

IMPEX

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Journal)

Dr. D. Y. Patil Vidyapeeth

Global Business School & Research Centre

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ABOUT INSTITUTE

Global Business School & Research Centre (GBSRC) situated at Tathawade, Pune is the flagship institute of Dr. D Y Patil Vidyapeeth, Pune. It was established in 2006. In a span of 16 years, the Institute has carved a name for itself among the top business schools in the country.

The idea of setting up this Institute is to offer 'Management Education' to aspiring leaders of tomorrow. From this institute, students can pursue their graduate, undergraduate, and Ph.D. programs in management. GBSRC offers 2 years full-time MBA program which is approved by AICTE, Government of India, New Delhi. It also offers 4 years full-time BBA & B. Com programs and a Ph.D. program in management.

The main mission of DPU is to groom students who can turn into intelligent leaders. After they pass out of the Institute, they in turn will be able to source information from diverse resources and administer it for the benefit of business and society at large.

'Student life is golden life,' as the proverb goes, and one realizes the meaning of this phrase in later life while recalling happy memories of college days. But one thing is certain: the exposures and experiences gained during a student's study can be channeled towards a successful future. It all relies on how a student makes the most of his or her time as a student. Everyone is born with a talent, whether it be for athletics, art, writing, acting, singing, dancing, or any other activity. Appropriate platforms are critical for the development of skills during childhood and adolescence. It aids in the development of emotional intelligence/quotient (EQ), or a person's ability to recognize, use, and control his or her own emotions in constructive ways to reduce stress, communicate effectively, empathize with others, and overcome problems and conflict.

Vision: To be a globally recognized management institution that continually responds to changing business paradigms through research and academic excellence to nurture responsible business leaders.

Mission:

1. To become a globally recognized management institution through knowledge creation, dissemination, and application.
2. To enhance academic excellence in consulting, training, research, and teaching through a holistic approach.
3. To develop leaders, Entrepreneurs, and policymakers through transformative education.

Goals & Objectives:

1. Raise Academic excellence through interdisciplinary and interpersonal approaches.
2. Establish GBSRC as a globally recognized institution for knowledge creation.
3. Establish a system for continuous capacity development for faculties.
4. Encourage both faculties and students to undertake research and consultancies.
5. Develop collaboration with Indian and Foreign universities and other academic institutions and Industries.
6. Develop personalities of students through identification of their talents, leadership training, and imbibing the right attitudes, interests, and values.
7. Undertake extension activities for the development of the community.



Dr. N. J. Pawar
Vice Chancellor

Vice Chancellor Message

It gives me great joy to hear that Global Business School & Research Centre, Pune has come up with the Case Study Series. The higher education scenario globally has witnessed a significant change in approach and remarkable growth. Higher education in India too, has readily adapted to the global demands and every institution has geared up to meet the global challenges by harnessing the latest technologies in education front. The move of UGC towards inter-disciplinary studies, research based and interactive learning with technology integration have opened several options as well as created multiple challenges.

The case study method is a tool to equip students with the right skills to deal with the challenges of the 21st Century. The case method is a participatory, discussion-based way of learning where students gain skills in critical thinking, communication, and group dynamics.

My best wishes to the initiative taken by GBSRC Director and faculties. These cases will prove to be immensely helpful in making our students industry ready.



Dr. (Mrs.) Smita Jadhav
Pro Vice Chancellor

Pro Vice Chancellor Message

India is at a juncture where a huge population of young men and women are opting for higher education. In the wake of this, Dr. D. Y. Patil Vidyapeeth has always focused on creating an optimized and vibrant platform for quality in knowledge enhancement. To enhance that focus, Global Business School and Research Centre are constantly striving to bridge the gap between industry and academia with an objective to build up core competence in students. It is our constant endeavor to integrate knowledge with skills on the foundation of ethics and values.

The case study teaching method is a highly adaptable style of teaching that involves problem-based learning and promotes the development of analytical skills. By presenting content in the format of a narrative accompanied by questions and activities that promote group discussion and solving of complex problems.

I appreciate the efforts and lead taken by GBSRC faculties to write case studies with students and I wish them the very best. I am sure this book will prove to be extremely helpful for all concerned in the time to come.



Dr. Chetan Chaudhari
Chief Editor

Chief Editor Message

Global Business School & Research Centre (GBSRC) situated at Tathawade, Pune is the flagship institute of Dr. D. Y. Patil Vidyapeeth, Pune. It was established in 2006. In the last decade the Institute has cut a niche for itself among the top business colleges of the nation.

I consider it my proud privilege to present to you the first volume of the Case Study Series. The business case studies available here are narratives that facilitate class discussion about a particular business or management issue. Teaching cases are meant to spur debate among students rather than promote a particular point of view or steer students in a specific direction.

In the present case study booklet, the cases are written by Faculties with students. And there is a variety of cases written on the different brands in India. Cases are from diverse specializations like Marketing, Analytics, International Business and Agriculture. Each case is associated with the curriculum of the specialized subject.

I am positive that students will be actively engaged in figuring out the principles by abstracting from the examples and this will be of immense help to them in developing themselves as future leaders.

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New Poona Bakery: A Revolution in The Baking Industry**Introduction:**

“Honestly, bakery or the hospitality industry never appealed to me. I was hundred percent sure I would never be working there. Today, I’m glad my father took the decision to push me into it. I wanted to be a doctor but fell short of 1 mark. It was my mother who pushed and encouraged me to take up the family business as a challenge. In the late 80’s, Pune’s business owners took pride in not having any branches. We were one of the first ones to make a change. We started with 3 owned branches and today we have 100 outlets including franchisees.”

-Mr. Bhushan R Giramkar
Owner, New Poona Bakery

Bakeries are such an integral part of a Punker’s life! The traditions introduced by the British during their rule inspired an era of bakeries which would soon follow even after the East India Company’s departure. The art and history of baking might have been introduced to us by the British, but we developed and refined it according to our own taste and demands. Established in 1959, the New Poona Bakery is of the oldest bakery chains in Pune.

A popular name among several generations of Punks, this bakery has a special place in the heart of not only in Punker’s heart but also in the surrounding areas. A source of culinary pride for Punks, New Poona Bakery is our heritage brand.

New Poona Bakery serves a range of sweet and savory delicacies, Many Punks have a lot of birthdays and school memories attached to this bakery. May it be freshly baked breads (all kinds!) to cakes, cookies, and cream rolls; New Poona Bakery has been a stalwart bakery source for Pune. However, the food item they’re most popularly linked to is of course, their Vegetable Pattice. The crispy triangular puff pastry was revolutionized by New Poona Bakery. It’s a strong feeling to remember that a single and humble outlet has grown to become a large bakery chain. 100+ New Poona Bakery outlets can be found scattered across Pune city.



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Mr. Bhushan R Giramkar, the owner of New Poona Bakery, wasn't sure of working in the restaurant or hospitality industry when he started out. Upon some serious encouragement from his father, which he is now glad for, Mr. Giramkar grudgingly gave up his dream of becoming a doctor and focused his attention on the family business. What's funny is that he missed his doctor's entrance by just one mark! Just one mark and the tides of destiny would have taken him somewhere else. Today, he is glad that the family business beckoned him; it has changed everything for him.

Just like typical Punekar in the 80s, New Poona Bakery initially wasn't excited at the prospect of expanding into branches. However, they went on to become the first ones to change and start three of them. These three branches would later branch out into 100+ outlets, thus giving a strong example of why change is necessary in every industry.

Today, New Poona Bakery has changed not just their branding and décor, but also their menu. They now serve more than just the traditional bakery items; they have also introduced their very own café which sells Tea, Coffee, Schezwan and Manchurian rolls and puffs, which are just as delicious as their baked items. Their target segment is middle class and higher middle-class people.

New Poona Bakery was started by Mr Rambhau Abaji Giramkar in the year 1959 with the objective of serving his fellow citizens with fresh, value-for-money products. Now this business is run by his third generation with the same amount of zeal and enthusiasm. What began as a small, family-owned bakery in Appa Balwant Chowk, Pune more than 50 years ago; has now flourished into 100+ branches in every major location across Pune. New Poona Bakery has many loyal customers. New Poona Bakery always believes in the publicity through customers which helps them greatly to expand their business not only in Pune but in surrounding areas.

Mr. Vinod Gaikwad, CEO, Muster Maven said, "New Poona Bakery will break the clutter in the bakery market growing at a CAGR of 10-15% with its well-defined brand positioning as "The original taste of happiness". We are working on multiple distributions and marketing strategies to reach our consumers in next 18 months."

PRODUCT STRATEGY:

At the heart of a great brand is a great product. It is essential to offer a great product of the highest quality which will provide unsurpassed customer value to achieve market leadership. It is because of the market offerings the organization earns a profit. Every organization should take utmost care while designing a product strategy. New Poona Bakery has designed product strategy in a different manner. They are very much popular about the various types of cakes. Customers know only breads, patties, toasts as a bakery product but NPB (New Poona Bakery) develops various types of varieties in this product like multi grain breads, buns, various types of donates. Now a day's NPB is giving more emphasis on various types of cakes, specially customized cakes, various shapes, sizes of the cakes are also the specialty of the NPB. According to them the products of the NPB are not only the products but is the rich heritage of quality, taste and purity which is reached at every household, in everyone's mind and it is appreciated by generation to generation. They know the taste of the Punekar, so they never compromise with the quality of their products. They have invested in modern technology by purchasing new modern machinery which will save time, maintain the quality, and speed up

the delivery process. Mr. Bhushan Girmakar, owner of the NPB, has always believed in Standard Operating Procedure and Good Manufacturing Practices.

He tried to maintain the quality of the product in good hygienic condition. Due to the innovative technology and modern machinery consistency in quality increased, productivity increased, and the hard work of laborer is decreased. Bakery products are our daily needs now a days, they must be available in every household daily. NPB has a product range of 220 products, which is the highest in the bakery industry. They believe that they should have the product range which will satisfy the needs of the customer for every part of the day. NPB made available lot of choices to the customer regarding the product like sugar free cake, sugar free cookies.

BRANDING AND PROMOTION STRATEGY:

It is not enough to manufacture good products, design a good promotion strategy and distribute it in a manner as consumers require. Organizations must communicate with the present and potential customer. Branding and promotion become an inseparable part of the modern business. NPB has a budget of 2% of the sales for advertising and branding. NPB has appointed famous Marathi actor Subodh Bhave as their brand ambassador. They try to reach people with all types of media like print media, electronic media, social media. NPB always believes that every organization should change according to the situation otherwise they will vanish from the market. They have hired professional advertising and digital PR agencies through their sales & marketing consultants Muster Maven. “Organization’s products should be always in front of the customer. They increase the intensity of the advertisement at the time of festivals like Diwali, Charismas, and New Year when customer purchases more bakery products. NPB has also entered the online shopping business. They have tied up with Zomato and Swiggi.

NPB has given more emphasis to the display of the product. Customer should know the exact place of the product. NPB has introduced a new way of customer service. Customer can see the making of his ordered product in front of him. This is the unique way of serving the customer.

BUSINESS EXPANSION STRATEGY:

Earlier, the older generation of the NPB did not believe in business expansion but it is due to the business foresight of Mr. Prashant Girmkar, second generation owner, he started four own branches in Pune. As demand increased from other parts of Pune, he adapted the model of franchise network in not only Pune city but also out of Pune. He is planning to give business format franchise in near future where everything should be uniformly maintained at franchise level. Franchise can earn 25% profit on every product. They must give a nonrefundable deposit of Rs. 5 lakhs. There should be various departments in franchise shops like cake department, Pettice department, and take away department. NBP provide various types of support in the form of providing sales training to the franchisee, providing promotion support, they provide supply chain service of 50 plus vehicle fleet, they provide complete management.

Mr. Giramkar considers the marketing strategy of Monjinis as a benchmark. Indian rural market is expanding by leaps and bounds. Due to the IT revolution rural customers have the same aspiration as urban ones. Youth of the rural market also want to celebrate the various events by cutting cake like urban area. But those customers do not get the varieties of cake what they require. Hence, NPB is now going to expand its business in the rural areas of Pune like Daund, Baramati etc. Rural market is a huge potential market for NPB.

Successful value creation needs successful value delivery. Distribution channels play a very important role in business. If the product does not reach the customer in time, he may change the brand. It is what exactly understood by NPB. They have a strong distribution network. There are no intermediaries involved in the distribution channel. So NPB has adopted a direct distribution strategy. They have 22 tempos with the help of those they deliver the products to the various places in Pune and in surrounding areas. Supervisors are appointed to monitor the movement of the products from the manufacturing unit to the outlets. Moreover, a GPRS system is also installed in each vehicle to track and ensure the timely delivery of the product. They have only the storage house at Wakad where there is also a manufacturing unit.

They have around 250 employees working with them. Out of that 100 employees are on a contract basis. They always appreciate the suggestions from their employees, franchise, and supplier. As a part of corporate social responsibility initiative NPB announces different schemes on Independence Day and Republic Day and on election day. They provide financial support to the employees if they require.

It's a proud and satisfying feeling that a small Pune business has grown to become a reputable name in the culinary industry of the city, thus setting new expectations and giving steady hope to all the closet bakers and bakery enthusiasts!

SOURCE:

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Omni Channel Strategist “NYKAA”

Introduction:

Falguni Nayar, a former managing director at Kotak Mahindra Capital Company, founded Nykaa in 2012. It was launched as an ecommerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word nayaka, meaning ‘one in the spotlight’.

In 2015, the company expanded from online-only to an omni channel model and began selling fashion products.

Pillars of Nykaa: Nykaa rests on 3 paragons:

- Curation
 - Information
 - Personalization
- To bring the best choices of offer, to help the customers make the right selection for all their beauty needs at every step of their way.
 - The founder believes that Nykaa should stand for- Women Empowerment. Nykaa wants to periodically support various CSR initiatives and be a socially responsible brand. In a long run, just like fashion and styles, Nykaa aims to incorporate beauty into current latest trends.

Marketing Strategy of Nykaa

Nykaa has been leveraging social media platforms to promote its products which is evident from the marketing strategy that they have adopted aggressively in the last few years. However, the company believes in 360- degree marketing, influencers play a vital role. Influencer marketing is a strategy that businesses use to promote their products and services by partnering with popular social media users or bloggers and vloggers.

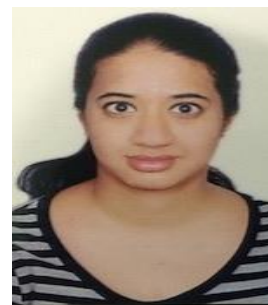
Nykaa operates in two verticals—Nykaa Beauty and Nykaa Fashion. Nykaa Beauty sells products right from drug stores to premium products within cosmetics, personal care, and hair care space, while Nykaa Fashion sells apparel and accessories for men and women.



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Cost Saver:

In 2019 when Katrina Kaif launched her beauty brand Kay Beauty, in partnership with Nykaa, the beauty retailer had invited Instagram vloggers and bloggers for the launch and collaboration.

Not only that, the recently concluded Nykaa's Pink Friday sale was also extensively promoted by content creators from YouTube and Instagram influencers.

Their marketing strategy also involves digital marketing, offline marketing as well as their content platforms, including social media channels, Nykaa network, Nykaa TV, and a new platform called Explore.

In 2018, Nykaa launched Nykaa Network, an interactive beauty platform where subscribers can chat with other beauty buffs, talk about any query on beauty related products, or give and seek advice. Just a year later, Nykaa also launched its YouTube channel called Nykaa TV which has gained immense popularity among millennials.

The company recently launched a new subscription-based platform called Explore, an app-only feature that allows customers to browse through all the content and education properties seamlessly in one place.

A watch and shop format where the app provides the users with beauty tutorials and ideas and an opportunity to discover and shop for the products showcased at the same time.

Nykaa fashion is also largely marketed online. Nykaa Fashion, which was initially launched as a womenswear retailer, recently stepped into men's apparel and accessories. It launched a dedicated segment for men on both its e-commerce platform and its shopping app.

Nykaa was launched as an online venture in 2012 by Anchit's mother Falguni Nayar, an investment banker-turned-entrepreneur. The company later transitioned into brick-and-mortar retail. Prior to starting her own venture, Nayar, an IIM alumnus, worked with Kotak Securities and Kotak Investment Banking for almost 17 years.

The business now has over 73 stores across India and stocks over 1,500 brands and 130,000 SKUs. The company aims to open more stores in Tier II and Tier III cities in FY21. In the current financial year, Nykaa intends to cross over 80 stores. The new stores will be a mix of Luxe stores, On Trend stores, and Nykaa Kiosks. The company projects to cross the 100-store mark by the end of next year.

Nykaa SWOC Analysis:

Some of the Strengths of Nykaa:

- Due to its strong distribution game, the market has a wide reach to its customers, making sure that products are easily available.
- Nykaa's low-cost structure helps it to sell more products to its customers.
- The dealer community is extremely strong for Nykaa that not only gives them supplies but also focuses on promoting the company's products and training.
- Social media is a big factor when it comes to Nykaa. Thanks to a strong social media presence with millions of followers it allows the brand to have a thorough customer engagement.

- The geography and location of Nykaa.com a Passion for Beauty provide it with a cost advantage in serving its customers, when compared to that of the competition.
- The company's innovative ideas have allowed them to come up with new products & enter a new market.
- The partnership program is another major strength of Nykaa. Collaborations, partnerships with its suppliers, dealers, retailers, and other stakeholders.
- Nykaa has a large product portfolio where it provides products in a large range of categories.

Some of the Weaknesses of Nykaa:

- Nykaa is spending more than the average research and development expenditure within the industry.
- A large amount of the company is rented rather than purchased leading to higher costs.
- The company's ability to meet its short-term financial obligations is lower than the industry average.
- Nykaa hasn't conducted market research within the market that serves for the past 2 years.
- Due to its lower budget for its quality control department than competitors, the consistency may not remain the same soon.

Some of the Opportunities for Nykaa are:

- The vast internet users all over the world which means there is a huge opportunity to expand their presence online; by using the internet to interact with its customers.
- The rise in e-commerce can lead Nykaa to earn revenue by opening online stores and making sales through these.
- There has been an increase in the number of social media users worldwide. The three social media platforms; Facebook, Twitter, and Instagram, have shown the greatest number of increases in monthly active users. Nykaa has a huge opportunity to use the medium for their promotions.
- Technology enables better data to be collected on customers & improves marketing efforts.
- The population has been growing and is expected to grow at a positive rate which will increase the sales rate of potential customers that it can target.
- With the number of niche markets growing in the last few years, Nykaa can take full advantage of it.
- Consumers within the industry are becoming more conscious of health, and this is a segment that is growing.

Some of the Challenges for Nykaa beauty:

- Technological developments by competitors; New technological developments by a few competitors within the industry pose a threat to Nykaa.
- New entries in the market and are gaining market share by gaining existing companies' market share. This is a threat to Nykaa.
- There has been an increase in competition within the industry putting downward pressure on prices. This could lead to reduced revenue.
- Consumer tastes are changing, and this puts pressure on companies to constantly change their products to meet the needs of these customers.
- Substitute products available are also increasing, which is a threat collectively for the whole industry as the consumption of current products decreases.
- Increased promotions by competitors have been a threat for Nykaa.

Achievements

Some of the awards won by Falguni Nayar for Nykaa are-

- Most Powerful Women in Indian Business 2011: Business Today
- Beauty Game Changer: Vogue Beauty Awards 2017
- Franchise India Star Retailer Awards: Health & Beauty Retailer of the Year 2017
- Franchise India Star Retailer Awards: Women Entrepreneur of the Year 2017
- Women Ahead: ET Start-Up Awards 2017
- Most Powerful Women in 2018
- Best Social Media Brand – Ecommerce: SAMMIES -2018
- Nykaa Get Set Click: Vogue Beauty Awards 2018
- Best Use of Content to Commerce Content Marketing Summit Asia 2019
- BW Disrupt Women Entrepreneur Awards 2019

Conclusion:

- Nykaa operates a successful e-commerce platform and a string of retail stores across India.
- Since the novel coronavirus outbreak hit India, Nykaa, took a hit in both its online and offline channels.
- As online shopping has proven resilient amid pandemic, the omnichannel company plans to focus its efforts on e-commerce and the adoption of more technology, which can help bridge the online and offline.

Jai Malhar Agri Tourism Centre: Way to Sustainable Livelihood

Agri-Tourism as a part of Rural Tourism:

Tourism is synthesized from mass and alternative tourism. Mass tourism is characterized by many people seeking relevance to their culture holidays in popular resort destinations. Alternative tourism is sometimes referred to as “special interest tourism” or “responsible tourism” and is usually taken to mean alternative forms of tourism.

Objectives of setting up of Agri-Tourism Centre at Morachi Chincholi:

Jai Malhar Agri Tourism is founded by Adv. Devram Gorde. He is a farmer and politician. He has done development in village and promoted agri tourism to alleviate the economy of village. He has given jobs to local youth; due to this activity he has increased the income of families. He provided a market for local craftsmen. Due to these activities tourism from urban areas get attracted towards the centre.

Their various developmental projects, education, welfare programs are majorly responsible for the growth of the centre and village. Global tourists visit the center to find peace, good food and a cordial welcome at the centre.

Jai Malhar Agri Tourism Centre, Morachi Chincholi brought inspiration to the rural youth to come back to their village and start to earn good amount of money for sustainable development.

Activities of Agri-Tourism Centre:

1. Time to Feed: Peacock being fed inside house. “ManBird Companionship”
2. Time to Enjoy Nature: Birds-our Feather Friends. “Birds-Trees Attract Tourists”
3. Time to Dance: Multi-colored Splendor Peacock dancing in full bloom. “Pleasures of Birdwatching”
4. Time to Move: Birds Moving Gracefully. Time passes quickly at Morachi Chincholi.

Major activities at the centre include cart tour, tractor tour, camel, and horse tour etc. Tourists are allowed to see the evening activities at the village. This brings good knowledge about bonding of rural people and their cohesiveness towards each other.



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This activity gives guidelines to cooperating about team building and good communication. Urban tourists generally talk to rural people and gain knowledge about the panchayat raj system at ground level. It fulfils the curiosity amongst the tourists about how rural people are governed.

At the initial stage only 10 people were interested in doing work at Jai Malhar Agri-Tourism Centre. Now 80 employees are employed at Jai Malhar Agri Tourism centre. At Jai Malhar Agri-Tourism Centre, traditional methods have been adapted for welcoming the guest i.e. offering flowers, tika etc... Most of the happenings in the center belong to pollution free climate. The centre is well equipped with ten rooms.

Learnings:

1. Jai Malhar Agri-Tourism Centre offers free agri-tourism training programmes and establish small- holding tourism ventures.
2. Jai Malhar Agri-Tourism Centre prepares viability information of the local area and gives education to the all public for the development of agri and rural tourism.
3. Jai Malhar Agri-Tourism Centre promotes the strategy of engaging native youth in agro tourism Centre.
4. Jai Malhar Agri-Tourism Centre specifically offers contracts to females for foodstuff making in the centres, through Self Help Groups. This helps in the women empowerment.
5. Jai Malhar Agri-Tourism Centre organizes educational events for rural artisans. It supports the ethnic legacy of communities.

With this Jai Malhar Agri-Tourism Centre has contributed to poverty alleviation.

Problems Identified:

1. Propagation:

It seems difficult to do promotional activities in remote areas. Operators can perform advertising tasks in association with some agencies.

2. Transport:

Poor conditions of roads, bunds in between bring challenges to reach the destination. Government and corporate companies must look for good road constructions through CSR activity.

3. Lodging:

To retain the charm of rural environment Harmless and hygienic room is essentials in this business. Consistent freshwater sources and lavatories are essential.

4. Interacting:

Interaction with public and private investors at global and national level is required in this business.

5. Security of travelers:

Travelers should be safeguarded from danger of attack by wild animals.

6. Private and Public cooperation:

Agripreneurs, FPO, FPC, NGO and agro based industrial units can take up this project with the help of farmers, government and agro tourism operators.

SWOT Analysis of Jai Malhar Agri Tourism Centre:

Strengths:

1. Pollution free atmosphere

2. Occurrence of endangered zones
3. Good value for money

Weaknesses:

1. Poor infrastructure
2. Unsatisfactory strategy
3. Lack of modern landscaping practices

Opportunities:

1. Growth of Agro-tourism purposes
2. Agri-tourism as a tool for branding
3. Availability of substantial new funding

Threats:

1. Air, Noise Pollution in the atmosphere
2. Lack of active methods
3. Dominating development of mass tourism

Conclusion:

1. Jai Malhar Agri-Tourism Centre is not only serving the farmers but has also proved extremely productive. The efficient functioning of the center ensures correct and optimum utilization of their precious resources. It has helped to highlight the minute details of agri tourism.
2. The center has a good and systematic structure. At Jai Malhar Agri-Tourism Centre, water resources are very limited, hence during summer season they must depend upon water tankers.
3. The villagers are much more interested in saving Peacocks, our national bird, because that is the tourist attraction. Villagers also help visitors by providing them with free milk and tea.
4. The staff is very much committed to the work centre. Children's attractions, i.e. bullock carts, are being decorated daily. Non vegetarian food is strictly prohibited along with alcoholic drinks and smoking.
5. The agri-tourism has become supplementary movement for the agriculturalists. It provides extra revenue & employment chance to the countryside individuals. It increases the GDP of the rural areas.

Investors' Dilemma: Financial Statement Analysis**Introduction:**

Bharat Petroleum Corporation Ltd. (BPCL) & Indian Oil Corporation Ltd. (IOCL) are the two leading companies in India in the Petrochemical sector. Both predominantly deal with the manufacturing of various Petrochemical products. The COVID 19 Pandemic which started in March 2020 in India, has hit the many sectors hard in terms of their sales revenue & profitability. The petrochemical sector was also one of them.

However, the investors have not stopped investing. They were always in search of good investment opportunities in the market.

These two companies being the leading companies in the Petrochemical sector, they were always on the interest list of the investors. However, investors need to be guided as to which of the companies is better for investment. Financial Statement Analysis is one of the best techniques available for analyzing the financial performance of companies & hence to take informed & wise investment decisions.

While we go for Financial Statement Analysis, there are many techniques available, but the most popular & universally accepted technique is the "Ratio Analysis". This technique helps investors to analyze the financial performance of the firms in detail & under various categories of performance like Profitability, Liquidity, Leverage & Turnover. Each of these categories enlightens the investors about different aspects of a firm's performance, which really helps.



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The Profitability ratios talk about the Gross profit Margin, Net Profit margin, Operating profit margin etc. The Liquidity ratios talk about the overall liquidity position of the firm. Leverage ratios throw light on the overall financial risk / leverage of the firm, & the Turnover ratios highlight the ability of the firm to quickly churn the various resources into the sales & then the cash.

Financial Statements considered for financial performance analysis are the consolidated Balance sheet & Profit & Loss Account of Bharat Petroleum Corporation Ltd. & Indian Oil Corporation Ltd.

The Financial years considered are the last three i.e. 2017-18, 2018-189 & 2019-20.

What the Problem Lies:

Investors around the world who are interested to invest in India & especially Petrochemical sector are interested to know the detailed financial analysis of two of the leading companies operating in this sector. So that they can take an informed & wise decision as to where to invest their funds. The Ratio Analysis of these two companies can help them to make their decision.

Conclusion:

This case will help all the investors to take their informed investment decisions to achieve better financial prospects in future.

The companies under study i.e. Bharat Petroleum Corporation Ltd. & Indian Oil Corporation Ltd. will also get useful information to take their informed business decisions as to in which category of financial performance they need to improve compared to their competitor.

The relevant financial statements are as follows:

BPCL Consolidated P&L Account: FY 2017-18, FY 2018-19 & FY 2019-20

Annual	Mar 2020 (Amount in Rs. Cr.)	Mar 2019 (Amount in Rs. Cr.)	Mar 2018 (Amount in Rs. Cr.)
Sales	284,571	298,225	235,895
Other Income	1,929	2,037	1,674
Total Income	286,501	300,263	237,569
Total Expenditure	281,613	286,531	223,499
EBIT	4,887	13,732	14,070
Interest	2,637	1,763	1,185
Tax	-14	4,377	4,381
Net Profit	2,265	7,590	8,503

Source: www.moneycontrol.com

BPCL Consolidated Balance Sheet as on: 31/03/2018, 31/03/2019 & 31/03/2020

Equities & Liabilities	Mar 2020 (Amount in Rs. Cr.)	Mar 2019 (Amount in Rs. Cr.)	Mar 2018 (Amount in Rs. Cr.)
Share Capital	1,966	1,966	1,966
Reserves & Surplus	34,565	36,797	34,651
Current Liabilities	60,221	53,109	45,810
Other Liabilities	54,109	45,055	37,927
Total Liabilities	150,863	136,930	120,356
Assets			
Fixed Assets	77,931	62,969	55,414
Current Assets	43,251	48,781	40,601
Other Assets	29,680	25,179	24,340
Total Assets	150,863	136,930	120,356

Source: www.moneycontrol.com

IOCL Consolidated P&L Account: FY 2017-18, FY 2018-19 & FY 2019-20

Annual	Mar 2020 (Amount in Rs. Cr.)	Mar 2019 (Amount in Rs. Cr.)	Mar 2018 (Amount in Rs. Cr.)
Sales	484,362	528,157	421,491
Other Income	2,790	2,714	3,419
Total Income	487,152	530,871	424,911
Total Expenditure	489,116	501,441	387,562
EBIT	-1,964	29,430	37,349
Interest	6,578	4,887	3,810
Tax	-5,300	8,653	11,823
Net Profit	-3,242	15,889	21,715

Source: www.moneycontrol.com

IOCL Consolidated Balance Sheet as on: 31/03/2018, 31/03/2019 & 31/03/2020

Equities & Liabilities	Mar 2020 (Amount in Rs. Cr.)	Mar 2019 (Amount in Rs. Cr.)	Mar 2018 (Amount in Rs. Cr.)
Share Capital	9,181	9,181	9,478
Reserves & Surplus	86,216	103,288	104,395
Current Liabilities	161,517	160,718	139,864
Other Liabilities	72,821	61,966	41,934
Total Liabilities	329,736	335,155	295,672
Assets			
Fixed Assets	179,865	160,773	143,182
Current Assets	110,624	129,776	105,674
Other Assets	39,246	44,605	46,815
Total Assets	329,736	335,155	295,672

Source: www.moneycontrol.com

Questions for discussion:

- 1) Comment on the Liquidity, Profitability, Leverage & Turnover position of BPCL for the FY 2017-18, 2018-19 & 2019-20
- 2) Comment on the Liquidity, Profitability, Leverage & Turnover position of IOCL for the FY 2017-18, 2018-19 & 2019-20
- 3) Compare the Financial Position of BPCL & IOCL.
- 4) Suggest to the investors as to which of these companies is better for investment from their historical performance.

An Electric Vehicle- Tata Nexon EV**Introduction:**

Electric vehicles would be the vehicles of the new era. Now many new vehicles running on electric batteries, manufactured by known automotive giants are seen on roads and the number is increasing day by day. The interest in electric vehicles has increased due to growing concerns over the crude oil price and the environmental damage caused by fuel emissions. In India, the electric vehicle market is growing because of environmental concerns and high levels of pollution in major cities of the country. In India, Tata Nexon EV became the market leader in electric mobility business.

Tata Nexon EV

In the 21st century, electric cars started running on the road. But due to limitations of speed and short distance travelled and battery charging stations, electric cars were not able to make their positions in the automotive market. In 2010, Nissan Leaf introduced the first modern electric car in competition with gas and gasoline driven cards.

In India, Reva electric car company pioneered electric vehicles. Now it is Mahindra Reva Electric vehicles launched E20 model for electric vehicles.

The Tata Motors launched 'Made in India' electric car Nexon EV in January of 2020 and recently completed a year since launch. The Tata Nexon EV is India's indigenously developed car. A Nexon EV made a success story in Covid-19 pandemic.



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Tata motors entered the vehicle market, with its brand Nexon EV. The Tata Nexon compact SUV is 129hp power, a 312 km power ARAI certified range with lithium-ion battery pack. The Nexon EV is the perfect city car. The automaker, Tata Motors wants to secure the topmost position in the electric vehicle market in India. Till now Tata Nexon EV is the top in the sales chart in the electric vehicle segment.

The Nexon EV has a range of over 300 kms. "As far as Tata Motors is concerned, we want to establish ourselves as leaders in the EV space. We have taken up the mission that we should be ahead in terms of EV technology," Shailesh Chandra, President Electric Mobility Business-Tata Motors, told PTI in an interview.

Electric Vehicles Versus Gasoline Vehicles?

The Tata Nexon EV ex showroom price starts from about Rs. 14 lakhs to Rs. 16 Lakhs. It seems it is expensive compared to petrol/diesel. It is expensive in the same segment, but its running cost is very low, around Rs. 1/km compared to gasoline (petrol/diesel Vehicles) about Rs. 5/km. On the other hand, Electric Vehicles also have the benefit of lower maintenance cost.

Battery Charging:

A Nexon EV is having futureproof IP67 certified battery with a capacity of 30.2 kWh lithium-ion battery. The Nexon EV provides a 3.3 kWh portable charger which is used with any 15 ampere AC charging socket with charging 10% per hour roughly. With the use of DC charger, it could be charged 80% in approximately in 1 hour. The Tata Motors organized 'Mileage Challenge Rally' for potential Nexon EV customers in Pune on Sunday, January 17, 2021, to spread awareness about electric vehicles and answering millage questions.

There are many arguments against electric vehicles. One of the misleading facts is that it uses electric energy which is produced by polluting thermal power stations. This is not true, in a country various sources are used to generate electric energy including renewable energy sources.

Conclusion:

Tata Nexon has brought a revolution in the automobile industry in India. It has gained popularity amongst customers, and it is increasing day by day. The Nexion EV provides a solution as an environmentally friendly vehicle as well as as it is a mileage efficient vehicle. It has started a new era in the automobile sector in India.

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Banking Operations & Covid 19 Pandemic**Introduction:**

In India Banking sector are divided into public sector & private sector bank. Public sector bank includes State Bank of India, Bank of Baroda, Bank of India, Bank of Maharashtra, Canara Bank etc. Private sector banks include Axis Bank, HDFC Bank, ICICI Bank, Bandhan Bank, City Union Bank etc. Covid-19 came into existence in 2019. First case of Covid -19 found in Wuhan City, China. In India First case reported on 30th January 2020. Currently in Asia Largest number of cases of Corona Virus in India. In India all sectors affected from Covid-19 pandemic. The banking sector was also largely affected from this pandemic. Banking business runs on two things, first is taking deposits from people and second one is giving loans to the people. The difference between these two interest rates is the main source of profit for the banking business.

Due to Covid -19 Pandemic most of the people lose their job. People don't have money to survive their life. People withdraw their money from the bank. As people are losing their job very few people take loans and advances from banks for their investment. Major problem found in India is people are not able to pay EMI for their loan. Banks were also not able to invest in the share market as the markets got down due to pandemic. Banking Industry suffering from loss. Many of the Banking Operations stop their function. The NPA ratio of the banks continuously increasing due to this situation. Banks have decreased their working time. Few banks are merged as they can shut down their business. In the month of March 2020 Reserve Bank of India reforms their policies regarding the repayment of loans, Interest rate, keeping reserve and issuing new loan.



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RBI suggests to both private sector & public sector bank to provide online facilities to the customer for accessing their banking services. Most of the private sector banks introduce chat boat facilities to the customer. The banking industry is trying to use Artificial Intelligence for their banking operation. Public sector banks like SBI have cheque deposit machines in their branches in that customers directly deposit their cheque in the machine without meeting any bank officer and customer got receipt for their transaction. In the 20th century payment banks emerged. BHIM App, Paytm, Phone pay, PayPal, Amazon Pay these are the banks who are very helpful in this pandemic. In India large proportion of unorganized sector is exist, for helping to small shopkeeper, fruit seller RBI introduced payment banking in India. Payment banks are doing well in Covid-19 pandemic by providing cash less services to the people. With the help of payment bank India run one step ahead for making India into Digital India.

Problems faced by banking Industry during COVID-19.

The following problems could be associated with the banking industry and banks in the current situation.

- 1. Dealing with high attrition rates of customers and clients:** - Due to high demands of cash and solvency. Banks are dealing with a high number of clients with bankruptcy.
- 2. Low Loan Recovery:** - Though there's a surge in the number of loans taken up by startups and SME, the loan recovery from existing obligations have decreased.
- 3. Customer Satisfaction:** - As banks are running with half-staff force or mostly online the satisfaction of customers has hampered leading to an increase in dissatisfaction and conflicts.
- 4. Decrease in Fixed Deposits:** - As clients are not willing to invest in long-term deposits due to uncertainty CRR and LSR are getting affected.
- 5. Solvency:** - Due to the increase in the number of bad debts, fintech companies and banks are encountering closure and solvency.

Conclusion

Reserve Bank of India is continuously monitoring the Private Sector & public Sector Banks. RBI reforming their policies for customer benefits and for survival of banks. In India lockdown is going on in various states still banks trying to attract the customer by launching various good policies to the customer and by offering attractive interest rates on loan. Public Sector & private sector banks continuously in the process of giving good financial services to the customer. In the year 2022 hope covid -19 pandemic goes down and Indian banking sector perform good in the market.

Policy Framework to Cultivate an On-Campus Start-Up Culture in an Agriculture University

Studying business without engaging in it is parallel to studying music appreciation without engaging in it. It is hard to comprehend anything at all about what it means to be an entrepreneur until you face the fear and discomfort of going out into the world and declaring, "Here, I made this."

As per - Seth Godin

Introduction

According to YEC, about 90% of young people think that entrepreneurship education is crucial, and this entrepreneurial spirit is present at the university level (Young Entrepreneur Council). Additionally, students can now launch businesses with little to no funding because of the development of the internet, free access to information, and reduced entry barriers.

Every economy must innovate to grow, and innovation occurs at every level of society. According to the Global Innovation Index 2016, India has moved up 15 spots on the global scale. At every step, the nation's young and the university system have a significant impact on how the innovation ecosystem is shaped.

Develop a community of start-ups and innovation across key universities to serve more than four million students. This is one of the three core goals of the Start-up India Action Plan. Utilizing the innovative potential of young people across universities and educational institutions is crucial for developing a business strategy that promotes equitable growth.

Each unique concept goes through the development of a utility, a prototype, a product, research and testing, and a redesign process. Depending on the market reaction or technical path, the innovation and entrepreneurial journey may need to be stopped at various points.

New businesses with superior foundations and vision can never arise unless one can fail quickly and without being perceived as a failure. Additionally, not every young student inventor, entrepreneur, or start-up must continue with the initial concept they began with. Any innovation policy that wants to be effective must allow for failure and allow for the restarting or pivoting of innovations as well as their continued development.



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To create a comprehensive innovation and pre-incubation model for young aspiring entrepreneurs, this policy statement addresses the different limitations that aspiring innovators and entrepreneurs face. While it's critical to encourage innovation, it's also crucial to envision a long-term, sustainable ecosystem-based approach for the educational system.

The necessity of developing comprehensive support for innovations via educational institutions

The radical innovation and start-up ecosystem is made up of several important elements, the most important of which is a flourishing academy that has facilitated innovation, pre-incubation, incubation, development, access to seed, angel, and risk capital investment, market entry, realistic regulatory assistance, business friendliness, development facility, and an expanding government ownership climate. The following categories can be used to group all of these aspects: strategy, ecosystem, planning, incubation and acceleration (SEPIA).

A framework for campus policy that the authorities can support the culture of startups.

The Start-up Cultural Program on campuses aims to build a diverse community that supports the ideas and inventions of young students and fosters an atmosphere where they can excel creatively. The resources should be used primarily at the institute level to create innovation support systems, procedures, and a student-centric innovation ecosystem that encourages innovative thinking and fosters a culture of innovation and entrepreneurship among the students. The policy makes sure that frictional factors like supporting prototypes, protecting intellectual property, developing knowledge-based enterprises, providing a forum to share success stories, and other issues are lessened by policy and allied support. This policy will foster innovation and pre-incubation in academics while considering different sectors, locations, and other factors. It will aim to develop young entrepreneurs who establish businesses outside the technology sector.

Key objectives

- To develop student focused Ecosystem to promote innovation and entrepreneurship.
- To create an atmosphere that encourages creativity and end-to-end support for implementing ideas in an educational institution.
- To handhold projects/ research/ innovation/ ideas of students and create ways connecting mind and market

Key goals

- Using innovation as a tool, create an environment that will encourage graduates to become job creators.
- Ensure that the college creates a link between society, academics, and SMEs in a systematic manner so that fellow students and teachers help in solving the challenges and generate more entrepreneurial prospects.

Stakeholders' broad roles

- Government should assist, integrate, and facilitate.

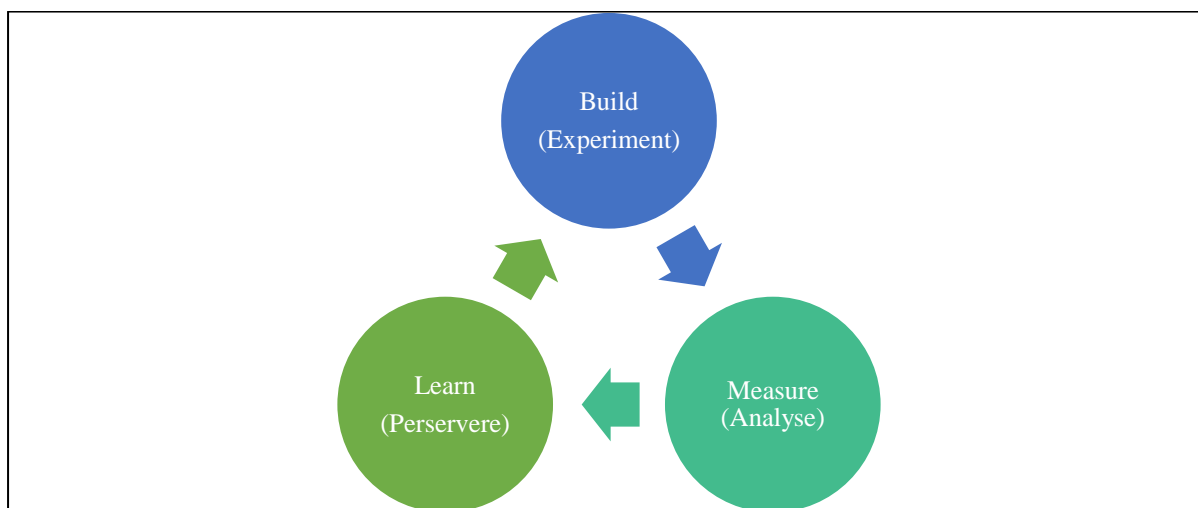
- Academic stakeholders should provide on-campus infrastructure, establish end-to-end support systems, and systematize.
- Non-academic, ecosystem, and industry stakeholders for information exchange, direction, market access, and subject-matter expertise

Three main initiatives of the campus Start-up Language Policy:

Interventions at the levels of pedagogy, co-curricular activities, and community/ecosystem driven interventions will be used to address the essential aspects of the policy. The strategy establishes incentive systems at many levels, including idea level, educational institute level, university level, and cluster level to incorporate extracurricular components.

- i) At the idea level- prizes, credits for education, proof-of-concept, prototype and IPR support, mentorship help.
- ii) Financial, institutional, and capacity-building support at the educational institution level
- iii) Access to external research and entrepreneurial infrastructure, support for financing inventions and intellectual property, industry and external expertise links, and support for the creation of an innovation and pre-incubation ecosystem at the university level.
- iv) Cluster level: Recognition, esteem, exposure, and availability of educational resources
- v) Pedagogy level: University interventions that are largely motivated by new academic and related processes, regulations, and strategies that work to improve the environment and support network for more student start-ups and innovations.

In general, the colleges can practice the cycle of Build >> Measure >> Learn given in figure. To nurture the start-up culture in their education system.



Entrepreneurial Cycle CREDIT

Policy structure

The goal of the Start-up Culture initiative on campus is to give students a quality method for overcoming obstacles and creating chances and innovations. The goal of this strategy is to help students turn their ideas into opportunities that can later be supported as start-ups through various existing institutional structures. It does this by addressing the need to build a robust pipeline of innovations out of research and related endeavors. This approach builds a network of internal resources, lateral relationships, and innovation that supports the facilities that are already in place.

The table gives the generalized policy framework which includes the drivers of the process (SEPIA) which are common and not stream specific. But the frictional forces are often stream specific, so those will be elaborated in following subsections.

Table- Policy Framework

No.	Drivers	Ecosystem Layer	Key Interventions
1	Strategy	Exposure	<ul style="list-style-type: none"> - Reach to students. - Run a literacy program in innovation. - Engaging various stakeholders - Create Conducive and creative environment
2	Eco-system	Innovation/ Culture	<ul style="list-style-type: none"> - Design thinking & ideation. - Problem-solving skills - Live projects & research - Develop minimum viable prototypes (MVP)
3	Planning	Idea Prototyping (IP)	<ul style="list-style-type: none"> - Supportive infrastructure & resources - Start-ups and other business ideas - IP creation and protection - Academic & pedagogic interventions - Pre-Seed support - Validation through early users - motivation / recognition
4	Incubation	Start-up	<ul style="list-style-type: none"> - Business model development - Mentorship - Market access & incubation - Industry linkages - Post seed support. - Funding for full-fledged product realization - Angel funding - Customer validation - Legal and strategic support - Access to dedicated infra
5	Acceleration	Scale-up	<ul style="list-style-type: none"> - Growth stage support - Regulatory support - Acceleration support - Ease of running technology business

Stream wise Management Techniques to address the Friction Forces

In addition to recruiting creative individuals, colleges have multidisciplinary students and have the opportunity for these people to connect effectively because of their proximity. A well-rounded team of people with varied backgrounds finds promising early-stage start-ups. Most start-up teams are highly motivated and hard-working which brings on table a diversity of skills, knowledge, and experience. College students have a higher risk as well as failure tolerance. But, according to the YEC, many university students still say they do not have access to entrepreneurial resources on campus. For our focused group of colleges, we are presenting some friction management techniques to capitalize on helping student entrepreneurs and further improve the built-in vehicle that promotes an ideal entrepreneurial climate, which are presented in the table.

Table- Stream wise Management Techniques to address the Friction Forces

Stream wise managing techniques				
Sr. No	Friction Point	An Arts & Science college	A paramedical and nursing college	An agriculture university
1	Disconnect	-Study patterns from international universities -Conduct industry leader's talks	- connect students with relevant businesses	-Connect with international universities -Try to relate olden practices with modern techniques
2	Competition	-Provide multidisciplinary knowledge -Introduce customized courses	- Give Practical knowledge. - introduce a business potential subject	-Frequently update the curriculum -Add practical courses
3	Infrastructure	-Have a separate department	- Create co-working spaces in the college	- Build funnels for innovation
4	Funds	- teach the concepts of funding in all courses	- teach the concepts of funding in all courses	- teach the concepts of funding in all courses
5	Expectations (To meet student expectations)	- Have idea-based competitions to encourage thinking	- cross campus collaboration -Mentorship programs	-Encourage practical implementation of idea

Conclusion

Student entrepreneurship is an important goal for the colleges, universities as well as the country, which aims to accelerate the process of incorporating start-up culture at a college level. There are three major steps that every college must take to inculcate a start-up culture in their institution.

- Provide actual office space to student start-ups.
- Offer students a medium to accelerate their ideas on campus.
- Integrate entrepreneurship education into the curriculum.

Business Made Easy

“Pantomath Business Solutions”

In India, doing business is not easy compared to other countries. It is observed that the laws, regulations, and compliance made it more complex. In India even today single-entry accounting system is followed on vast scale by small businesses. Accounting, Resource Management, and Financial Information Presentation are the key aspects of any business. Pantomath Business Solutions provide you with all the services right from setting up business to finalizing year-end books. This venture was incorporated by Mr. Mahaveer Lunawat and is offering solutions worldwide.

The firm mainly deals in following fields –

1. Project Financing,
2. Private Equity,
3. Venture Financing.
 4. Debt Syndication,
 5. Accounting and Bookkeeping Services,
 6. Laws and Regulations,
 7. Mergers and Amalgamations,
 8. Takeovers,
 9. Seminars to learn business fundamentals.
 10. Stock Management

The team Compromises of CA, CS, CMA, LLB, MBA, FRM, CPA, CFA, CFE. The team is highly qualified and always ready to help.

Who identified the problem?

Mahaveer Lunawat identified the problem that small businesses face and to help them grow he started Pantomath Business Solutions. The company identifies the problem small scale business suffers and then they help them grow through arranging finance, diversification, and tie-ups.

Want to accelerate your Business Growth?

The company started with the motivation to help small businesses but now these small businesses have reached the next level. Right from identifying the problem to solving it and providing support afterwards Pantomath Business Solutions do everything. The company is growing in rapid speed and have reached a milestone of 40+offices,5000+ employees and 50,000+ happy customers.



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The company also has tie-ups with cross-borders consultants to help Business to exports. Every client is handled by a team containing CA, CS, CMA, LLB, MBA so that they can provide all possible solutions and analyse the problems from all angles. The company is now planning to expand in the start-ups sector so that young talent can find good investors to start their venture.

The company is now arranging seminars in rural areas so that hidden talent of India can be discovered. The company finds potential in Young India and now they are conducting in training to college students and giving recruitment to them.

The company targets to reach 1,00,000+ business in next 1 year and have an impact on 10,00,000 lives directly or indirectly. The company also believes whatever it has gained is from society and to give it back the company has been doing CSR Activities. The companies have mission to make India a Financial Literate Nation and for this it has been regularly conducting awareness programme on importance of money and guiding them that just saving is not plainly important but investing in right place is more important.

Benefits of Consulting through Pantomath

- Identify the potential business and set up your own venture.
- Opportunity to reach global.
- Amalgamation, Mergers, Diversification to grow business faster.
- Proper Bookkeeping and compliance for fair presentation of books.
- All the legal consultation should be given so that you don't miss out on compliances.
- Weekly follow-up to provide real-time support.
- We guarantee to double your current turnover.

Having a business consultant is more important in current times so that you can stand in this competitive world.

Revising The Digital Marketing for Giridhar Foods Pvt. Ltd.

Introduction:

Giridhar Foods Pvt. Ltd is a Ten-year-old organization. It is situated in Kolhapur, Maharashtra which is located 250Km away from Pune & 370Km away from Mumbai. It is in the manufacturing business of food products such as spices, flour, and edible oil etc. The company was started in 2010 by Mr. Rajendra Shinde, who has experience in selling food products. Mr. Rajendra Shinde has worked in FMCG sales after completion of his MBA in Marketing. So, he knew in and out of the industry. He was confident about manufacturing & selling the products in the local market.

Mr. Shinde started at a small scale and gradually scaled his business in 8-10 years. Today, Giridhar Foods Pvt. Ltd. has a good presence in Kolhapur, Sangli, Satara, and Belgaum districts. It is in the top five positions in these districts. Mr. Shinde wants to expand the business in Mumbai & Pune district. He has tried to enter Pune & Mumbai markets with the help of a few distributors. But he didn't get a good response.

Distributors were demotivated and a few stopped business.

The advertisement budget at Pune & Mumbai was very high as compared to Kolhapur, Satara, Sangli & Belgaum. So, Giridhar Foods was not able to do aggressive advertising in Pune & Mumbai.

Mr. Shinde came to know about digital marketing & he was very surprised to know about the very low budget required for it. He hired an employee as Digital Marketing Officer. The employee had a few years of freelancing experience in website development.

The website was developed in the next two months & Mr. Shinde was very excited. He has spent twenty thousand rupees on a website with which he could reach any part of the world. His excitement couldn't continue for a few days as he realized that the company was not receiving any output from its website. They tried Facebook page, YouTube videos etc. for next six months but nothing could give results.



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Mr. Shinde hired Starlight Digital Pvt. Ltd, a Digital Marketing agency from Pune, to rectify the problems and to give a solution. Starlight Digital is a mid-size organization with fifteen years of experience in the field of digital marketing. It conducted an in-depth audit of all digital marketing activities of Giridhar Foods Pvt. Ltd. They came up with various problems.

Problem in Digital Marketing of Giridhar Foods Pvt. Ltd:

- 1) The website was professional looking, but its loading speed was very slow.
- 2) The website had only information about products and nothing else.
- 3) The company was using a Facebook page, but it had only 325 followers.
- 4) The company was sharing only product information on social media. Hence, the engagement rate was very low.
- 5) The company did not use any paid advertisements.
- 6) The company has not worked on On-Page & Off-Page SEO of websites.
- 7) Mr. Shinde was expecting instant results, which were difficult in the case of free digital marketing activities.

Conclusion:

Digital Marketing is a new way of marketing. It can take time to bring results. Websites can be used as a backbone of digital marketing strategy. The website should not only be professional-looking but should also be high speed. The website should also have information about the company, contact details, product details, blog section and other relevant information. The main aspect of website marketing is Search Engine Optimization. At most care and efforts should be taken for ranking website in higher search results.

The organic reach of social media is continuously decreasing hence companies should always go for paid social media campaigns. The company should create and distribute informative, engaging, emotional, useful content for customers through social media profiles. Companies should limit sharing sales messages all the time on social media.

Networking in B2B

“SATURDAY CLUB GLOBAL TRUST”

In Maharashtra, it is observed that the Marathi communities are reluctant for setting up their own businesses. To develop economic independence, it is very important that Maharashtrian families especially should learn how to start and grow a business. There is many NGO's working for such causes, where the industrial experts are helping new entrepreneurs to understand the business gaps in the market and start their own business. Once the businesses are started, in a B2B environment it becomes extremely important to have a strong network around us to grow the business.

“SATURDAY CLUB GLOBAL TRUST” is one such organization working in Maharashtra as well as at National and global level to help the budding entrepreneurs to develop the network for doubling the business and understand the new opportunities in the market.

Who identified the problem?

Late Madhavraoji Bhide, identified the problem in Maharashtrian families that they are not able to develop their business network and therefore he started one club to bring such entrepreneurs together to learn business, develop the culture of business and change the mindset of the Maharashtrian families.

Want to accelerate your Business Growth?

Saturday Club Global Trust - SCGT [Est. 2000] is the first Business Network forum working in NGO format. SCGT was formed with a mission to channel the immense talent and integrity prevailing in the Maharashtrian community into entrepreneurship. SCGT was established by Shri. Madhavrao Bhide, Founder Chairman and a leading consulting Engineer of repute. The prime objective of SCGT is to create personal, social, and national wealth & employment through entrepreneurship.

In the Saturday club they have a different category of business in one group. It is made sure that the category of the business does not be repeated, to provide a better opportunity and exposure to everyone in the group. They name such groups as chapter. There are a total of 61 chapters currently working and yet growing in SGST. One group generally registers 50 to 60 businesses.



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It provides an opportunity for every single business owner to present their business in front of all other business owners by conducting regular meetings. Therefore, everyone gets a fair chance to explore and exchange opinions with different categories of people. They usually have mentoring sessions as well as cross chapter meetings so that once you have explored the business opportunity in one group you can meet new groups and present your business to others so that you're networking in B2B world will increase. With this chain structure they normally share more than 1,00,000 references. Slowly SCGT is spreading their wings, their strength is 2400+ members and more than 1500 network meetings per year. This club all together was able to develop the business turnover above 1500 cr.

Benefits of Joining SCGT

- Ample amount of Networking opportunity as one can visit cross chapter meetings across Maharashtra.
- Opportunity to do Presentations in Cross Chapter
- Joint Venture Projects
- No commission/No cost shared on the business you generate via SCGT reference.
- Additional Support and handholding for your Business through Business Cells & Power Groups
- Strength of all SCGT members to get connected anywhere across the Globe.
- Learning & earning both happen together.

Conclusion:

Relationship marketing is the key to success in B2B environment, such clubs provide ample amount of networking opportunity to each enthusiastic member of the group to grow. In business it is said that if you are having strong network then definitely you are the strongest player.

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- 3) List of key words
- 4) Classification code: at least one classification according to classification system of journal articles as used by Journal of Economic Literature. A brief biographic sketch (60-80 words) of the Name(s) of the authors describing current designation and affiliation contact details. All headings should be **written in Case. Paragraphs** should not be indented.

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