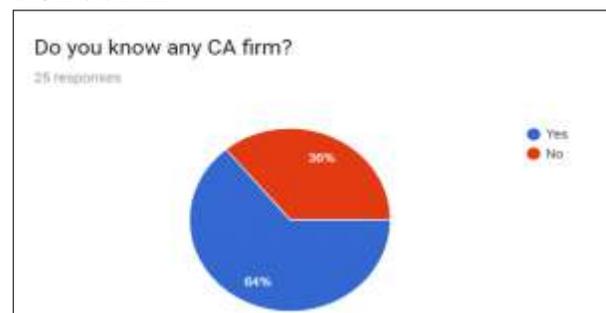
The type of research that has been used in this study is qualitative research and quantitative research. Qualitative Research aim to gather an in-depth understanding of clients satisfaction and the reasons that govern such dissatisfaction.

Besides this, the phenomenon was also examined through observations in numerical representations and through statistical analysis.

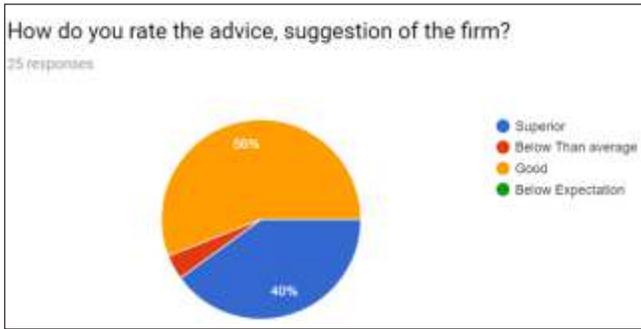
A questionnaire was designed keeping in mind the objective of the study. The questionnaire has some general questions such as:

1. To know how many respondents are aware of the C.A firms and their services.
2. To know the satisfaction level of the clients through the advices, suggestion provided by the C.A firm.
3. To know how much the C.A firm are matching with the changes made in the financial community.
4. To know the charges implemented by the C.A firm are enough to be paid.
5. To know the satisfaction level of the clients through the services of the C.A firm.
6. To know that how much the C.A firm are serious about your expectation and businesses.
7. To know overall satisfaction level of the clients.

OUTCOME



The response from the respondent shows that 64% are aware of the CA firms and other 36% are not aware of the CA firms. All the respondent have a business and still the data reflect that 36% are not aware of the CA firms.



The data reflects that all the respondent agree with the advice and suggestion of the CAs and their firms. Statistics shows that 56% consider the advice of CA firm as good whereas 40% considers as the superior. Only 4% consider it as below than average.

CA firms are capable of keeping pace with recent trends in the financial community?

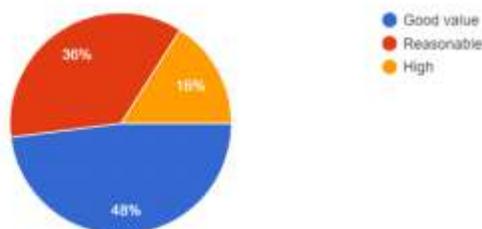
25 responses



With the implementation of GST and others changes in the financial systems, it has been observed that 92% respondent believe that CA firms adopt themselves accordance to the changes in the law and systems whereas the 8% of the respondent does not believe that the CA firms adopt themselves accordance to the changes in the system.

Do you find the charges of CA firm?

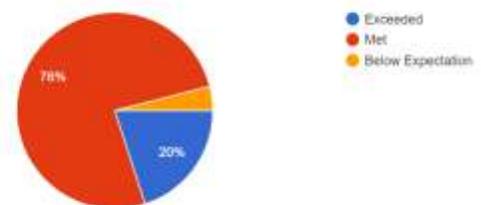
25 responses



The prices charged by the CA firms are income for the firms but was it suitable for the pocket. Most of the respondent feel that the prices charged by the firms good enough to be paid. 48% of the respondent feel that the prices charged by the CA firms are good enough. 36% of the respondent feels that the prices are reasonable to be charged and 16% of the respondent feels that the prices charged by the firms are relatively high.

How well did our services align with your expectations?

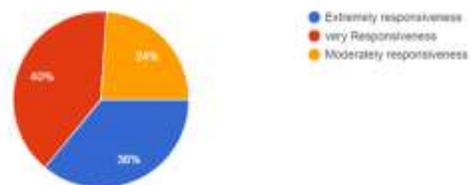
25 responses



76% of the respondent feels that the firms met the expectation of the clients whereas 20% of the clients feels that it exceed the level of expectation. 4% of the clients feels that it doesn't meet the expectation.

How responsive have CA firm been to your questions or concerns about the services?

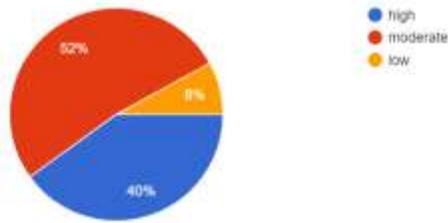
25 responses



36% of the clients of the firms that the CA firms gave the extremely responsiveness answer to the clients whereas the 40% of the clients very responsiveness to the answer to the question of the clients. 24% of the clients feels that the firms give moderate answer to the question.

overall, how satisfied are you with the CA firms?

25 responses



52% of the clients moderately satisfied with the services of the CA firms whereas the 40% are highly satisfied with the CA firms. Only 8% of the clients are not satisfied by the services of the CA firms.

FINDINGS:

According to the study made, it has been observed that CA firm adopt themselves accordance to the changes made in the financial aspect of business. It has been observed that the CA firm is well recognized organization known for their accuracy and transparency in the job or the task assigned to them.

52% of the respondent are moderately satisfied, 40% of the clients are highly satisfied and 8% are experienced low level of satisfaction.

The observation made by the study shows that higher level of satisfaction made by the firm and satisfied the client up to the certain level.

64% are aware of the firm and their benefit which made them transparent in the eyes of law and order whereas 36% are not aware of the CA firm due to this some of the proprietor earn so well and they don't pay taxes. The CA firm should take some initiative and they should aware them that they should audit their accounts and maintain the books of accounts and pay the reasonable taxes to the government.

SUGGESTION

The suggestion has been made in which it is suggested that the remaining 36% who are not aware of the government policy and the government should make them aware that the small proprietor can registered themselves under the CA firm and made their books of accounts good enough and they can easily pay all the taxes to the government. Through which the awareness regarding the taxes and the proprietor can made themselves aware of the fact that the firm need to pay taxes if they earn certain amount of taxes throughout the year.

Guidelines for submission of manuscript

Paper Title: 14 Point, Times New Roman, Bold, Centered, Upper and Lower Case

Author Listing:

- Name of the Author, Department, College, University, City, e-Mail Address
- 12 point, Times New Roman, Bold, Centered, Upper and Lower Case

Abstract:

- Maximum 200 words in 12 point Times New Roman
- Three to five keywords related to the main topic

Full Paper:

- Body of the Paper: A4 Size Paper, 12 point Times New Roman, 1.5 Line Spacing, 1" Margin from All Sides, Maximum 4000 words
- Headings up to Three Levels (e.g. 1, 1.1, 1.1.1) should be clearly marked and numbered.
- Tables and diagrams should be placed within the body of the paper near the text that refers to them.

References: References should be alphabetically arranged in the following form:

1. Adams, W.G., The Bakerian Lecture on the Forms of Equipotential Curves and Surfaces and Lines of Electric Force, Transactions of the Royal Society of London, 24, 1876, pp. 1–32

Important Note: Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

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We invite Research papers for the upcoming issue of Reflections from students of all courses. In order to maintain the quality of journal and attaining the goal of knowledge enhancement, we request the Faculty members to guide the students.

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Thank you,

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=====
Website: www.imed.bharativedyapeeth.edu

E-mail for paper submission:

ranpreet.kaur@bharativedyapeeth.edu and sonali.khurjekar@bharativedyapeeth.edu

(It is mandatory to send your paper on both email Id)

Important Dates:

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Date of Publication: June 2020

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