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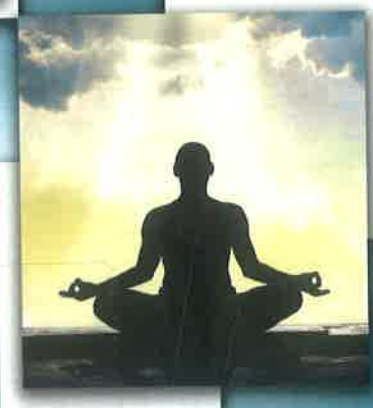
7th National Conference 2018

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**"Reconnect to Basics:
Mantra to Value Based
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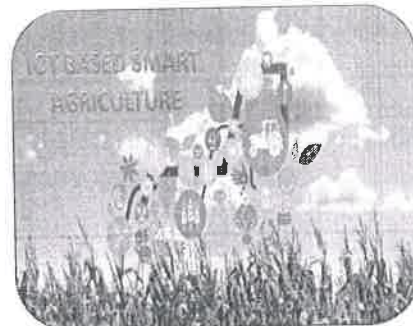
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ADAPTATION OF IOT BASED SMART AGRICULTURE IN INDIAN MARKET

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ABSTRACT

Cultivating farm productivity is indispensable for growing farm profitability. Farm productivity can be enlarged by sympathetic and forecasting yield performance in a multiplicity of environmental conditions. This study deals with IoT devices that can be used to improve cultivation of food crops, as lots of research work is going on to monitor the effective food crop cycle as from the beginning to till harvesting, the farmers are facing very difficult for better yielding of food crops. Though few initiatives have also been taken by the Indian Government for providing online and mobile messaging services to farmers related to agricultural queries and agro vendor's information to farmers. Such information's are not enough for farmer, still lot of research work need to be carried out on current agricultural approaches so that continuous sensing and monitoring of crops by convergence of sensors with IoT and making farmers to aware about crops growth, harvest time periodically and in turn making high productivity of crops and also ensuring correct delivery of products to end consumers at right place and right time.

KEYWORDS: Farm productivity, crop cycle, the Indian Government, crops growth, correct delivery.

INTRODUCTION

An introduction of new technologies and implementations it is a necessary goal to trend up in agriculture too. Many researches have done

research in the field of agriculture and they signify the use of wireless sensor network that collect data from different sensors deployed at various nodes and send it through the wireless protocol. The composed data deliver the information about the numerous environmental factors. Nursing the environmental factors is not the comprehensive solution to increase the yield of crops. There are numerals of other factors that decline the productivity. Hence, automation must be implemented in agriculture to overawe these problems. It is essential to develop an integrated system which will improve productivity in each stage. However complete automation in agriculture is not attained due to various issues. Yet it is implemented and is in the research level, it is not given to the farmers as a product to get benefitted from the resources. Hence, this study deals about developing smart agriculture using IoT and provide to the farmers.

The Internet of Things (IoT) has the competence to transform the world people live in, more-efficient industries, and smarter cities are all components of the IoT equation. The application of technology like IoT in agriculture could have the highest impact. Cultivating farm productivity is essential for growing farm profitability. Farm yield can be increased by understanding and forecasting crop performance in a diversity of environmental conditions. As per research conducted, it is observed that agriculture sector contributes 27% to GDP, and provides employment to 70% of Indian population. According to the UN Food and Agriculture

REVIEW OF RESEARCH

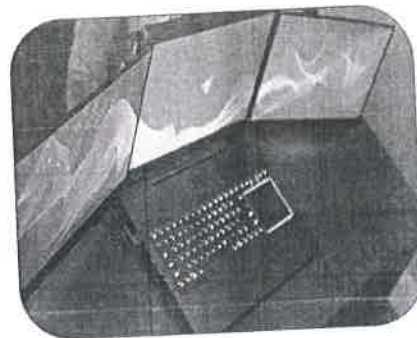
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EXPERIMENTAL STUDY OF BIDIRECTIONAL VIEWING PROTOTYPE FOR DUAL DISPLAY SYSTEM

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ABSTRACT

In the high-tech epoch of portable PC's, GPS-GIS, Wi-Fi system visualization plays key role for appearance of information (Data, audio, video, images etc.). Embedded system supports integrated architecture for designing of hardware structure and code development for implementation. The development of such prototype with Raspberry Pi, HDMI splitter and Pseudo code gives the new conceptualization to the techno-savvy world. The prototype Raspberry Pi (a single board device) with HDMI (audio/video Interface) splitter gives output which will be viewed in a bidirectional way for a dual display system. The integrated video processor performs video processing functions for raspberry pi type of sensors. A VGA converter is also available to steam VGA output for a VGA monitor. The Raspberry Pi has been used in a wide array of digital maker projects. If the video output from raspberry pi's can be passed to two HDMI input streams of two monitors. Both Raspberry pi can be programmed SDK (Pseudo code development) and can be connected and controlled by the desktop. With this prototype users, professionals, clients are more connected and accessible which gives them flexibility, feasibility for sharing data between the applications. The flexibility of bidirectional display unit can provide multi-tasking and optimum utilization can be done by saving energy with fullest / maximum efficiency.

KEYWORDS: Raspberry Pi, HDMI, VGA, Bidirectional, efficiency.

INTRODUCTION

In the decade of technological era where tablets, Portable PC's, specialized software, powerful GPS/ GIS system is a medium of communication in terms of visualization. The visual technologies CRT, LCD, LED display systems are making possible to display more and more information on the screens. But the recent trends in visual technologies are multiple display, dual view display, multiform architecture which are innovating large number of applications like interaction, projection, presentation, output display, controlling tools for viewing integrated at some extent.

Researcher proposing the embedded system using Raspberry pi mostly used prototyping source hardware with HDMI cable and VGA converter for viewing bidirectional display output for digital system.

The Raspberry Pi

The Raspberry Pi is a series of credit card sized single board developed in England, United Kingdom by the Raspberry Pi Foundation with the intent to promote the teaching of basic computer science in schools and developing countries.

HDMI splitter

HDMI (High-Definition Multimedia Interface) is an audio/video interface for transferring uncompressed video data and compressed or uncompressed digital audio data from an HDMI-compliant source device, such as a

EXPERIMENTAL STUDY

display controller monitor, video digital audio device for analog video s

A HDMI video output from output to two r output from these two HDMI input

An HDMI device output an or more HDMI o the single line. to the output d used with an ex signal among cables can be co or more displays original signal, compatible devi

NEED & SIGNIFI

Dual viewing archite knowledge, pra will gives and c opinions. To i users and clie unit will play i more connecte professionals feasibility for applications. T unit can provid and use of simultaneously bidirectional v sitting across This gives cor Considering to utilize the pr minimum cost by saving e efficiency for Visualization system enhan bridge the audiences fro

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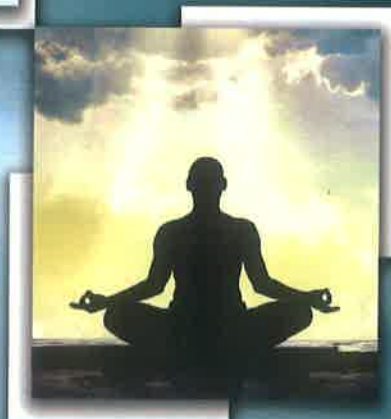
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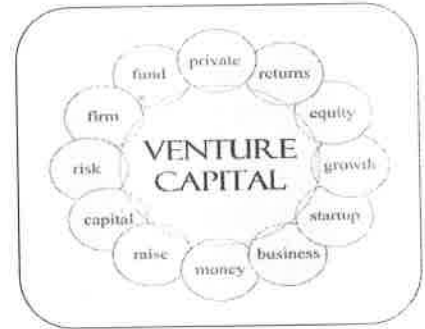
CRITICAL ANALYSIS OF VENTURE CAPITAL FINANCING AND INVESTORS INVOLVEMENT IN VENTURE DEVELOPMENT

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ABSTRACT

In recent years venture capital investment in India has grown substantially not only in terms of amount but also in terms of number of deals closed year on year. In 1972, committee on development of SME's highlighted need of venture capital in India to faster the growth of technology businesses. Since then till 1998 venture capital investment was not gained much importance amongst entrepreneurs because of various reasons associated with social security involved in sharing business with external investors. Over the period 2005 to 2017, development of vibrant ecosystem and favorable business environment has outgrowth the venture capital investment activity across various sectors in India. The reason behind the popularity of venture capital as source of equity and risk capital for start-ups and early stage venture is the blend of two, investment and involvement of venture capitalist in investee firm resulting in speedy growth of investee firm. Entrepreneurs know their product but they may not be expert in business development wherein it brings the need of mentor that comes along with venture capital financing. Venture capitalist expertise, networking and resource sharing tactics helps investee firm beyond monetary needs of the firm.

This research paper analyses venture capital financing and how involvement of venture capitalist impacts the growth of investee firm. Research findings are based on primary data

collected through questionnaire responded by 50 venture capital firms and 100 entrepreneurs in Maharashtra. Research findings highlights areas of venture capitalists involvement and its impact on venture development.

KEYWORDS: Venture capital, areas of involvement, growth, impact on venture development.

INTRODUCTION

Technology driven businesses has brought 360° change in the social life of people in the world. These businesses have solved many problems where we were stuck in for decades. Many countries across the globe has witnessed revolutionary change in their GDP and overall economic development due to establishment of technology businesses. In spite of that High-tech businesses face lot of difficulties in raising funds from conventional sources due to lack of collaterals, marginal profits in early stage of business and proven business ideas. Availability of funding in seed and early stage is major challenge in front of entrepreneurs. At this stage what entrepreneurs need is the risk capital in equity form. There is very limited or negligible source of capital available from banks and financial institutions in debt form adding extra cost burden when these businesses struggle for profitability. Countries like US, Israel, Taiwan, Sweden and China has overcome this situation by nurturing



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PERSONAL SELLING AND CUSTOMER EXPERIENCE MANAGEMENT IN REAL ESTATE MARKETING

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Professor & Research Guide , AnekantInsitute of Management
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ABSTRACT

The Real Estate Sector is the second largest industry of the country after agriculture. It contributes in economic strengthening of our country by providing infrastructure, housing and employment to large number of people. In past few years, Real Estate Sector has been backed by huge spending in housing, industrial construction, and development and public infrastructure. While the Housing activities in real estate sector have shown a continuous growth, many home seekers often find themselves in a clutter created by aggressive marketing activities across the country. Digital Explosion in last decade has connected all markets and its stakeholders through virtual media. Digital has penetrated all civilizations and consumers have access to information any time and any place they want it. Concept of Sellers' market has remained only for textbook study, as consumers now control the consumption patterns. Digital content and channels are informative and amusing at the same time. Such platforms not only disseminate information but also collect reviews from consumers on consumption of those products. The new mantra for marketing is all about meeting fancies of consumers and giving them unique experiences which they can further make fuss about. The traditional marketing channels like newspaper advertisements, hoardings, banners, pamphlets, etc are also being equally used in attracting enquiries from the audience. Various offers and attractive contents are often converted to campaigns and flashed in all marketing

channels. However, these channels have a limited role in generating enquiries from property seekers. For generating business from these enquiries, a personal touch from a knowledgeable and experienced salesperson is extremely important. Combining the aggressive digital and non digital campaigns along with expert and efficient sales team deliver good experiences to customers which further converts in to loyalty and referral business.

KEYWORDS: Real Estate Sector, Personal Selling, Customer Experience Management, Sales Team Management.

INTRODUCTION

Real Estate investment is considered as one of the main aims in life for every Indian. Buying a house after seeking a job is a deemed agenda for every working individual who is strongly persuaded by parents. Few years back, buying a house was easier and real estate investments were considered only for locking hard earned savings. But now, buying a house is a basic requirement and buying another is a luxury-cum-investment. In a country like India, such changing preferences are demand boosters for residential property developers. Such opportunities combined with the advents of digital marketing enables aggressive promotion of residential properties. Branding and Image creation get new boost and the properties don't just get marketed but also get glamourized. But such ruthless marketing efforts often happen to ignore the



'SERVICE FAILURE AND SERVICE RECOVERY IN HIGHER EDUCATIONAL MANAGEMENT INSTITUTE: DO IT RIGHT THE FIRST TIME'

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ABSTRACT

Service failures are common in manufacturing sectors and other service sectors; but when it comes to education and academic settings, more particularly Management Institutes have to be very careful regarding the services they provide, as the students enrolled for such professional courses are only for a period of two years. Hence for Management Institutes it is 'Do it right the first time'. Teaching service failures here may include teacher not coming to class on time or not being available during office hours, teachers being apathetic or show disrespect to students because of their authority status and power etc. Service failures in such Institutes may go unnoticed and complaints remain unregistered thereby limiting the scope of service recovery effort. Disgruntled student if encounters a service failure; though chooses to not complain, but may spread bad word of mouth which may hamper further admissions at the Institute. Therefore service recovery becomes one of the central tenets of the relationship marketing approach. For the present study cross-sectional descriptive research design was used. Primary data was collected using a structured questionnaire as a research instrument. Data from 23 responses of statistical significance revealed that students have encountered service failures but did not complain for the fear of reprisal. The results through descriptive statistics also revealed that active listening is the most prominent attribute that leads to satisfaction and apathy is the most

predominant factor that leads to student dissatisfaction.

KEYWORDS: Service failure, Service recovery, disgruntled student, complaining behavior.

INTRODUCTION

In common parlance, a service failure means service performance that falls below customer's expectations in such a way that leads to customer dissatisfaction. Service recovery refers to the actions taken by an organization in response to a service failure. A service industry that can greatly benefit from the application of marketing principles in the area of service recovery is higher education (Iyer & Murthy, 2008). There is a demand for more research that explores the application of services marketing concepts to the higher education service industry (Hemsley-Brown and Oplatka, 2006). Service failure occurs when the services do not conform to the customer's expectancy (Park and Kim, 2016). Berry and Parasuraman (1992) suggest that failure can also be considered from a positive perspective. According to them, service failure is not necessarily a problem but also acts as an opportunity to enhance customer satisfaction and to prevent customer defection. Things may go wrong but an organization can mend it through effective recovery strategies. In service businesses, the old adage must be revised: 'It is human; to recover, divine.'



A STUDY ON IMPACT OF EATING FREQUENCY ON HEALTH OF HUMAN BODY

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ABSTRACT

Diabetes and obesity are the major health problems in developed as well as developing countries. The "carbo-insulin connection" theory was popularized by late Dr. Shrikant Jichkar. He advocated the idea of eating only twice a day to lose weight and prevent sugar extremities. The author observed considerable weight loss in some cases, while reduction in metabolic issues in many cases and blood sugar normalization in other cases of selected volunteered respondents! Hence the author is trying to collect experiences of people and benefits of eating twice and losing weight. This study provides the encouraging results in the connection of public health.

KEYWORDS: Public health, Eating frequency, Weight loss.

INTRODUCTION

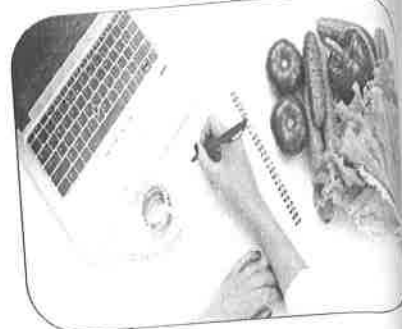
We are well aware about the impact of food on the health of human. The intake is the most prominent factor in the physical fitness. This paper focuses on the eating times (frequency) impacts on the health of the human.

There are many ways to reduce the over weight of the body like eating only fruits, eating less food, fasting, avoiding fats in the food, etc. due to these efforts, weight loss can be resulted, but there are some bodies that have tendency to gain the weight when they are liberal in the lifestyle. As we stop these practices body reaches to the original position. Hence we need such a

method which can help the weight reduction and retentions.

REVIEW OF LITERATURE

Theory: The weight loss and sugar normalization is based on very simple principal. If we eat every time (let's say hourly) our pancreas use to secrete insulin. Each time we consume any food item containing carbohydrate we secrete insulin. If we take tea, any energy liquid breakfast or complete lunch or dinner, the quantity of insulin secreted is almost the same. Insulin secretion is of two types. There is a baseline secretion 18 to 32 unit per 24 hours which is beyond our control. Secondly with the event of eating, we secrete insulin. As our blood always has high level of insulin, the body uses carbohydrates as a source of energy and fats remain untouched. Insulin being the saving hormone, tries to store energy in the form of fat. When we treat a diabetic patient with injected insulin, one of the side effects is weight gain. When we are fasting say 3 to 4 hours after lunch or dinner, our insulin level goes down. The lowered level of insulin stimulates the body to use firstly liver glycogen and then fats for the purpose of energy. Hence when a person eats only twice a day, s/he loses weight.





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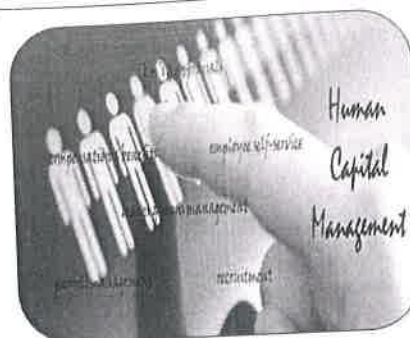
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HUMAN CAPITAL MANAGEMENT: CARRYING INFINITE ROI

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²Associate Professor & Research Guide, SVPM Institute of Management, Malegaon.



ABSTRACT

Success of any organization depends on appropriate utilization of human capital. Success of functional strategies depends on efficient utilization of the fundamental asset in the form of human resource available in the organization. Human capital is getting increasingly higher significance by adding the value to the workforce. The ability of achieving targets depends on the real potential and commitment of the employee.

The contribution of every employee providing services is significant for creating the value to be delivered to customers. In order to increase the contribution of employees for effective outcome, there is a need to concentrate on crucial components.

This study has been conducted to identify effectiveness of some components related to human capital working in selected organizations in Pune District. It further gives suggestions for enhancing specific human capital components for betterment of services provided to the end users.

KEYWORDS: Human Capital, HRM, Service Sector, Commitment, Value Addition.

1. INTRODUCTION

Human capital is the asset of an any organization in form of its employees. Human capital considers the value of knowledge, skills and experience of employees adds to the organization. Human capital management is

the responsibility of HR department of organization it includes staffing and training of employees to increase human capital.

The main objective of this research paper is to evaluation of some components of human capital from selected organisations in Pune district. The involvement of employee offering services is significant for creating the value that organisation is providing to the end user. There are number of factors responsible for providing meaningful value added services.

2. LITERATURE REVIEW

To combat today's changing business environment every organization should be agile and adapt with new techniques. This is essentially important for their long term sustainability. It is the fact that, human resource input plays a significant role in strengthening the competitiveness of organisations. (Barney, 1995). As per observations of Lumpkin & Dess, (2005), there is a strong relationship between innovativeness and organisational performance under the human capital philosophy.

Human capital is the intellectual capital of the organisation. The OECD (1999) defines intellectual capital as 'the economic value of two categories on intangible assets of an organisation' – organisational and human capital. Intellectual capital includes human capital, social capital and organisational capital. Intellectual capital refers to the

HUMAN CAPITAL

'knowledge society. (199

3. MEASUREMENT COMPONENTS

The measurement of human capital concentrates on the employee's application of knowledge to achieve enhanced productivity. Human capital is measured in terms of the services. An individual's capital in the organization considering personal and environmental circumstances.

4. METHODOLOGY

The research was conducted with 30 respondents from various localities representing different customer segments. A major scope of the study was to determine the level of commitment assumed that the highest usefulness were employees in the process of service delivery.

5. DATA ANALYSIS

5.1. Respondents

Respondents	
Sr. No	Category
1	Designation
2	Gender

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STUDY ON THE ADOPTION OF MOBILE WALLET WITH SPECIAL REFERENCE TO YOUTH: GROWTH OR BBLE

Dr. Arora¹ and Dr. Vinod N. Sayankar²
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Research Guide & Professor, Anekant Institute of
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ABSTRACT

Earlier times, Indian economy has been dominated by cash transactions only. However, the increased adoption of smart phones with high internet speed has been pushing the economy to be less dependent on cash and promoting the use of digital payments. Youth are the one who are very much interested in exploring new things and are the one who are adopting smart phone and internet at a very high pace. Even RBI and Government of India has been providing boost to the digital payments. As India drives to become more cashless the market potential for mobile-wallet industry in the India is estimated to grow. Mobile wallet basically allows a consumer to make a contactless payment from smart device. Instead of swiping card or carrying cash the consumer can pay with one click on the smart phone. According to the RBI as in volume of share of digital payment, the mobile wallet is just 10%. That means there is a need to analyze the level of knowledge, risk and privacy factor among the youth towards the mobile wallet. If the level of knowledge and privacy factor towards the mobile wallet is high then there is strong chance for its adoption.

KEYWORDS: Mobile wallet, college students, knowledge, privacy, risk

INTRODUCTION:

Indian economy has been always dominated by cash transactions. However, the increased adoption of smart phones with high internet speed, has been pushing the economy to be less dependent on cash and promoting the use of digital payments. Even RBI and Government of India has been providing great boost to the digital payments. As India drives to become more cashless, the market potential for mobile-wallet industry in the India is estimated to grow at \$4.4 billion by 2022, says Capgemini's World Payment Report 2017. The projection of a compound annual growth rate (CAGR) is 148 per cent over five years. For India this reality is the result of few factors like the Government's effort for DIGITAL INDIA, Demonetization which took place on 9th November 2016 and these step have forced many people to opt for cashless transactions. Today, smart phones have become a part of everyday life. People spend at least 2 to 5 hours on using Smartphone for number of activities like surfing, buying online etc. Youth are the one who are very much interested in exploring new things and are the one who are adopting smart phone and internet at a very high pace. Youth are defined as those aged 15 to 29 in the national youth policy (2014). This age-group constitutes 27.5% of India's population Due to technology that youth can nowadays use their smart phones to make money transactions or payment by using

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A STUDY OF PHARMACEUTICAL MARKETING STRATEGIES WITH SPECIAL REFERENCE TO PHARMACEUTICAL INDUSTRIES IN INDIA

Dileep M. Pawar¹ and Dr.Vinod N. Sayankar²

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ABSTRACT

In India Pharmaceutical companies are striving to create their own presence by developing new API (Active Pharmaceutical Ingredient) or designing new Drug formulation or by designing different Pharmaceutical Marketing strategies to cater to the huge market of around 1.35 Cr population which are very diverse in nature and it should be served so systematically with minimising wastage of medicines to accelerate the production and R&D for Pharma companies. Government of India is assisting lot of new initiatives to promote this new innovation in to pharma market. In this research paper the more emphasis is given on marketing strategies devised by pharmaceutical Companies in Indian Pharma Market which are different for different pharma Products 1.Branded medicine 2. OTC (Over the counter Medicines) 3. Generic medicines (India is one of the leading exporter of generic medicine to rest of the World). Marketing strategies for Branded medicines are different than that of OTC Products and OTC Marketing strategies are different than that of generic Pharma products. Different Pharma companies have devised different marketing strategies for same segment of product to cater very diverse population of India they are like (Social media marketing via Facebook Page. YouTube, LinkedIn, twitter and many more).The findings of this paper are Pharma industries in India has adopted

traditional as well as modern marketing strategies which includes recent trends data analytic reports to analyse demand for the pharma product in future. In India for Branded medicines physicians are decision maker to purchase the medicines. For other products Generic and OTC (over the counter Product) different instrument of Advertisement and promotional tools are contributing a lot to increase sales of thee products In this paper marketing mix of pharma product and other aspects has been studied with reference to Indian pharma Industries. This research paper provides us an overview of the role of marketing strategies to Identify, Create, communicate and deliver the required input in nation's healthcare to stand India fit and healthy.

KEYWORDS: Indian Pharma Industries, Pharmaceutical Marketing Strategies, Marketing Mix of Pharma Products.

INTRODUCTION: INDIAN PHARMACEUTICAL INDUSTRY:

Currently India's cost of production is nearly 33 per cent lower than that of the US. The cost of setting up a production plant in India is 40 per cent lower than in Western countries. It is found higher, around 50 to 55 % in western countries as per previous studies and research reports.India has the 2nd largest number of USFDA-approved manufacturing

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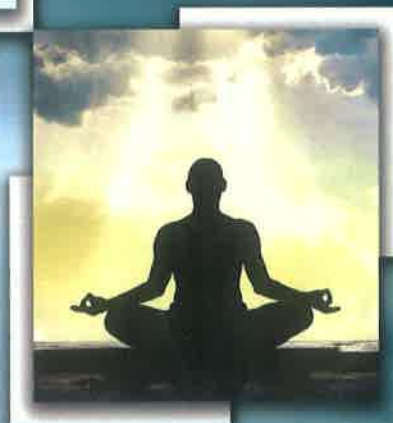
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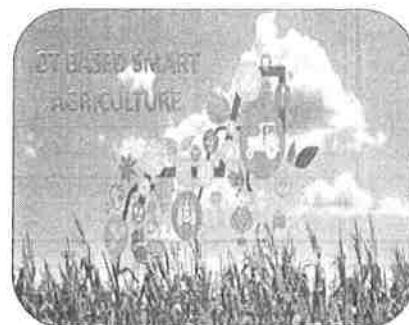


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ABSTRACT

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KEYWORDS: Farm productivity, crop cycle, the Indian Government, crops growth, correct delivery.

INTRODUCTION

An introduction of new technologies and implementations it is a necessary goal to trend up in agriculture too. Many researches have done

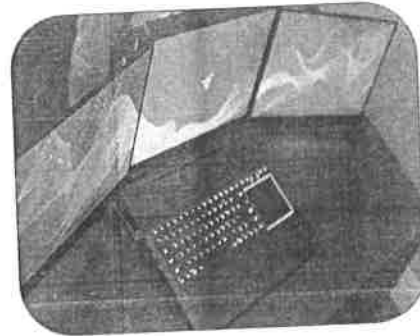
research in the field of agriculture and they signify the use of wireless sensor network that collect data from different sensors deployed at various nodes and send it through the wireless protocol. The composed data deliver the information about the numerous environmental factors. Nursing the environmental factors is not the comprehensive solution to increase the yield of crops. There are numerals of other factors that decline the productivity. Hence, automation must be implemented in agriculture to overawe these problems. It is essential to develop an integrated system which will improve productivity in each stage. However complete automation in agriculture is not attained due to various issues. Yet it is implemented and is in the research level, it is not given to the farmers as a product to get benefitted from the resources. Hence, this study deals about developing smart agriculture using IoT and provide to the farmers.

The Internet of Things (IoT) has the competence to transform the world people live in, more-efficient industries, and smarter cities are all components of the IoT equation. The application of technology like IoT in agriculture could have the highest impact. Cultivating farm productivity is essential for growing farm profitability. Farm yield can be increased by understanding and forecasting crop performance in a diversity of environmental conditions. As per research conducted, it is observed that agriculture sector contributes 27% to GDP, and provides employment to 70% of Indian population. According to the UN Food and Agriculture



EXPERIMENTAL STUDY OF BIDIRECTIONAL VIEWING PROTOTYPE FOR DUAL DISPLAY SYSTEM

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ABSTRACT

In the high- tech epoch of portable PC's, GPS-GIS, Wi-Fi system visualization plays key role for appearance of information (Data, audio, video, images etc.). Embedded system supports integrated architecture for designing of hardware structure and code development for implementation. The development of such prototype with Raspberry Pi, HDMI splitter and Pseudo code gives the new conceptualization to the techno-savvy world. The prototype Raspberry Pi (a single board device) with HDMI (audio/video Interface) splitter gives output which will be viewed in a bidirectional way for a dual display system. The integrated video processor performs video processing functions for raspberry pi type of sensors. A VGA converter is also available to steam VGA output for a VGA monitor. The Raspberry Pi has been used in a wide array of digital maker projects. If the video output from raspberry pi's can be passed to two HDMI input streams of two monitors. Both Raspberry pi can be programmed SDK (Pseudo code development) and can be connected and controlled by the desktop. With this prototype users, professionals, clients are more connected and accessible which givesthem flexibility, feasibility for sharing data between the applications. The flexibility of bidirectional display unit can provide multi-tasking and optimum utilization can be done by saving energy withfullest / maximum efficiency.

KEYWORDS: Raspberry Pi, HDMI, VGA, Bidirectional, efficiency.

INTRODUCTION

In the decade of technological era where tablets, Portable PC's, specialized software, powerful GPS/ GIS system is a medium of communication in terms of visualization. The visual technologies CRT, LCD, LED display systems are making possible to display more and more information on the screens. But the recent trends in visual technologies are multiple display, dual view display, multiform architecture which are innovating large number of applications like interaction, projection, presentation, output display, controlling tools for viewing integrated at some extent.

Researcher proposing the embedded system using Raspberry pi mostly used prototyping source hardware with HDMI cable and VGA converter for viewing bidirectional display output for digital system.

The Raspberry Pi

The Raspberry Pi is a series of credit card sized single board developed in England, United Kingdom by the Raspberry Pi Foundation with the intent to promote the teaching of basic computer science in schools and developing countries

HDMI splitter

HDMI (High-Definition Multimedia Interface) is an audio/video interface for transferring uncompressed video data and compressed or uncompressed digital audio data from an HDMI-compliant source device, such as a

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MARKETING MIX ELEMENTS OF SHOPPING MALL AND ITS IMPACT ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO UNDERGRADUATE STUDENTS IN PUNE CITY

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ABSTRACT

This research paper aims to understand the various marketing mix elements of shopping mall and its impact on consumer behavior special reference to Undergraduate students in Pune city. The sample in the study that is very trendy and fashion oriented and easily gets influenced by these right blend of marketing mix elements of shopping mall. These 4 P's of marketing and extended 3 P's for service have deeper impact on the consumer behavior while shopping at shopping mall. This research will help the mall management to recognize the right blend of this marketing mix element that significantly impacts the consumer behavior.

KEYWORDS: Consumer Behaviour, Marketing mix elements, Extended 3 P's for service, Trendy and Fashion oriented.

INTRODUCTION

Marketing Mix elements can be used as tool by mall management to invite shoppers and spend more time along with shopping in the shopping mall. 4 P's of marketing mix elements which include Product, Price, Place and Promotion have their own importance when it comes to the consumer perception. Consumers react differently to the different marketing mix elements. Product characteristics deals with the utility concept, Price characteristics are mostly to understands customers willingness to pay, Place characteristics are majorly for convenience, Promotion by

shopping mall influence the buyer behavior, Physical Evidence provides the confidence to buyer, People intends to imparts care and Process which are systematic and well defined saves the time and increase the quality of work.

In the organized retailing like shopping malls, hyper markets, chain stores the marketing mix model followed by mall management is relevant as per particular time. But heightened competition, market pressures, struggle in positioning in market and consumers perception and attitude are some of the factors that are crucial from the point of view of mall management, However different shopping mall apply different combination of marketing mix elements because of the consumers heterogeneous needs and competitive conditions in the market. Today's customer is well informed and well educated he knows the purpose of visit and accordingly select the store according to the place attributes. Consumer is giving importance to various elements differently when they interact with the different malls. And so it become very important to mall management to understand the impact of these element on consumer behavior.

THEORETICAL BACKGROUND

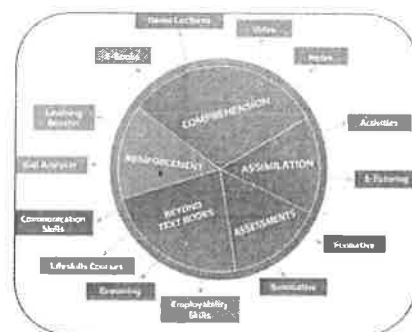
Consumer and Consumer behaviour

A consumer is a person who influences or decides on the acquisition of one of the product or service, and who use one of these product or service (Judhith W. Kincaid, 2003).

VALUE BASED LEARNING: MANTRA TO HURTFUL OFFICE RUMOR-A MODERN TOOL

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*There is only one chance to prove
'The Honesty and Originality'*

ABSTRACT

Of late office Rumors or work place politics is very common weed in the organization. Let's see how it gets impacted on the passed out graduates as well as on sincere and honest employees. For instance, a student on completion of his management studies (or any other studies) migrated to metro city perhaps new city to take a job at a company. After few months (perhaps on experience) s/he switch-on to other job / company and s/he was certainly thrilled to join and take up new assignment, because of better opportunities, gainful employment and lucrative pay-cheque. As the time passes in the new job, s/he was astonished when s/he had a very hard time to build friendships and positive relationships with his colleagues; rather s/he was finding very hard time and had to face stressful situation. Because of the imaginative negative back drop was created by the tools of gossip and flick of hurtful rumors by the previous fellow employees. Being a management student in a study, s/he did 'out of box thinking' (s/he knows pretty well what is there in box too), a few months down the line s/he could found a way out. After seriously and cautiously working on the situation s/he sniffed that, someone from his previous company had falsely told one of his new colleagues (probably to the reporting boss) that s/he tries to get others to do his work for him. Workplace gossip like this can have devastating and catastrophic consequences.

We tend to have always a strong negativity bias and almost all of us pay more attention to negative information than we do to positive information. Value based learning indeed a mantra to handle such a critical, stressful, hurtful and devastating situation by practicing the 'Value based ethics' at work place.

KEYWORDS: Trilled to join, Hard time to build friendships, Workplace gossip, Devastating, Indeed a mantra, Value based ethics.

INTRODUCTION:

It is but natural that, human being is more of envy than prides of owning the tangible and intangible things in life. And the negativity rumors have more tentacles and lighting speed than anything else. Most of the time in the organization employees react to hear information about others (negative) and rather enjoy the situation by exaggerating. A research by Prof. Robb Willer of Stanford University shows that 'we take negative gossip about others seriously.' We view it as useful information that can protect us. The result (if someone spreads false rumors about you) is that it's hard to shake off that reputation. Not only can this experience damage your professional opportunities, it can be extremely stressful and hurtful on a personal level.

So what are some steps you can take if this has happened to you? Some people think that being a considerate colleague and friendly collaborator can protect you. While this is true in most cases (research shows that being a