According to Latest Syllabus
Prescribed by the CBSE, New Delhi

Project Work in BUSINESS STUDIES

with PROJECT RECORD BOOK

Meenu Chandhok

CLASS XII

GOYAL BROTHERS PRAKASHAN

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According to Latest Syllabus and Guidelines prescribed by the Central Board of Secondary Education, New Delhi for the Academic year 2022-23.

Project Work in Business Studies

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For Class
XII

GOYAL BROTHERS PRAKASHAN

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PREFACE

Business being an integral part of the society, the course in business studies is to foster basic understanding of the principles and practices of the business environment in relation to the society. CBSE has introduced the project in business studies to enable the students comprehend the concepts and facts of business with the actual environment in which it functions. Project work shall enable the students understand the dynamic process of Business, the framework within which business operates and its interaction with the economic, political, legal, technological and social environment. The students will be able to go beyond the books and apply all the concepts read while preparing the project. This shall help them get insights of the real business world needs and the principles followed while it functions. Thus, students shall be engaged in gathering information relevant to the project, analysing it and further develop interpretations of the analysis. This shall provide experiential learning of the concepts taught.

I am pleased to present my book, Project work in Business Studies, for the students preparing for class XII CBSE Examinations. This book confirms strictly to the latest syllabus prescribed by CBSE. The student is required to select any one project out of the four Chapters allocated for project work i.e. Principles of Management, Business Environment, Financial Markets and Marketing Management. I have included detailed and exhaustive projects on all these chapters as it shall help teachers understand the methodology to carry out research projects with ease. The project work is scoring and can be an enriching experience if it is carried out with due diligence and mentorship.

Key highlights of this books are :

- Detailed guidelines issued by CBSE to make the students aware about the purpose and scope of the project followed by suggestive list of topics that can be taken up for the project.
- Guidelines for Teachers is detailed and all important aspects, methodology of preparation of the project are laid out.
- Essential requirements for preparation of the project and submission of the project are also mentioned.
- A few detailed projects covering certain latest happenings such as Impact of Covid 19 and Farm Law Bills with statistical analysis is also given.
- Sample Questionnaire followed by Appendix that forms the basis of the project are also one of the key highlights of the project followed by its statistical analysis.

I am grateful to my husband Kawaljeet Singh, my daughter Parineet and son Jugraunaq Singh for always encouraging me to forge ahead and share my knowledge at a broader platform. **I dedicate this book to my parents, late Sardar Sampuran Singh Jee and late Daman Rana as this was possible through their heavenly blessings.** I am grateful to my sisters Pinky Singh, Late Seema Singh and Neeru Singh who have always stood by me through thick and thin. I also remember my inlaws, Late S Avtaar Singh Chandhok and Raminder Kaur(Principal) who would have been happy to see this book .

I am specially thankful to Sh Suresh Goyal Jee and Sh Dinesh Goyal Jee of Goyal Brothers Prakashan, who encouraged me to write this book and provided the desired support and guidance to publish within the prescribed time.

I am sure this book shall be of great help to the students as well as the teachers and the projects on latest happenings shall be enriching.

Kindly share any suggestions, to improve the book.

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CONTENTS

CBSE GUIDELINES FOR PROJECT WORK

Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks)

1. Help students to select any ONE Topic for the entire year.
2. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of the submission of the project.

   The teacher should play the role of a facilitator and should closely supervise the process of project completion. The teachers must ensure that the project work assigned to the students whether individually or in group are discussed at different stages right from assignment to drafts review and finalization. Students should be facilitated in terms of providing relevant materials or suggesting websites, or obtaining required permissions from business houses, malls etc for their project. The periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the student actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available outside.
3. The students must make a presentation of the project before the class.
4. The teachers must ensure that the student's self-esteem and creativity is enhanced and both the teacher and the student enjoy this process.
5. The teachers should feel pride in the fact that they have explored the different dimensions of the project in an innovative way and their students have put in genuine work.

I. Project One: Elements of Business Environment

The teachers should help the students in selecting any one element of the following:

1. Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify the following changes:
   (a) The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes.
   (b) Milk being supplied in glass bottles, later in plastic bags and now in tetra-pack and through vending machines.
   (c) Plastic furniture [doors and stools] gaining preference over wooden furniture.
   (d) The origin of cardboard and the various stages of changes and growth.
   (e) Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
   (f) Re use of packaging [bottles, jars and tins] to attract customers for their products.
   (g) The concept of pyramid packaging for milk.
   (h) Cost being borne by the consumer/manufacturer.
   (i) Packaging used as means of advertisements.
2. The reasons behind changes in the following:

   Coca – Cola and Fanta in the seventies to Thums up and Campa Cola in the eighties to Pepsi and Coke in nineties.

   The teacher may guide the students to the times when India sold Coca Cola and Fanta which were being manufactured in India by the foreign companies.

   The students may be asked to enquire about
   (a) Reasons of stopping the manufacturing of the above mentioned drinks in India THEN.
   (b) The introduction of Thums up and Campa cola range.
   (c) Re entry of Coke and introduction of Pepsi in the Indian market.
   (d) Factors responsible for the change.
   (e) Other linkages with the above.
   (f) Leading brands and the company having the highest market share.
   (g) Different local brands venturing in the Indian market.
   (h) The rating of the above brands in the market.
   (i) The survival and reasons of failure in competition with the international brands.
   (j) Other observations made by the students

   The teacher may develop the following on the above lines

3. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave and standard of living.
4. The changes in the pattern of import and export of different Products.
5. The trend in the changing interest rates and their effect on savings.
6. A study on child labour laws, its implementation and consequences.
7. The state of 'anti plastic campaign,' the law, its effects and implementation.
8. The laws of mining /setting up of industries, rules and regulations, licences required for running that business.
9. Social factors affecting acceptance and rejection of an identified product. (Dish washer, Atta maker, etc)
10. What has the effect of change in environment on the types of goods and services? The students can take examples like:
    a) Washing machines, micro waves, mixers and grinder.
    b) Need for crèche, day care centre for young and old.
    c) Ready to eat food, eating food outside, and tiffin centres.
11. Change in the man-machine ratio with technological advances resulting in change of cost structure.
12. Effect of changes in technological environment on the behaviour of employee.

II. Project Two: Principles of Management

The students are required to visit any one of the following:

1. A departmental store.
2. An Industrial unit.
3. A fast food outlet.
4. Any other organisation approved by the teacher.

They are required to observe the application of the general Principles of management advocated by Fayol.

Fayol's principles

1. Division of work.
2. Unity of command.
3. Unity of direction.
4. Scalar chain
5. Esprit de corps
6. Fair remuneration to all.
7. Order.
8. Equity.
9. Discipline
10. Subordination of individual interest to general interest.
11. Initiative.
12. Centralisation and decentralisation.
13. Stability of tenure.
14. Authority and Responsibility

OR

They may enquire into the application of scientific management techniques by F.W. Taylor in the unit visited.

Scientific techniques of management.

1. Functional foremanship.
2. Standardisation and simplification of work.
3. Method study.
4. Motion Study.
5. Time Study.
6. Fatigue Study
7. Differential piece rate plan.

Tips to teacher

(i) The teacher may organize this visit.
(ii) The teacher should facilitate the students to identify any unit of their choice and guide them to identify the principles that are being followed.
(iii) Similarly they should guide the students to identify the techniques of scientific management implemented in the organisation.
(iv) It may be done as a group activity.
(v) The observations could be on the basis of

- The different stages of division of work resulting to specialisation.
- Following instructions and accountability of subordinates to higher authorities.
- Visibility of order and equity in the unit.
- Balance of authority and responsibility.
- Communication levels and pattern in the organisation.
- Methods and techniques followed by the organisation for unity of direction and coordination amongst all.

- Methods of wage payments followed. The arrangements of fatigue study.
- Derivation of time study.
- Derivation and advantages of method study.
- Organisational chart of functional fore manship.
- Any other identified in the organisation

(vi) It is advised that students should be motivated to pick up different areas of visit. As presentations of different areas in the class would help in better understanding to the other students.

(vii) The students may be encouraged to develop worksheets. Teachers should help students to prepare observation tools to be used for undertaking the project.

Examples; worksheets, questionnaire, interviews and organisational chart etc.

III. Project Three: Stock Exchange

The purpose of this project is to teach school students the values of investing and utilising the stock market. This project also teaches important lessons about the economy, mathematics and financial responsibility.

The basis of this project is to learn about the stock market while investing a specified amount of fake money in certain stocks. Students then study the results and buy and sell as they see fit.

This project will also guide the students and provide them with the supplies necessary to successfully monitor stock market trends and will teach students how to calculate profit and loss on stock.

The project work will enable the students to:

- understand the topics like sources of business finance and capital market
- understand the concepts used in stock exchange
- inculcate the habit of watching business channels, reading business journals/newspapers and seeking information from their elders.

The students are expected to:

a) Develop a brief report on History of Stock Exchanges in India. (your country)

b) Prepare a list of at least 25 companies listed on a Stock Exchange.

c) To make an imaginary portfolio totalling a sum of Rs. 50,000 equally in any of the 5 companies of their choice listed above over a period of twenty working days.

The students may be required to report the prices of the stocks on daily basis and present it diagrammatically on the graph paper.

- They will understand the weekly holidays and the holidays under the Negotiable Instruments Act.

  They will also come across with terms like closing prices, opening prices, etc.
- During this period of recording students are supposed to distinctively record the daily and starting and closing prices of the week other days under the negotiable instrument act so that they acquire knowledge about closing and opening prices.
- The students may conclude by identifying the causes in the fluctuations of prices. Normally it would be related to the front page news of the a business journal, for example,
- Change of seasons.
- Spread of epidemic.
- Natural and human disasters.
- Lack of faith in the government policies.
- International events.
- Relations with the neighbouring countries.
- Festivals.
- Strikes and accidents
- Political environment.
- Impact of changes in government policies for specific industry.
- Contract and treaties at the international scene.
- Crisis in developed countries, etc.

The students are expected to find the value of their investments and accordingly rearrange their portfolio. The project work should cover the following aspects;

1. Graphical presentation of the share prices of different companies on different dates.
2. Change in market value of shares due to change of seasons, festivals, natural and human disasters.
3. Change in market value of shares due to change in political environment/ policies of various countries/crisis in developed countries or any other reasons
4. Identify the top ten companies out of the 25 selected on the basis of their market value of shares.

It does not matter if they have made profits or losses.

IV. Project Four: Marketing

1. Adhesives
2. Air conditioners
3. Baby diapers
4. Bathing Soap
5. Bathroom cleaner
6. Bike
7. Blanket
8. Body Spray
9. Bread
10. Breakfast cereal
11. Butter
12. Camera
13. Car
14. Cheese spreads
15. Chocolate
16. Coffee
17. Cosmetology product
18. Crayons
19. Crockery
20. Cutlery
21. Cycle
22. DTH
23. Eraser
24. e-wash
25. Fairness cream
26. Fans
27. Fruit candy
28. Furniture
29. Hair Dye
30. Hair Oil
31. Infant dress
32. Inverter
33. Jams
34. Jeans
35. Jewellery
36. Kurti
37. Ladies bag
38. Ladies footwear
39. Learning Toys
40. Lipstick
41. Microwave oven
42. Mixers
43. Mobile
44. Moisturizer
45. Music player
46. Nail polish
47. Newspaper
48. Noodles
49. Pen
50. Pen drive
51. Pencil
52. Pickles
53. Razor
54. Ready Soups
55. Refrigerator
56. RO system
57. Roasted snacks
58. Salt
59. Sarees
60. Sauces/ Ketchup
61. Shampoo
62. Shaving cream
63. Shoe polish
64. Shoes
65. Squashes
66. Suitcase/ airbag
67. Sunglasses
68. Tea
69. Tiffin Wallah
70. Toothpaste
71. Wallet
72. Washing detergent
73. Washing machine
74. Washing powder
75. Water bottle
76. Water storage tank
77. Wipes

Any more as suggested by the teacher.

The teacher must ensure that the identified product should not be items whose consumption/use is discouraged by the society and government like alcohol products/pan masala and tobacco products, etc.

Identify one product/service from the above which the students may like to manufacture/provide [pre-assumption].

Now the students are required to make a project on the identified product/service keeping in mind the following:

1. Why have they selected this product/service?
2. Find out '5' competitive brands that exist in the market.
3. What permission and licences would be required to make the product?
4. What are your competitors Unique Selling Proposition. [U.S.P.]?
5. Does your product have any range give details?
6. What is the name of your product?
7. Enlist its features.
8. Draw the 'Label' of your product.
9. Draw a logo for your product.
10. Draft a tag line.
11. What is the selling price of your competitor's product?
    (i) Selling price to consumer (ii) Selling price to retailer (iii) Selling price to wholesaler
    What is the profit margin in percentage to the
    - Manufacturer.
    - Wholesaler.
    - Retailer.
12. How will your product be packaged?
13. Which channel of distribution are you going to use? Give reasons for selection?
14. Decisions related to warehousing, state reasons.
15. What is going to be your selling price?
    (i) To consumer (ii) To retailer (iii) To wholesaler
16. List 5 ways of promoting your product.
17. Any schemes for
    (i) The wholesaler (ii) The retailer (iii) The consumer
18. What is going to be your 'U.S.P?
19. What means of transport you will use and why?
20. Draft a social message for your label.

21. What cost effective techniques will you follow for your product.
22. What cost effective techniques will you follow for your promotion plan.

At this stage the students will realise the importance of the concept of marketing mix and the necessary decision regarding the four P's of marketing.

- Product
- Price
- Place
- Promotion

On the basis of the work done by the students the project report should include the following:

1. Type of product /service identified and the (consumer/industries) process involve there in.
2. Brand name and the product.
3. Range of the product.
4. Identification mark or logo.
5. Tagline.
6. Labeling and packaging.
7. Price of the product and basis of price fixation.
8. Selected channels of distribution and reasons thereof.
9. Decisions related to transportation and warehousing. State reasons.
10. Promotional techniques used and starting reasons for deciding the particular technique.
11. Grading and standardization.

Presentation and Submission of Project Report

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission.

1. The total length of the project will be of 25 to 30 pages.
2. The project should be handwritten.
3. The project should be presented in a neat folder.
4. The project report should be developed in the following sequence-
   - Cover page should include the title of the Project, student information, school and year.
   - List of contents.
   - Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).
   - Introduction.
   - Topic with suitable heading.
   - Planning and activities done during the project, if any.
   - Observations and findings of the visit.
   - Conclusions (summarized suggestions or findings, future scope of study).
   - Photographs (if any).
   - Appendix
   - Teacher's observation.
   - Signatures of the teachers.
   - At the completion of the evaluation of the project, it should be punched in the centre so that the report may not be reused but is available for reference only.
   - The project will be returned after evaluation. The school may keep the best projects.

ASSESSMENT

Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

1	Initiative, cooperativeness and participation	Mark 2
2	Creativity in presentation	Mark 2
3	Content, observation and research work	Marks 4
4	Analysis of situations	Marks 4
5	Viva	Marks 8
	Total	**Marks 20**

INTRODUCTION TO PROJECT WORK

INTRODUCTION

Business is a dynamic process that integrates all elements of the environment i.e. technological , political, legal, social, human and natural resources to foster trade in a constantly changing business environment and thus is an impetus to economic development of the country.

The courses in Business Studies introduced at +2 stage of Senior Secondary Education as formal commerce education in such a manner that students have a good understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society.

To enable the students understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment i.e both domestic and global would be possible through the Project Work that is introduced CBSE in both Classes XI and XII .

The Project work prepares students to analyse, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political, legal and economic forces.

The Project work allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues. It also introduces the students to a range of study and work options and bridges the gap between school and work.

Thus the students are introduced to elementary research work and also enables them to go beyond the books and apply all the concept learnt.

Objectives of Project Work

- To inculcate business attitude and develop skills among students to pursue higher education, world of work including self employment.
- To develop students with an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and inter-dependent aspects of business;
- To develop an interest in the theory and practice of business, trade and industry;
- To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social cost and benefits arising there from;
- To acquaint students with the practice of managing the operations and resources of business;
- To enable students to act more effectively and responsibly as consumers, employers, employees and citizens;
- To inculcate various skills such as problem solving, analysing data and draw inferences from them
- To develop an approach to apply the concept to actual/or real life situations.
- To enjoy the subject while learning.

PROFORMA OF THE PROJECT FILE

TITLE OF PROJECT

Name of the student .....

Class .....

Section .....

Roll No. allotted by Board .....

Name of the subject teacher .....

Name of school .....

Session .....

ACKNOWLEDGEMENT

I would like to express my gratitude to my Business Studies teacher _____ for his her unrelenting support and valuable guidance at every step of the project till its successful completion. I am obliged towards her for her motivation through out the conduct of the project work.

I would also like to express my gratitude to the Principal of our school for providing me with all the resources required for smooth conduct of my project.

.....

(Name of the Student)

Class XII

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CERTIFICATE

This is to certify that ..... of ..... school has completed his project work of Business Studies under my guidance. He has taken proper care and shown utmost sincerity in completion of this project. To the best of my knowledge, it is an original piece of work.

I certify that the project is upto my expectations and as per the guidelines issued by CBSE.

Place: .....

Date.: .....

.....

(Name & Signature of the Guide)

Internal Examiner

External Examiner

PROJECT 1

Topic : Impacts of Covid-19 on Business Environment

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To understand the impact of COVID-19 on all the elements of business environment.
- To analyse the impact through a sample survey to derive conclusion.

INTRODUCTION

This project is a small documentation of how Corona Virus (Covid-19) had spread in India and what were the impacts of it on various aspects of the society, especially the industry. This project is being done by using the information from various websites and newspapers regarding the spread of Corona Virus in India and its impact on the society. In order to understand better a small questionnaire regarding the impacts of Corona Virus on industry and measures taken by the government has been made. This was used as a survey to look at simple understanding of the people regarding the Corona Virus and its impact on society. A large amount of data was collected regarding the increase or spread of the virus in India and also tracked the rate of growth of the virus in India till August 2020.

HISTORY OF COVID-19

Corona Virus 2019 (COVID 19) is a novel disease caused by a newly identified virus, severe a cute respiratory synodrome coronavirus 2 (SARS - COV-2). The novel disease which begun in Wuhan, China in Dec 2019, was declared a pandemic by world Health organization on 11 March 2020.

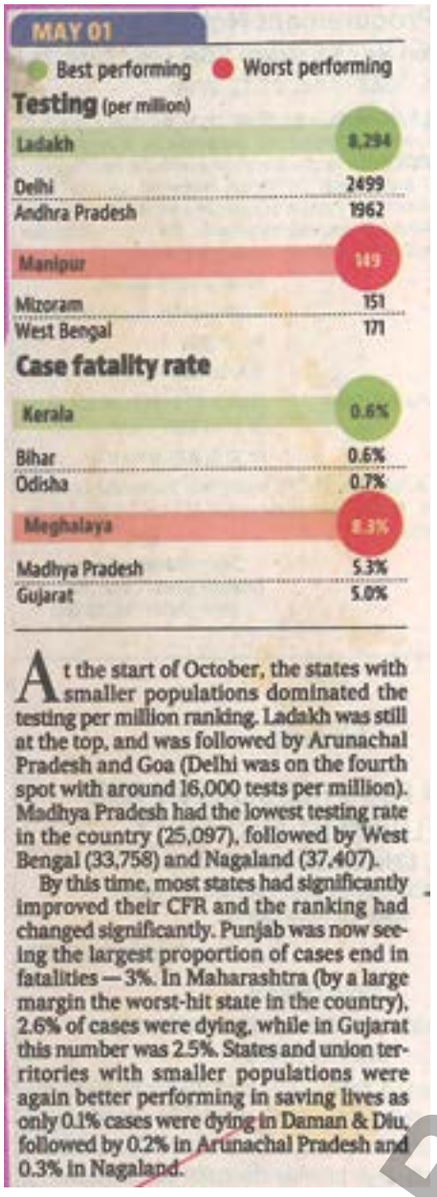
The first case of COVID19 in India, was reported on 30 January 2020. India had the largest number of confirmed cases in Asia and the second highest number of confirmed cases in the world after USA.

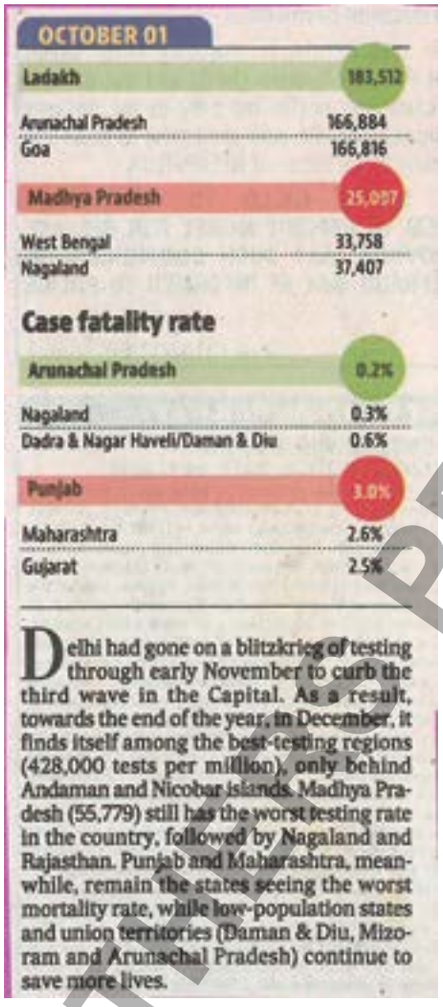
IMPACT OF COVID-19 ON ECONOMIC ENVIRONMENT

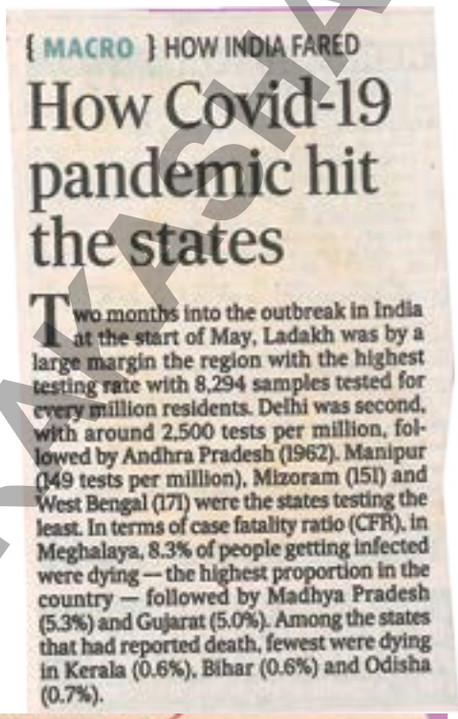
The Indian Economy's fall from one of the fastest growing to one of the worst performing large economies was fairly dramatic. One of the reasons for this was the fact that GDP growth had been slowing even before the virus arrived in India, falling from 4.1% in October-December 2019, quarter on a year on year basis.

Infrastructure projects were stuck, consumer spending was low, and exports were struggling and the banking sector, which was expected to finance India's growth to $5 trillion economy by 2024 was saddled with a mountain of bad debt and tainted by scams and bank failures. While the services were worst hit with the aviation, Hospitality, travel and retail sectors are in shambles – the manufacturing of non-essential commodities ground to a halt too. For the first time in India's history domestic automotive manufacturing came to halt in April 2020.

As companies struggled to stay profitable with sales under pressure the outcome was massive job and salary cuts.







IMPACT OF COVID-19 ON SOCIAL ENVIRONMENT

- Impact of Covid has been multiple and not only limited to society at large. From the perspective of the economy both rural and urban have been impacted adversely. Everyone has seen the issue being faced by migrant workers, will they be the same when Covid-19 ends? Of course NOT. The **migrant workers** depend upon daily earnings, they barely have savings which they could spend during any emergency.
- Many of them have already abandoned this world. Those who did not have many resources left with them have started to move to their villages because of unavailabilities of jobs, and money in the cities. Moving from the economy the **impact of Covid-19 on education** has been cruel and its repercussions will be seen in the upcoming future. As per the report of **World Bank titled "Beaten or Broken:** Informality and Covid", it has warned that there will be the lifelong impact of school closure on the productivity of this generation of students.
- Children being out of the school for years might forget some facts as well as impact their learning capacity.

All were Impacted

People Still Protested

Internet & Social Media Boomed

Migrants Faced the Brunt

People Gained Weight

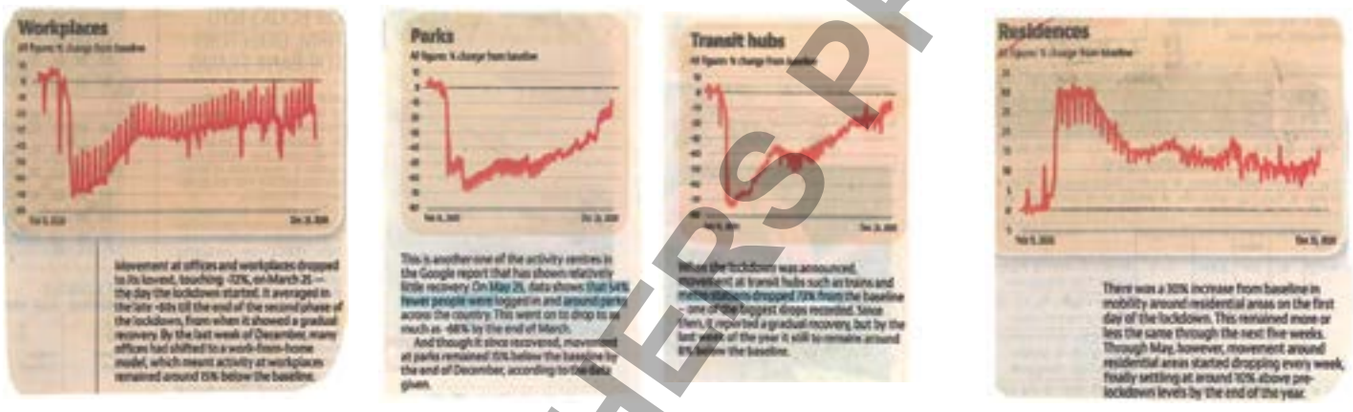
Hand Sanitization Ritual Has Been Handful to Bear

People Felt the Pain of Screen Only Contact

People Were Like "Seen It All"

Home and Work got mixed up

Movement Around Different Areas Varied Drastically



IMPACT OF COVID ON TECHNOLOGICAL ENVIRONMENT

- Indian states used the Covid-19 opportunity to further spread the use of technology-whether it is use of **Collaboratives Robots (co-bot)** by the government in the **eastern state of Jharkhand** or municipal corporation of Benguluru, India's tech hub, **using drones to spray disinfectants,** survey areas, monitor containment zones and make public announcements. Several other Indian states like Telangana, Karnataka, Gujarat, and cities like Varanasi are using similar measures to combat issues arising from the pandemic.
  By using technology, the state governments are also managing the demand, availability and use of equipment like ventilators, as well as essential medical items, including N-95 masks and PPE kit.
- The use of technology is decentralising decision-making, bridging communities with local governments across cities and towns. Using technology and digital tools these innovative solutions are having an impact across various spheres of life, be it livelihoods, access to service or education. For instance **using apps, hyper local vendors** like those **selling vegetables in neighbourhoods** or plying e-rickshaws are now able to provide door-to-door services while receiving payments on monthly basis–thus providing a stable source of income. **Similarly in education**, many schools have **shifted to online classrooms** while students and **educators with limited internet** connectivity are also **learning through mobiles phones**.

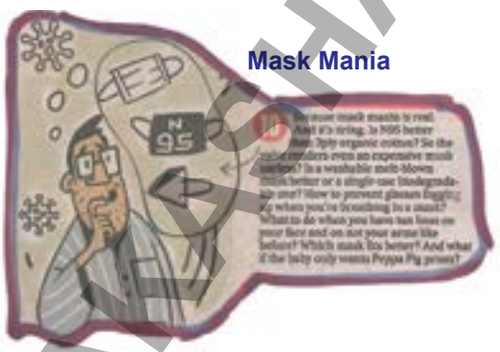
IMPACT OF COVID-19 ON POLITICAL ENVIRONMENT

- Due to Covid-19 pandemic the political environment in India remained same with BJP government continuing to enjoy the majority.
- The elections in Bihar were due during the Covid times and elections were conducted in the last quarter of the year in October and November. zero. Though all the political parties said that they will follow Covid-19 Protocol but nothing of that sort actually happened on the ground. Eventually **BJP and JDU won the elections.**

- In the end of the year farmers started staging protests against the three farm bills that were passed in the government. This again was at a cost of social distancing and against all Covid-protocols. Opposition parties continued to give support to the farmers and the deadlock continued into the year 2021.

Everything was Masked

Mask Mania



Different Shades of People

Economic and Health Recovery were Difficult

Health Became Priority

Schools had No Black Boards

Year Felt Longest

Fears were Real

Lots of People Lost Lives

Heart Breaking

IMPACT OF COVID-19 ON LEGAL ENVIRONMENT

- The outbreak and the rapid spread of Covid-19 has sent shock waves across global markets. It has disrupted supply chains, leading to the closure of several manufacturing facilities globally; serious disruption of air and sea traffic and closure of vital air routes, like the one between US and Europe.

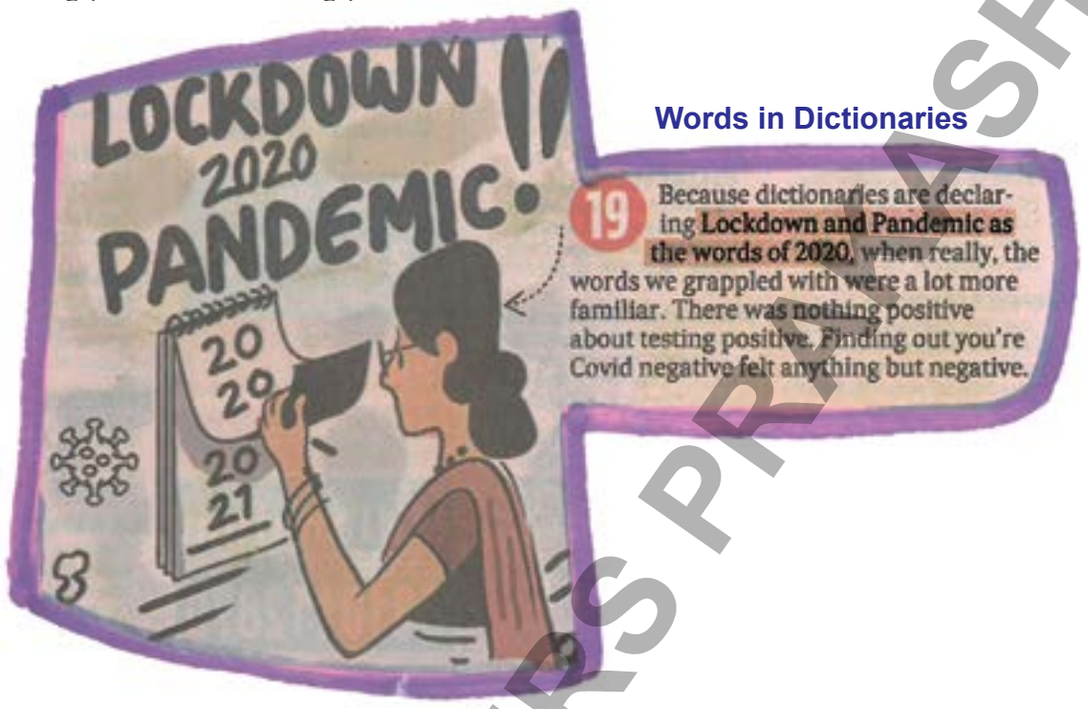
  This in turn has lead to the collapse of stock markets around the world, leading to the loss of billions of dollars, which got wiped out in a matter of days. A combination of these factor has lead to decline in the overall volume of global economic activity, forcing the world economy towards a possible ecession. It is forcing Boards across the globe to confront a host of difficult questions on how business should be conducted during a global public health crisis.
- This has led to legal tussle at different levels where industries tried to keep them afloat and at the same time manage the work force and it's expenditures. This had led to lot of legal tussles. The whole world saw people being pitched against institutions.

Events Shifted From Field to you tube

Virtual Gigs, Subdued Eid, Diwali Christmas

Final Outcome was Positive/Negative

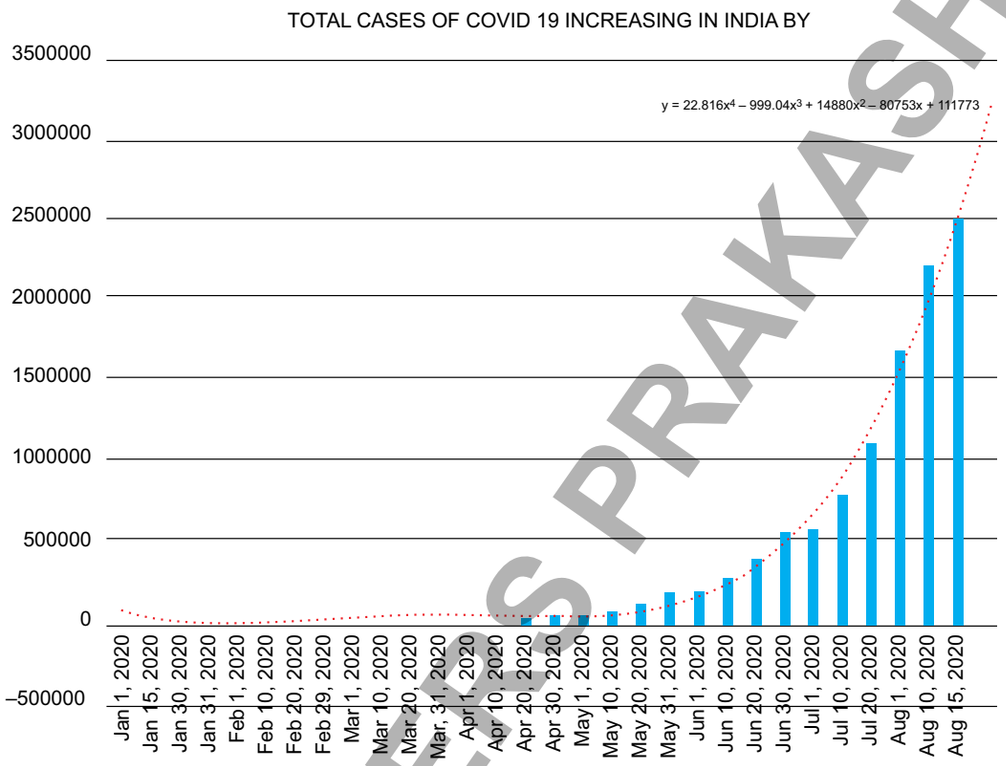
"There was nothing positive about testing positive".



Words in Dictionaries

Crashing Markets Finally Saw the End of 2020

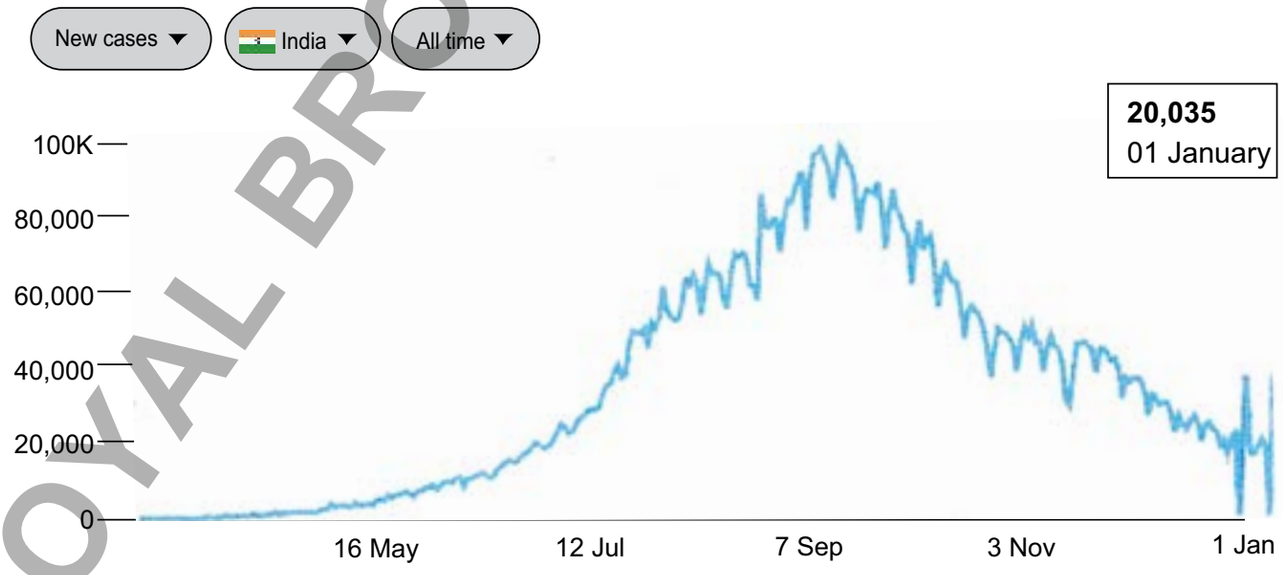
GROWTH OF COVID-19 IN INDIA



RATE OF DAILY INCREASE IN COVID-19 CASE

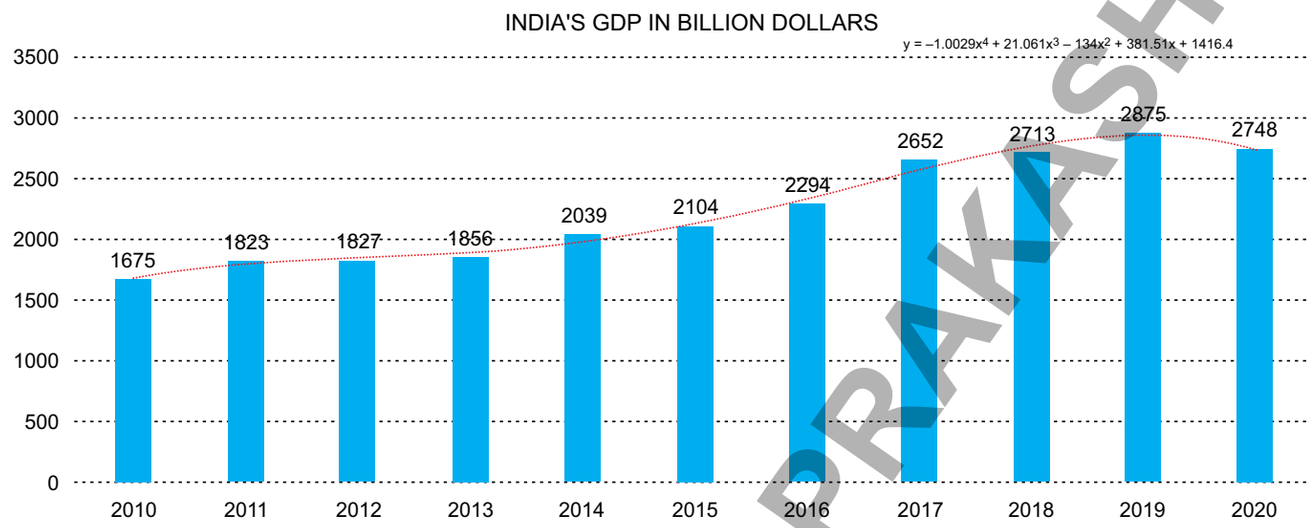
Daily Rate of Increase in Number of Cases of Covid-19 in India in the year 2020.

Daily change



Source : JHU CSSE COVID-19 Data

IMPACT ON GDP OF INDIA DUE TO COVID-19



TYPES OF VACCINES FINALLY ARRIVE

1 OXFORD-ASTRAZENECA & GAMALEYA INSTITUTE
NON-REPLICATING VIRAL VECTOR VACCINE

- Both vaccines seek to smuggle into the human body key pieces of the coronavirus embedded in a separate, harmless virus that cannot make the recipient ill. Both are non-replicating, which means the viral particle in the vaccine cannot replicate within the body. It can only nudge the body to create the specific part of the coronavirus that was enclosed within the harmless carrier, which in turn prompts the immune system to act against it. There are also replicating viral vector vaccines, such as one for Ebola, where the viral material can itself replicate within the body while priming the immune system.
- The **Covishield vaccine** uses an adenovirus that causes common cold in chimpanzees to insert instructions for the human body to produce the Sars-CoV-2 spike protein.

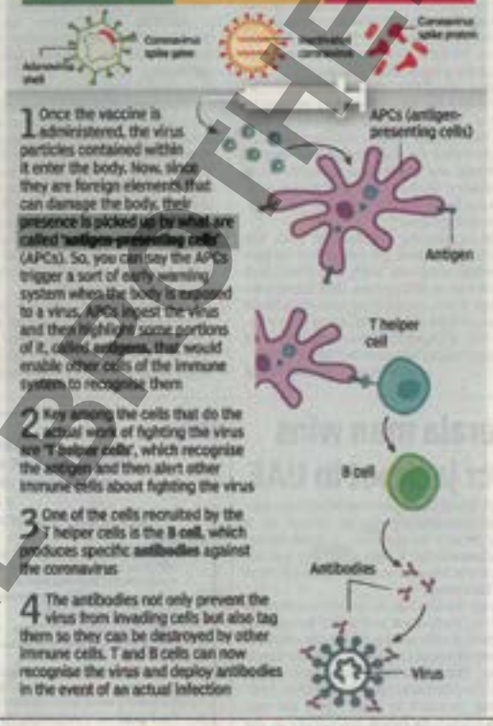
NAME	Covishield or AZD1222
EFFICACY	Up to 90%
DOSAGE	2 doses, 4 weeks apart
STORAGE	Stable in refrigerator for at least 6 months
INDIA PPF ORDER*	500m-1 bn doses

NAME	Sputnik V
EFFICACY	91.4%
DOSAGE	2 doses, 3 weeks apart
STORAGE	Freezer storage. Developing an alternative formulation that can be refrigerated
INDIA PRE-ORDER*	100m-200m doses

How vaccines train the immune system

VACCINE TYPES

Non-replicating viral vector (Covishield & Sputnik V) | Inactivated virus (Covaxin) | Protein subunit (Novavax)



1 Once the vaccine is administered, the virus particles contained within it enter the body. Now, since they are foreign elements that can damage the body, their presence is picked up by what are called **'antigen-presenting cells'** (APCs). So, you can say the APCs trigger a sort of early warning system when the body is exposed to a virus. APCs ingest the virus and then highlight some portions of it, called **antigens**, that would enable other cells of the immune system to recognise them.

2 Key among the cells that do the actual work of fighting the virus are **'T helper cells'**, which recognise the antigen and then alert other immune cells about fighting the virus.

3 One of the cells recruited by the T helper cells is the **B cell**, which produces specific **antibodies** against the coronavirus.

4 The antibodies not only prevent the virus from invading cells but also tag them so they can be destroyed by other immune cells. T and B cells can now recognise the virus and deploy antibodies in the event of an actual infection.

2 BHARAT BIOTECH
INACTIVATED VIRUS VACCINE

- **Bharat Biotech's Covaxin, the first indigenous** vaccine approved by the government, uses an inactivated form of the coronavirus. An inactivated virus vaccine, unlike a live virus one, is safer to administer to those with weakened immune systems.
- Many existing vaccines are of this type, like the ones for measles and polio, but they require extensive safety testing. Also, these vaccines tend to require multiple doses and can take a long time to manufacture in large quantities.

NAME	NVX-CoV2373
EFFICACY	Data pending
DOSAGE	2 doses, 3 weeks apart
STORAGE	At least a week at room temperature
INDIA PRE-ORDER*	NA

- Although they are seen as being safer than live vaccines, immunity from inactivated vaccines is weaker and so adjuvants – molecules that stimulate the immune system – are often included with inactivated vaccines to give a stronger immune response. Covaxin uses an adjuvant made by US-based ViroVax for enhanced efficacy.
- Covaxin was shown to be effective in Phase 2 trials but neither the company nor the govt has released efficacy data for Phase 3 trials, drawing criticism from the medical community with some calling it a hasty approval.

3 NOVAVAX | PROTEIN SUBUNIT VACCINE

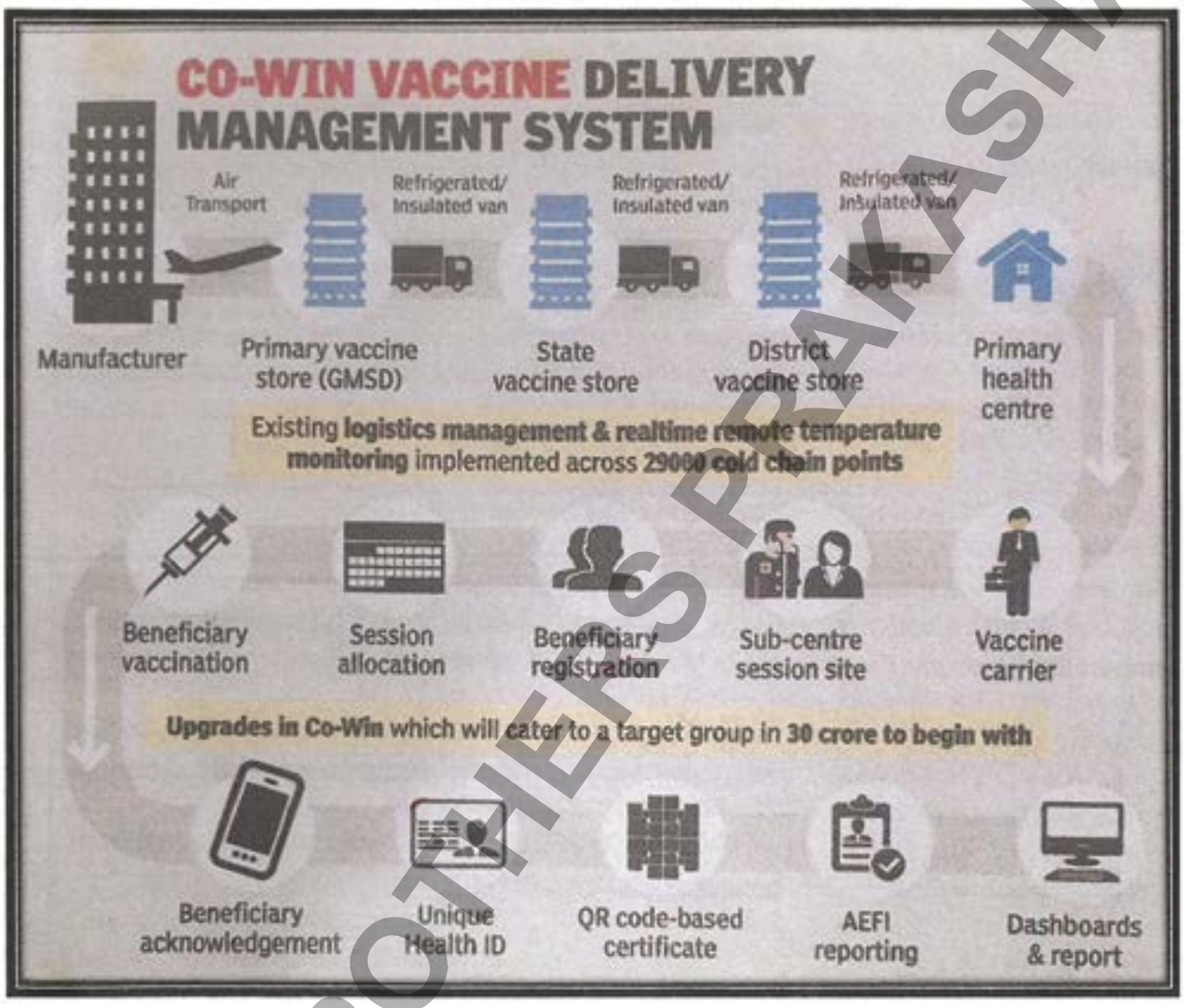
- The vaccine candidate being developed by the **US-based Novavax** is based on a protein subunit platform, which means it relies on a fragment of the virus to train the immune system to guard against disease instead of the whole virus. The Hepatitis B vaccine is an example of a subunit vaccine.

NAME	NVX-CoV2373
EFFICACY	Data pending
DOSAGE	2 doses, 3 weeks apart
STORAGE	Stable in refrigerator
INDIA PRE-ORDER*	1 bn doses

- For the Novavax shot, spike protein of the coronavirus is extracted from insect cells and injected into the body via nanoparticles that resemble the molecular structure of the coronavirus, but cannot cause Covid-19.
- These vaccines are considered safe because they use only a fragment of the virus. However, doing so means that the immune response they generate may also be weaker. This is why they often require adjuvants, which are substances that stimulate the immune system, to help boost the immune response. The Novavax vaccine uses its Matrix-M adjuvant.

*Pre-order data according to media reports
Source: NYT, Govt, Nature

ANOTHER VACCINE DELIVERY PROCESS



APPROACH TO THE PROJECT

1. Survey Method was used.
2. Interaction with people at various levels in the industry were resorted for taking their opinion or basic understanding of the impact of COVID-19 on the Industry.
3. The interaction through survey shall help us to know the industries which were positively or negatively impacted by Pandemic. Also, the government's response for action steps during the Pandemic. The industries which need to work strategically to tide over the adverse effect of the Pandemic.
4. This survey shall also help the entrepreneurs understand the need to work towards societal philosophy of business as only those who contribute positively towards the welfare of the society also shall survive in the long term. The government also need to revise their policies and understand the need to improve the medical facilities of the country in a strategic and phased manner.

SAMPLE SURVEY

QUESTIONNAIRE

Name..... Age..... Profession.....

(The following questions are a part of Project to understand how much common man understands about the basic impact of COVID-19 on the Indian Industry.

You are requested to kindly fill in your details on the top and answer all the questions that are written below. It will help me in making a Project. Thank you for you kind effort).

1. Which is the most adversely impacted industry in the world during pandemic?
(a) IT industry (b) Tourism and Airlines
(c) Hospital or medical industry (d) Fast Moving Consumer Goods (FMCG)

2. Which industry was positively impacted by the pandemic?
(a) Education (b) Petroleum
(c) Online meeting apps & IT (d) Transport

3. Which industries had a major crisis of survival in the Covid-19 pandemic in June 2020?
(a) Hotels (b) Airlines (c) Cars (d) All of the above

4. Which is the major step taken by the government to bring back the industry on track?
(a) Giving soft loans to MSME'S (b) Donating free mask
(c) Making people aware about Corona (d) Observing the lockdown

5. Which industry had to change their mode of operations to survive?
(a) Airline (b) Hotel (c) Education (d) Petroleum

6. Which industry had no option but to wait and watch?
(a) Airline (b) Construction (c) Tourism (d) All of the above

7. Which industry or department had maximum number of casualties?
(a) Medical (b) Law and Order (c) Transportation (d) Petroleum and Coal

8. What was the hinderance in mechanism of vaccine distribution plan when the vaccine started coming in?
(a) Cost (b) Storage at low temperature
(c) Willingness of people (d) All of the above

9. Which countries had maximum Covid-19 patients in the world?
(a) USA (b) India (c) Brazil (d) Russia

10. Which were the top few companies whose net worth rose in 2020 during the pandemic time?
(a) Amazon (b) Air India (c) Taj group (d) None of the above

11. Which was the major learnings during the pandemic for the world?
(a) We need to be medically better prepared for the pandemic.
(b) Everyone should have mobile phones
(c) Health is important
(d) Education should be free

ANALYSIS OF THE SURVEY

Statistical Outcomes of the Survey

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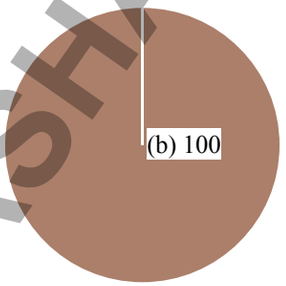

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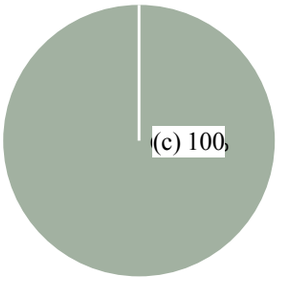

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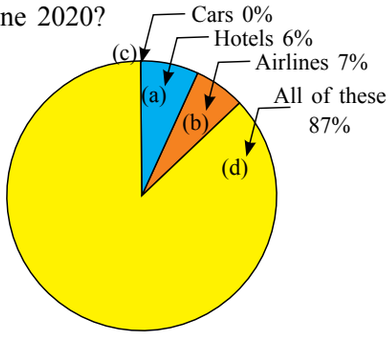

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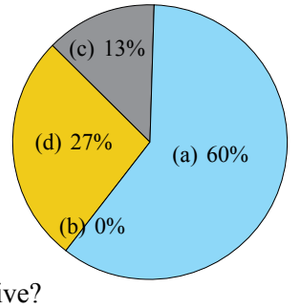

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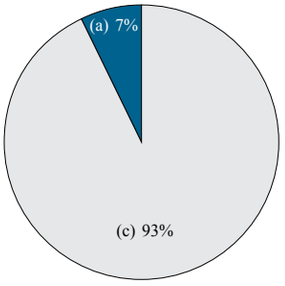

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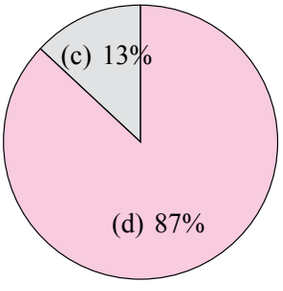

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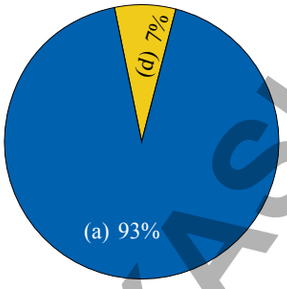

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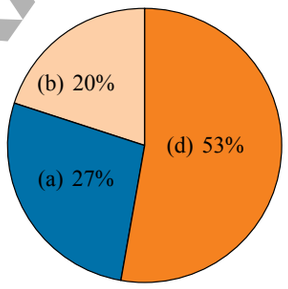

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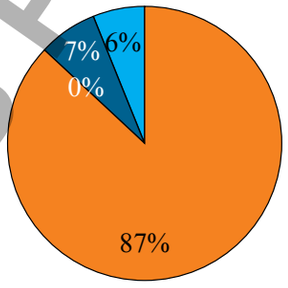

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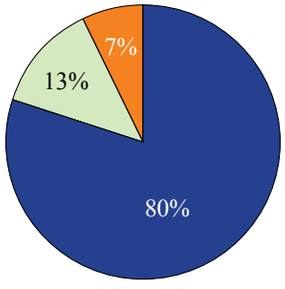

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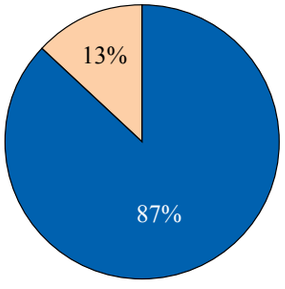

CONCLUSION OF SURVEY

- General understanding of the people has been quite clear about Covid-19.
- Mostly people are aware of the impacts of Covid-19.
- There was some confusion about the cost, storage and transportation of the Covid-19 vaccine.

- People have good understanding about various industries that were impacted positively or negatively due to Covid-19.
- People have also understood that being healthy is a top priority.
- It was an enriching learning experience while carrying out the project which enabled me to enhance my research skill received for project.
- Pandemic has taught me that we can make best use of the resources available even in the worst situations.

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2. Hindustan Times
3. Inshorts-APP
4. Source of Statistical Data: JHU, CSSE, Covid-19 Data
5. Wikipedia

APPENDIX

Sample survey forms filled by various participants shall be attached.

VIVA-VOCE QUESTIONS

1. What made you choose this project?

Ans. It was suggested by our business Studies teacher and I felt this Pandemic was one of the type that happened between 1830 and 1848 that shook the world and has changed the mindset of people.

2. Did this pandemic affect the elements of Business Environment?

Ans. Yes, it affected the elements of Business Environment and this reflected through the survey.

3. Which services were worst hit?

Ans. Aviation, Hospitality and travel were worse hit.

4. How was the India Inc. affected due to the Pandemic?

Ans. India Inc. restored to massive job and Salary cuts. Many people lost their jobs and struggled to meet their two ends.

5. What was the impact of COVID on the technological environment?

Ans. The technological environment saw an upward trend as virtual mode was the only way to communicate. Hence, online meeting Apps and IT were positively impacted.

6. How did government use technology to combat the pandemic?

Ans. The government used the collaborative Robots (co-bot) in the eastern State of Jharkhand and Bengaluru Also they could supply essential medical items by using technology.

7. How did the pandemic affect the Social Environment?

Ans. (a) Increase in domestic online shopping activity has increased domestic waste.
(b) Food bought outline is packaged, so inorganic waste has also increased.
(c) Medical waste has increased.

8. What was the impact of COVID 19 on the legal environment?

Ans. The central government brought on ordinance, amending the old epidemic act on April 22, 2020 under which any person attacking a health worker who is treating COVID-19 cases may be jailed for a maximum of 7 years.

9. What was impact of COVID-19 on the Stock Market?

Ans. The Stock Markets collapsed around the world, leading to the loss of billions of dollars.

10. What is the major learning during the Pandemic?

Ans. The major learning is that Health is important.

PROJECT 2

Topic : A Study on Application of Fayol's Principles of Management in "Dominos".

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To study the application of principles of management in Dominos.
- To perform statistical analysis to draw conclusion on the application of each principle in Dominos.

ABOUT HENRY FAYOL

Henri Fayol
(29 July 1841–19 November 1925)

Henri Fayol (1841-1925) was a French management theorist whose theories concerning scientific organisation of labour were widely influential in the beginning of the 20th century.

He graduated from the mining academy of St. Etienne in 1860 in mining engineering. He started a mining company '*Compagnie de commentary- fourchambean-Decazeville*' at the age of 19.

CONTRIBUTIONS

Based largely on his own experience he developed his concept of administration.

The **14 Principles of Management** propounded by him were discussed in detail in his book published in 1917, "**Administration industrielle ET Generale**". It was later published in English as 'General and Industrial Management" in 1949.

His work is widely considered as classical management theory. For his contribution, he is also known as the father of General Management.

1. **Division of Work**
   - Work is divided into small tasks or jobs. This leads to specialisation.
   - It helps to produce more and better work for the same effort.
2. **Authority and Responsibility**
   - Authority is the right to give orders and obtain obedience. Responsibility is the corollary of authority.
   - There should be a balance between authority and responsibility.
   - A manager should have enough authority to carry out their responsibility.
3. **Discipline**
   - Discipline is the obedience to organisational rules and employment agreement which are necessary for the working of the organisation.
   - Discipline requires good superiors at all levels, clear and fair agreements and judicious application of penalties.

4. **Unity of Command**
   - The principle of Unity of Command states that each participant in a formal organisation should receive orders from and be responsible to only one superior.
5. **Unity of Direction**
   - All units of an organisation should be moving towards the same objectives through coordinated and focussed efforts.
   - This ensures unity of action and coordination.
6. **Subordination of Individual Interest**
   - The interest of an organisation should take priority over the interests of any one individual employees. In all situations, interest of the company will supersede the interests of any one individual.
7. **Renumeration of Employees**
   - The overall pay and compensation should be fair to both employees and the organisation.
   - The employees should be given wages that give them a reasonable standard of living.
   - At the same time it should be in the paying capacity of the company.
8. **Centralisation and Decentralisation**
   - The concentration of decision making authority is known as centralisation, whereas its dispersal among more than one person is known as decentralisation.
   - The degree of centralisation will vary according to the circumstances of the organisation.
9. **Scalar Chain**
   - The formal lines of authority from the highest to lowest ranks are known as scalar chain.
   - Organisations should have a chain of authority and communication that runs from top to bottom and should be followed by managers and the subordinates.
10. **Order**
    - People and materials must be in suitable places at appropriate time for maximum efficiency.
    - If there is a fixed place for everything, then there will be no hindrance in the activities of the business.
11. **Equity**
    - Goods sense and experience are needed to ensure fairness to all employees, who should be treated as fairly as possible.
    - This principle emphasises kindliness and justice in the behaviour of managers towards workers.
12. **Stability of Personnel**
    - A personnel should be selected and appointed after due and rigorous procedure. But once selected, they should be kept at their post for a minimum fixed tenure.
    - Exployee turnover rate should be minimised.
13. **Initiative**
    - Workers should be encouraged to develop and carryout their plans for improvement.
    - Initiative means taking the first step with self-motivation.
    - A good company should have an employee suggestion system whereby suggestions which result in substantial cost/time reduction should be awarded.
14. **Esprit De Corps**
    - Management should promote a team spirit of unity and harmony among employees.
    - A manager should replace 'I' with 'We' in all their conversations with workers to foster a team spirit.
    - This will lead to rise of a spirit of mutual trust and belongingness among team members.

ABOUT DOMINO'S PIZZA

Domino's Pizza, Inc, is an American multinational pizza restaurant chain founded in 1960 and led by CEO Richard Allison.

Domino's has stores in over 83 countries and 5,701 cities worldwide.

In India, there are 1,500 stores in India. Infact, India is Domino's second largest market, after USA.

The first Domino's Pizza opened in New Delhi in 1996.

For this project, I have obtained survey results from the Vasundhara, Ghaziabad Branch.

Approach to the Project / Methodology in Caryying out the Project:

1. Survey method was used.
2. The questionnaire given below was distributed amongst the employees and customers of "Dominos', Sec-12, Vasundhara, Ghaziabad branch.
3. A "No Objection Certificate" issued by the school enabled us to approach 'Dominos'. The employees cooperated with us and filled the questionnaire and then return them the next day.
4. The questionnaire included queries pertaining to all the 14 Principles of Fayol.
5. The interaction with the employees enabled us to get insight into the extent of job satisfaction amongst employees, rate of employee turnover and other employee centric policies of the organisation.

SAMPLE SURVEY

1. Is your work divided into manageable tasks?
   Yes ☐ No ☐
2. Do you have the necessary authority to carry out your responsibilities?
   Yes ☐ No ☐
3. Do the workers and management both honour their commitments without prejudice?
   Yes ☐ No ☐
4. Do you get orders from more than one superior?
   Yes ☐ No ☐
5. Do you feel that there is unity of action and coordination in your workplace?
   Yes ☐ No ☐
6. Do you give top priority to the organisational objectives?
   Yes ☐ No ☐
7. Does your remuneration offer you a fair and reasonable standard of living?
   Yes ☐ No ☐
8. Is all the decision making power retained by your superiors?
   Yes ☐ No ☐

9. Does your boss directly communicate with you?

Yes ☐ No ☐

10. Is there a specific place for all equipment and materials?

Yes ☐ No ☐

11. Do you feel that all employees are treated in a fair and just manner?

Yes ☐ No ☐

12. Have you been working here for more than a year?

Yes ☐ No ☐

13. Are you encouraged and motivated to carry out your ideas for improvement?

Yes ☐ No ☐

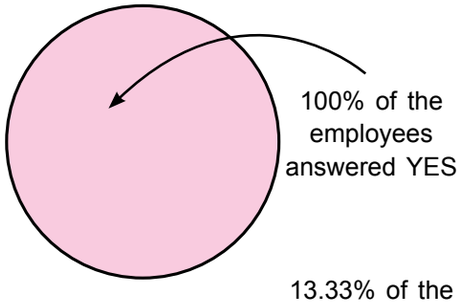
14. Is there a team spirit of unity and harmony among the employees?

Yes ☐ No ☐

STATISTICAL ANALYSIS

1. Division of Work

No. of People saying 'Yes'	No. of People saying 'No'
15	0

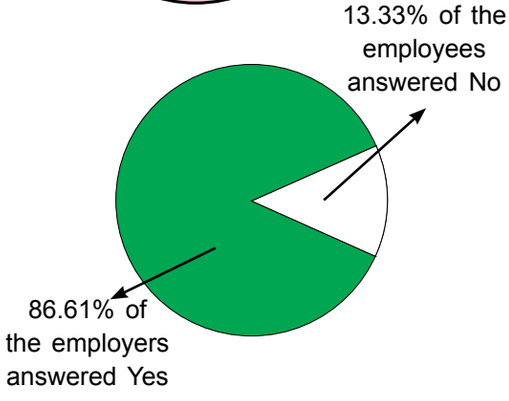


Q. "Is your work divided into manageable tasks?"

We can infer from the above data that this principle is fully followed in Domino's.

2. Authority and Responsibility

No. of People saying 'Yes'	No. of People saying 'No'
13	2

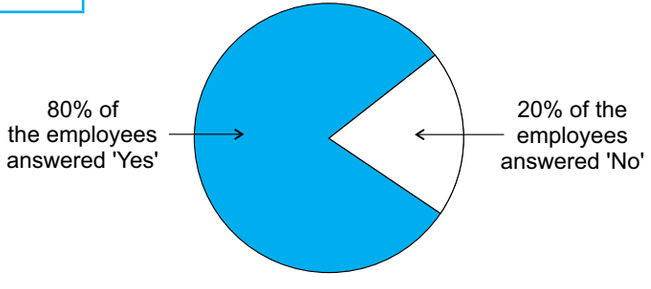


Q. "Do you have the necessary authority to carry out your responsibilities?"

We can infer from the above data that this principle is somewhat fully followed in Domino's with few deviations.

3. Discipline

No. of People saying 'Yes'	No. of People saying 'No'
12	3



Q. "Do the workers and management both honour their commitments without prejudice?"

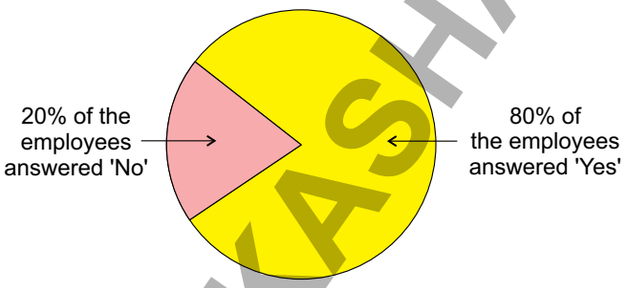
We can infer from the data above that this principle is somewhat fully followed in Domino's with a few deviations.

4. Unity of Command

No. of People saying 'Yes'	No. of People saying 'No'
12	3

Q. "Do you get orders from more than one superior"?

We can infer from the data above that this principle is somewhat fully followed in Domino's with a few deviations.

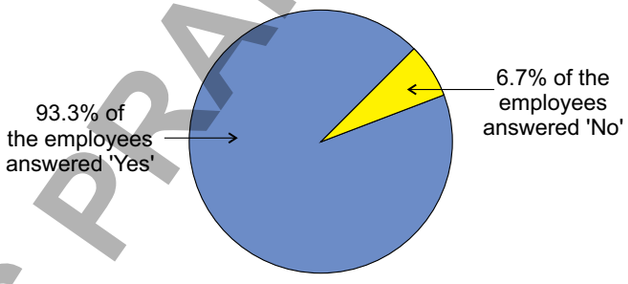


5. Unity of Direction

No. of People saying 'Yes'	No. of People saying 'No'
14	1

Q. "Do you feel that there is unity of action and coordination in your workspace?"

We can infer from the above data that this principle is almost fully followed in Domino's.

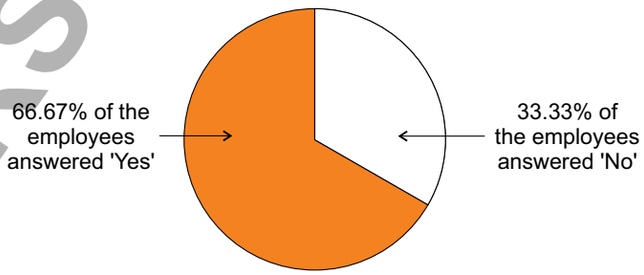


6. Subordination of Individual interest

No. of People saying 'Yes'	No. of People saying 'No'
10	5

Q. "Do you give top priority to the organisational objective"?

We can infer from the above data that this principle is not fully followed, one-third of the employees answered 'No' in the survey.

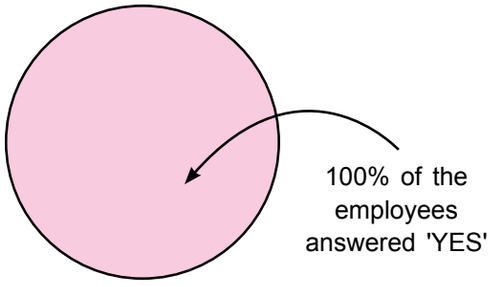


7. Remuneration of Employees

No. of People saying 'Yes'	No. of People saying 'No'
15	0

Q. "Does your remuneration offer you a fair and reasonable standard of living?"

We can infer that this principle is fully followed in Domino's based on the above data.

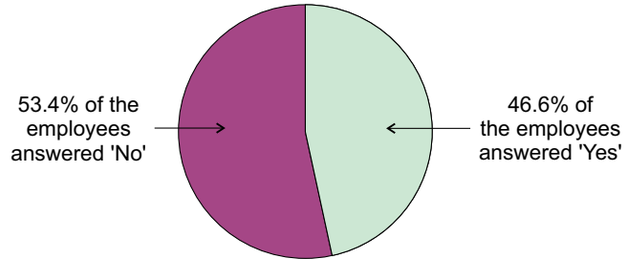


8. Centralisation & Decentralisation

No. of People saying 'Yes'	No. of People saying 'No'
7	8

Q. "Is all the decision making power retained by your superiors?"

Almost 50% of the employees say that centralisation is followed, whereas the other 50% say that decentralisation is followed. From this, we can infer that there is a balance between centralisation and decentralisation in domino's.

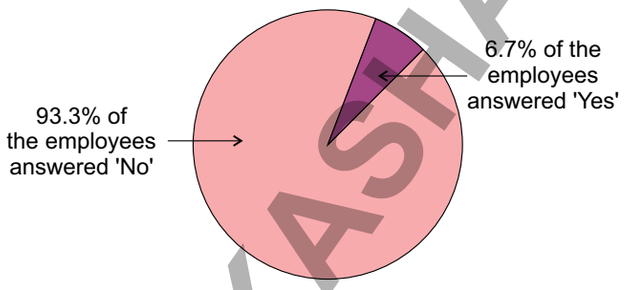


9. Scalar Chain

No. of People saying 'Yes'	No. of People saying 'No'
1	14

Q. "Does your boss directly communicate with you?"

As most of the employees said that their boss does NOT communicate directly with them, we can infer that the principle of scalar chain is followed.

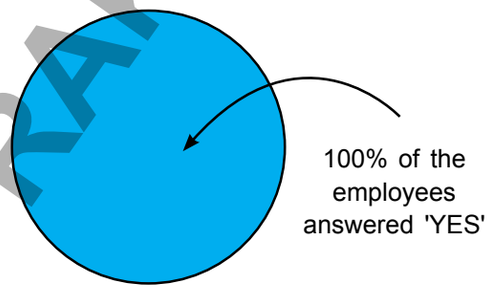


10. Order

No. of People saying 'Yes'	No. of People saying 'No'
15	0

Q. "Is here a specific place for all equipment and materials?"

From the data given above, we can infer that this principle is completely followed in Domino's.

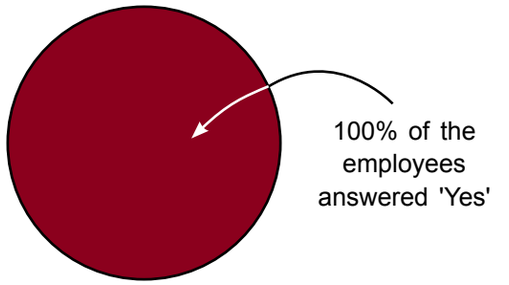


11. Equity

No. of People saying 'Yes'	No. of People saying 'No'
15	0

Q. "Do you feel that all employees are treated in a fair and just manner?"

From the data given above, we can infer that this principle is fully followed in Domino's.

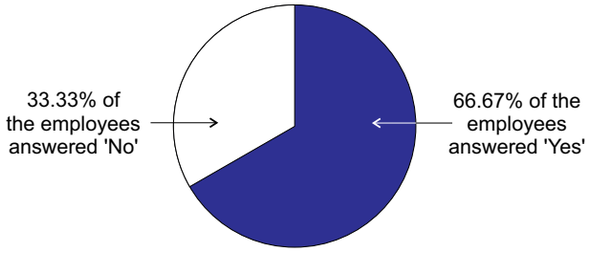


12. Stability of Personnel

No. of People saying 'Yes'	No. of People saying 'No'
10	5

Q. "Have you been working here for more than a year?"

This principle is only partly followed in the organisation as one-third of the employees have been working for less than a year. So this principle is somewhat violated.

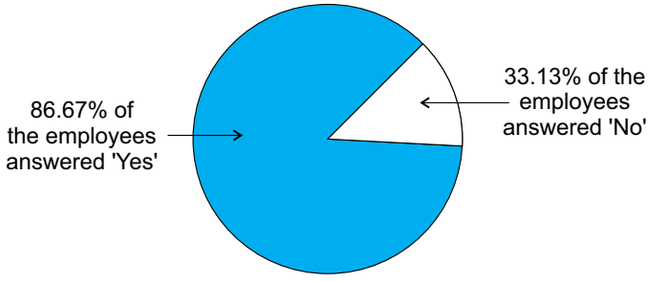


13. Initiative

No. of People saying 'Yes'	No. of People saying 'No'
13	2

Q. "Are you encouraged and motivated to carryout your ideas for improvement?"

From the above data, we can confer that this principle is mostly followed in Domino's with a few deviations.

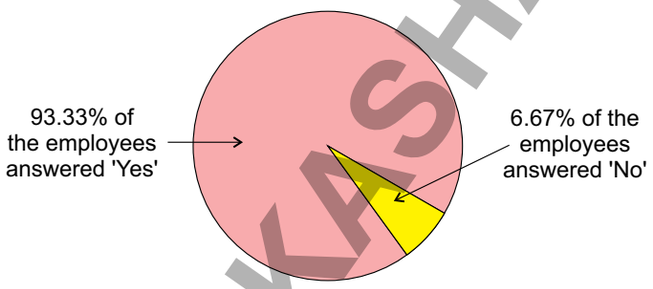


14. Esprit de Corps

No. of People saying 'Yes'	No. of People saying 'No'
14	1

Q. "Is there a team spirit of unity and harmony among the employees?"

From the data given above, it is clear that this principle is mostly followed in Domino's.



COMBINED ANALYSIS/COMPREHENSIVE ANALYSIS

From the histogram, we can observe that the **principles** of:

- Division of work
- Order
- Remuneration
- Equity

} Most applicable Principle [or/completely followed principle)

are **completely followed**. All the employees have confirmed. So, the **principles** that are **least followed by** the organisation are

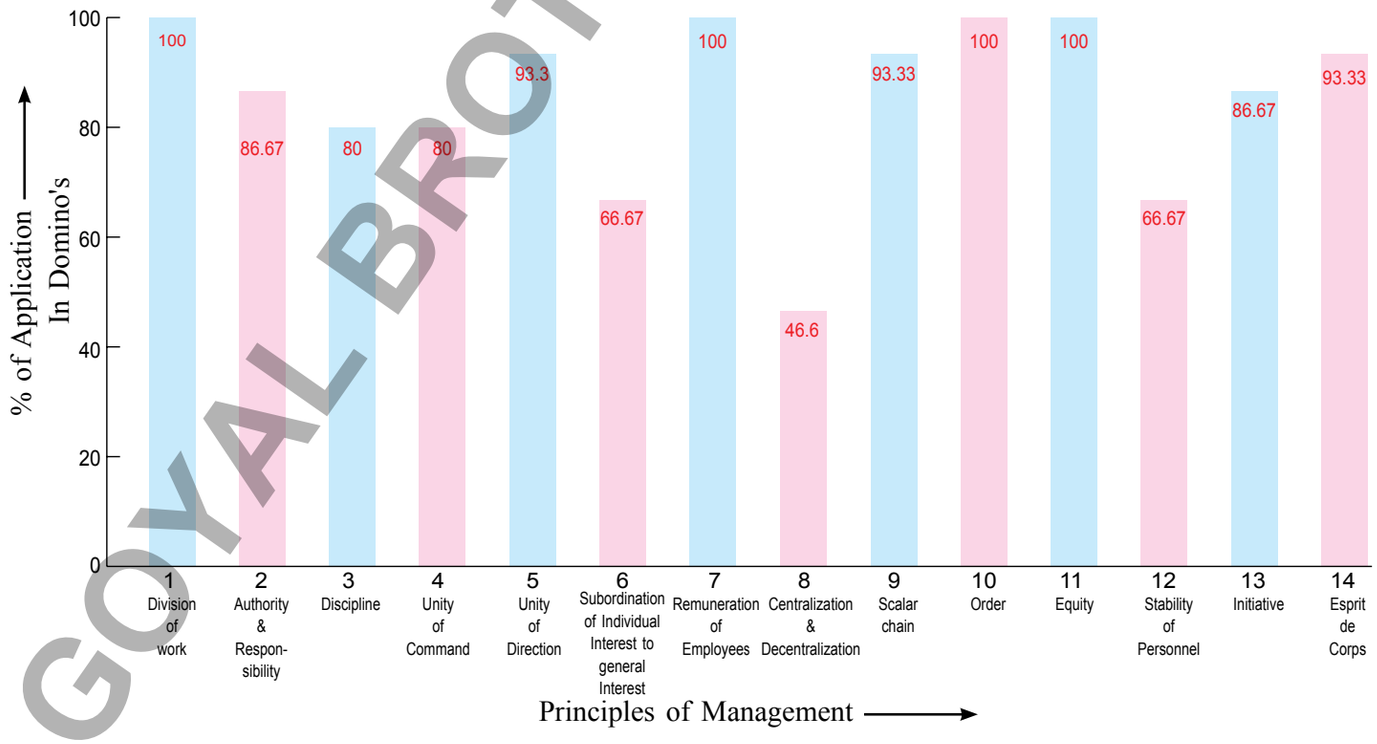
- Subordination of individual interest
- Stability of personnel (employee turnover rate is high)

} Least applicable Principles

We can infer from the data that the employees generally do not consider the overall organisational objectives as important. We observe that **half the** employees (almost half) **insist that decentralisation** is followed, white the other half insists that centralisation is followed. This tells us that Domino's organisational structure is balanced, which makes sense as it is advisable for such a large companies to strike of balance between the two.

Other than that, all other principles are mostly followed with a few deviations.

PRINCIPLES OF MANAGEMENT



CONCLUSION

A managerial principle is .a broad and general guideline for decision making and behaviour.

Throughout the course of this project, I have learnt about the 14 Principles of Managements as given by Henri Fayol, and also about whether or not they are applicable in a huge company like Domino's.

After conducting an employees survey, I have found that more or less, all the principles are followed in Domino's to some extent.

This is not a shocking result, as it is imperative to follow managerial principles for a successful enterprise.

Clearly, management principles have gained importance with increasing professionalism. And as we know, these principles are universally applicable, so it might be impossible to find an organisation that does not rely on them.

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APPENDIX

Filled copies of the questionnaire shall be attached.

VIVA-VOCE QUESTIONS

1. Name the company that is doing business as Domino's?

Ans. Domino's Pizza Inc., is doing business as Domino's. It is an American multinational pizza restaurant chain founded is 1960.

2. Who is the CEO of Domino's?

Ans. Richard Allison.

3. When was the first Domino's Pizza opened in New Delhi?

Ans. 1996.

4. Whose Principle of Management are followed in the store?

Ans. Hennry Fayol's principles are followed.

5. What is meant by the principle of Stability of Tenure?

Ans. It means that an employee once selected should be kept at their post/position for a minimum fixed tenure. He should be given reasonable time to show results.

6. Name the principle that suggest that a good company should have an employee suggestion system.

Ans. 'Initiative' principle says that workers should be encouraged to develop and carry out their plans for improvement.

7. Name the principles that suggests the manager that "I" should be replaced with "We".

Ans. Esprit de Corps principle promotes teamspirit, unity and harmony among employees.

8. When was Henri Fayol born?

Ans. He was born in 1841.

9. What was the profession of Henri Fayol?

Ans. He was a mining engineer.

10. What was the conclusion that you derive from project?

Ans. Most applicable principles–Division of Work, Remuneration of Employees, Order and Equity.
Least applicable principle–Centralisation & Decentralisation.

PROJECT 3

Topic : Marketing of "Chocolates"

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To develop a product using the 4P's of marketing.
- To use survey method to understand the consumer needs and wants with respect to the existing products.
- To apply the concepts of marketing in hypothetical situations after conducting a survey.

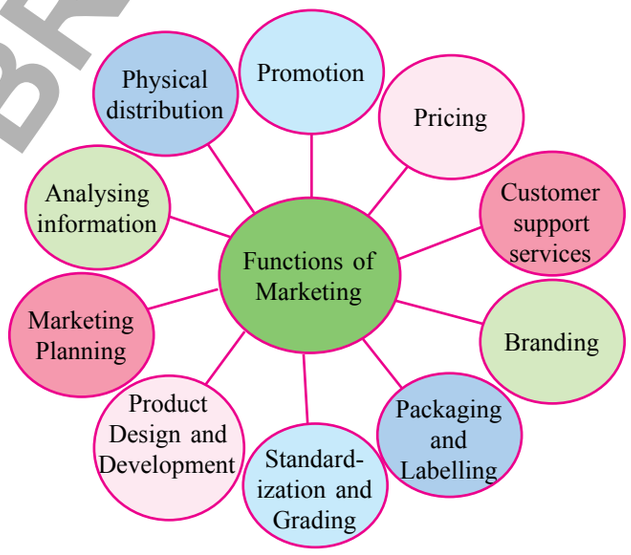
MARKETING MANAGEMENT

"Planning, organising, controlling and implementing of marketing programmes, policies, strategies and tactics designed to create and satisfy the demand for goods and services as a means of generating an acceptable profit". It deals with creating and regulating the demand and providing goods to customers for which they are willing to pay a price worth their value.

Philip Kotler defines marketing management as "the art and science of choosing target markets and building profitable relationship with them. It is a process involving analysis, planning, implementing and control and it covers goods and services ideas and the goal is to produce satisfaction to the parties involved".

FUNCTIONS

Gathering market Information	Marketing Planning	Product designing and development	Standardisation and Grading
Packaging and Labelling	Branding	Pricing of Production	Promotion
Physical distribution	Transport	Storage or warehousing	Customer support service



MARKETING MIX

Marketing mix usually refers to the set of 4P's Viz-Product, Price, Promotion and Place. However, the term marketing mix is a much broader term. Often the three additional P's-process, people, physical evidence are also added and called, 7 P's of Marketing. The role of marketing mix is to synthesize the visible and invisible quantities of a product with the aspirations of the targeted clients. The marketing mix for a manufactured product will be different from that of a product as a service.

PRODUCT

A product is the heart of marketing mix. All marketing activities begin with the product. The product is not a physical entity alone, it captures the whole tangible and intangible aspects like services, personality, organization and ideas.

The decisions regarding product mix will depend on many factors like:

- Design
- Brand Name
- Quality
- Packaging, Returns etc.
- Features
- Product variety
- Services

PLACE

Place or physical distribution deals with the transfer of ownership of the product from the manufacturer to the customer.

The more swiftly the products reach the point of sale, the more likely are the chances of satisfying the customers and increase brand loyalty. Hence, the place factor is crucial in ensuring your product's competitiveness in the market.

The following are the elements of a distribution.

- Channels of distribution
- Coverage
- Transport
- Order processing
- Warehousing decision
- Inventory control

PROMOTION

Promotion aims to serve two adjectives. One it informs potential customers about your product and secondly, it persuades them to buy your product.

A good promotion mix will thus include the various means that you can use to communicate with the target audience. An effective promotion mix will ensure good sales and a marketer must strive to create a conducive environment which consists:

- Advertising
- Public relations
- Publicity - social media, print etc.
- Personal selling
- Direct marketing
- Sales promotion

PRICE

Price is the monetary value that has to be paid by a customer to acquire or own the product of a company. It is the critical revenue-generating component of the firm.

Pricing decisions should be taken with great care as it is a double edged sword.
The pricing strategy must align with the overall goal of the organization to blend smoothly.

WHY DO I CHOOSE CHOCOLATE?

Chocolates which were once considered expensive have now become affordable by one and all. Most of the brands produce different sizes and are priced according to their sizes.

Chocolates in India are steadily substituting 'mithai' on traditional Indian sweets. Due to increasing social consciousness people prefer well wrapped chocolate packets rather than sweets on occasions and festival. Taking advantage of this situation, the top chocolate brands in India or now concentrating on packaging and are now introducing well wrapped chocolates.

Chocolates are always very tasty and at the same time loved by one and all. All kinds of people, whether young or old children or adults like consuming them.

MARKET SURVEY AND QUESTIONNAIRE (SAMPLE)

Market Survey

In order to know the taste of the consumers of chocolates, their price, preferences, frequency of purchase, a questionnaire was given to about **50 consumers** selected randomly. These questionnaires were analysed and results were used to draw inferences.

This type of questionnaire shall enable us to understand their specific wants and further aspirations with respect to the chocolates that they wish to consume in the future.

The data furnished and identity of the respondent will be kept confidential. On the basis of the analysis of this survey, decisions relating to four P's of marketing was made.

QUESTIONNAIRE

Name : _____ Age : _____ Occupation : _____

1. Do you eat chocolates?
   ◯ Yes ◯ No
2. Which brand of chocolate do you prefer?
   ◯ Cadbury ◯ Nestle ◯ Toblerone
   ◯ Amul ◯ Parle ◯ Any other
3. What price range do you prefer for your chocolate?
   ◯ 0 – 20 ◯ 20 – 50 ◯ 50 – 100
   ◯ 100 – 150 ◯ 150 – 250 ◯ 250 and above
4. Which chocolate flavour do you like the most?
   ◯ White chocolate ◯ Dark chocolate ◯ Milk chocolate
   ◯ Cocoa Powder ◯ Fruits and nuts ◯ Almond and Raison
5. How many grams of chocolate do you prefer in a purchase?
   (a) 100 grams (b) 400 grams (c) 500 grams (d) 800 grams
6. Which of the following factors mainly affect your choice?
   (a) Price (b) Flavour (c) Brand (d) Packaging

ANALYSIS OF THE INFORMATION FROM THE QUESTIONNAIRE

1. Do you eat chocolates?

Ans. 90% of the respondents said that they love eating chocolates.

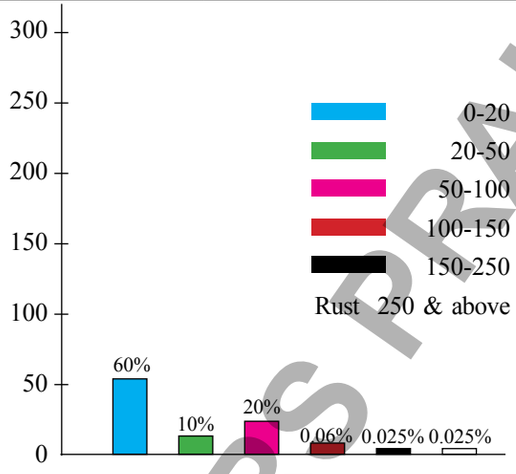
2. Which brand of chocolate do you prefer?

Ans. 70% of the respondents prefer Cadbury's.

3. What price range would you prefer?

Ans.

Price	0–20	20–50	50–100	100–150	150–250	250 & above
No.	30	5	10	3	1	1
Percentage	60%	10%	20%	0.06%	0.025%	0.025%



Result – People are in favour of affordable chocolates.

4. Which chocolate flavour do you like the most?

Ans. 50% of the respondents prefer milk Chocolate.

LOGO

BRAND

Avery Chocolates

TAGLINE

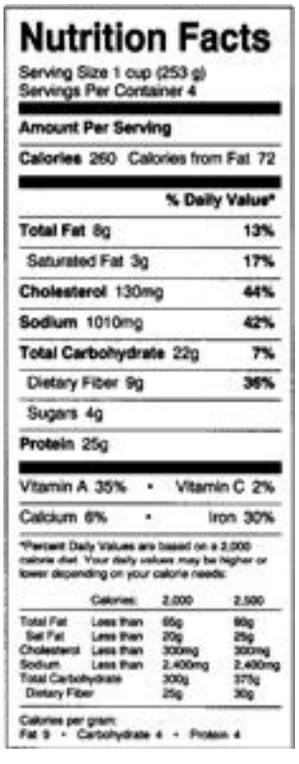
Bundle of Sweetness

LABELLING

Labelling is display of information about a product on its container, packaging or the product itself is known as labelling. Labels are useful in providing detailed information about the product, its contents, methods of use, etc. The type and extent of information that must be imparted by a label is governed by the relevant safety and shipping law.

Qualities of a design of label :

1. The Right Material
2. Colours that Pop
3. Good Graphics
4. Readable, Eye catching Fonts
5. Super Shape
6. Fabulous Finish.



Nutrition Facts

Serving Size 1 cup (253 g)
Servings Per Container 4

Amount Per Serving

Calories 260 Calories from Fat 72

	% Daily Value*
Total Fat 8g	13%
Saturated Fat 3g	17%
Cholesterol 130mg	44%
Sodium 1010mg	42%
Total Carbohydrate 22g	7%
Dietary Fiber 9g	36%
Sugars 4g	
Protein 25g	

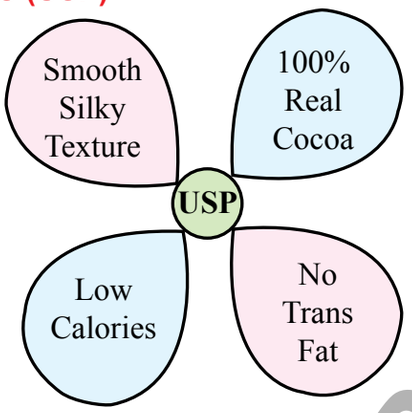
Vitamin A 35% • Vitamin C 2%
Calcium 6% • Iron 30%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

UNIQUE SELLING PROPOSITIONS (USP)



COMPETITIVE BRANDS

Kuch Meetha Ho jaye (Cadbury)

- Use the finest cocoa for production of cocoa
- Milk chocolates gives it a creamy taste
- **Brand name -** high goodwill
- Different packaging for different occasion
- Advertisement : from common man to superstars like Amitabh Bachchan advertise this brand.

Good Food, Good Life (Nestle)

- Product variations
- Brand name
- Strong distribution network

The Taste of India (Amul)

- Strong base in rural India
- Purity
- Low Prices

Put some play in your day (Mars)

- Low prices in Indian markets
- Silky texture

Nothing better than that! (Hershey)

100 types of different chocolates new innovations and products strong brand name and awareness.

RANGE OF AVERY CHOCOLATES


(i) Avery Chocolates 'Classic Chocolates Bar'
(ii) Avery Chocolates 'Milk Choco Bar'
(iii) Avery Chocolates 'Dark Chocolates'

UNIQUE SELLING PROPOSITION (USP)

(a) It has smooth and silky texture.
(b) Only real cocoa is used to manufacture.
(c) Organic, roasted nuts are used to give a rich taste.
(d) Its attractive packaging makes the customers tempted towards buying it.
(e) Healthy for eating.
(f) Available in different sizes and prices.

PERMISSION AND LICENSING

Following are the permissions and licenses required

A. Business License

It is a permission issued by government agencies that allow to conduct business.

License for preparing and handling of goods.

Obtaining an identification number.

B. Liability Insurance

Part of general insurance of risk financing to protect the insured from law suite.

C. GST Registration

It implies obtaining a unique number from concerned tax authorities for the propose of collecting tax on behalf of the government and to avail input tax credit for the taxes on his inward supplies.

D. MSME Registration

It can be obtained by micro, small and medium enterprises in India to enjoy various subsidies and benefits in terms of loans, taxation and other schemes.

PRICING OF AVERY CHOCOLATES

Price may be defined as the amount of money paid by a buyer (or received by a seller) in consideration of the purchase of a product or a service. Most marketing terms give high importance to the fixation of price for their products and services. The price of our chocolates starts from ₹50 and ranges upto ₹100.

Variants of Avery	Price to Wholesalers	Price to Retailers	Price to Consumers
1. Classic Chocolate	30	40	60
2. Milk Chocolate	40	50	70
3. Dark Chocolate	50	70	100

PACKAGING

'Packaging means the act of designing and producing the container or wrapper of a product and putting the product into it.

Levels of Packaging

1. **Primary Packaging :** Primary packaging is the immediate container. In some cases, the primary package is kept till the consumer is ready to use the product. **The chocolate bar will be wrapped in 5 micron thick aluminium foil since aluminium is a good moisture carrier.**
2. **Secondary packaging :** Secondary packaging is **outside the primary** packaging and **consists of label and other information**. We have provided many possible information regarding our chocolate at the back side of the wrapper.
3. **Tertiary Packaging :** Tertiary packaging is used for **bulk handling**, warehouse storage and transport handling. The chocolate bar will be packed in a **corrugated box** and each box contain 50 chocolate bars.

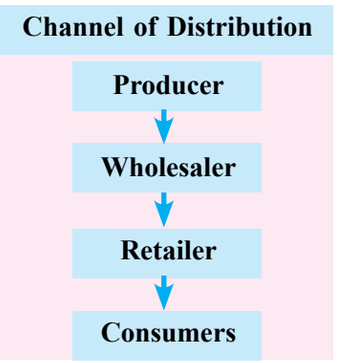
WAREHOUSING

Chocolates requires controlled temperature thus **our warehouses have temperature controlling mechanisms** which is **usually set up at 65°F.** Mechanical manipulation of humidity is done with mechanical refrigeration and the cooling to take out hot air. Our company has appointed **cleaning and forwarding (C&F) agents in various** states. The goods will be departed to wholesalers and retailers through the distributors. The warehouse will be used for storing both primary as well as finished products.

CHANNELS OF DISTRIBUTION

1. **Direct Channel (Zero Level) :** Direct channel of distribution means making goods available to consumers directly by the manufactures, without involving any other intermediary.

   Eg. Internet selling Mail order selling etc. Telemarketing TV Selling etc.
2. **Indirect Channel :** Indirect channels of distribution means making goods available to the consumers by employing one or more intermediaries.
   - **(i) One Level Channel :** In this only intermediary adopted is the "retailer". Goods pass from manufacturers to the retailers who in term sell these goods to the final users.
   - **(ii) Two Level Channel :** This is the most commonly adopted distribution network for most consumer goods. The producer sells small lot to retailers who then supply these to ultimate customers.
   - **(iii) Three Level Channels :** In this network, there are three intermediaries involved agents, wholesalers and retailers. Manufacturers use their own selling agents or brokers connect them with wholesalers and then retailers.



We have chosen **indirect Channels.**

TRANSPORTATION

Transportation is the means of carrying goods and raw materials from the point of production to the point of sale. It is important because unless the goods are physically made available, the sale cannot be completed.

Road transportation is the most affordable. But keeping in mind weather conditions in India. **Standard trucks might not** work. So we will use **a special refrigerator container for the transportation to maintain the quality and prevent the chocolates from melting.**

SWOT ANALYSIS

Strengths : Locality of our workshop – It is near the market which reduces transportation costs.

Weakness : Lack of Marketing expertise. As we are new brand, establishing customer trust will take time.

Opportunities : A developing market such as internet and existing online channel of sales.

Threats : As we are new in market it will be challenging for us to grow between well known brands. There will be price war with competitor.

CONCLUSION

It was an enriching experience to develop a product of one's own followed by developing marketing strategics on the basis of 4P's of marketing.

From this marketing research I have understood the importance of marketing mix. I have learnt to take decisions regarding the 4Ps of marketing.

Some other things covered are

1. Gathering Information
2. Analysing market
3. Branding, Labelling and Packaging
4. Pricing of a product
5. Marketing and promotion of a product.

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6. https://www.marketing91.com

APPENDIX

Fixed questionnaire shall be attached.

VIVA-VOCE QUESTIONS

1. What is the brand name of Product?

Ans. Avery chocolates

2. Why did you choose chocolates as a product to develop?

Ans. I love eating chocolates.

3. What is the Tagline of your product?

Ans. The tagline of my product is "Bundle of sweetness"

4. Define Marketing Mix?

Ans. Marketing Mix is the set of Marketing tools that a firm uses to pursue its marketing objectives in a target market i.e. 4P's of marketing (i) Product (ii) Price (iii) Place (iv) Promotion.

5. What is the USP of your Product?

Ans. Smooth Silky Texture, low calories and No Transfat.

6. What is the Tagline of Amul?

Ans. The Tagline of Amul is "The Taste of India".

7. What are the range of Avery chocolates that you have developed?

Ans. There are three varieties of Avery chocolates that have been developed.

(a) Classic Chocolates Bar

(b) Milk Choco Bar

(c) Dark Chocolates

8. Which type of packaging contains the label and other information?

Ans. Secondary Packaging

9. Name the channel of distribution that you shall use to promote the sales of your product?

Ans. Three level channel.

10. Which type of transportation is most affordable?

Ans. Road transportation is most affordable.

11. Define product from customer's point of view?

Ans. Product is a bundle of utilities, which is purchased because of its capability to provide satisfaction of certain need.

12. What are three types of benefits that a customer may seek to satisfy from the purchase of a product?

Ans. (i) Functional benefits

(ii) Psychological benefits

(iii) Social benefits.

13. Define the term Brand.

Ans. Brand is a name, term, sign, symbol, design or some combination of them used to identify the products-goods or services of one seller or group of sellers and to differentiate them from those of the competitors.

14. Define Trade Mark.

Ans. A brand for part of a brand that is given legal protection is called trade mark.

15. Can Government regulate the price of commodities?

Ans. Yes, government can regulate the price of essential commodities.

PROJECT 4

Topic : Stock Exchange : Investment to Multiply Your Money in Manyfolds

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To enable the student apply the process of trading in a virtual trading platform to understand it's working.
- To understand how one can multiply one's money through trading in securities.

OBJECTIVE OF THE PROJECT

Buying and selling of securities can be a full-fledged profession.

APPROACH

One student developed his portfolio of securities by investing in companies. They had ₹ 1,00,000 to invest in the stock market. And they invested through a broker in five companies by opening the demat account. They also opened their trading accounts with the broker. They settled their accounts every evening to settle their account. The price history table shows the opening and closing price and thus are able to compute their net gain for each day.

Period of Study

October – 7th Oct – 29th Oct November – 4th Nov – 30th Nov.

STOCK EXCHANGE

A stock exchange is an institution which provides a platform for buying and selling of existing securities. It is also called stock market or securities market.

According to Securities Contract (Regulation) Act 1956 stock exchange means any body of individuals, whether incorporated or not, constituted for the purpose of assisting, regulating or controlling the business of buying and selling or dealing in securities.

FUNCTIONS

Providing Liquidity and Marketability to Existing Securities

The stock exchange provides liquidity to existing securities by facilitating trading of securities. It gives investors, the chance to disinvest and re-invest. This provides both the liquidity and easy marketability to already existing securities in the market.

Pricing of Securities

Share prices of stock exchange are determined by the force of demand and supply. A stock exchange is a mechanism of constant valuation through which the prices of securities are determined.

Safety of Transaction

In stock exchange market, only the listed securities are traded after verifying the soundness of a company. These companies also have to operate within the strict rules and regulations. This ensures safety of dealing running stock exchange.

Contributes to Economic Growth

In stock exchange securities of various companies are bought and sold. Through this process of disinvestment and reinvestment saving get channelised into their most productive investment avenues.

Spreading of Equity Cult

Stock exchange encourages people to invest in ownership securities by regulating new issues, better trading practices and by educating people about investments.

Providing Scope for Speculation

A certain degree of healthy speculation is necessary to ensure liquidity and price continuity in the stock market. Stock exchange provides scope for fair and regulated speculations.

TRADING PROCEDURE

Traditionally, trading on a stock exchange was done by the auction system. But now this method has been replaced by online screen-based electronic trading system at all stock exchanges.

It involves the following steps.

- **Selection of Broker :** If an investor wishes to buy or sell any security he has to first approach a registered broker or sub broker and enter into an agreement with him. The investor has to sign a broker-client agreement and a client registration form before placing an order to buy or sell securities. He has also to provide certain other details and information. These include.
  - Pan card
  - DOB
  - Educational
  - Qualification
  - Bank A/c No
- **Opening Demat Account with Depository :** The next step is to open a demat account. Demat account refers to an account which an Indian Citizen must open with the depositary participant to trade in listed securities in electronic form. He will also have to open a bank account for cash transactions in securities market.
- **Placing Order :** The investor then places an order with the broker to buy or sell shares. After selecting the broker the investors specify the type and number of securities they want to buy or sell and the price range within which the order is to be executed. The broker will then go ahead with the deal at the above mentioned price available. An order confirmation slip is issued to the investor by broker.

  The broker will then go online and connect to the main stock exchange and match the share and best price available.
- **Execution of Order :** When the shares can be bought or sold at the price mentioned, it will be communicated to the broker's terminal and the order will be executed electronically. The broker will issue a trade confirmation slip to the investor.
- **Issue of contract note :** After the trade has been executed within 24 hours the broker issue a contract note. A copy of the contract note contains the name and the price of securities, name of the parties, brokerage charges. It is signed by broker. This is an important document and it is legally enforceable and helps to settle dispute/ claims between the investor and the broker.
- **Pay-in day :** Now the investor has to deliver the shares sold or pay cash for shares bought. This should be done immediately after receiving the contract note or before the day when broker shall make payment. This is called the pay-in day.
- **Settlement :** Cash is paid or securities are delivered on pay in day, which is before T + 2 day as the deal has to be settled and finalised on the T + 2 day.
- **Pay-out day :** On the T + 2 day, the exchange will deliver the share or make payment to the other broker. This is called the payout day. The broker then has to make payment to the investor within 24 hours of the pay-out day since he has already received payment from the exchange.

NATIONAL STOCK EXCHANGE OF INDIA

The National Stock Exchange is the latest most modern and technology driven exchange. It was incorporated in 1992 and was recognised as a stock exchange in April 1993. It started operations in 1994 within the wholesale debt market segment in November 1994 as a trading platform for equities and the futures and options segment in June 2000 for various derivative instruments. NSE has set up a nationwide fully automated screen based trading system. The NSE was setup by leading financial institutions, banks, insurance companies and financial intermediaries. It is managed by professionals, who do not directly or indirectly trade on the exchange. The trading rights are with trading members who offer their services to the investors. The board of NSE comprises of senior executives from promoter institutions and eminent professionals without having any representation from Trading members. It was setup with the following objectives.

- Establishing a nationwide trading facility for all type of securities.
- Ensuring equal access to investors all over the country through an appropriate communication network.
- Providing a fair, efficient and transparent securities market using the electronic trading system.
- Meeting international benchmarks and standards.

NSE
National Stock Exchange of India Limited

BOMBAY STOCK EXCHANGE

BSE Ltd. was established in 1875 and was Asia's first stock exchange. It was granted permanent recognition under the securities contract (Regulation) Act 1956. It was known as BSE Ltd. but was established as the Native Share Stock Brokers Association in 1875. Even before the actual legislation were enacted, BSE Ltd. already had a set of rules and regulations to ensure an orderly growth of the securities market. It has the following objectives.

- To provide an efficient and transparent market for trading in equity, debt instruments, derivatives and mutual funds.
- To providing a trading platform for equities of small and medium enterprises.
- To conform to international standards.
- BSE has stimulated innovations and competition across all market segments. It has global reach with customers around the world.

BSE

LISTED COMPANIES

Company Name	Share Price	Market Capital
RELIANCE	1480	6,621,80.42
HDFC Bank	1961.25	5,32,960.18
ITC	201	35,43,592.12
Infosys	633.50	2,76,737.06
SBI	248.10	2,29,419.02
ICICI Bank	315.05	2,02,749.58
Wipro	318.60	1,44,137.17
Sun Pharma	483.5	1,32,838.61

Asian Paints	1,189.45	1,14,091.78
Bharti Airtel	299	1,19,522.26
HCL Tech	964.90	1,34,364.42
Maruti Suzuki	6,705.25	2,02,552.21
ONGC	151.85	1,94,872.68
Coal India	280.80	1,74,304.05
Axis Bank	537.35	1,38,060.71
Nestle	17540.8	91,787.76
Bajaj Finance	5379.35	85,604.88
DLF	153	
Titan Company	807	7,164.34
Dabur India	397	70,120.72
Britannia	535	63,750.44
Hero Motocorp	2105.75	54,036.93

MY PORTFOLIO

Company	Share Price	No. of Shares	Amt. Invested
Reliance	1480	13	19,240
DLF	153	130	19,890
ITC	201	100	20,100
Sun Pharma	483.5	41	19,823.5
Nestle	17540.8	1	17540.8

Amount Available – ₹1,00,000 Amount invested – ₹96,594.3

RELIANCE

Reliance Industries Limited (RIL) is an Indian conglomerate holding Company headquartered in Mumbai, Maharashtra, India. Reliance owns business across India engaged in energy, petrochemicals, textiles, natural resources, retail and telecommunications. Reliance is the second most profitable company in India the second largest publicly traded company in India by market capitalization and the second largest company in India as measured by revenue after the government-conrolled Indian Oil Corporation Ltd. The company is ranked 215th on the Fortune Global 500 list of the world's biggest corporations of 2016. RIL contributes approximately 20% of India's total exports. It is ranked 14th amongst the top 250 Global Energy companies by Platts.

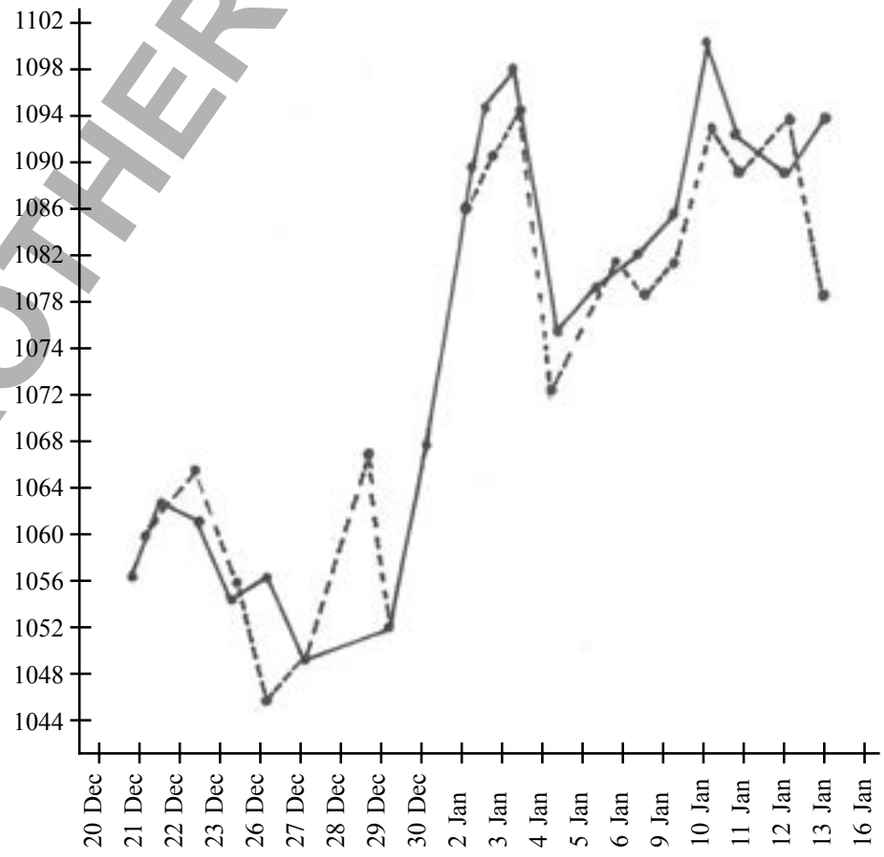
PRICE HISTORY

Date	Open	High	Low	Close
07-Oct-2020	1,308	1,321	1,302	1,330
09-Oct-2020	1,309	1,330	1,293	1,325
10-Oct-2020	1,325	1,369	1,321	1,363
11-Oct-2020	1,364	1,306	1,337	1,353
14-Oct-2020	1,365	1,365	1,351	1,358
15-Oct-2020	1,363	1,370	1,354	1,364
16-Oct-2020	1,370	1,380	1,364	1,372
17-Oct-2020	1,375	1,399	1,372	1,397
18-Oct-2020	1,404	1,428	1,399	1,416
22-Oct-2020	1,425	1,437	1,403	1,414
23-Oct-2020	1,416	1,426	1,383	1,392
24-Oct-2020	1,401	1,441	1,387	1,436
25-Oct-2020	1,441	1,441	1,411	1,434
27-Oct-2020	1,441	1,445	1,430	1,434
29-Oct-2020	1,446	1,480	1,442	1,407

No of shares = $\frac{10,000}{1308}$ = 7.64

Profit = 1467 – 1308 = 159

Profit Margin = $\frac{159 \times 7.64}{1308}$ = 0.928



CEO : Mukesh Ambani
Headquarters : Mumbai, Maharashtra
'Growth is life'

DLF

DLF Limited (Delhi Land and Finance) is the largest commercial and estate developers in India and the owner is Kushal Pal Singh. It was founded by Chaudhary Raghvendra Singh in 1946 and is New Delhi, India based. DLF developed residential colonies in Delhi such as South Extension, Greater Kailash, Kailash Colony and Hauz Khas. DLF builds residential, office and retail properties. With the government assumed control of real estate development in Delhi and banned private real estate developers. As a result, DLF began acquiring land at relatively low cost outside the area controlled by Delhi Development Authority in the district of Gurgaon and Haryana.

PRICE HISTORY

Date	Open	High	Low	Close
04-11-2020	185.30	188.40	182.30	184.30
01-11-2020	184.40	186.75	182.60	185.15
31-10-2020	185.80	190.60	181.90	183.30
30-10-2020	182.00	183.00	179.25	181.55
29-10-2020	179.80	183.95	178.65	180.95
27-10-2020	182.00	182.00	179.05	179.80
25-10-2020	176.50	182.00	174.65	181.00
24-10-2020	176.05	180.45	174.70	176.50
23-10-2020	177.60	178.80	174.00	174.95
22-10-2020	170.00	183.00	169.35	178.20
18-10-2020	163.60	169.60	162.80	168.85
17-10-2020	157.55	164.75	156.70	163.85
16-10-2020	156.00	160.85	155.50	159.75
15-10-2020	154.50	159.40	152.00	156.15
14-10-2020	150.00	157.85	149.00	154.85

No. of shares = $\frac{10,000}{150}$ = 66.6 Profit = 184.3 – 150 = 34.3

Profit Margin = $\frac{34.3 \times 66.6}{150}$ = **15.229**

CEO : Mohit Gujral and Rajeev Talwar
Headquarters : Delhi
'Building India'

ITC

ITC Limited or ITC is an Indian conglomerate headquartered in Kolkata, West Bengal. Its diversified business includes five segments. Fast Moving Consumer Goods (FMCG), hotels, paperboards and packaging, Agri Business and Information Technology.

Established in 1910 as the Imperial Tobacco Company of India limited, the company was renamed as the Indian Tobacco Company Limited in 1970 and further to I.T.C. Limited in 1974. The company was renamed ITC limited in 2001. The company completed 100 years in 2010 and as of 2012-13 had an annual turnover of US $8.31 billion. It employs over 25,000 people at more than 60 locations across India and is part of Forbes 2000 list.

In 2001, ITC introduced the 'kitchens of India' brand of ready-to-eat Indian gourmet recipe. In 2002 ITC entered the confectionery and staples segments. ITC diversified into body care products in 2005.

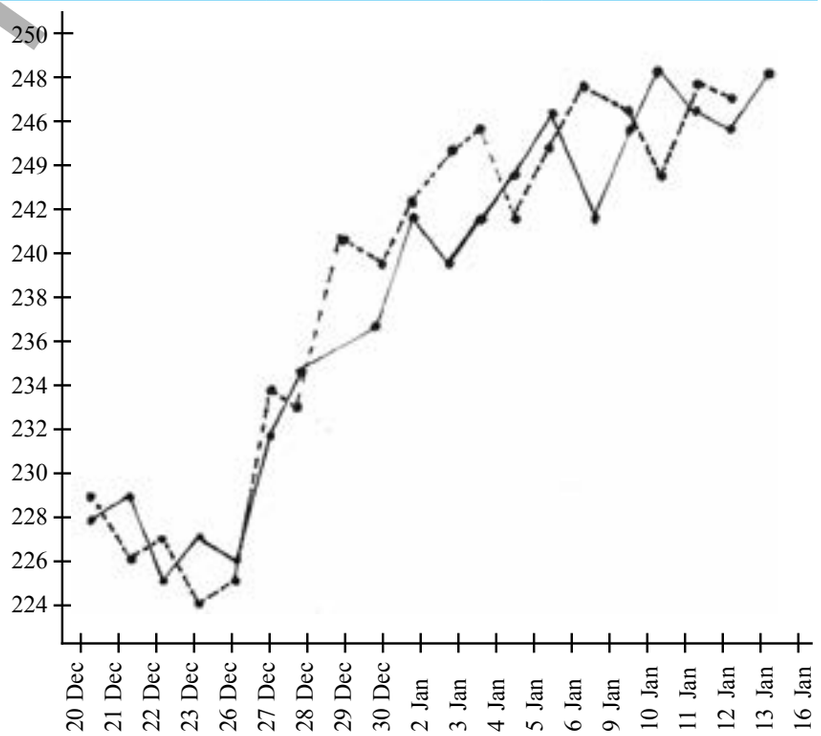
PRICE HISTORY

Date	Open	High	Low	Close
04-11-2020	262.95	264.95	260.05	260.75
01-11-2020	259.35	263.00	258.75	261.30
31-10-2020	260.00	262.85	256.20	257.65
30-10-2020	256.00	264.00	254.30	259.40
29-10-2020	250.95	255.10	249.55	253.25
27-10-2020	249.95	251.10	249.70	250.40
25-10-2020	256.90	257.20	247.00	247.70
24-10-2020	252.60	254.00	247.95	249.05
23-10-2020	250.40	251.95	249.05	251.05
22-10-2020	245.00	251.10	244.95	248.90
18-10-2020	246.00	247.80	245.10	246.50
17-10-2020	244.00	246.70	243.85	245.85
16-10-2020	247.40	247.60	242.15	243.65
15-10-2020	245.05	249.20	245.05	247.60
14-10-2020	245.45	246.40	243.00	244.10

No. of shares = $\frac{10,000}{2454}$ = 40.74

Profit = 260.75 – 245.4 = 15.35

Profit Margin = $\frac{15.35 \times 40.74}{245.4}$ = **2.531**



CEO : Yogesh Chandra Deveshwar

Headquarters : Kolkata

SUN PHARMA

Sun Pharmacentical Industries Limited is an Indian multinational pharmaceutical company headquartered in Mumbai, Maharashtra that manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients (API) primarily in India and the United States. The company offers formulations in various therapeutic areas, such as cardiology, psychiatry, neurology, gastroenterology and diabetology.

Sun Pharmaceuticals was established by Mr. Dilip Shanghvi in 1983 in Vapi with five products to treat psychiatry ailment. Cardiology products were introduced in 1987 followed by gastroentrology products in 1989. Today, it is the largest chronic prescription company in India and a market leader in psychiatry, neurology, orthopedics and nephrology etc. The 2014 acquisition of Ranbaxy made the company the largest pharmaceuticals company in India.

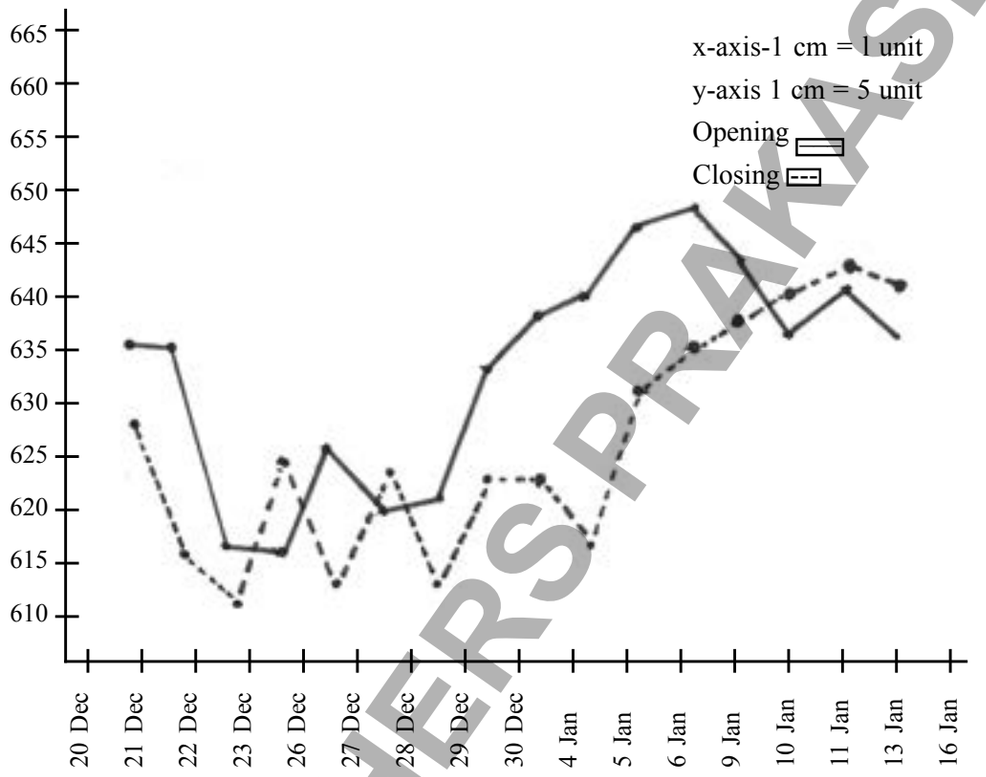
PRICE HISTORY

Date	Open	High	Low	Close
04-11-2020	439.95	442.40	433.65	437.95
01-11-2020	434.65	440.90	433.10	437.55
31-10-2020	429.60	440.55	428.80	433.40
30-10-2020	426.95	432.55	418.10	429.65
29-10-2020	417.70	425.50	414.00	421.95
27-10-2020	416.05	419.80	416.05	417.75
25-10-2020	405.00	419.50	401.05	417.50
24-10-2020	405.00	407.75	398.70	405.95
23-10-2020	405 60	411 35	403.00	405.20
22-10-2020	402.00	408.00	400.95	405.45
18-10-2020	401.00	406.50	397.50	401.65
17-10-2020	401.60	402.55	396.80	401.50
16-10-2020	398.05	402.20	394.25	399.70
15-10-2020	397.20	400.00	392.25	396.80
14-10-2020	387.00			

No. of shares = $\frac{10,000}{387}$ = 25.83

Profit = 437.95 – 387 = 50.95

Profit Margin = $\frac{50.95 \times 25.83}{387}$ = **3.4006**



CEO : Dilip Shanghvi

Headquarters : Mumbai

'Leadership through focus research'

NESTLE

After India's independence in 1947 the economic policies of the Indian Government emphasised the need for local production. NESTLE responded to India's aspiration by forming company in India and set up its first factory in 1961 at Moga, Punjab where government wanted NESTLE to develop the milk economy. Progress in Moga required the introduction of NESTLE' Agricultural Services to educate, advise and help the farmer in a variety of aspects.

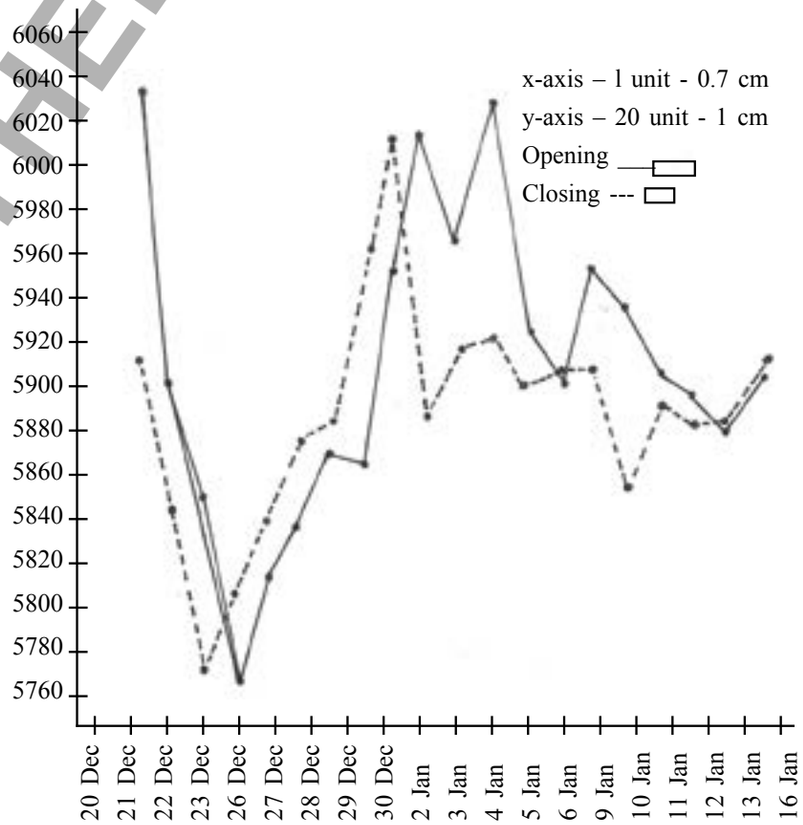
NESTLE

Date	Open	High	Low	Close
04-11-2020	1498840	15091.70	14801.10	14813.35
01-11-2020	14947.00	15069.60	14850.30	14959.80
31-10-2020	14970.05	15146.90	14783.85	14947.00
30-10-2020	14887.00	14998.90	14750.30	14967.80
29-10-2020	14868.00	14868.00	14510.00	14699.75
27-10-2020	14935.00	14949.50	14778.30	14813.40
25-10-2020	14779.00	14900.00	14461.35	14803.35
24-10-2020	15019.00	15048.00	14625.85	14666.00
23-10-2020	15091 00	15125.85	14916.25	14983.00
22-10-2020	14888.00	15110.95	14836.00	15020.00
18-10-2020	14519 10	14943.35	14403.30	14835.45
17-10-2020	14383 00	14630.35	14160.00	14516.85
16-10-2020	14099.90	14403.55	14080.00	14351.50
15-10-2020	14152.10	14205.00	14035.95	14086.80
14-10-2020	14135.00	14215.00	13950.00	14169.00

No. of shares = $\frac{10{,}000}{14135} = 0.707$

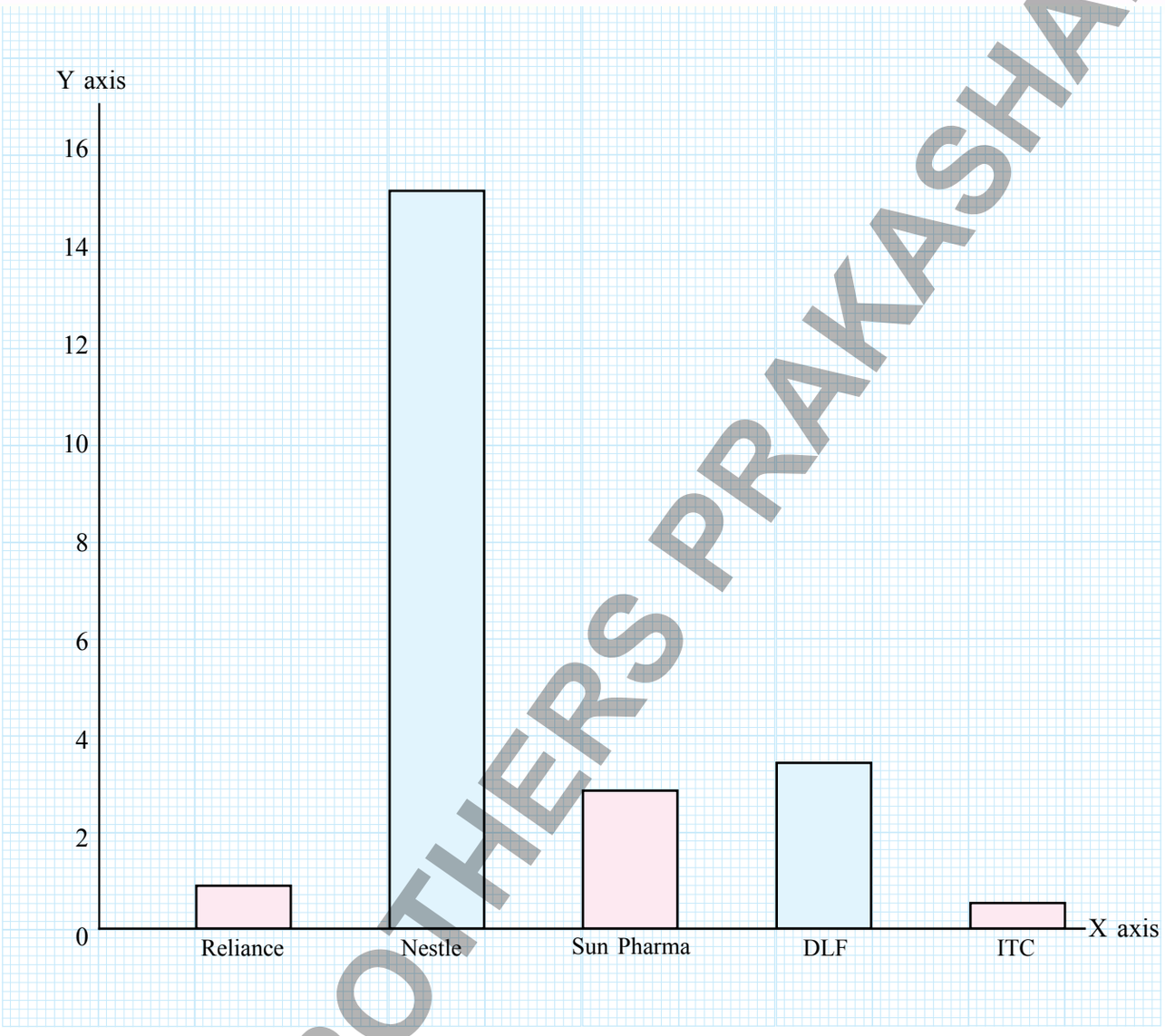
Profit = 14813.35 – 14135 = 678.35

Profit Margin = $\frac{678.35 \times 0.707}{14135} = 0.339$



CEO : Suresh Narayan

Headquarters : Mumbai



COMPARISON TABLE

1. Reliance 0.928
2. Nestle 15.229
3. Sun Pharma 2.531
4. DLF 3.4066
5. ITC 0.339

Total = 22.4336

I would invest in **NESTLE** as it is most profitable.

CONCLUSION

The above virtual trading has enabled us to draw out certain tips for beginners. There are certain important tips for beginners to invest in the stock market. These are Buy the right investment; Avoid individual stocks if you're a beginner; create a diversified portfolio, and avoid short term trading.

- You can lose all your investment with stocks. The flip side of this is you make a lot of money if you invest in the right company.
- Stock market index gives an overview to how the stock market is 'doing'
- To buy stocks you can either use a brokerage or an individual reinvestment plan (DRIP).

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VIVA-VOCE QUESTIONS

1. Which are the companies in which you invested?

Ans. Reliance, ITC, Nestle, Sun pharma, DLF Ltd.

2. How much money did you invested?

Ans. ₹ 1,00,000 was invested.

3. What was the source material of the project?

Ans. The source material was Economic times.

4. Which compary's investment led to maximum profit?

Ans. Nestle earned maximum profit.

5. Who is the CEO of Nestle India?

Ans. Suresh Narayanan.

6. Investment in which company benefited the rest?

Ans. Nestle.

7. Out of the listed companies material in the project which company has the largest market capitalization?

Ans. Reliance.

8. How much did you invest in DLF Ltd.?

Ans. ₹ 19,890.

9. What was the profit margin is case of you investment in DLF Ltd.?

Ans. 15.229

10. Developing a portfolio and computing a hypothetical gainer loss must have been enriching? Throw light on this.

Ans. Yes, it helped me understanding the working of the stock market. The way profit is booked by just keeping a close watch and understanding the performance of various companies before investing was enriching.

PROJECT 5

Topic : Farm Bills – A Study and Its Effects on Business Environment and Community

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To understand the objective behind the farm bills.
- To enable the understanding of government's and opposition's perspective.

INTRODUCTION

The Indian Agriculture Act 2020, often termed as the Farm Bills, are three acts initiated by the Parliament of India in September 2020. The Lok Sabha approved the bills on 17 September 2020 and the Rajya Sabha on 20 September 2020. The three bills were passed by the Parliament in September 2020 were.

(i) Farmers' Produce Trade and Commerce (Promotion & Facilitation) Bill 2020:
(ii) Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Bill, 2020 and
(iii) Essential Commodities (Amendment) Bill 2020.

DETAILS OF THE FARM BILLS

The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020

An Act to provide for a national framework on farming agreements that protects and empowers farmers to engage with for agri-business firms, processors, wholesalers, exporters large retailers for farm services and sale of future farming produce at a mutually agreed remunerative price framework in a fair and transparent manner and for matters connected therewith or incidental thereto.

The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020

An Act to provide for the creation of an ecosystem where the farmers and traders enjoy the freedom of choice relating to sale and purchase of farmers' produce which facilitates remunerative prices through competitive alternative trading channels; to promote efficient, transparent and barrier-free, inter-state and intra-state trade and commerce of farmers' produce outside the physical premises of markets or deemed markets notified under various state agricultural produce market legislations; to provide a facilitative framework for electronic trading and for matters connected therewith or incidental thereto.

The Essential Commodities (Amendment) Act, 2020

According to this Act, the Government of India oversees and can take decisions pertaining to the selling of essential commodities such as medicines, fuel etc. and can decide what its MRP is going to be.

It can also add things to the list of essential items and remove them according to its discretion. Apart from this, the government can also control prices of these items by increasing their availability by putting a limit on stock holding. State government can or cannot use their powers, according to their discretion.

IMPACT OF FARM BILLS ON SOCIAL AND ECONOMIC ENVIRONMENT

Now the amendment of this act states that the government can only put things in the essential category during 'extraordinary cases. Which means, war famine, natural calamities or unprecedented price hike.
The government has also removed eatables like pulses, potatoes, and cereals from the list.
Further, it has been stated that the stock-holding limit can only be imposed if there is a 100% rise in the retail prices of horticulture products and 50% in the case of non-perishable food items.
This increase will be calculated either by subtracting the price of products from one year ago or by taking out the average of last 5 years. Whichever of these two is lower, will be applied.

Various Perspectives of farm bills and its impact on economics environment

1. **Government's Perspective :** The government has said these reforms will accelerate growth in the sector through private sector investment in building infrastructure and supply chains for farm produce in national and global markets. They are intended to help small farmers who don't have means to either bargain for their produce to get a better price or invest in technology to improve the productivity of farms. The bill on agricultural market seeks to allow farmers to sell their produce outside APMC 'Mandis' to whoever they want. Farmers will get better prices through competition and cost-cutting on transportation. However, this bill could mean states will lose 'commissions' and 'mandi fees'. The legislation on contract farming will allow farmers to enter into a contract with Agri-business firms or large retailers on pre-agreed prices of their produce. The Essential Commodities (Amendment) Bill, 2020, seeks to remove commodities like cereals, pulses, oilseeds, edible oils, onion and potatoes from the list of essential commodities. This will end the imposition of stock-holding limits except under extraordinary circumstances.

2. **Oppositions' Perspective and IMPACT of farm Bill on Political Environment:** Opposition parties, including TMC, Congress, DMK and BSP, opposed the agriculture sector reform bills, saying they were against the interests of small and marginal farmers. Congress upped its ante against Modi government, terming the move a conspiracy to defeat the Green Revolution. The BJP losts its oldest ally in the National Democratic Alliance, the Shiromani Akali Dal. Soon after its party member, Harsimrat Kaur Badal, resigned from the Modi cabinet over the proposals. The hurried passing of the bills also appears the have galvanised the opposition to an extent-the Congress has already drafted a model law that will allow non-BJP ruled states to bypass the Central laws. **The manner in which the contentious Farm Bill** was passed in the absence of the opposition in the parliament raises questions on their legitimacy (Opposition walked out in dissent to the suspension of 8 MPs). Physical vote is to be done even if a single member demands. However, neither the BJP leaders nor the Rajya Sabha Chairperson and his deputy have explained as to why a division vote was not allowed on the farm bills despite the fact that most opposition parties, barring the YSR Congress, were opposed to the bills. The three farm bills were eventually passed through a voice vote. In the end, it was unclear amidst the noise as to how the deputy chairperson reached the conclusion that there were more "ayes" than "nos". The hurried passing of the bills and the rubber stamp nature of the parliament dilutes the peoples' faith in the Indian democracy.

3. **Perspective of Farmer Union Leaders on Farm Bills and IMPACT on Social Environment:** "Lootne Ki Chhoot" Permission to loot. Farmers leader Amra Ram was pronouncing his verdict on the three farm Bills passed by Parliament in September. Taken together, the legislations loosen regulations on the sale, pricing and storage of agricultural produce. Farmers believe the laws will weaken the minimum support price mechanism under which the government buys agricultural produce, leave farmers to the mercy of market forces, wreak havoc on small farmers who will not be able to compete and threaten food security. "They don't care about common people–this is to give national and international companies leave to loot," Said Ram, former president of the All India Kisan Sabha and legislator for the Communist party of India (Marxist) in Rajasthan.

   - **Essential Commodities Act (Amendment), 2020:** With this amendment, the power of the government to regulate food commodity supply, storage, stock limits, etc. is removed except under extraordinary circumstances. Critics say this will lead to corporations hoarding farm produce during the harvest season, when prices increase. Once restrictions are removed, big companies like Adani, Reliance and Walmart can build huge processing and storage lines which will ensure their market domination. In the process, the small farmers will have no bargaining power, and in fact will ultimately get lesser prices for their crops.
   - **The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020 :** Farmers' concerns are mainly about sections relating to "trade area," trader, "dispute resolution," and "market fee". These sections regulate where trade can take place, who is eligible to trade with farmers, dispute resolution between farmers and traders, and fees on trade. Farmers are afraid that their interests will not be protected outside the mandi system, and are suspicious of what the markets will offer and how the big companies will treat them. They also see this move as a play by the government to get away from its traditional role of being the guarantor of Minimum Support Prices (MSPs). The MSPs work in regulated APMC mandis, not in private deals.

   - **Farmers (Empowerment and Protection) Agreement of Price Assurance and Farm Services Bill, 2020:** The Price Assurance Bill, while offering protection to the farmers against price exploitation, does not prescribe the mechanism for price fixation. There is apprehension that the free hand given to private corporate houses could lead to farmer exploitation.
   - **Loss of Faith in the Govt :** In 2014, the Bharatiya Janata Party swept to power at the centre promising swept to power at the Centre promising to double farm incomes by 2022, increase minimum support prices to ensure 50% profit over the cost of production and lower the price of inputs. Cut to 2020 and farm incomes have fallen, the cost of inputs such as diesel and fertilisers have soared, government procurement of crops other than rice and wheat has been negligible. The National Crime Records Bureau counted 10,281 farmer suicides in 2019. When questioned about former suicides amid the lockdown and the migrant crisis triggered by the pandemic, the government said it had no data. The years in between have seen protests fuelled by growing agrarian distress between 2014 and 2016, farmer agitations increased by 700%. Early in the Modi government's tenure, farmers marched against the Land Acquisition Bill, 2015, which sought to dilute the provisions of the 2013 law.

   - **A Step Beyond 1991 and the Subsequent Loss of Farmers' Identity:** The opening up of markets has also meant that farmers no longer grow their own food. "Farmers have become dependent on market forces for their own nutrition," said the farm activist. "So if there's inflation you also get impacted. That also eroded the identity of farmers as just being farmers." Jodhka describes "a sense of loss" among farmers as agriculture

grew marginalised, a trend that might have started in the 1970s but sharpened with liberalisation. All of these changes have made farmers' politics less effective. As one farm activist who did not want to be quoted said, "It is very difficult to build an identity based on a profession that you don't want to do. It is not an identity you want to fight for."

4. **Economists' Perspective :** 10 senior economists have written a letter to Agriculture Minister Narendra Singh Tomar, demanding the repeal of the Modi government's three contentious farm laws. In the letter, the economists say the laws need to be repealed as they are not in the interests of small and marginal farmers, and list out five reasons why. The economists have also said that while there is a need to improve agricultural marketing, these laws do not serve the purpose. "They are based on wrong assumptions and claims about why farmers are unable to get remunerative prices; about farmers not having freedom to sell wherever they like under the previously existing laws and about regulated markets not being in the farmers," the economists have said in the letter. The reasons are :

- The laws they say, undermine the role of state governments, which are far more accessible and accountable to farmers' interests than the central government.
- The laws also create two markets with two rules – "a practically unregulated market in the 'trade area' said by side with a regulated market in APMC market yards, subject to two different acts, different regimes of market fees, and different sets of rules."
- The laws create fragmented markets, and the experience in Bihar (which removed the APMC Act in 2006) shows that farmers have less choice of buyers and less bargaining power, resulting in significantly lower prices compared to other states.
- The laws bring in unequal players in contract farming, so farmers' interests aren't protected.
- And finally, the laws bring in concerns about domination by big agricultural businesses.

Amending the clauses in the new laws isn't enough, the economists say, urging the government to withdraw them. They add that farmers' genuine concerns should not be portrayed as their "being misled".

BENEFITS OF THE FARM LAWS

Positive Impact on Farmers

The new reforms are particularly beneficial for small and marginal farmers, who own less than two acres of farm land each. These smallholder farmers make up over 80 percent of the agrarian population, and are not the ones protesting. The Farm Bills are expected to create an open market for inter-state and intra-state agri trade and bring "Freedom of choice" for farmers. The legislation allows them to sell produce directly to any buyer as opposed to restricting them to the local mandis. These additional channels could be anyone from large corporations and architect startups to food processors, wholesalers, modern retailers, and B2B customers like hotels and restaurants. Transactions taking place outside mandis will not be charged the APMC (Agricultural Produce Market Committee) cess. Add to that, farmers will benefit from direct market linkages and better supply chains that will impact their incomes positively.

Positive Impact on AgriTech Startups

Many agritech startups had already been working towards digitising farmers, offering, them data-led crop advisory, helping them with improved market linkages, and reducing intermediaries for better price realisation of crops. Some platforms also improve demand visibility for farmers, and help reduce post-harvest loss and wastage, especially in perishables. The Farm Bills expedite this and make tech intervention in agriculture by more finalised. The free market benefits not only farmers, but also agritech startups. They will no longer be restricted by state-level bureaucracies and the license Raj of local APMCS, which would often impede their growth and scalability. Smallholder farmers, particularly need supply chain efficiencies from better matching of supply and demand to lower volatility on pricing, and superior cold starage. The Farm Bills open up these avenues and let farmers interface directly with agri service providers, most of which are new-age start ups that have built their foundations on technology.

Positive Impact on Private Players

The Farm Bills are expected to bring corporates closer to farmers. It will lead to more buying, contract farming, and farmers-first programmes from them. The end point of agri trade bolongs to corporates (like ITC, Godrej, Cargill) because most B2C channels are owned by them. Due to the 'mandi bottleneck' earlier, they had to go through traders. If corporates wanted to design farmer driven programmes, there was no incentive for them to do that because even after all their efforts, they didn't have to option to source directly from farmers. The Bills will encourage them to come closer to farmers, get first access to their produce, and invest in cold chains near the formgate. In Punjab and Haryana for instance, 75 percent of the procurement is done by government. So much so that large farmers in these states are incentivised to grow certain crop against others. This creates a surplus, which is stored in dysfunctional godowns, where it simply rots and leads to wastage. Privatisation of agri warehousing is expected to solve the storage problem while increased buying from non-government players enabled by the Farm bills - will eventually bring down surplus production of food grains.

FARM LAWS PREVALENT IN OTHER COUNTRIES

European Union

The EU, which is the world's largest importer and exporter of agricultural food products, has the Common Agricultural Policy (CAP). Under this, it distributes subsidies to member countries. It support to farmers as a share of gross farm receipts has remained at 19 percent since 2010. but 89 percent of its total support goes to individual producers. The basic tenet of subsidies in the EU is to support small farmers and also to encourage environmentally less damaging agriculture. Around 80 percent of payment to the producer is conditional to mandatory environmental norms.

These norms include taking up at least two to three different crops simultaneously to ensure diversity and to ensure permanent grasslands at the 2014 level.

United States

It decides its support to farmers through what are known as the 'Farm Bills. These were started in 1933 to rescue the country's farmers from a drastic price crash due to the Great Depression. The US Congress usually reviews the existing Bill to further tune the support level to prevailing circumstances. Its support primarily provides a safety net to farmers. US support to the sector is to keep food inflation under control, to reduce harvest risks and to enable poor Americans to purchase food at affordable prices. Under the current Farm Bill, most of the support for agriculture has been committed to the Supplementary Nutrition Assistance Program (earlier known as the Food Stamp Program) and the Special Supplemental Nutrition Program for Women, Infants, and Children. It also lends major support in terms of supporting farmers for buying crop insurance – government covers over 70 percent of the commercial cost of insurance cover.

In 2020, the US' estimated form subsidy to farmers is around $46 billion. To make sense of this, it would account for up to 40 percent of farm income in the country in 2020. Without this support, the country would have reported negative income from farms.

China

The most populated country in the world has arguably the most expansive subsidy regime and the sole policy goal to feed its growing population equally and at affordable prices. In 2004, China became a net food importer. From this point, the whole farm support system has been to increase local production and also local income from farming, In 2006, it abolished almost all taxes on agriculture. Rather, it started a massive farm support programme. This includes direct payment to farmers based on fixed land under cultivation, high subsidies for inputs like fertilisers and fuels.

Similarly, it gives cash support for improved seed varieties. It has MSP, like India, for rice and wheat. This led to around a 40 percent increase in the production of rice, wheat and maize (2005 - 15)

Farmers the world over receive government subsidies In 2019. China spent an estimated $185.9 billion on farm subsidies, followed by the European Union($101.3 billion), the United States ($48.9 billion), and India ($11 billion). But different countries give these subsidies in different ways.

SAMPLE SURVEY

Questionnaire on Farm Bills 2020

*Required

1. Name: * _____
2. Age: * _____
3. Profession: * _____

4. Do you believe that you possess complete information about the mechanisms of the recently issued "Farm Bills"?*

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

5. Do you think that the media is biased in their coverage of the farmers' protest?*

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

6. Do you support the farm bills? *

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

7. Why or why not?

_____

8. Do you agree that the Farm Bill will help bring private investments into agriculture? *

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

9. In your opinion are the ongoing protests by farmers justified? *

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

10. If yes, do you agree with their methods of protest?

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

11. Do you feel that farm bill is giving farmers more opportunities to sell their produce? *

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

12. Why or why not?

_____

13. Do you think that the government has shown competence in their response to the Farmers' Protest.

Mark only one oval.

◯ Yes ◯ No
◯ Maybe ◯ Other: _____

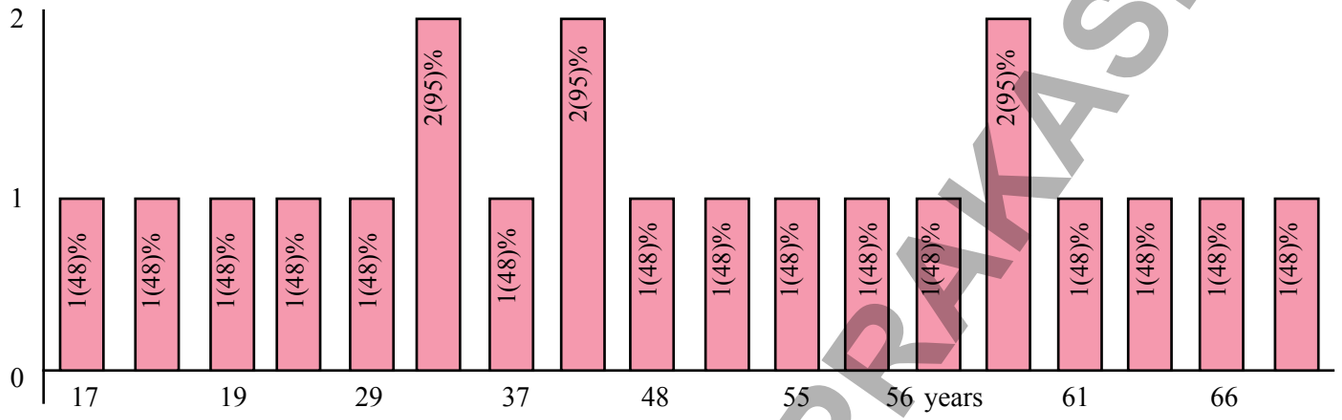
14. What remedies do you suggest to pacify the current situation?

_____

STATISTICAL ANALYSIS

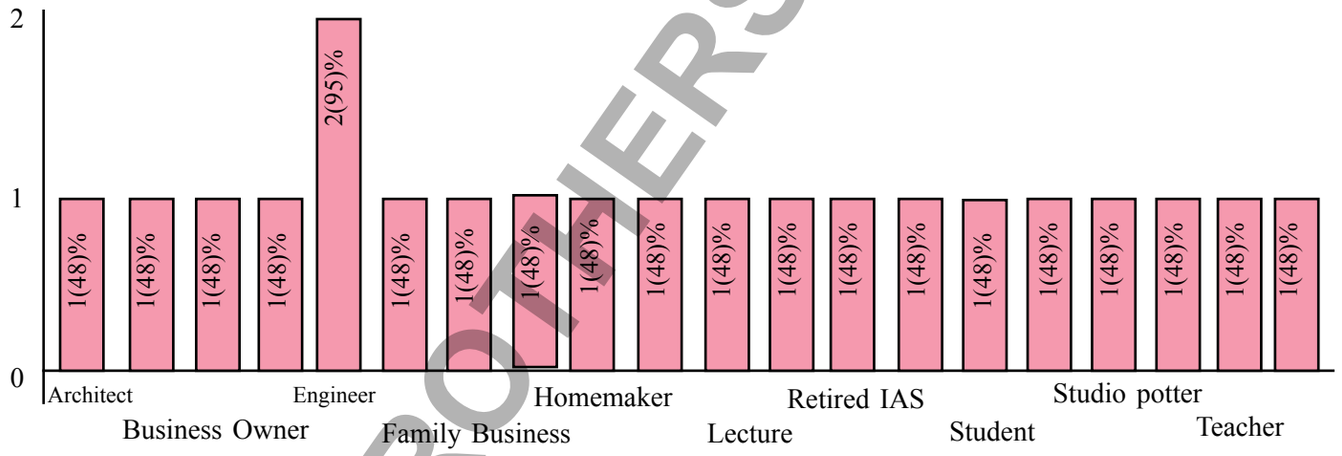
Age:

21 responses



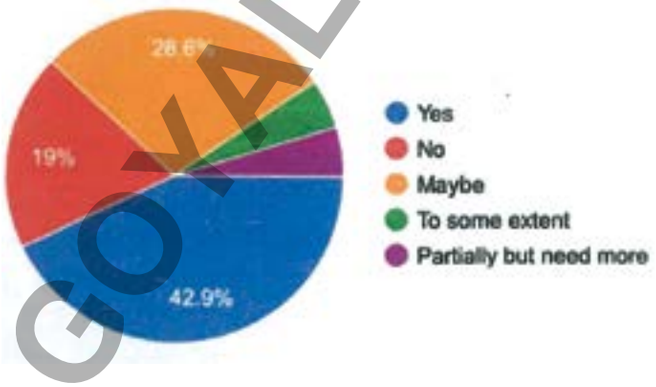
Profession:

21 responses



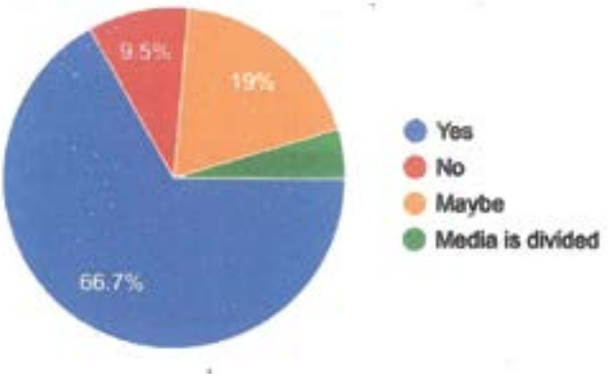
1. Do you believe that you possess complete information about the mechanisms of the recently issued "Farm Bills"?

21 responses



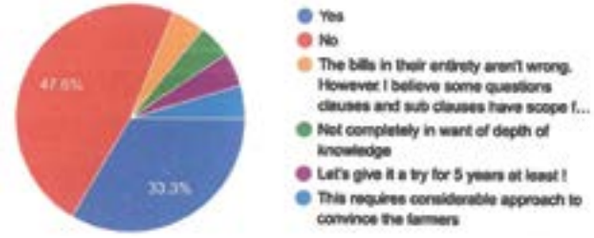
2. Do you think that the media is biased in their coverage of the farmers' protest?

21 responses



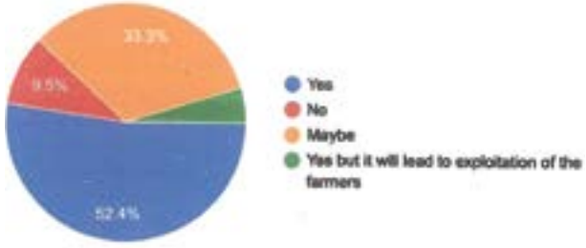
3. Do you support the farm bills?

21 responses



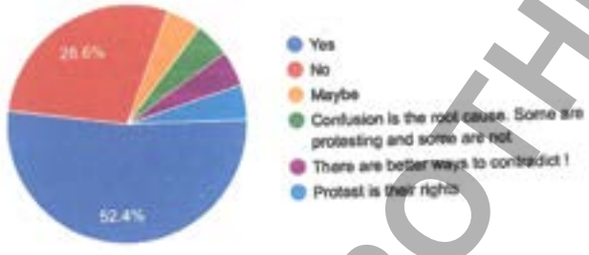
4. Do you agree that the Farm. Bill will help bring private investments into agriculture?

21 responses



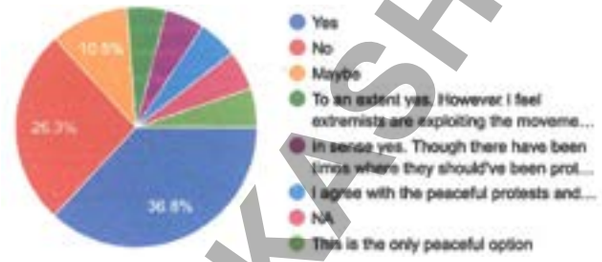
5. In your opinion are the ongoing protests by farmers justified?

21 responses



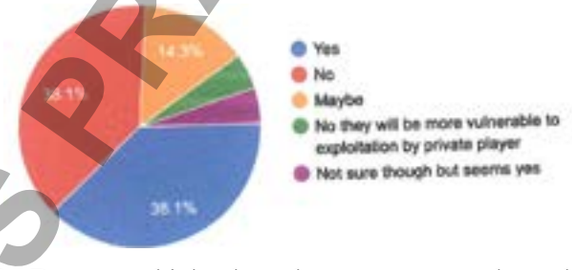
6. If yes, do you agree with their methods of protest?

19 responses



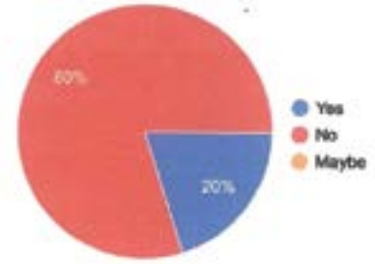
7. Do you feel that farm bill is giving farmers more opportunities to sell their produce?

21 responses



8. Do you think that the government has shown competence in their response to the Farmers Protests?

20 responses



CONCLUSION

The following information has been deduced with the help of the given survey:

1. 42.9% of the people surveyed believe that they possess complete information about the mechanisms of the recently issued farm bills, rest believe that they need to acquire more knowledge on the same.
2. 47.6% of people are completely against the proposed farm bills, 33.3% support it, 4.8% believe that there is scope for improvement due to their ambiguous nature while the rest 14.4% are unsure where they stand.
3. 71.5% of those surveyed are of the notion that the media they consume is biased, 9.5% believe they consume unbiased media while the rest 19% is unsure.
4. 57.2% of those surveyed agree that the proposed farm bills will help bring private investment into agriculture, 33.3% disagree, while the rest are unsure.
5. 57.2% are for the opinion that the ongoing protests by farmers are justified while 33.4% disagree and the rest aren't sure.
6. 42.1% of the people agree with the methods used by farmers to protest, 15.9% of the people support the methods of protests to an extent and believe that extremists may hijack the protests for their own purposes. Rest do not agree with the methods of protest used.

7. 42.9% of the people do not think that the form bills are giving farmers more opportunities to sell their produce, 38.1% believe that the farmers will get more opportunities and the rest aren't sure.
8. 80% of the people surveyed are of the opinion that the government hasn't shown competence in their handling and response to the protests while 20% disagree to the same.

QUESTIONNAIRE

Questionnaire on Farm Bills 2020

Name: *

.....

Age: *

.....

Profession:*

.....

Retired IAS

1. Do you believe that you possess complete information about the mechanisms of the recently issued "Farm Bills"? *
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____
2. Do you think that the media is biased in their coverage of the farmers' protest? *
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____
3. Do you support the farm bills? *
   - ◯ Yes ◯ No
   - ◯ Other: _____
4. Why or why not?

   It will increase the profit margin, agricultural produce, free trade across the country and production of various crops which has never been produced in that area.

   _____
5. Do you agree that the Farm Bill will help bring private investments into agriculture? *
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____
6. In your opinion are the ongoing protests by farmers justified? *
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____
7. If yes, do you agree with their methods of protest'?
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____
8. Do you feel that farm bill is giving farmers more opportunities to sell their produce? *
   - ◯ Yes ◯ No
   - ◯ Maybe ◯ Other: _____

9. Why or why not?
Free trade across the country. Can sell their produce where ever they get the higher price.

10. Do you think that the government has shown competence in their response to the Farmers' Protests?

( ) Yes ( ) No
( ) Maybe ( ) Other: _____

11. What remedies do you suggest to pacify the current situation"?

The farmers need to be explained about the pros and cons. Government should have discussed the matter with the farmers group across the country before bringing the Bill. Hence, all party meetings along with the farmers group should have been convened to settle the issue.

BIBLIOGRAPHY

1. The Gazette of India, **2.** The Economic Times, **3.** The New York Times, **4.** Scroll.in, **5.** The Wire, **6.** The Print, **7.** NDTV

APPENDIX

(Filled Questionnaires)

VIVA-VOCE QUESTIONS

1. What is the purpose of Farm Bills?

Ans. The Farm Bills protect and empower farmers to self-farming produce at a mutually agreed remunerative price.

2. What is the purpose behind the Essential Commodities (Amendment) Act?

Ans. To enable the government decide the MRP of essential commodities such as medicines, fuel etc.

3. Under which circumstances can the government put things in the essential category?

Ans. Government can puts things in the essential category during period such as war, farnire, natural clarities or unprecandent price hike.

4. What is the perspective of the government on Farm bills?

Ans. To allow farmers to sell their produce outside APMC 'mandis' to enable them to get better prices though competition and cost cutting on transportation.

5. What was the perspective of the government on Farm Bills?

Ans. These Farms Bills shall leave the farmers at the marcy of market forces and thus further weaken the Minimum Support Price Mechanism.

6. What was the experience in Bihar when they removed the APMC Act in 2006?

Ans. Farmers had less choice of buyers and less bargaining power, resulting in significantly lower prices compared to other states.

7. What is the basic requirement under the Farm Bill?

Ans. Farm Bill requires farmers to sign farm agreements, before production of crops. Hence they are not protected against price exploitation.

8. What was the fear of Farmers with respect to the Farm Bill?

Ans. Farmers fear was scrapping of MSP as the act provisions selling the harvest directly to private companies without relying on APMC mandis?

- The Farm Laws Repeal Bill, 2021 was introduced in Lok Sabha on November 29, 2021 by the Minister of Agriculture and Farmers' Welfare, Mr. Narendra Singh Tomar.
- **Repeal:** The Bill repeals the three farm laws passed by Parliament in September 2020. These are: (i) the Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020, (ii) the Farmers' Produce Trade and Commerce (Promotion and Facilitation) Act, 2020, and (iii) the Essential Commodities (Amendment) Act, 2020. These laws were enacted to: (i) provide a framework for contract farming, (ii) facilitate barrier-free trade of farmers' produce outside the markets notified under the various state Agricultural Produce Marketing Committee (APMC) laws, and (iii) regulate the supply of certain food items (such as cereals, pulses, and onions) only under extraordinary circumstances such as war, famine, and extraordinary price rise. Note that, in January 2021, the Supreme Court had stayed the implementation of the three farm laws.

PROJECT 6

Topic : Work-Life Balance : Increasing Percentage of Women Workforce and Its Impacts on the Business Environment

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To understand the need of work-life balance , enabling the women contribute towards the wellbeing of the society.
- Evaluate the concerns of working women that need to be addressed through Survey method

INTRODUCTION

"A sound mind in a sound body...."

Health is an indispensable part of our lives. Your body becomes free from various forms of disorders and thus. You get a longer life, you will be able to perform to the best of your abilities. Doing excellent work will make you a valuable member of the society.

Taking good care of our health, both in places of work and at home has a member of benefits attached. We will be able to perform or carry both simple as well as strenous tasks without pushing ourselves too hard. When the mind and body is free from work pressure and stress, we can carry daily chores at workplace with a positive attitude. Healthy mind enhances productivity and reduce loss.

Health plays a very major role in the lives of children as well. Besides maintaining a proper diet, regular health checkups and behaviour monitoring is important to prevent major illness.

WORK LIFE BALANCE

Over the past few decades, women have been working steadily, their talent, dedication and enthusiasm forming the bedrock of economic growth and propensity in India. They have ventured into the market, starting their own businesses, and worked tirelessly to prove that they are apt and successful in the entrepreneurial space as their male counterparts. At present there are 432 million working age women in India, of which around 343 million are not paid formal work. A report by McKinsey Globule Institute has estimated that India could add $770 billion to its GDP by 2025, simply by giving equal opportunities to women, Yet, the present contribution to the GDP remains at 18%.

We all have dreams and goals in our lives to achieve over a period of time so not having a proper health can :

1. Delay our progress, our goals or any other target we want to achieve.
2. Disturb the family peace and life as other will stay worried about your health.
3. Chances of having diseases or disorder will increase.
4. Health detoriation costs a lot. Private health care and treatment is very expensive and is not affordable by at least half of the Indian citizens.

So, all this problems imply, **"Prevention is better than cure"**. So let us understand the importance of health and try to safeguard it from early age.

HISTORY

The work-leisure dichotomy was invented in the mid-1800's. Paul Krassneer remarked that anthropologist use a definition of happiness that is to have as little separation as possible "between your work and your play".

Most recently, there has been a shift in the workplace as a result of advances in technology. Employees have many method such as email, computer etc. which enable them to accomplish their work beyond the physical boundaries of their office.

Researchers have found that employees who consider their work roles to be an important component of their identities will be more likely to apply these communication technologies to work while in their non work domain.

Many authors believed that parents run away from family life, increasing work life conflicts.

According to a recent study for Center For Work-Life Policy, 1.7 million people consider their job hour excessive because of **GLOBALISATION**.

WHAT IS WORK-LIFE BALANCE?

Work-life balance is about effectively managing the juggling act between paid works and other activities that are important to people. It's not about saying that work is wrong or bad, but that work shouldn't completely crowd out the other things that matter to people like time with family, participation in community activities, voluntary work, personal development, leisure and recreation.

The "right" balance is a very personal thing and will change for each person at different times of his or her lives. For some people the issue is being able to get into work or find more work rather than having too much work. There no "one size fits all" solution.

SIGNIFICANCE OF WORK

Our life is an odd mixture of different moments of action and inaction, work and rest. Work provides us with an inner creative joy. It saves us from the dullness and boredoms of life. It puts our energies to a proper use. Unused energies create disorders in us. They make us physically unhealthy and mentally unhappy. Time hangs heavy on our shoulders when there is no work. Even the most unpaid, unimportant and unpleasant work is better than no work. For a really useful and happy work, two things are needed.

They are :

- Skill
- Constructiveness

Constructive work is rather unpleasant in the beginning but very pleasant at the end. For deriving maximum pleasure from life, we must consider life as a whole. A unity and a system. Every man who learns some useful skills enjoy it till he improves himself completely. The element of constructiveness is an important source of joy.

THE REAL PICTURE OF LIFESTYLE...

The reality of today is that modern busy lifestyle are often odd with the healthy aspirations of the people who want to achieve wellness through nutrition and exercise. Convenience and limited time to exercise and prepare food or dislike and of the unmentioned activities, shape many people's lifestyle today.

The Indian food culture is having a potentially dangerous effect on healthy diets here is how.

Family meals have declined over the years and in some families, here disappeared completely.

Roles in families have shifted with women working full time so meal preparation at home has decreased.

There are more food alternatives today including take out, fast food etc. but unfortunately they are high in fat calories and sugar.

The current generation of young people is growing up in households where neither a parent or caregiver cook.

Exploring the thoughts of Theodor Wiesengrund Adorno, take a look at the world around you and for the most part you'll see everyones' busy. Work is an important part of our lives but has it taken over our lives?

Many of us don't find the satisfaction in our daily lives with work as people did 50 years ago. We have become slaves to what job we have, and when asked who we are, we respond in work related terms such as "I'm an accountant" or "I'm a doctor" could this be the result of a capitalist society?

German Philosopher **Theodor Wiesengrund Adorno** seemed to think so. One of the basic idea is Adorno's Philosophy is that we have come to see everything in its economic value. Everything we do is now tied upto some work. Even painters who find painting exciting and stimulating are forced to watch their hobby turn into a stressful endeavour, much like labouring 8-10 hours in the office.

Adorno went as far to say that capitalism rules us and makes us act in a way which is contrary to our character. Indeed money is important for us to lead a better life but that is not enough to hide the fact that it is pushing the idea of "Self" into the background.

A WAY OUT...

Although hard, but it is not impossible to strike a balance between work and health to achieve heights of professional and mental success. Here is an inspiring story of **Helen Down**. Director of Synthesis Marketing who merged the two with her notion. **Combining Business with Semi-Rural Lifestyle**.

When Helen Down stepped down from the Corporate ladder. She made a deliberate decision to establish a business that will give her the work-life balance she craved. "After 15 years of Corporate Management and international business travel. I wanted the opportunity to use my professional skills, while also providing me with the flexibility to be fully involved in family and community life" she says.

Synthesis marketing was established on Helen's 20 acre semi-rural lifestyle block in upper Hut. and specializes in providing small and medium sized business with professional marketing advice for long term sustainable growth by applying practical and effective marketing philosophies.

Helen has created a company based on part-time flexible hours, where none of her employees work for more than 20 hours a week Despite this, the company has experienced 100% year on year growth since inception in 2001.

Helen believes that working part-time has huge advantages professionally for companies and professionals You build in work efficiencies everywhere. She says "You prioritize your work better, are more focused and your concentration is more acute when you concentrate on the things you are expert at and naturally do the things that are more beneficial and professional."

WORK-LIFE BALANCE IN MAJOR IT COMPANIES

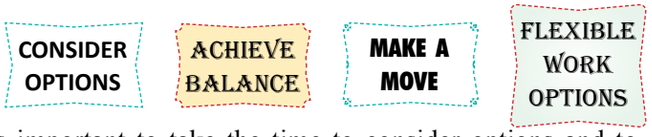
1. TCS **2.** Wipro **3.** IBM **4.** Tata **5.** Google Ltd **6.** Infosys **7.** HP

1. **TCS :** TCS encourages work-life balance through unique platform which support all employee engagement activities. Different clubs like Fitness club; Adventure and Trekking club to add fun to work. Several Family Day functions are organised for the family of employees.
2. **Wipro :** Wiproites are provided various Corporate Social Responsibilities under the "Wipro Cares". Campaign. Wipro focusses on both Physical and Mental/emotional welfare of employee as a mean to enable work life balance.
3. **IBM :** At IBM, a mobile work environment allow employees the ability to enhance their effectiveness by providing tools to use any location be it a customer office, airport. IBM also entails a partnership between IBM and "Your kids R our kids", a high quality pre-school for young learners.
4. **Google Pvt. Ltd :** The concept of Family Friendly has been imbibed in Google. Children are seen playing with Lego sets or eating in their staff canteen. Employees are given maximum flexibility in terms of work and what they would like to do.
5. **H.P :** Flexible work option is provided to all the employees. They offer Part time, Flex work, Telework, to the employees.

CROSS COUNTRY COMPARISON

1. **U.S.A :** The family and **Medical Leave** (1993) act gives working families a right to take unpaid leaves such that essential care giving responsibilities are met without the risk of loosing a job. **Work and Family Month** are **Celebrated** at the national level by the government.
2. **Belgium :** Belgium introduced a new system name time credit which would help the employee to interrupt their work for a maximum of one year or make their employment into part time without employer breaking the contract of employment.
   Belgium has new "**time credit**" practice which reconciles professional career with responsibilities to the family.
3. **Canada :** Canada increased the **Parental leave** from 10 weeks to **35 weeks** in the year 2000. Canadian government focuses on development of human resource.

WORK-LIFE BALANCE



- **Consider Options :** It is important to take the time to consider options and to evaluate the choices so that we have time to work, time to play and make sure our life is as fulfilling as it can be. After all, the time we have to 'get it right' is limited.
- **Achieve Balance :** How do we achieve balance in our lives? It takes planning and it takes action. One of the people I interviewed had recently downgraded her job, cut her hours (and paycheque) to focus on family life. She set up a budget, and with planning calculated how she is going to manage.

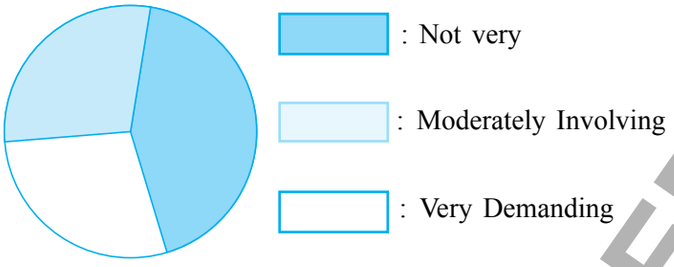
- **Flexible Work Options :** Flexible schedule is another option. Working some hours in the office and some hours at home allows for more time with family. Job sharing is another alternative. Two people can often share one position. Remember that the worst can happen if you ask your boss for flexible work options is that he can say no.
- **Make A Move :** **Michael Laudes** in his book 'Back Door Guides to Short-Term Adventures', talks about starting life engaging short-term work experiences and results are phenomenal including gaining the spirit to live life to its fullest.

SURVEY ANALYSIS

Category-1 Physical Work

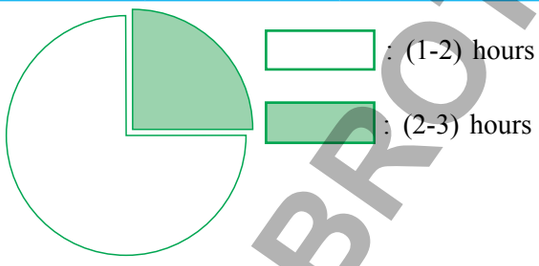
Q.1. How would you describe your work from a physical point of view?

Not very Demanding	Moderately Involving	Very Demanding
47%	30%	23%



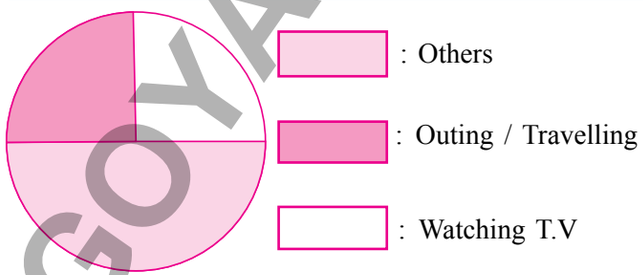
Q.2. For how many hours do you exercise?

1-2 hours	2-3 hours	More than 3 hours
75%	25%	0%



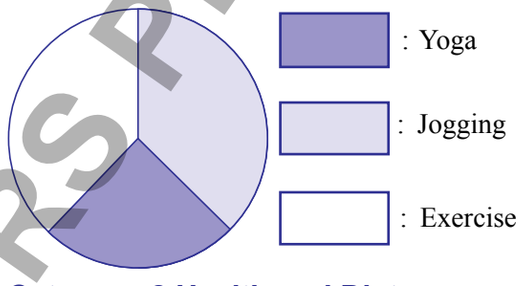
Q.3. On a Holiday. You like to :

Travelling	Watching T.V	Others
25%	25%	50%



Q.4. What form of health rejuvenating techniques do you follow?

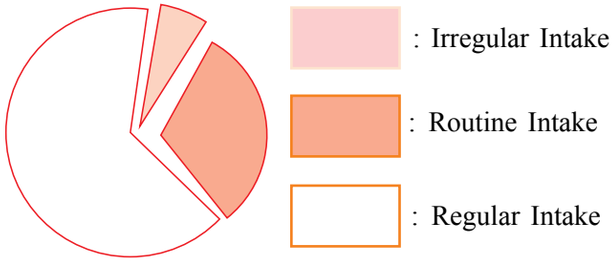
Jogging	Exercise	Yoga
35%	42%	23%



Category-2 Health and Diet

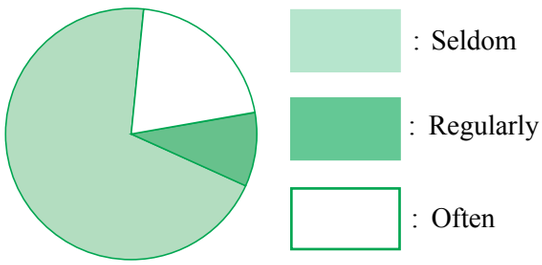
Q.5. How much fruit intake do you have on a daily basis?

Irregular Intake	Routine Intake	Regular Intake
65%	30%	5%



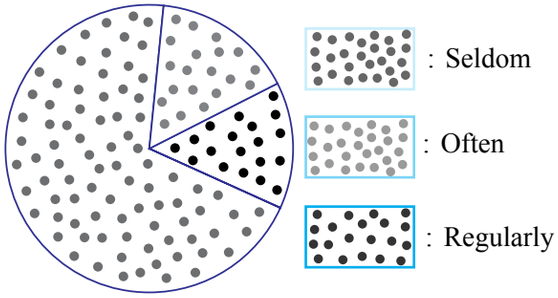
Q.6. Do you find yourself breaking away from diets soon?

Seldom	Often	Regularly
70%	20%	10%



Q.7. How often do you eat out?

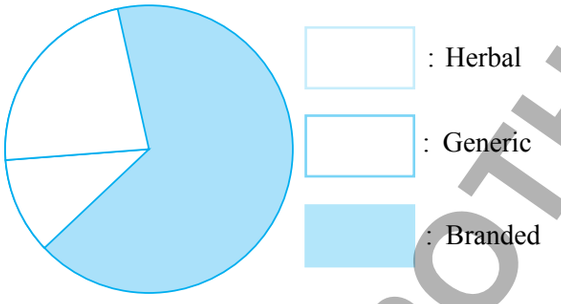
Seldom	Often	Regularly
75%	13%	12%



Category-3 Lifestyle

Q.8.What type of product do you use?

Branded	Herbal	Generic
60%	25%	15%

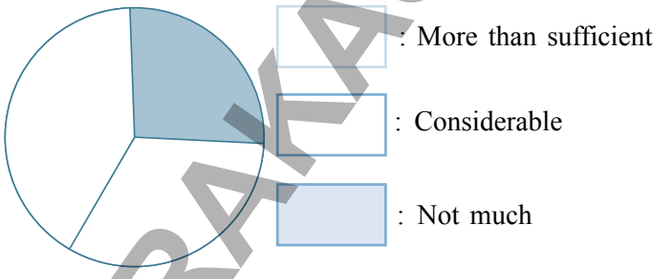


Q.9. How often do you have health check up?

Seldom	Often	Regularly
73%	20%	7%

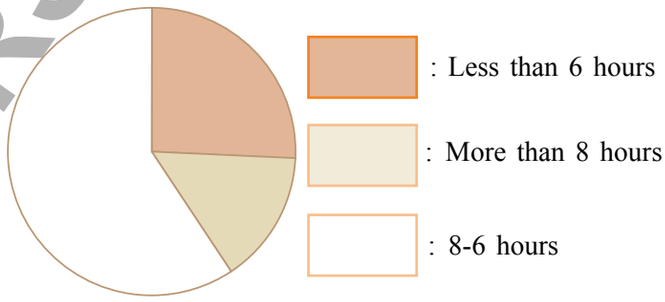
Q.10. How much time are you able to spend with your family?

More than sufficient	Considerable	Not much
45%	35%	20%



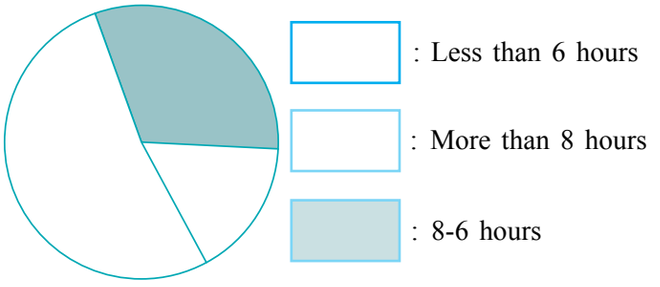
Q.11 : How much sleep do you get everyday?

6-8 hours	Less than 6 hours	More than 8 hours
55%	20%	25%



Q.12 : How many hours do you spend in an AC-filled room?

More than 8 hours	8-6 hrs	Less than 6 hrs
44%	34%	22%



CONCLUSION

From the survey undertook, we noted a few patterns around which the lives of our surveyed people functioned and decided to categorise our results into-health, family and work.

Family

- Only 1/4th of the people spent their holidays going on an (holiday).
- Outing with family. However, **65%** of the family people claim to spend **More than sufficient time with their families**. This shows that family is **BALANCED.**

Health

45% of the people have jobs which do not involve a lot of physical labour which create more burden of maintaining healthy living. Only **25% of them go for regular exercise**. **65%** of them go for a regular in take of fruits and **Majority of them go for self regular medical check ups**. On the bright side majority of them go for 6-8 hours of sleep. In all health in their lives is **IMBALANCED**.

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2. https://en.m.wikipedia.org.wiki
3. https://wwwinternations.org

APPENDIX

Filled copies of the questionnaire shall be attached.

QUESTIONNAIRE

Name : _____ Age : _____ Profession : _____

1. How much sleep do you get everyday?
   (a) More than 8 hours (b) 6-8 hours (c) Less than 6 hours
2. How much fruit intake do you have on a daily basis?
   (a) Routine intake (b) Regular (2-3 times a day) (c) Irregular
3. How many hours do you spend sleeping everyday?
   (a) More than 8 hours (b) 8-6 hours (c) Less than 6 hours
4. How would the description of your work be from a physical point of view?
   (a) Very demanding (b) Moderately involving (c) Not very
5. How many do you spend in a AC filled room?
   (a) More than 8 hours (b) 8-6 hours (c) Less than 6 hours
6. For how many hours do you exercise?
   (a) 3-4 hours (b) 2-3 hours (c) None hardly 1 hr
7. On a holiday you like to :
   (a) Go on an outing (b) Watch movies
   (c) Any other (Please specify) _____
8. What type of products do you use?
   (a) Branded (b) Generic (c) Herbal

9. Do you find yourself breaking from diets very soon?
   (a) Yes (b) No
   (c) Often (d) Seldom
10. What form of health rejuvenating technique do you follow?
   (a) Jogging (b) Exercising (c) Yoga
11. Do you have any health related issues due to your job?
   (a)Yes (b) No
   If yes,
   (i) Is it a chronic disease?
      (a) Yes (b) No
   (ii) Did you take any steps to better your health in your workplace?
      (a) Yes (b) No
12. How often do you eat out?
   (a) Regularly (b) Often (c) Seldom
13. How often do you have health checkups?
   (a) Regularly (b) Often (c) Seldom
14. How much time do you spend with your family?
   (a) A lot (b) Considerable (c) Not much

VIVA-VOCE QUESTIONS

1. What made you choose this project?

Ans. I chose this project as I wish to pursue my career and is concerned about the work life balance of working women.

2. Mention the element of Business Environment which involves work life balance?

Ans. Social Environment.

3. What is the contribution of women in the total GDP?

Ans. It is about 17–18%.

4. What do you understand by work life balance?

Ans. It means a juggling act between paid work i.e., job or work and other activities that are important to an individual.

5. Who is Helen Down?

Ans. Helen Down established synthesis marketing to give herself the work life balance that she craved for.

6. What is time credit, a new system introduced in Belgium?

Ans. Time credit would help the employee to interrup their work for a maximum of one year.

7. What percentage of people find their work demanding as for your market survey?

Ans. 30% find it moderately demanding.

8. What does your survey indicate about the work life balance?

Ans. Overall, majority of people have an imbalanced lifestyle.

9. What do you think can bring work life balance in lives of people?

Ans. Flexible working hours.

10. After the PANDEMIC, what do you think corporates or educational institutions do to bring in work life balance?

Ans. Weekend off for all to recoup bounce back with vigour on Monday. Fitness clubs within the organisation involving compulsory membership by all employees.

Nutritionist to guide the canteen menu and all employees of the organisation.

PROJECT 7

Topic : IMPACT of Business Environment on Coca Cola

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To highlight the need and importance of analysis of business environment of the country.
- To understand the impact of political and legal environment on industry.

INTRODUCTION

Political factors play a major role in determining the factors that influence the Coca Cola companie's long-term profitability in a certain country. In 1977, George Fernandes threw Coca Cola out of India. Fernandes was the Industry Minister in 1977 and he decided to let go of Coca Cola as it refused to follow the provisions of FERA and share its formula for its concentrate to Indian shareholders. Thus, the dynamism in the business environment has a great impact on the survival of a company. So, let us understand the meaning, importance of business environment and its elements to have greater insights on the reasons behind Coca Cola's exit and re-entry.

MEANING OF BUSINESS ENVIRONMENT

Every business Organisation is an organ of the society. It exists and operates in association with various groups in society like customers, suppliers, competitors, banks and financial institutions, government agencies, trade unions, media etc. All these groups influence the working of business in different ways. They constitute the environment of business.

The term 'business environment' means the sum total of all individuals, institutions and other forces that are outside the control of a business enterprise, that may affect its performance. The economic, social, political, legal and technological forces which operate outside a business enterprise are part of its general environment.

The individual consumers or competiting enterprises as well as the governments, consumer groups, competitors, courts, media and other institutions working outside an enterprise constitute its specific environment.

In contrast to the specific environment, the general environment which includes economic, social, technological, political and legal conditions, influence many enterprises at the same time.

These individuals, institutions and forces are likely to influence the performance of a business enterprise although they happen to exist outside its boundaries.

FEATURES OF BUSINESS ENVIRONMENT

1. **Totality of external forces:** Business environment is the sum total of all things external to business forms and, as such, is aggregative in nature.
2. **Specific and general forces:** Business environment includes both specific and general forces.

   Specific forces (such as investors, customers, competitors and suppliers) affect individual enterprises directly and immediately in their day to-day working.

   General forces (such as social, political, legal and technological conditions) have impact on all business enterprises and thus may affect an individual firm only indirectly.

3. **Inter-relatedness:** Different elements or parts of business environment are closely interrelated.

   For example, increased life expectancy of people and increased awareness for health care have increased the demand for many health products and services like soft-drinks, fat-free cooking oil, and health resorts. New health products and services have, in turn, changed people's lifestyles.

4. **Dynamic nature:** Business environment is dynamic as it keeps on changing in terms of technological improvements, shifts in consumer preference, entry of new competition in the market etc.

5. **Uncertainty:** Business environment is largely uncertain as it is very difficult to predict future happenings, especially when environment changes are taking place too frequently as in the case of information technology or fashion industries.

6. **Complexity:** Since business environment consists of numerous inter-related and dynamic conditions or forces which arise from different sources, it becomes difficult to comprehend at once what exactly constitutes a given environment. In other words, environment is a complex phenomenon that is relatively easier to understands in parts but difficult to grasp in its totality. For example, it may be difficult to know the extent of the relative impact of the social, economic, political, technological or legal factors on change in demand of a product in the market.

7. **Relativity:** Business environment is a relative concept since it differs from country to country and even region to region. For example, political conditions in the USA differ from those in China or Pakistan. Similarly, demand for sarees may be fairly high in India whereas it may be almost non-existent in France.

IMPORTANCE OF BUSINESS ENVIRONMENT

A good understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms. The importance of business environment and its understanding by managers can be appreciated if we consider the following facts.

1. *It enables the firm to identify opportunities and getting the first mover advantage.* Environment provides numerous opportunities for business success 'Opportunities refer to the positive external trends or changes that, will help a firm to improve its performance'.

Early identification of opportunities helps an enterprise to be the first to exploit them instead of losing them to competitors.

Example: Maruti Udyog became the leader in the small car market because it was the first to recognise the need for small cars in an environment of rising petroleum prices and a large middle class population in India.

Similarly, if there is a change in the syllabus of Business Studies paper for a particular class then a publishing company may bring out the revised edition at the earliest to get the first mover advantage.

2. *It helps the firm to identify threats and early warning signals.*

'Threats refer to the external environment trends and changes that will hinder a firm's performance.'

Environmental awareness can help managers to identify various threats on time and serve as an early warning signal.

Example: If a foreign multinational is entering the Indian market with new substitutes it should act as a warning signal to the Indian firms. On the basis of this information, the Indian firms can prepare themselves to meet the threat by adopting such measures as improving the quality of the product, reducing cost of the production, engaging in aggressive promotion and advertising, so on.

3. *It helps in assisting in planning and policy formulation*. Since environment is a source of both opportunities and threats for a business enterprise, its understanding and analysis can be the basis for deciding the future courses of action (planning) or training guidelines for decision making (policy)

Example: Entry of new players in the market, which means more competition may make an enterprise think afresh about how to deal with the situation.

ITC planned for new hotels in India after knowing the increase in India's share of world tourism.

4. *It helps in coping with rapid changes.*

Today's business environment is getting increasingly dynamic where changes are taking place at a fast pace. Turbulent market conditions, less brand loyalty, division and sub-divisions (fragmentation) of markets, more demanding customers, rapid changes in technology and intense global competition are just a few of the images used to describe today's business environment.

In order to effectively cope with these significant changes managers must understand and examine the environment and develop suitable courses of action. **Example:** Google, a search engine, is continuously improvised upon by its management by adding some innovative features to remain ahead of changes made by other competiting search engines.

5. *It helps in tapping useful resources.*

A business enterprise assembles various resources called inputs like finance, machines, raw materials, power and water, labour, etc, from its environment including financers, government and suppliers. In return, the business enterprise supplies the environment with its outputs such as goods and services for customers, payment of taxes to government, return on financial investment; investors and so on.

Thus, business environment helps in tapping the resource that it needs so that it can convert those resources into outputs that the environment desires.

Example: With an increase in demand for LCD monitor firms started arranging raw material for LCD instead of CRT monitors.

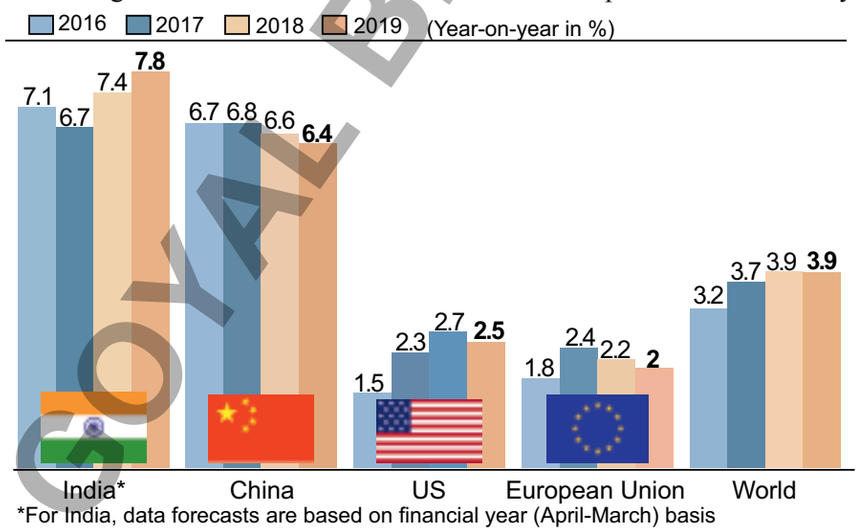
6. *It helps in improving performance.*

The enterprises that continuously monitor their environment and adopt suitable business practices can not only improves their present performance but also continue to success in the market for a longer period.

Example: Hindustan Unilever and several other FMCG companies launched small sachets of shampoo and other products according to the needs of the customers.

DIMENSIONS OF BUSINESS ENVIRONMENT

- Dimensions of business environment include, economic social, technological, political and legal conditions which are considered important for taking decisions and for improving the operations of an enterprise. These are part of general environment which influences the performance of many business firms.



*For India, data forecasts are based on financial year (April-March) basis

The main dimensions or elements of business environment in terms of general environment are:

1. **Economic Environment:** The economic environment consist of the economic factors that can affect management practices in a business enterprise, such as:
   - Change in disposable income of people
   - Interest rates
   - Stock market indices
   - Inflation rates
   - Value of rupee

   Components of Economic Environment

   The rates of growth of GDP and per capita income at current and constant prices.
   - Rate of saving and investment.
   - Volume of imports and exports of different items.
   - Balance of payments and changes in foreign exchange reserve.
   - Agricultural and industrial production trends.
   - Expansion of transportation and communication facilities.
   - Money supply in the economy.
   - Public debt (internal and external)
   - Planned outlay in private and public sectors.
   - Existing structure of the economy in terms of relative role of private and public sectors.

   Examples of Economic Environment Affecting the Functioning of a Business Enterprise:

   (i) A rise in disposable income of people creates increasing demand for products.

   (ii) In case of construction companies and automobile manufacturers, low long-term interest rates are beneficial because they result in increased spending by consumers for buying homes and cars on borrowed money.

   (iii) Fall in stock exchange index due to demonetisation.

   (iv) Recent changes in economic and fiscal policy of the country have encouraged NRIs and foreign investors to invest in Indian companies.

   (v) To tackle the problem of recession, RBI has allowed the commercial banks to reduce the interest rates on the loans.

   (vi) Banking sector reform has led to many attractive schemes of deposits and lending money. The banks are offering loans at very reasonable rate of interest and with minimum formalities to be completed.

   (vii) If the government announces to reduce the excise duty on ACs, the sale of business enterprises manufacturing ACs will rise.

2. **Social Environment:** The social environment of business includes the social factors like:
   - Customs and traditions
   - Society's expectations from business
   - Social trends
   - Values

   Components of Social Environment:
   - Attitudes towards product innovations, lifestyles and consumer preferences.
   - Concerns with quality of life.
   - Expectations from the workforce.
   - Shifts in the presence of women in the workforce.
   - Educational system and literacy rates.

- Consumption habits.
- Life expectancy
- Population shifts.
- Composition of family.
- Birth and death rates.

Examples of Social Environment affecting the functioning of a Business Enterprises:

(i) Social trends present various opportunities and threats to business enterprises. For example, the health-and-fitness trend has created demand for products like diet soft drinks, gyms, mineral water and food supplements. However, this trend has harmed business in other industries like tobacco and liquor.

(ii) Customs and traditions define social practices that have lasted for decades or even centuries. For example, the celebration of Diwali, Eid, Christmas and Guru Parv in India provides significant financial opportunities for greeting card companies, sweets or confectionery manufacturers, tailoring outlets and many other related business.

(iii) Values refer to concepts that a society holds in high esteem. In India, individual freedom, social justice, equality of opportunity and national integration are examples of major values cherished by all of us. In business terms, these values translate into freedom of choice in the market, business responsibility towards the society and non-discriminatory employment practices.

(iv) Equal pay to male and female workers for equal work.

(v) Demand for reservation in jobs for minority and women.

(vi) Increase in demand for organic food.

(vii) Import of animal fat for manufacturing vanaspati ghee was banned by the government due to strong public protest.

(viii) There has been a improvement for improving education facilities for girls. This would lead to increase in the demand for school dress, books, stationery and so on.

3. **Technological Environment:** It includes forces relating to–

- Scientific improvements and innovations which provide new ways of producing goods and services, and
- New methods and techniques of operating a business.

Examples of Technological Environment Affecting the functioning of a Business Enterprise:

(i) Recently, technological advancement in computers and electronics have modified the ways in which companies advertise their products. For e.g., it is common now to see CD-Rom's and Internet/World Wide Web (www) multi-media pages highlighting the virtues of products.

(ii) Airline companies have internet and www pages where customers can look for flight times, destination fares and book their tickets online.

(iii) Retailers have direct links with suppliers who replenish stocks when needed. Manufacturers have flexible manufacturing systems.

(iv) Growing use of methods of e-payment like Paytm, Google pay etc.

(v) Digital watches resulted in extinction of traditional watches.

(vi) Xerox machines damaged carbon paper business.

(vii) Cell phones have taken over the market from landline phones.

(viii) Cable TV has adversely affected radio and cinema industry.

(ix) Colour TV technology has shut down the market for black and white television.

(x) Paint companies use computers for mixing the colours to provide consumer's desired shades for whitewash.

4. Political Environment: It includes political conditions such as:

- General stability of the government.
- Peace in the country.
- Attitude of elected government representatives towards business.

Components of Political Environment:

- Prevailing Political Environment.
- Dominant ideologies and values of major political parties.
- The nature and profile of political leadership and thinking of political personalities.
- The level of political morality.
- The extent and nature of government intervention in business.
- Political institutions like the government and allied agencies.
- The nature of relationship of our country with foreign countries.

Examples of Political Environment Affecting the Functioning of a Business Enterprise:

(i) Political stability builds up confidence among business people to invest in the long-term projects for the growth of the economy. But political instability can shake that confidence.

(ii) The attitudes of government officials towards business may have either positive or negative impact upon business. For example, if the government provides subsidy in the production of cotton garments, it will have a positive effect on cotton textile business.

(iii) Frequent visits of Prime Minister to different countries for promoting cordial business relationships.

(iv) Hyderabad has become the most popular place for Information Technology (IT) industry due to supportive political climate. As a result, Hyderabad is commonly known as Cyberabad.

(v) Due to change in political scenario government allowed Coca-Cola, Pepsi Cola, IBM and other MNC's to enter the Indian Market to give boost to the food processing industry.

(vi) Terrorism in Jammu and Kashmir has badly affected tourism industry in the state.

(vii) In 1999 when Vajpayee Government at the centre lost the majority support, the share prices at the stock market crashed immediately.

5. Legal Environment: It includes various-

- Legislations passed by the government, e.g., Consumer Protection Act, 2019, Trademark Act 1999, Essential Commodities Act, 1955 etc.
- Administrative orders issued by government authorities.
- Decisions rendered by various agencies at every level of government–Centre, state or local court judgements.

Court Judgements

- The management of every business enterprise is required to obey the law of the land. Non-compliance of laws can land the business enterprise into legal problems. Therefore, an adequate knowledge of rules and regulations framed by the government is a pre-requisite for better business performance.

Example of Legal Environment Affecting the Functioning of a Business Enterprise.

(i) Direction of Supreme Court that only green crackers will be available for sale within the country.

(ii) Advertisements for packets of cigarettes must carry the statutory warning, 'Cigaratte smoking is injurious to health'.

(iii) Advertisement of alcoholic beverages is prohibited on Doordarshan.

(iv) According to the Weights and Measures Act (2000), every edible product must clearly bear a green dot for vegetarian ingredients and red dot for non vegetarian contents.

(v) In 1992 several tanneries in Kanpur were ordered to be closed down by the Supreme Court as they were polluting the Holy Ganga.

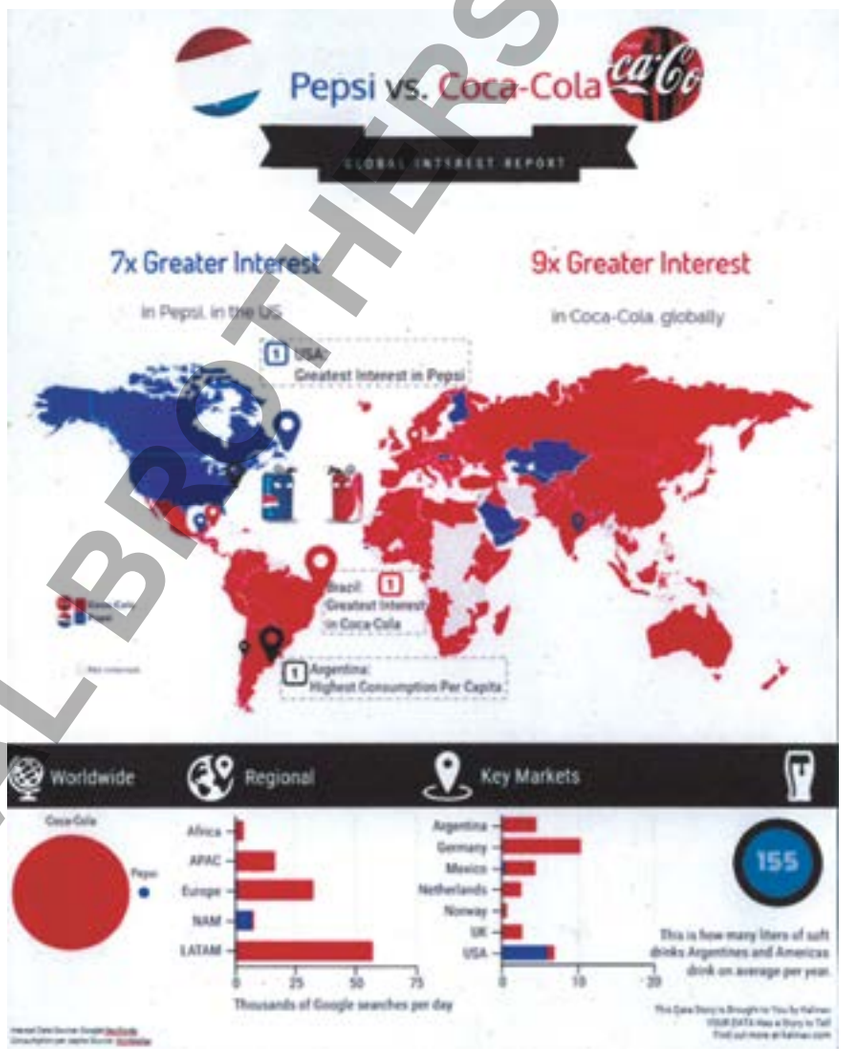
INTRODUCTION

In the modern urban culture, consumption of soft drinks particularly among younger generation has become very popular. Soft drinks in various flavours and tastes are widely patronized by urban population at various occasions like dinner, parties, marriages, social get together etc. Children of all ages are especially attracted by the mere mention of the word 'soft drink'.

The so called competition for this product in the market is different from other product.

In today's highly competitive market place, two players have dominated the industry. The New York based Pepsi Company Inc. and the Atlanta based Coca-Cola.

Throughout the globe, these major players have been battling it out for a bigger chunk of the ever-growing soft drink market. The battle has been witnessed in India too, between these two giants.



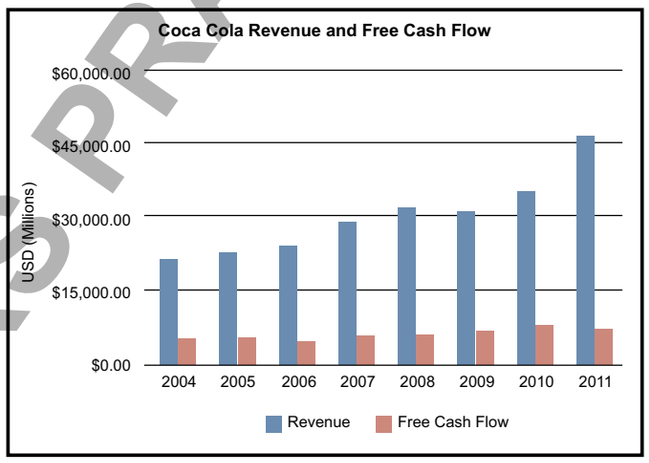
COCA COLA

It was invested in May 1886 by Dr. John Panberton in Atlanta, Georgia, United States of America.

Coca Cola offers a portfolio of world class quality sparkling and still beverages, starting from Coca Cola to over 400 soft drinks. The most successful brands are Coca Cola, Diet Coke, Sprite and Fanta. With operations over 200; countries, it has a workforce of 5,30,000 employees and serves over 207 billion servings each day.

PEPSI

Pepsi was first developed by Celeb brodhan, a pharmacist and industrialist from New Bern, North California in 1898. Currently, Pepsico is one of the largest companies in US. Pepsico Inc. is an American multinational food snack and beverage corporation, headquartered in Harrison New York. Pepsico has interests in the manufacturing market and distribution of grain based snack food and beverages. It was formed in 1965 with the merger of Pepsi, Cola and Lays Int.



ENTRY AND EXIT OF COCA COLA

Coca Cola entered India in 1967. In 1977, the Janata government led by Morarji Desai came to power and launched the Sixth-Five year plan, which aimed to boost the agricultural production and rural industries. Seeking to promote self reliance and indigenous industries, the government wanted multi-national corporations to go into partnership with Indian Corporations.

At the time Coca-Cola was India's leading soft drink when the new government ordered the company to dilute at least 50% of its stake in its Indian unit as required by the Foreign Exchange Regulation Act (FERA) of 1973 and also turn over its secret formula of Coca-Cola. The policy proved controversial, diminishing foreign investment and led to the exit of high profile corporations such as Coca-Cola and IBM from India.

CAMPA COLA AND THUMS-UP ARRIVAL

After Coca Cola left the Indian market due to problem with Indian Government, the Indian Government decided to start a local brand to meet the demand for soft drinks in the country. Pure drinks group was started by Padma Sri Late Sardar Mohan Singh in 1942, and in 1950 they started bottling Coca-Cola across India. In 1978, when Coca Cola, left India, they started bottling their own brand 'Campa Cola.'

Thums up was introduced in 1977 to offset the expulsion of the Coca Cola company from India. The Parle brothers Ramesh Chauhan and Prakash Chauhan, along with Bhanu Vakil, launched Thums up as their flagship drink, adding to their portfolio of older brands Limca (Lime Flavour) and Gold Spot (Orange Flavour).

Thums-up enjoyed a near monopoly with a much stronger market share, often overshadowing domestic rivals like Campa Cola, Double Seven, Duke and United Breweries Group's McDowell's Crush.

According to Statistics Parle's Thums up market share kept increasing since 1983 (43%) to 1990 (70%), while its chief rivals share had been declining.

ENTRY OF PEPSI

Pepsico saw the opportunity to enter the Indian market after Coca-Cola departed in 1977.

In their first attempt in 1985, they failed. Pepsico tried to join hands with one of India's leading business house, the R.P. Goenka group, to begin operations in the country. They put forward a deal to promote the development and export of Indian agro based products, and in turn get permission from central government to import cola concentrate and to sell a Pepsico brand. This request was rejected on the grounds that the import of concentrate could not be agreed to and the use of foreign names were not allowed.

In their second attempt, Pepsico put forward a very impressive offer. Pepsico Co. gained entry to India in 1988 by creating a joint venture with the Punjab government owned Punjab Agro Industrial Corporation (PAIC) and Voltas India limited. This joint venture marketed and sold Lehar Pepsi until 1991, when the use of foreign brands was allowed. Pepsico bought out its partners and ended the joint venture in 1994.

COCA-COLA RESUMES OPERATIONS IN INDIA

By Dilip Ganguly Associated Press Writer New Delhi, India (AP)— Coca-Cola, which shut down Indian operations in 1978, plans to return under the new government's liberalized economic policies.

Cola-Cola left India after refusing to comply with regulations restricting foreign ownership to no more than 40 percent of any business.

"We have been absent for 14 years, and we have never forgotten the fine business we left behind," John Hunter, president of Coca-Cola International, told a news conference today.

Foreign investment in India– a vast potential market of 844 million people – had been held to less than $200 million a year by red tape and limits on taking profits out of the country.

But Prime Minister P.V. Narasimha Rao's government has made sweeping changes since it took office in June. It devalued the rupee by 20 percent, made the Indian currency partly convertible and announced trade reforms that streamlined exports and eliminated many subsidies.

Foreign equity participation in the new Coke venture will be 66 percent, Hunter said.

India's $500 million a year soft drink industry is controlled by three domestic soda kings and another U.S. cola giant, Pepsico, which returned under a gradual liberalization policy in the mid-1980s.

Industrial analysis say there is room for growth. Indians consume an average of three bottles of soft drinks a year.

RE-ENTRY OF COCA-COLA

The Coca-Cola Company re-entered India through its wholly owned subsidiary, Coca-Cola India Private Limited and re-launched Coca-Cola in 1993 after the opening up of the Indian economy to foreign investments in 1991. However, Coke's re-entry was based upon several commitments and stipulations which the company agreed to implement in due course. One such major commitment was that Hindustan Coca-Cola holdings would divest 49 percent of its shareholding in favour of resident shareholders by June, 2002.

As the company had returned to India after a gap of 16 years, many local brands had emerged till then. It acquired ownership in the Parle group which gave the company instant ownership to the popular brands like Thumsup, Goldspot, Limca and Mazza. The deal not only gave manufacturing, bottling and distribution assets to Coke but also a strong consumer preference.

Access to 53 of Parle's plants and a well set bottling network, gave Coca Cola Company an excellent base for rapid introduction of the company's international brands.

LEADING BRANDS IN INDIAN SOFT DRINKS MARKET

Gold Spot: This orange coloured carbonated soft drink was introduced in the early 1950's and acquired by the Coca-Cola company in 1993. Its tangy taste has been popular with Indian teenagers.

Limca: This thirst-quenching beverage features a fresh and light lemon-lime taste, the Limca brand was introduced in 1971 and acquired by the Coca-Cola company in 1993.

Maaza: Maaza launched in 1984 and acquired by the Coca-Cola company in 1993, is a non-carbonated mango soft drink with a rich juice and natural mango taste.

Thums Up: In 1993, the Coca-Cola company acquired this brand, which was originally introduced in 1997. Its strong and fizzy taste makes it unique carbonated Indian Cola.

AppyFizz: It is a product by Parle agro, introduced in India in 2005. Appy Fizz consists of carbonated apple juice, and is used as the basis for cocktails and is a popular drink.

Frooti: Frooti is the largest selling mango flavoured drink in India. It is the flagship product and the most successful drink offered by Parle Agro India Pvt. Ltd. Frooti was launched in 1985 in tetra pack packages.

THE SURVIVAL AND REASONS OF FAILURE IN COMPETITION WITH INTERNATIONAL BRANDS

The Parle which owned brand like Gold Spot felt that it is impossible for them to fight with Pepsi and Coke in the market since both these companies could easily spend huge amounts in promoting their brands and sustain themselves despite the heavy losses on account of their financial might whereas Parle could neither spend similar amounts on brand and product promotion and certainly could not survive possible financial losses.

BUSINESS ENVIRONMENTAL CHANGES OF COMPANY COCA-COLA

Political Environment:

For the Coca-Cola the political environment of the company remains continuously feasible. Import and export regulation in the U.K., USA and Asian countries has supported the business for the promotion and development of the business in the international market. They are receiving the regular support from the governmental and non-governmental associations for the counselling of their management issues on the political background.

Economic Environment:

The Coca-Cola has experienced a serious shock of the deterioration of the performance level in the year 2008 due to the serious credit crunch in the market. They had loosened their potential liquidity status of the business in the last 3 years. However, they experienced a recovery position in the business which had improved their status from the state of the credit crunch. Import and export regulations and the rate of the economic development of the UK have a supportive focus to the expanision.

Social Environment:

The factors are having a direct impact on the scope of the business as the business growth is depended sensibly on these potential factors of the environment. It is the responsibility of the management of the business to always prefer an ideal policy of the business development at the stake of the social changes in the business environment. The changes in the habits of the people are always making changes in the sales turnover of the company. This impact was followed with the low level of income in the society.

Technological Environment:

Technological developments in the market are promoting the strategic development of the business with the effective use of machinery, equipments, channels of the production Coca-Cola has experienced the potential growth of the business through the development of the new Franco technology of production which has increased the production capacity in the quarter of the year by 30% comparing to the last quarter of the year.

Legal Environment:

These are the issues of the company affecting in the lawful applications. There are employment laws, consumer laws in U.K. Which are playing importance for the corporate. Consumer laws are protecting consumers from the defalcations of the sellers. Employment laws are fixing the rules and regulations of the employment for the sake of the labour control in the business. Apart from that there are age discrimination laws, sex discrimination laws which are having a close impact on the level of the performance of the business.

SAMPLE SURVEY

Name ..... Topic ..... Date .....

Objective: To identify the business environment of our industry.

1. How would you describe the general health of your industry?

☐ Very healthy ☐ Somewhat healthy ☐ Ailing

2. Is your industry facing changes in the cost of materials or the price customers are willing to pay.

☐ Great changes ☐ Some changes ☐ No changes

3. What are typical profit margins in your industry?

☐ Strong ☐ Average ☐ Weak

4. How much power do distributors wield in your industry?

☐ A lot ☐ Some ☐ None

5. How much influence do large suppliers have in setting terms?

☐ A lot ☐ Some ☐ None

6. What is the current market demand in your industry? Are there a growing or shrinking number of customers?

☐ High ☐ Stable ☐ Declining

7. Is your industry undergoing changes to address government or regulatory issues or market shifts or opportunities?

☐ Great changes ☐ Some changes ☐ No change

8. Is there an untapped market that your industry can take advantage of?

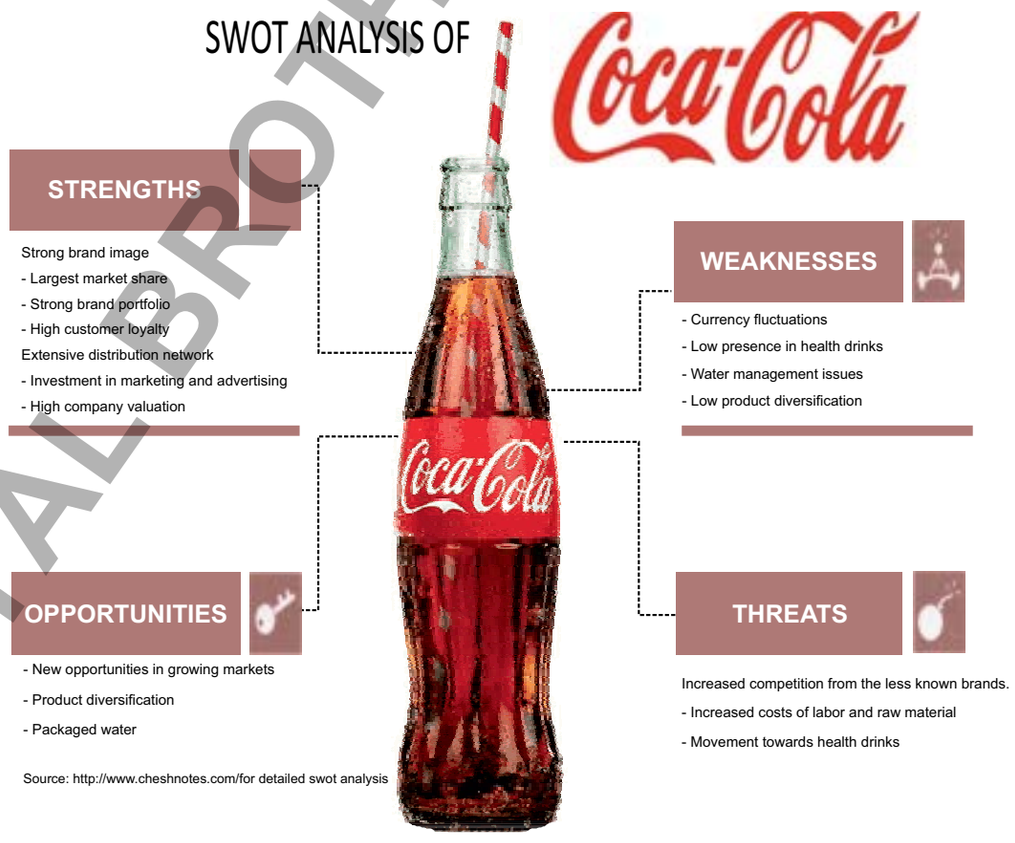
☐ Yes ☐ May be ☐ No

9. How do you rate your business in comparison with your competitors on the quality?

☐ Good ☐ Average ☐ Unsatisfactory

10. What is the type of the business environment of the company?

☐ Economic ☐ Social ☐ Political
☐ Technological ☐ Legal ☐ All



CONCLUSION

Coca-Cola is one of the multinational companies having its operations at the international level. The company is having a broad scope of product development in the market. They are already playing a commensurate role in the supply of the variety of soft drinks which increases their supplier power in the business. In order to capture an emergent market, buying power in the economy is at the increasing level because of the recovery stage of the business which has reduced the problem of unemployment and poverty. The company is facing a serious competition with the new competitor products in an emergent market such as Sevenup, Pepsi, Limca, Miranda, ThumsUP. With the rules and regulations of the international licensing there are so many restrictions on the new business in the same area of activity to take activity in the market. However, there are some drinks which are ideally domestic for the country, are creating threat of the new entrants.

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Referred Books

NCERT

VIVA-VOCE QUESTIONS

1. Define First mover advantage.

Ans. This refers to be the first one to enter the market and capture the market as there is no competition. As, Maruti recognized the need for small cars in an environment of rising petroleum prices and was the leader in small car market in India for nearly 10 years.

2. Who developed the Coca Cola?

Ans. Dr John Panberton in Atlanta.

3. Who developed Pepsi?

Ans. It was first developed by Celeb Brodhan, a pharmacist and industrialist from New Bern.

4. What led to the Exit of Coca Cola?

Ans. When the government ordered the company to devote at least 50% of its starte in its India unit.

5. Name the group that started the local brand to meet the demand for soft drinks, after Coca Cola exit?

Ans. Pure drinks group was started by Padma Sri late Sardar Mohan Singh in 1942 and they started bottling their own brand 'Campa Cola'.

6. Name the brothers who launched the "Thumps Up"?

Ans. Parle brothers Ramesh Chauhan and Prakash Chauhan.

7. In which year did Coca Cola relaunched itself in India?

Ans. 1993

8. What was your learning outcome after closing this projects?

Ans. This project enabled me to understand how the political, social, legal and economic environment have deep impact on the survival of both domestic and multinational companies.

9. Which aspect of political environment restricts MNC's to operate and make profit in India?

Ans. Red Tapism.

10. What was the objective of the survey that you conducted?

Ans. The survey was to be filled by the industry people operating in similar environment to understand the affect of elements of business environment on the entry, exit and survival of the various companies.

PROJECT 8

Topic : Application of Management Principles on V-Mart

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To analyse the application of principles of management on V-Mart.
- To enable the students to apply the concept in the real world.

INTRODUCTION

About the Topic

The title of the study is -"Project report on Henri Fayol's principles of Management with reference to V Mart".

According to Koontz and O'Donnell, "Management principles are fundamental truth of general validity which have value in predicting the results of management action."

These days business has assumed wider dimensions as a result of which numerous problems arises in day to day activities and the manager needs guidelines to grapple with the problems and run the organization efficiently. The principles of management guides the manager. That is why the study of principles of management is important.

The Study Plan

The following are the contents of the study plan

- Objective of the study
- Subject matter of the study
- Observation tools used
- Selection of organization
- Period of the study

Objective of the study : The chief purpose of this project is to see the principles of management being implemented in real life.

With its help we shall get the information whether the principles of management which we come across in the books are actually true or not. Whether by following the principles of management the efficiency of the manager is actually enhanced.

Selection of organization : In order to achieve the objective of the project we needed an organisation where business is carried on large scale and various activities are performed.

On the advice of the project guide, V mart was selected. Reasons for selecting this company are :

- It is capable of fulfilling the purpose of the project
- Located at prime location and visiting would be easy.

Subject matter of the Study : Under this project, the 14 principles of management advocated by Henry Fayol were studied. The 14 principles are as follows :

- Division of Work
- Discipline
- Unity of Direction
- Remuneration of Employees
- Scalar Chain
- Authority and Responsibility
- Unity of Command
- Subordination of Individual Interest to general interest
- Centralization and Decentralisation
- Order

- Equity
- Initiative
- Stability of Personnel
- Esprit de Corps

Period of the study : The period of study happens to be one year. So far as the class is concerned, 30 periods have been provided.

Observation tools used:

- Questionnaire
- Personal observation

About the Organization

Name of the Company	: V-Mart Ltd.
Head office	: New Delhi
Company Type	: Private Limited
Industry Type	: Retail Sector
Year of establishment	: 2002
Founder(s)	: Mr. Lalit Agrawal, Mr. Hemant Agarwal
Area served	: Local
No. of employees	: 80
Annual Sales	: ₹80 crores
Annual Profit	: ₹20 crores
Fixed Assets	: ₹10 crores

PRINCIPLES OF MANAGEMENT

Questionnaire (Used for report sample copy)

S. No.	Questions	Yes	No	Other responses
1.	Do you have all the authority connected with your work?			
2.	Do you get orders from more than one boss?			
3.	Do you give top priority to the interests of the company?			
4.	Do you get reasonable remuneration?			
5.	(i) Are the daily decisions made by the people concerned?			
6.	(ii) Are the major decisions taken by the higher authority?			
	Does the boss of your boss directly communicate with you?			
7.	Have you served this company for more than one year?			
8.	Does your company give equal remuneration to all employees doing a similar job?			
9.	Does your boss gives importance to your suggestions?			

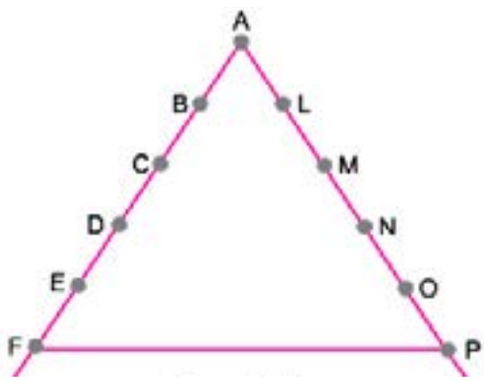
SCALAR CHAIN AND GANG PLANK

In the figure, the scalar chain in an organization is represented by two ladders, A to F and A to P

Any communication from F to P has to flow upwards to A through E, D and C and B then downwards through L, M, N and O. It will obviously take a long time.

So in order to minimize the delay involved in communication, a gang plank between F and P may be created as shown by the dotted line.

However, the Gang Plank should not be a normal practice as it undermines the established line of authority.



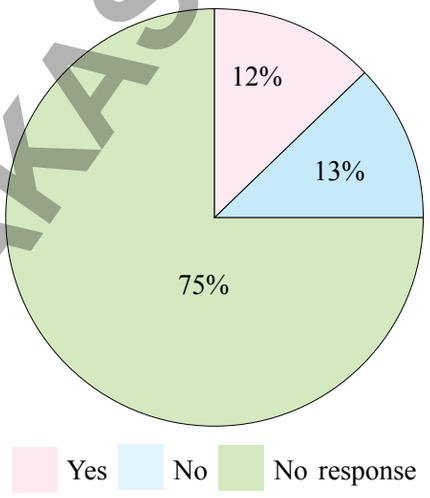
AUTHORITY AND RESPONSIBILITY

Authority is the **right to give orders** and obtain obedience, and **responsibility** is the corollary of authority.

- **Meaning :** According to this principle "authority and responsibility go hand in hand".
- **Results of Empirical Investigation**

Q.1. Do you have all the authority connected with your work?

Ans.	Yes	No	No Response	No. of Respondents
	60	10	10	80
	75%	12%	13%	



- **Explanation :** About the principle of management 'Authority and responsibility', 80 employees of the company were asked to give reply to the question indicated in the table. A total number 60 responded in favour while 10 responded with a negative reply. However, 10 people didn't express any opinion.
- **Conclusion :** The figures given in the table are a clear indication of the fact that the employees have got the authority to discharge their responsibility regarding the work entrusted to them. Therefore, it can be said that this principle is being implemented in this company.

SUBORDINATION OF INTEREST

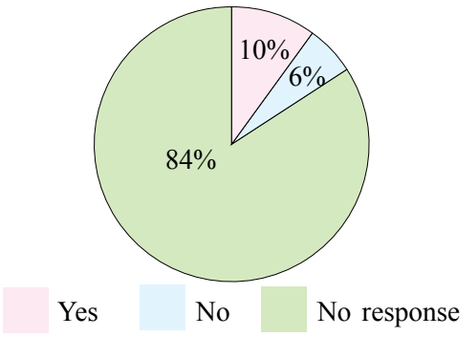
- Every employee or a group should work in the interest of the organisation.
- They should not work for their own self interest.

Subordination of Individual Interest to General Interest

- **Meaning :** According to this principle "the interests of an organisation should take priority over the interests of any one individual employee.
- **Results of Empirical Investigation**

Q. 2. Do you give top priority to the interests of the company?

Ans.	Yes	No	No Response	No. of Respondents
	67	08	05	80
	84%	10%	6%	



- **Explanation :** With respect to principle of Management 'Subordination of individual interest to general interest' 80 employees of the organisation were asked to respond. Out of 80 employees, 67 responded in favour while the other 08 respondents replied in negative. The remaining 05 employees did not give any response.
- **Conclusion :** On the basis of the figures available in the table this can be asserted that the employees of the company gave priority to general interest over individual interest.

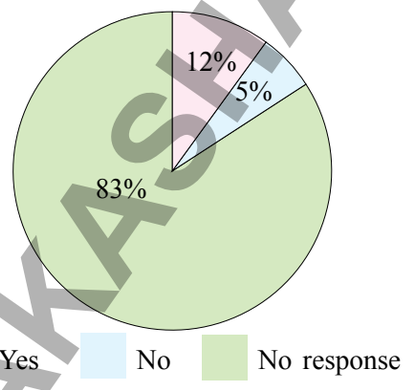
UNITY OF COMMAND

- Every employee should receive orders from only one superior or behalf of the superior.
- Every employee should follow orders from superior as per the instructions.
- **Meaning :** "There should be one and only boss of every individual employee" – according to this principle.

- **Results of Empirical Investigation**

Q.3. Do you get orders from more than one boss?

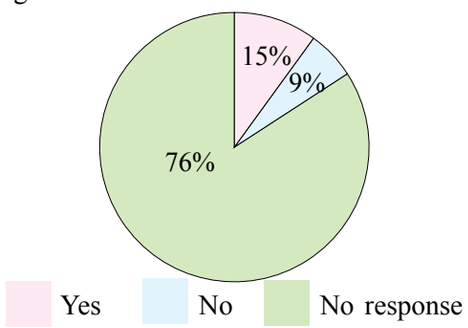
Ans.	Yes	No	No Response	No. of Respondents
	10 12%	66 83%	04 5%	80



- **Explanation :** 80 employees of the company were asked to respond about the principle of management unity of command, to the question given in the table. Only a total of 10 employees responded with 'yes' while 66 responded negatively. The remaining 4 did not give only reply.
- **Conclusion :** The figures given in table tells us that out of 80 employees 66 said that they received orders from a single boss at a time. Therefore, it can be said that the company has really understood the importance of this principle of management.

SCALAR CHAIN

- **Communications** should follow this chain.
- Chain can be broken as per the situation or demand in interest of the organisation.
- **Meaning :** According to this principle 'organisation should have a chain of authority and communication that runs from top to bottom and should be followed by managers and subordinates.
- **Results of Empirical Investigation**



Q.4. Does the boss of your boss directly communicate with you?

Ans.	Yes	No	No Response	No. of Respondents
	61 76%	12 15%	07 9%	80

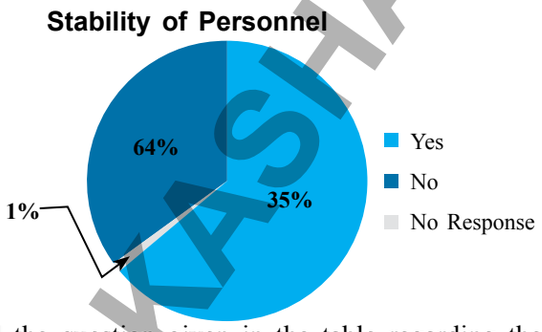
- **Explanation :** All the employees were asked the question given in the table regarding the principle of 'Scalar chain'. A total of 61 employees responded positively while total of 12 employees responded negatively. The number of employees who did not express any opinion was 07.
- **Conclusion :** The above analysis shows that majority of the employees vouch for the fact that they have direct communication with the boss of their boss. Obviously it is an indication of the fact that while communication between two persons takes place in this manner a step has being overlooked. It should be our inevitable conclusion that the principle of scalar chain is being violated. This situation is certainly not in favour of the company. It can be said a situation of gang plank.

STABILITY OF TENURE

- Employee should not be temporary for long period of time.
- Employee should be made permanent so that they do not leave the organisation.

STABILITY OF PERSONNEL

- **Meaning:** According to this principle, "there should be a stability of tenure of the employees so that the work continues efficiently."
- Result of Empirical Investigation

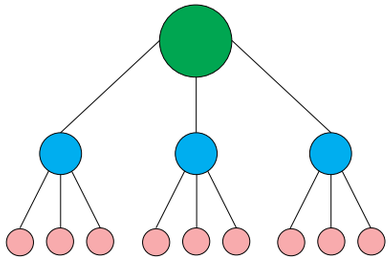


Q.5. Have you served this company for more than one year?

Ans.	Yes	No	No Response	No. of Respondents
	28	51	01	80
	35%	64%	1%	

- **Explanation:** All the 80 employees of the company were asked the question given in the table regarding the principle stability of personnel. More than half the number of employees responded negatively, whereas 28 employees confirmed that they have served the company for more than one year. Only 1 person did not express any opinion.
- **Conclusion:** The above analysis indicates that labour turnover rate in the company is on the higher side. In other words, the employees do not continue to be in the service of the company for a longer period. This situation reflects mismanagement in the company. Therefore, the country has to take care of the stability of personnel in its own interests.

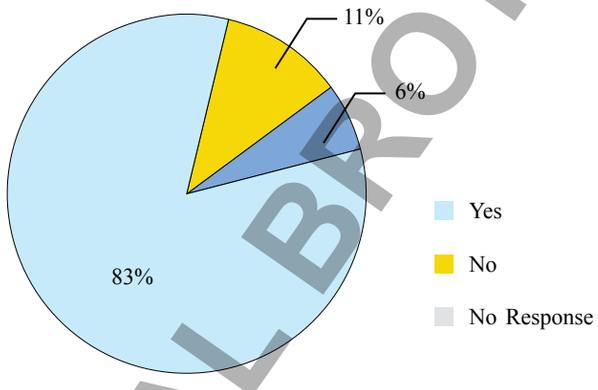
Degree to which subordinates are involved in **decision making**.
There should be a **central power** to guide and take decisions.



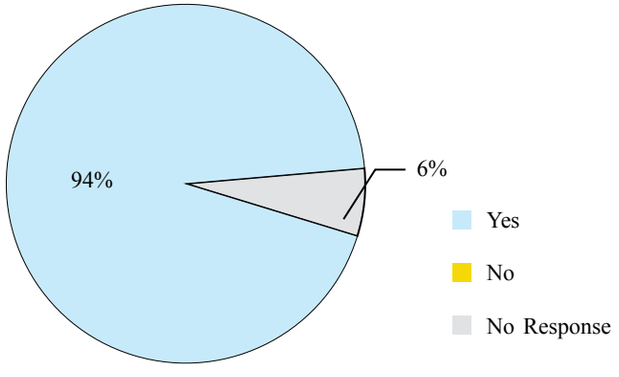
CENTRALISATION AND DECENTRALISATION

- **Meaning:** According to this principle, "the superiors should adopt effective centralisation instead of complete centralisation and decentralisation".
- **Results of Empirical investigation:**

Centralization & De-centralization (Part 1)



Centralization & De-centralization (Part 2)



Q.6. **(i) Are the daily decisions made by the person concerned?**
(ii) Are the major decisions taken only by the higher authorities?

Ans.	Yes	No	No Response	No. of Respondents
(i)	66 (83%)	09 (11%)	05 (6%)	80
(ii)	75 (94%)	00	05 (6%)	80

- **Conclusion:** The above analysis clearly shows that the company does not adopt complete centralisation neither does it do encase of decentralisation. Instead it can be said that the company follows the principle of centralisation in an effective way.

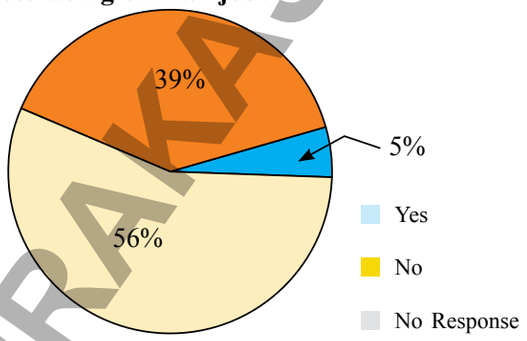
EQUITY

Managers should be **kind** and **fair** to their subordinates. There must not be partiality in **transfers**, **promotions**, etc.

- **Meaning:** According to this principle 'the managers should treat their subordinates as fairly as possible so that they develop a feeling of dedication for their work.'

Q.7. Does your company give equal remuneration to all the employees doing similar job?

Ans.	Yes	No	No Response	No. of Respondents
	45	31	04	80
	56%	39%	5%	



- **Explanation:** Regarding the principle of 'Equity' the question given in the table was to put all the employees. A total of 45 employees responded positively, while a total of 31 responded negatively. 04 employees did not give any response.
- **Conclusion:** The above analysis clearly establishes the fact that the question about the principle of equity elicited a mixed response from the employees. It can therefore, be said that the company is not conscious about observing the principle of management. It gives rude shock to the efficient and hardworking employees and they are losing their confidence in the company.

INITIATIVE

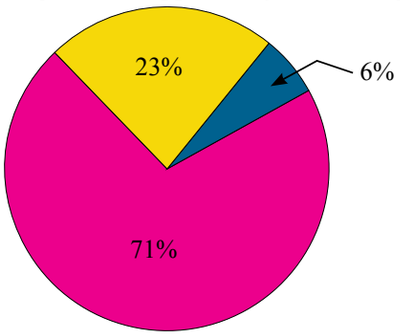
Superior must sacrifice his own vanity to encourage and inspire those under him to show initiative.

Employees who are allowed to originate and carry out plans will exert high levels of effort.

- **Meaning:** According to this principle, "employees in the organisation must be given an opportunity in making and executing plan".

Q.8. Does your boss give importance to your suggestions?

Ans.	Yes	No	No Response	No. of Respondents
	57	18	05	80
	71%	23%	6%	



- **Explanation:** In order to check the implementation of the principle of 'Initiative' in the company all the 80 employees were asked the question given in the table. A total number of 57 employees responded positively while 18 employees gave negative response. 05 employees remained numb on the question.
- **Conclusion:** The above experiment shows that more than 50% employees felt that their opinions were given importance. This is a comfortable situation. This helps in encouraging initiative and confidence of the employees.

REMUNERATION OF EMPLOYEES

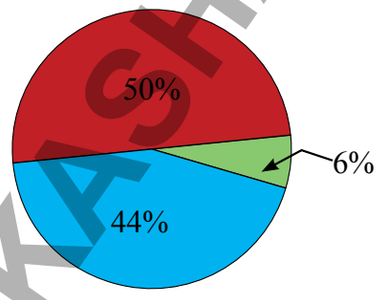
All workers must be paid a **fair wage** for their services.

Value of the employees.

- **Meaning:** According to this principle, 'The employees should be paid fair remuneration, which give them atleast a reasonable standard of living.'

Q.9. Do you get reasonable remuneration?

Ans.	Yes	No	No Response	No. of Respondents
	35	40	05	80
	44%	50%	6%	



- **Explanation:** Regarding the principle of management. 'Remuneration to employees' so respondents were asked to express their opinion. 40 employees said that they were not getting reasonable remuneration while 35 employees are expressing a positive opinion about it. The employees who remained numb of this issue numbered only 5.
- **Conclusion:** On the basis of the above analysis nearly fifty percent of the employees of the company are not happy about the remuneration policy of the company. Therefore, it can undoubtedly be said that the company lags behind in observing this principle.

DIVISION OF WORK

- The work in organisation must be **divided among individuals and departments**.
- It leads to **specialisation**.
- Improvement in **quality, quantity,** and **reduction in cost.**

- Work should be divided among individuals and groups to ensure that effort and attention are focused on special portions of the task.
- Fayol presented work specialization as the best way to use the human resources of the organization.

- **Meaning:** According to this principle, "as far as possible the whole work should be divided into small parts and each individual should be assigned only one part of the work according to his ability and taste reportedly so that the benefits of specialisation may be acheved.
- **Results of Empirical Investigation:** During the course of the personal observation regarding the principle of division of labour whatever was observed in the company may be described as follows:
  1. Close to the entrance gate the company has located a reception counter. All the customers were attended here. They were being told where they could obtain the items they wanted to purchase and which section they should visit.
  2. When the customer reaches the section concerned, the salesman helps him choosing the items of his needs. Here the sale is finalized. The salesman hands over a token to the customer and directs him to the payment counter.
  3. In the mean time the goods sold are carried to the bill counter.
  4. From the bill counter the goods are sent to the packing counter.
  5. From the packing counter, the packed material and the bill are sent to the payment counter. The customer is already at the counter along with the token. Here the customer hands over the token, makes the payment and takes delivery of the goods purchased.

- **Conclusion:** The above stated facts indicate that the company has divided the total work into many parts. All the people perform particular job repeatedly. Therefore, it can be said that the principle of work i.e. division of work has been observed meticulously.

DISCIPLINE

- Employees must obey and **respect the rules** that govern the organization.
- Good discipline is the result of **effective leadership, regulation**.
- **Meaning:** According to this principle, "the organisational rules and employment agreement should be obeyed by both the superiors and subordinates which are necessary for the successful working of the organisation.
- **Results of Empirical Investigation:** During the course of personal observation regarding the principle of Discipline' the following facts came to light:
  1. It was observed that the employees usually got into personal conversations the moment they found any opportunity of doing so. They often discuss topics that are not related to work.
  2. They indulged in long conversations over phone in a joyful mood.
  3. Sometimes, the customers were seen being ignored.
- **Conclusion:** The above facts highlighted the important aspect of their conduct. It shows that the employees are not fulfilling their commitment with the company to work honestly for it. Therefore, it can be said that this principle of management is being violated in the company.

UNITY OF DIRECTION

- Directed by one manager using one plan for achievement of one **common goal**.
- Particular activity must be **directed with single plan.**
- **Meaning:** According to this principle "there should be one head and one plan for a group of activities having same objective"
- **Results of Empirical Investigation:** During the course of personal investigation, the following facts came to our notice regarding the principle of 'Unity of direction' are as follows:
  1. The business of the company was divided into three main units–ladies wear, gents wear and kids wear.
  2. Mainly three units were headed by three different individuals.
  3. Every head kept a watch over the activities of his own unit eg, sale purchase, the attitude or behaviour of the subordinates towards the customer's statisfaction etc.
- **Conclusion:** The above facts makes it clear that the company has mainly three units. Every unit has to deal with different individual and he is planning and regulating the activities of his unit in his own way. The situation tells us that the principle of unity of Direction is being implemented in the company.

ORDER

- This principle is concerned with systematic arrangement of men, machine, material etc.
- There should be a specific place for every employee in an organization.
- **Meaning:** According to this principle, "a right person should be placed at the right job and a right thing should be placed at the right place.
- **Results of Empirical Investigation:** During the course of our investigation regarding the principle of 'order' the following facts were observed:

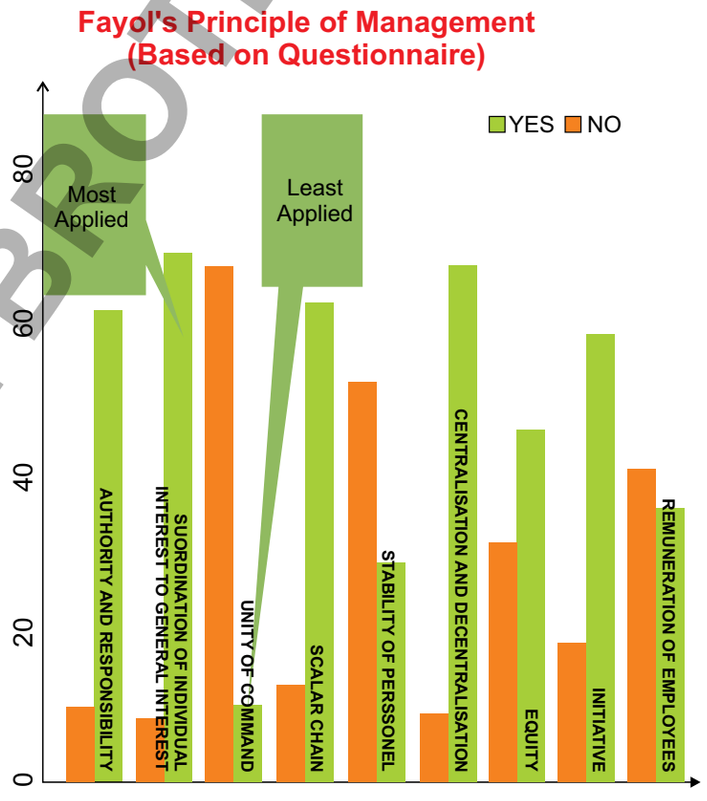
1. It was found that all the units had arranged their goods in a proper and orderly manner.
2. Whenever the material/goods got scattered because of rush of customers, it was immidiately restored in its proper place.
3. All the employees were observed to the working in their decided place of work.

- **Conclusion:** The above description makes it clear that all the goods are placed in their decided and designated place. Similarly, all the employees work only on the pre-determined place of duty. Therefore, it can be said that the principle of order is being observed in the company.

ESPRIT DE CORPS

- Promoting **team sprit** will build harmony and unity with the organization.
- **Loyalty, dedication** and commitment.
- **Meaning:** According to this principle, "a manager should continously make efforts to develop a team spirit among the subordinates."
- **Results of Empirical Investigation:** During the course of personal investigation the following facts came to light.
  1. Usually the managers were seen using the work 'I' instead of the word 'We'.
  2. It was also observed that the managers did not show any interest for his subordinates.
- **Conclusion:** The above facts make it clear that the managers in the company are the victims of some sort of superiority complex. That is the reason as why they give importance to the word 'I' instead of the word 'We'. In the presence of such situation the question of the feeling of such as cooperation on the part of the employees is simply out of question. The principle of management is surely being violated in the company. This is not a good situation.

CONCLUSION



Based on the questionnaire we can see that the most applied principle is 'Principle of Subordination of individual interest to general interest.'

The least applied principle is 'principle of unity of command'

This project helped me to understand better about the working structure and the principles applied in an organisation. Principles enable the organisation to work effectively and efficiently and can also helps us in dealing the short-comings of the organisation.

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- The Times of India
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- Navbharat Times

Internet and Images

- Meritnation.com
- Topperlearning.com
- CBSEguide.com
- Google.com
- Pinterest
- Shutterstock

APPENDIX

Filled copies of the questionnaire shall be attached.

Copies of Sample Survey

S.No.	Questions	Yes	No	No Response
1.	Do you have all the authority connected with your work?	3		
2.	Do you get orders from more than one boss?	3		
3.	Do you give top priority to the interests of the company?	3		
4.	Do you get reasonable remuneration?	3		
5.	(i) Are the daily decisions made by the people concerned? (ii) Are major decisions taken by the higher authority?			3
6.	Does your boss directly communicate with you?	3		
7.	Have you served this company for more than one year?		3	
8.	Does your company gives Eual Remuneration to all the Employees Doing a Similar Job?			3
9.	Does your boss gives importance to your suggestions?	3		

VIVA-VOCE QUESTIONS

1. Define the term 'Management principles'.

Ans. Management principles are fundamental truth of general validity which have value in predicting the results of management action.

2. Define Authority. Do you think that employees have authority in VMart.

Ans. Authority is the right to take decisions. Yes. Employees at V-Mart have the authority to take decisions.

3. Who is the founder of V-Mart?

Ans. Mr. Lalit Aggarwal

4. Is unity of commend principle applicable?

Ans. No, only 12% agreed, rest were out of the opinion that units of command is applicable.

5. Define Scalar chain.

Ans. Scalar chain refers to the chain of authority and communication that runs from top to bottom.

6. Can gang plank be followed everytime?

Ans. In small organization, it can be followed frequently but in large organizations, it cannot be followed every tine.

7. What can be done by an organization to maintain Stability of Tenure?

Ans. Employee centric policies, Training and Employee is given sufficient time to perform at a particular position.

8. If the labour turnover is high, then which principle is violated?

Ans. Stability of Tenure

9. Is the principle of centralization and Decentralisation followed effectively in V-Mart?

Ans. Yes, it is followed effectively.

10. What conclusion do you derive from the project?

Ans. Some of the principles of Fayol are followed to a great extent and the least applied principle is "unity of command".

11. Who was your learning from the project work of Business Studies?

Ans. It enabled us to evaluative applicability of the Principles of Management in the actual business environment. This was truly an exponential project.

Project Outline

1

Topic : The Entry of Start-ups and Its Effect on Business Environment

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To discuss about start-ups and their impact on business environment.
- To analyse how it shall be instrumental in economic growth of the country.

INTRODUCTION

The development of start ups is a driving force of the local and regional economy. Start ups are strongest manifestation of entrepreneurship and innovation. In a long term perspective, well functioning start ups contribute to the increase in income levels of the local community and improve the quality of life in the region. The research conducted in Poland, a developing economy, revealed that establishment and innovation is the driving force of economic growth and development.

ELEMENTS OF BUSINESS ENVIRONMENT

Discuss elements of business environment the details with relevant diagrams, pictures, statistical data.

IMPACT OF START-UPS ON THE ENVIRONMENT

List down a few start-ups, starting from how they started and their journey to growth, thereby stating the affect of various elements of environment on their growth and survival.

APPROACH TO THE PROJECT

A **sample survey** to be filled by the people (Industry experts as well as consumers) on the impact of startups on the economy as a whole .It should cover all elements of business environment. The need and impact of incubators and technology parks to accelerate the number of start-ups.

The survey should be analysed by statistical tools such pie diagrams, histograms.

The questions should include what is prevelant and what steps need to be taken by City authorities to accelerate the process of startups. The city authorities interested in the creation of start ups should first focus on providing them with access to intellectual and financial capital of high quality and sufficiency.

ROLE OF START UP ON GDP

An analysis on this for the past few years can be done

START ECO SYSTEM_ Trends to talk of the town in 2022_ DRIVERS, CHALLENGES AND PILLARS OF SUPPORT

STARTUP MODELS ADOPTED BY OTHER DEVELOPING COUNTRIES

The start up models of other developing countries and progressing towards success can be analysed inorder to identify our strengths and weaknesses**.**

CONCLUSION

Start ups are a way to economic growth of a nation.

Project Outline

2

Topic : Effect of Changes in Technological Environment on the Behaviour of Employees (Business Environment)

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To study the impact of technology on employee behaviour and their performance.
- To analyze the stress level caused by technology and how technology influence employees interpersonal relationship

INTRODUCTION

Technology has become a part in factors of production. It has become a need for an organization to get updated with the new technologies. Other than profit, **Success of an organization is measured by its employees, their attitude towards their work**. An employee's attitude towards his organization is predictable through his behaviour. Work environment, relationship with supervisors and co-workers, job satisfaction, leadership styles, rewards system are the factors which influence the employee behaviour, to which adoption of new technologies by the organization. The employee performance is influenced by technology in the organization. Introduction of technology brings a change in the organization which has an impact on working system of the employee which will have a both positive or negative effect on employee behaviour, on their performance and on their inter personal relationship.

APPROACH TO THE PROJECT

Survey method should be used to analyse the performance the employee behaviour and its effect on his performance. Ultimately it affects the business environment.

The study can classifies under two categories or more as per your research :

(a) **The influence of technology on employee behaviour and their performance**. Questionnaire can include questions such as I am happy when my organization brings in a new technology (Y/N);, Technology helps me to become a professional (Y/N); I gain a self-confident while using the application of technologies; I like to attend external training programs to update my technological skills; Technology helps me to perform my duty well etc.

(b) **The influence of technology on employee inter personal relationship**

SELECT FIVE COMPANIES

- List down the company's policies with respect to their employees.
- Get the questionnaire filled by employees and further perform statistical analysis**.**

COMPARE THE ANALYSIS

A comparative study of the analysis need to be done to understand how technology has enabled employees to perform better through the company specific policies.

CONCLUSION

The conclusion shall be supported by statistical analysis in the form of tabular data; pie diagrams, Histogram.

Project Outline

3

Topic : Crisis in Developing Countries and Its Report on the Causes of Fluctuations in Prices of Stocks: How still to Earn?

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To identify the factors affecting the stock Market during crisis.
- To mention the steps to be taken to earn under such circumstance. While trading on a virtual platform.

INTRODUCTION

An economic or financial crisis **can send asset prices reeling, coupled with recession and high unemployment**. While falling prices may hurt your investment accounts in the short run, a crisis may also prevent unique buying opportunities to grab assets while they are on sale.

METHODOLOGY TO ADOPT DURING SUCH PERIOD

- From a top-down market, a bottom-up approach would be the key requisite and right stock/asset selection and allocation would be a critical differentiator.

Top-down investing begins the process of choosing investments at the macro level, by **first looking to global markets, then to sectors and industries, and lastly to individual companies**.

- Bottom-up investing is an investment approach that **focuses on analyzing individual stocks and de-emphasizes the significance of macroeconomic and market cycles**. Bottom-up investors focus on a specific company and its fundamentals, whereas top-down investors focus on the industry and economy.
- Guide the student to invest ₹ 10,000 (Virtual Money not actual cash) and thus help him decide the companies in which he should invest.
- Guide him with respect to the various terms used in the stock market and thus help him book profit each day.
- **Continue this process for 15 days and then help him find out his net gain or loss.**

ANALYSIS

Stock Market reactions of various companies through graphs need to be analysed and attached in the project.

CONCLUSION

Finally the learning outcome of the student shall be stated.

Project Outline

4

Topic : Top Ten Players of Stock Exchange – Guide to Invest and Trade to Earn More

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To evaluate the functions of Stock Exchange and ensure its applicability.
- To know the trading patterns followed at Stock Exchange.

INTRODUCTION

There are several world's famous traders colored by both triumph and tragedy, with some exploits achieving mythological status within the industry. Stock Exchange is a platform that can help you to invest your surplus money and thus multiply manifold after thoroughly understanding its functioning.

WHO IS THE GREATEST INVESTOR OF ALL TIMES

Warren Buffet – State the lessons to learn before trading

5 BEST STOCK TRADING PLATFORMS FOR BEGINNERS 2022

1. EToro - Top rated stock Trading platform
2. Webull – Great stock Trading Platform for low fees

FREE STOCK STIMULATORS

Put the trading skills to test through such simulators

LIST OF SUCCESSFUL STOCK INVESTORS OF 2022

Understand how the top Investors in India are investing, which all shares they are choosing, when they are investing can help you learn a lot about stock market.

SELECT 5 GOOD COMPANIES

Enable the student to select 5 good companies after studying their cash Flow position, Profitability, Balance Sheet, dividend records and Advisory Board Members.

Collect detailed information about these 5 companies, their products, Board of Directors, sales revenue, reserves, Location of their Head offices and factories.

INVEST ₹50,000

Following the CBSE guidelines, a group of five students can invest in five good companies daily through virtual money (not actual money). As they will invest at the opening rates. Them they can sell their shares at the closing rate and book profit. Investment of ₹10,000 multiplied by the percentage rate of change at the end of the day will be either profit or gain. This kind of trading should be done for at least two weeks . And at the end the final profit for two weeks can be computed .

The students need to tabulate their profit booked each day for the companies in which they invested. Also the student need to compute the ROI on fortnightly basis.

ANALYSIS OF INVESTMENT

Changes in the share prices of companies need to be shown through graphs .

CONCLUSION

The students will be able to wisely invest their savings, value money as money saved is money earned. They will be able to see how money invested can multiply at the comfort of their home.

Project Outline

5

Topic : Application of Taylor's Principles of Scientific Management

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To know techniques of scientific management and application of principles of Scientific Management in manufacturing Industries.
- To analyse the report through statistical tools.

INTRODUCTION

Building and construction have their meaning in daily lives. Super Surya Steel Pvt Ltd is one of these establishments. This company is rated 3 by Nice Local users and can be found by the official address: C-25, Nehru Ground, Faridabad — 121001.

APPROACH TO THE PROJECT

Explain F. W. Taylor's Techniques of Scientific Management

- Then explain the Principles of Taylor 's Scientific management
  - Science not Rule of Thumb
  - Harmony not discord
  - Cooperation and not individualism
  - Development of each and every personnel to his or her greatest efficiency.

METHODOLOGY

Survey Method shall be used.

So draft a questionnaire separately for employees, consumers and managers to find out the application of principles of Taylor in the organization.

Analyse the report through statistical tools.

CONCLUSION

State your findings through a systematic report supported by histogram and pie diagrams.

Project Outline

6

Topic : Leading Brands and Company having the Highest Share - It's Effect on Environment

OBJECTIVES OF THE PROJECT

The main objectives of this project are:

- To know about top brands in India 2021.
- To analyse strategy adopted by companies and its impact on Business environment.

INTRODUCTION

Branding is the process of creating a strong, positive perception of a company , its products or services in the customer 's mind by combining such elements as such a LOGO, DESIGN, MISSION STATEMENT and a consistent theme throughout all marketing communications.

In a survey, 87% of consumers said consistent branding across all online and traditional platforms was effective and important.

APPROACH TO THE PROJECT

- List the top brands in India 2021
- As per the report, sectors such as IT, healthcare, utilities, chemicals, edutech, banking, and construction have proved to be very efficient during this trying period. Of the top ten strongest brands in India, **Jio** tops the list based on a Brand Strength Index score of 91.7 out of 100. The other companies that follow are **Taj Group of Hotels, Maruti Suzuki, HDFC Bank, Britannia, Amul, LIC, Kotak, SBI and Airtel** respectively.

STRATEGIES USED BY THESE COMPANIES FOR BRAND POSITIONING

SURVEY METHOD is most reliable and result oriented

- Brand positioning surveys – could be multiple choice questions or open ended questions
- Survey to find out the most loved brand shall help understand consumer perception.

METHODOLGY

- Comparative analysis of various leading companies with respect to most relatable Tag line , Brand name and LOGO.
- Comparative analysis of their USP
- SWOT ANLALYSIS OF VARIOUS LEADING BRANDS

CONCLUSION

Companies having the highest share and reasons supported by statistical data shall be stated.