



**JIGNASA**

**STUDENT'S STUDY PROJECT REPORT ON**

**“A STUDY ON DIGITAL MARKETING IN ELECTRONIC COMMERCE SECTOR AND ALSO CITIES  
EXAMPLES OF AMAZON AND FLIPKART”**

**SUBMITTED BY**

<b>NAME</b>	<b>H.T. NO</b>
<b>P.ITHIHASINI</b>	<b>110122684038</b>
<b>E.SWETHA</b>	<b>110122684013</b>
<b>K. DHEEKSHITHA</b>	<b>110123369006</b>
<b>J. DINAH VENUS</b>	<b>110123369004</b>

**Under the guidance of  
Smt.U.K.SRIDEVI**



**DEPARTMENT OF BUSINESS MANAGEMENT  
INDIRA PRIYADARSHINI GOVT. DEGREE COLLEGE FOR WOMEN,  
NAMPALLY, HYDERABAD**

**RE-Accredited WITH 'A' GRADE BY NAAC**

**2023-2024**

**INDIRA PRIYADARSHINI GOVT DEGREE COLLEGE FOR WOMEN, NAMPALLY, HYDERABAD.  
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**Declaration**

We hereby declared that Jignasa student's study project titled "**A STUDY ON DIGITAL MARKETING IN ELECTRONIC COMMERCE SECTOR AND ALSO CITIES EXAMPLES OF AMAZON AND FLIPCART**" is a bonafide a record of research work carried out by us under the guidance of mentor Mrs. U.k.Sridevi Faculty of Business Management ,**Indra Priyadarshini Government Degree College for Women Nampally, Hyderabad** and submitted to the Commissionerate of collegiate Education, Telangana, Hyderabad-1 by the students of BBA second year and BBA E-Commerce operations first year.

**Signature of mentor/faculty**

Place: Hyderabad

Date:

Name of the student	Signature
P.ITHIHASINI	
E.SWETHA	
K. DHEEKSHITHA	
J. DINAH VENUS	

**INDIRA PRIYADARSHINI GOVT DEGREE COLLEGE FOR WOMEN, NAMPALLY, HYDERABAD.  
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**Certificate**

This is to certify that JIGNASA student's study project titled "**A STUDY ON DIGITAL MARKETING IN ELECTRONIC COMMERCE SECTOR AND ALSO CITIES EXAMPLES OF AMAZON AND FLIPCART**" submitted to the Commissionerate of Collegiate Education, Hyderabad, Telangana is based on the work done by the students BBA second year and BBA E-Commerce operations first year, P.ITHIHASINI, E.SWETHA, K. DHEEKSHITHA, J. DINAH VENUS under the guidance of mentor Smt.U.K.SRIDEVI Faculty of Business Management, Indira Priyadarshini Government Degree College for Women, Nampally, Hyderabad.

**Principal**

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## **ABSTRACT**

Modern media is no longer confined to a television or radio show, newspaper or advertisement. Instead, today's media from text to video and sound can be saved and shared electronically, using everything from desktop computers to small mobile devices. This electronic dissemination of media has had a powerful impact on the way people communicate for personal reasons, education and even business. However, digital media has not had only a positive impact on business. Electronic commerce sector is a segment which from its inception is using digital marketing techniques aggressively. The present project will enable us to find out the different aspects and different marketing strategies in digital marketing that these companies use in order to create awareness about their market offerings, create a favourable buying experience and retain them and add prospective buyers in the long run. The present project focuses on the relevance of digital marketing in ecommerce sector and also cites the examples of Amazon and Flipkart shopping websites and to bring awareness about the new strategies included in digital marketing. A questionnaire survey was conducted among the students; the result indicated that most of the students were aware of Digital marketing with the examples amazon and flipkart but were not aware of the new strategies included in the digital marketing.





### Electronic Commerce



E-commerce has become an integral part of business in the modern world. It is generally associated with buying or selling a product by using the Internet as the platform. Information and communications technology (ICT) is used in e-commerce marketing to create and add to relationships among organizations and between an individual and an organization. At present, about half of the world prefers purchasing items online at their convenience. The cutting edge for business today is electronic commerce broadly defined electronic commerce is a modern business methodology that address the needs of organizations, merchants and consumers to cut costs while improving the quality of goods and services and increasing the speed of service delivery. The term also applies to the use of computer networks to search and retrieve

information in human and corporate decision making. More commonly, e - commerce is associated with the buying and selling of information, products and services via computer networks today and in the future via any one of the myriad of networks that make up the Information Superhighway. Combining a range of processes ,such as Electronic Data Interchange (EDI), electronic mail (e-mail), World Wide Web. This movement has been broken up into two main sectors: business to business (B2B) and business to consumer (B2C). E -commerce comprises core business process of buying, selling goods, services and information over the Internet. The E - commerce information available on the Internet is huge and still growing. The effects of e commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers – online advertising and marketing, online order taking, and online customer service to name a few. It also reduce cost in advertising, sales and distribution by managing orders and interacting with a wide range of suppliers and trading partners, areas that typically add significant overhead to the cost of products and services. Finally e - commerce enables all the formation of new types of information based products such as interactive games, electronic books and information on demand that can be very profitable for content providers and useful for consumers. The companies believe that e - commerce can result in improved efficiency in finding and interacting with customers, in communicating with trading partners and developing new products and markets.



### Review of literature

A study by G. Reza Kiani, (1998) "Marketing opportunities in the digital world", highlighted impact of the World Wide Web. This paper also suggested the necessity of new concepts and models for marketers to manage their Web sites, and then presents the opportunities supporting the marketers' objectives in the new environment.

A study by Rolf Weiber, Tobias Kollmann, (1998) "Competitive advantages in virtual markets - perspectives of "information-based marketing" in cyberspace", gave emphasis to present the division of markets into marketplace and market space and evaluate the significance of virtual value chains in opening up further possibilities in the marketplace and market space.

In the study by Craig S. Breitenbach, Doris C. Van Doren, (1998) "Value-added marketing in the digital domain: enhancing the utility of the Internet", highlighted that the Internet marketing techniques detailed in this article provide tactics to maximize the utility of the Internet as a vehicle for marketing communications.

A study by Roberto Carneiro, Pedro Conceiçã, Artur Viana Fernandes, (2000) "Macau – the new digital bridgehead", threw light on the aspect that Digital Economy brings threats as well as opportunities, fast timeframes and narrow windows of opportunity. The Digital Economy is its chance to recapture the role of intermediary between East and West.

The study focuses on the territory's digital landscape and infrastructure yields of an integrated set of policies and actions that could help create a sustainable digital cluster in Macau. A study by Shari Donnenfeld, Andy Goodhand, (2000) "Digital Kids — Navigating and Making Sense of a World of Choice", highlights the findings from Nickelodeon UK's digital study designed to better understand the changed viewing dynamics in digital homes and how that will impact upon building brand loyalty.

A study by Adrian Slywotzky, David Morrison, (2001) "Becoming a digital business: - it's not about technology", observes that many senior executives equate "going digital" with specific phenomena such as the advent of the personal computer, the proliferation of e-mail, the growth of enterprise resource planning systems, or the popularity of the Internet.

A study by Ken Ducatel, (2001) "Balance of nature sustainable societies in the digital economy", states the information society is an engine of growth, but it must be kept on track if it is to serve wider social and environmental goals. Jennifer Rowley (2002) in her paper, "Information marketing in a digital world", did an analysis of the role of information in the marketing processes associated with a digital world.

In marketing communications, digital information can be a rich resource for organizations, consumers and communities. Georgios I. Zekos, (2003) "MNEs, globalization and digital economy: legal and economic aspects", focuses on the economic analysis of the role of MNEs regarding globalization and digital economy and in parallel there is a reference and examination of some legal aspects concerning MNEs, cyberspace and e-commerce as the means of expression of the digital economy.

### **Need of Study**

Many people use online marketing and digital marketing interchangeably because they do not realize that they have subtle but very important differences between them. Digital marketing uses all digital channels available to communicate with the target client/audience. Digital Marketing includes a large number of platforms for analyzing the behavior of the target client and helps in understanding how to better target them in the future. Digital marketing is a broad term that describes a set of marketing process that encloses all available digital channels to promote a product or service or build a digital brand. Online Marketing on the other hand, refers to marketing through the internet. This includes social media, E-mail marketing and search engine optimization (SEO). Therefore, online marketing is part of a whole digital marketing campaign, yet it can stand by itself and on its own. Digital marketing, however, requires online marketing to be complete and thorough. Lot of marketers believe that digital marketing is just a synonym of Internet marketing. At its core, digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing; nonetheless, what about voice broadcasts, fax broadcasts, podcasting, wireless text messaging, mobile instant messaging, and mobile apps? Internet marketing is a subset of digital marketing. It is a fact the most important component since majority of the digital marketing activities fall within the boundaries of internet marketing. The latter channels and services transcend the narrow definition of Internet marketing. Digital marketing refers to mobile marketing, digital telephony, and digital video recorders as well. With tighter marketing budgets these days, allocating spending and measuring return on investment are paramount for any business. Business owners and managers need real-time statistics to demonstrate the value of marketing initiatives. As a result, digital marketing has become an integral component of company marketing strategies. The needs for traditional marketing channels are converging with digital tracking methods, and in time, what we consider traditional, may transform into completely digital marketing formats.

**Faster Information** Digital Media enables companies to get their information across the public faster than ever. Instead of printing inserts and waiting for the Sunday paper to announce their sales, companies now can let the world know about an exciting promotion through email, social networking, their websites and Internet ads. In today`s competitive business world time plays a very important role. Digital Marketing helps in saving time and thereby facilitates companies to reach out to their end users in a very short period of time and in turn serve them better.

**Greater Reach** By using the Digital media businesses can reach out

to more customers than ever before. A simple promotion featuring a giveaway or a freebie can earn a business hundreds or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to these consumers with just a touch of a button. However, digital media also means that those consumers can reach back. Through negative comments on Facebook page and other social networking sites, like Twitter and blog, customers can use digital media to take a complaint that would have otherwise been between the customer and the company.

**Technology** Using digital media means using new technology both to create and support the media. New technology can be an asset for today's businesses. When smart phones and laptops are adapted in order to use digital media, surely can positively influence other areas of business. For example, such mobile technology makes communication among employees much easier. It is only by using technology that we can metamorphose the way businesses are done in much simpler and effective way.

**Options** By using digital media, businesses now have many more options to choose from. They can choose from the right time and the best channel they should use to spread information out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences. However, it is also more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital.

## **OBJECTIVES OF THE STUDY**

- To determine the factors that determines the role of digital marketing in growth of E-commerce Business in India.
- To understand 22 smart digital marketing strategies.
- The main objectives of the thesis are to measure the usability of the Amazon and Flipkart e-commerce websites by using survey evaluation, compare the usability using to find better usable e-commerce website among Amazon and Flipkart and to find the better efficient website among Amazon and Flipkart to perform the operations in lesser time.

### **Options**

By using digital media, businesses now have many more options to choose from. They can choose from the right time and the best channel they should use to spread information out about their businesses. Instead of choosing among a TV or radio commercial or a print advertisement, they can now create media that is a combination of audio, visual, text and interactive media. This mixed media can appeal to a larger audience with differentiated preferences. However, it is also more costly to keep up with the ever-changing technology and may require the creation of new strategists who can think and create digital. Digital Marketing Strategies

## **RESEARCH METHODOLOGY**

The research design used in this study is descriptive. Both primary and secondary data are used into the study. The first-hand information was gathered using an organized questionnaire. These subscales include the reasons why people purchase online, how they view digital marketing, how effective digital marketing tools are, and how satisfied they are with e-commerce. In addition to these subscales, the questionnaire also included a number of closed-ended questions to collect the necessary data. In the final section, the responders' demographic data was also acquired. Analysing shopping frequency, e-consumer preferences, and connections with purchase behaviours were best handled by descriptive study designs.

### **Sample size**

Individual client who has watched digital advertisements, completed a purchase via an e-commerce platform, or both. The researcher surveyed more than 450 people in an effort to better the quality and accuracy of his results.

The poll was conducted among internet users who use any type of electronic device, including computers, laptops, smart phones, gaming consoles, portable media players, and tablets, in the city of Jaipur in the Indian state of Rajasthan.

### **Data Collection**

The study focused on Jaipur, one of Rajasthan's industrial centres with the highest growth. Primary and secondary data are crucial for analysis, outcomes, and the study's conclusion. Both primary and secondary data were acquired for the study. To communicate with e-commerce customers and collect primary data, researchers used the internet. Standardized questionnaires were used in this study to elicit responses from internet users who had previously made purchases online. It was taken into account how online buyers responded and behaved as well as how digital marketing channels affected online purchases.

### **Procedure**

The most crucial component of every research project, regardless of discipline, is data. Regardless of how a research study is conducted, all methods are data-driven. A researcher may analyze and draw conclusions about a result based on data analysis and findings.

**Primary data:** Main data collected using a "personal routine" and a standardized questionnaire. In addition to these subscales, the questionnaire also included a number of closed-ended questions to help gather the necessary data. The researcher used their own schedule to obtain the material. The research's primary data collection was an essential step and required careful planning. The researcher developed a systematic method and a questionnaire in accordance with the study's objectives and hypotheses.

**Secondary data:** The secondary data was gathered after a thorough assessment of the literature, which included books, research papers, government publications, annual reports, newspapers, magazines, the internet, and websites, among other sources.

### **Proposed Analyses**

Depending on the requirement for a scientific analysis of the data, the researcher used a variety of methodologies. In order to collect primary data for the study, a "personal schedule" questionnaire was used. The researcher used scale in the survey to provide respondents clarity and simplicity. Rating scales, Linkert scaling, and preference processes were used to collect responses to the questionnaire. To check the Normality of data: Check the Skewness, Kurtosis, and Histogram using a parametric test.

## 2 Smart Digital Marketing Strategies

### 1. Chatbots

These handy little guys are moving up in the digital marketing world. Using artificial intelligence (AI) to answer a user's question or comment instantly, no matter the time of day, is a buyer-pleaser.

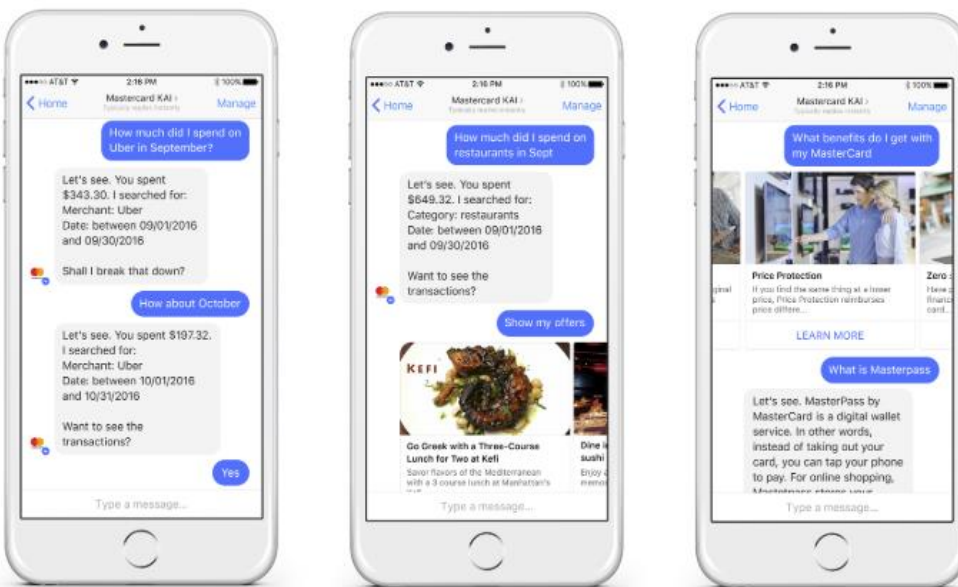


Image from [socialmediatoday.com](http://socialmediatoday.com)

This provides a 24-hour a day, 7-day a week connection with your target audience and helps customer service soar. Chatbots will also save you some money, as you won't need to pay an actual person to do this job. Other benefits include:

- Real-time responses
- Quality customer service (no frustration)
- Correct documented intel on the buyer's entire process

### 2. Personalization

In a world of AI, we could all use a little personal touch here and there. Offer some personalized marketing to your customers. You can do this in any number of ways: email campaigns or content and/or products directed to a specific group of people.

People like to feel valued and understood. You know who's bought from you in the past, give them a VIP coupon or email them about an event coming up in their area. Send them some product recommendations. Doing personalized marketing inspires a loyal following.

### 3. Conversational marketing

Chatbox, smart speakers, AI, all of these are great for real conversation in real-time. Give your customers the connection they're looking for by optimizing your SEO for a conversational tone. In other words, optimize for how humans actually talk to each other.

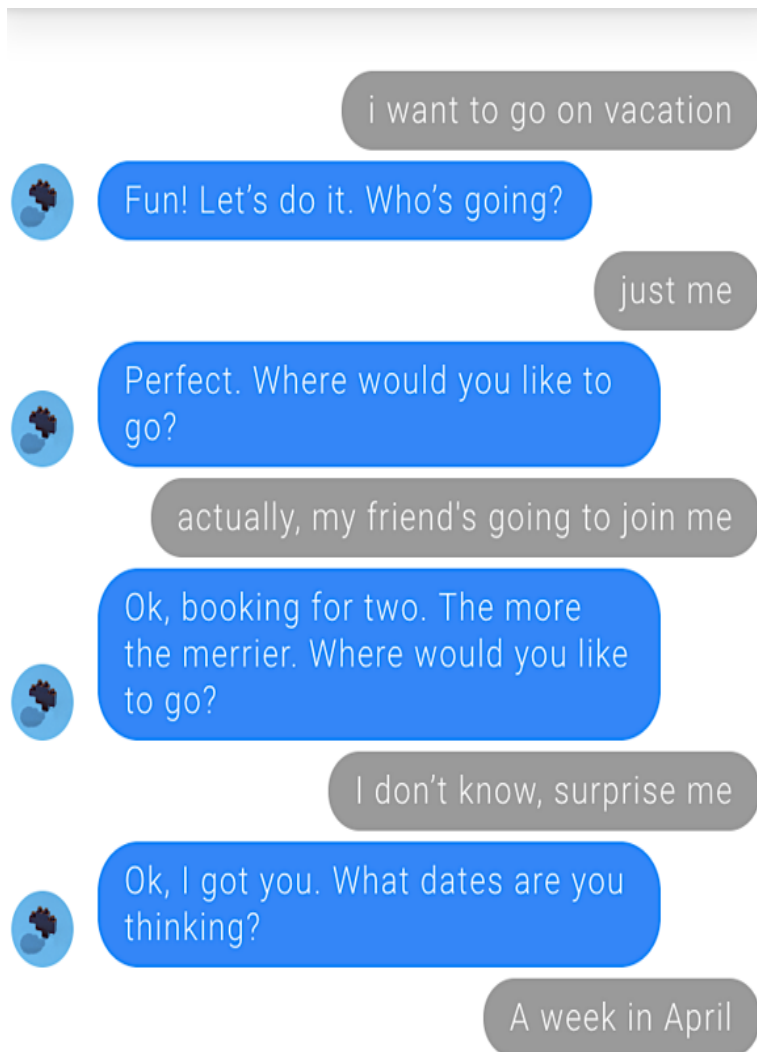


Image from [singlegrain.com](http://singlegrain.com)

Conversational marketing is great at promoting an awesome user experience (UX) which means both buyers and search engines like it.

### 4. Shoppable posts

Creating shoppable posts puts an end to buyers getting redirected to external websites. Doing this fosters a feeling of ease and trust which will ultimately contribute to sales and put an end to abandoned shopping carts.

Wouldn't you rather buy those boots directly off Instagram, rather than have to open an account with a store you don't know yet? Of course.

If you have an ecommerce business, shoppable posts are right up your ally. With over a billion users, social followers follow millions of different shopping brands. Yours should be one of them. And your followers should be able to buy from you quickly and easily.

## 5. Voice search funnels

Voice search is getting more and more popular due to its ease and all the technology out there making that ease possible. Phones, pads, computers, smart speakers, to name a few.

It's no longer recommended that you optimize for voice search, it's demanded. If you want the search engines to recognize you in a competitive market, make sure you can be found by anyone at anytime on any device. Already, over 50% of searches are made by voice.



So, how will this drive your sales? When customers can find you and interact with you where they are and how they want to, your brand becomes their go-to. Create an SEO strategy that nurtures the conversational tone necessary for voice search so you can offer the interaction your buyers are looking for.

## 6. Video marketing

Video marketing is killing it already and its popularity will stay in full-swing for quite some time. It's a proven method to improve sales, gain brand loyalty, and connect with your target.

There are so many amazing technologies now when it comes to your video marketing strategy. People love it and it doesn't cost a ton of money. In fact, with the high-quality found within most smart phones, it's practically free to create a pretty stellar video.



Video is perfect for our mobile-world because they're easy to see on handheld devices, they're quicker than a read, and they're super informative. Create optimized videos and get the search engines to notice you because Google loves what the people love.



> Grab our video SEO guide & checklist.

## 7. Interactive content / quizzes

Who doesn't love a quiz, that's we always say! That's not true actually, but some quizzes are actually pretty fun. They ignite interaction and that leads to brand awareness and that leads to brand loyalty.

Get engagement flowing by offering up some entertainment with quizzes, videos, polls, augmented reality. Users are really connecting with interactive content these days. It's a unique way of displaying your brand, getting noticed and remembered, and it nurtures dialogue between seller and buyer.

## 8. Social media messaging apps

Literally BILLIONS of people are using social media, which means your business could be connecting with literally BILLIONS of people. Are you? Okay, billions may be a bit excessive for most businesses, but you get where we're going with this.



Image from G2

Meet the people where they are and message them all about your business. Social messaging is a huge platform for brands to get their name in front of the right people at the right time. They offer the personal touch buyers are looking for, too. Double win.

## 9. Automation / Artificial intelligence (AI)

We've been singing the AI song for a while now and that's because businesses are incorporating it more often than ever before and we have reason to believe that won't stop.

The possibilities with automation and AI are endless, truly. Think automated customer service, automated sales, AI marketing endeavors...

Want more reasons? Let's go.

- Better and faster customer engagement
- Tools to predict customer behavior patterns
- Chatbots that offer 24/7 service and quality user experience
- Top-notch content creation by AI
- Optimizing benefits for voice and video
- Lead generation
- Personalized emails and specials
- Suggestions to your buyers on auto
- More sales, less cart abandonment
- Lower costs for your business
- More time for your business

## 10. Influencer marketing

Influencer marketing is loved because it's real people using your product and the masses love to see real people using a product because it gives the product street cred, it's not a boring ad, it doesn't feel salesy, and people generally trust the influencer.

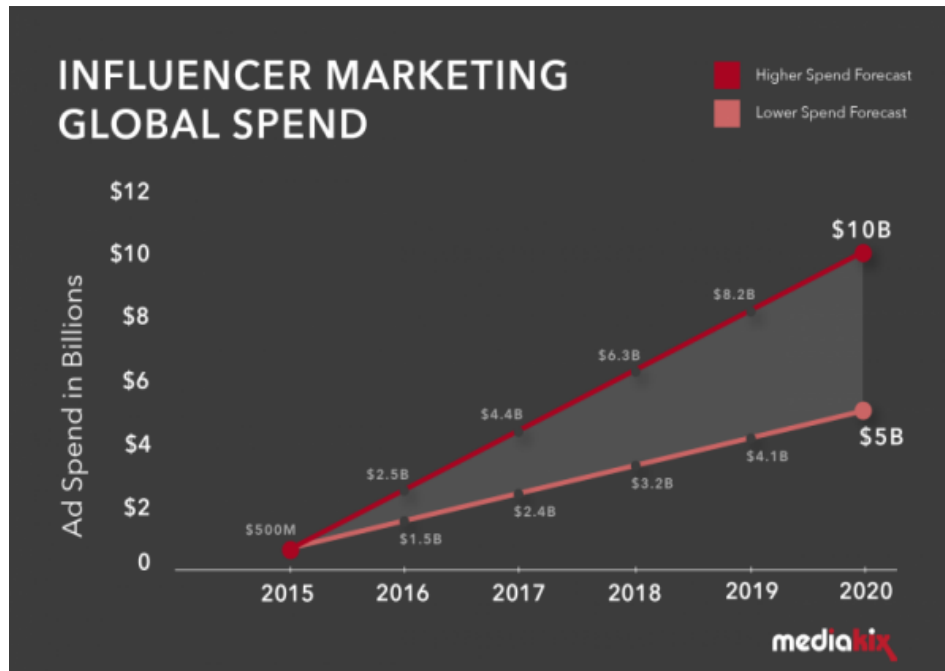


Chart from [Mediakix](#)

When done right, this is a great way to get your brand a following that will lead to sales that will lead to loyalty. This means your influencer must have their own REAL followers and be a genuine inspiration to your brand.

## 11. Micro marketing moments

Micro-moments are relatively new to the digital marketing world and defined like this: "an intent-rich moment when a person turns to a device to act on a need- to know, go, do or buy."

There are 4 game-changing moments that really matter.

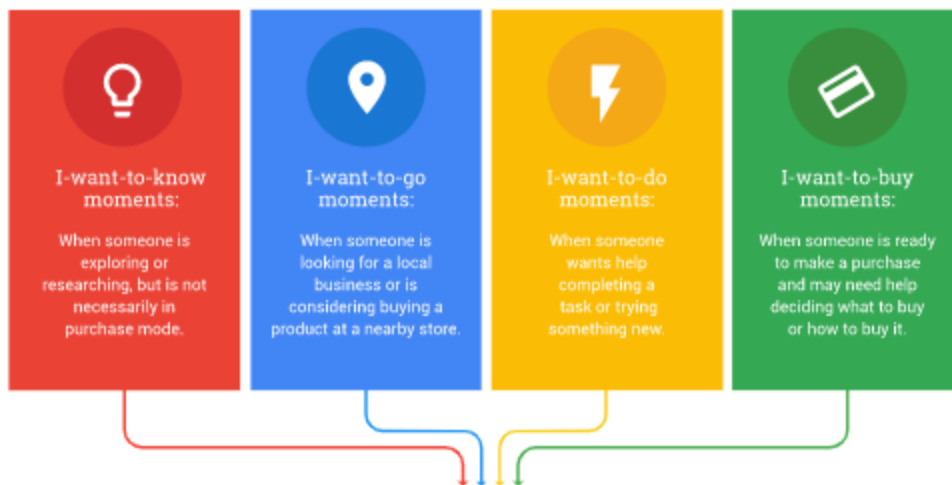


Image from [thinkwithgoogle.com](http://thinkwithgoogle.com)

How can you work micro-moments into your marketing plans? Be where your customer is in real-time. This doesn't follow the standard sales funnel model. With quick and easy access to what they want now, customers are able to act on their needs immediately, meaning their behavior is more unpredictable than ever. So, what should you do?

- Know when your customers want to buy
- Show up for them at that moment
- Provide quality and relative content
- Keep the purchasing process simple

## 12. Omnichannel marketing

Looking to increase engagement, sales, and customer retention? Omnichannel marketing is just what the doctor ordered.

Omnichannel marketing is when you advertise your brand consistently and cohesively across multiple marketing platforms, like email, social media, and even off-line. In doing this, you're connecting with your buyers the right way: through personal messaging, great UX, and brand awareness that allows for engagement.

AI can contribute greatly to your omnichannel marketing success through tests and data intel on a buyer's journey. The better you know your buyers, the better you can sell to them in the places they visit most.

## 13. Visual search

Oh, this one has us excited! Visual search allows users to use pictures in a search rather than words. Want real-time augmented reality? Uh, yes, please.

What's it do? Take a picture of something and easily find out what it is, where it is, how much it is, etc.

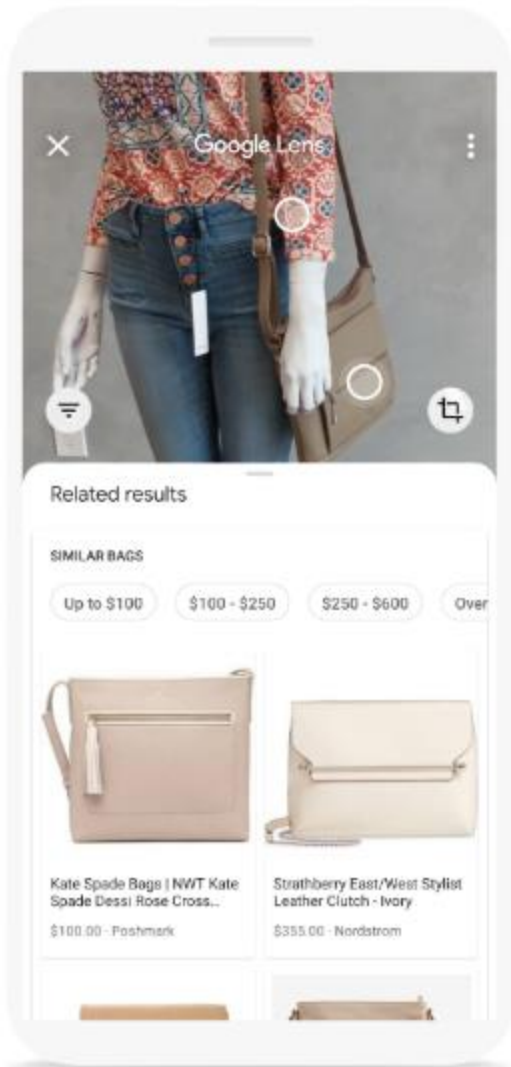


Image from [Google Lens](#)

How do you use it? [Google Lens](#), [Pinterest Lens](#), [CamFind](#), [Bing Visual Search](#). I mean, we hate to say it, but Google it. You'll find an app that will work for you. And so will your users. So, you need to optimize your biz for it.

#### 14. Social media stories

These babies are awesome for those of us suffering from the fear of missing out, which is most of us. Almost every social media platform has a stories space. Since the story only lasts for a short period of time, people are desperate to see what others are talking about.

Why is it a great idea to create stories?

- Engagement and traffic
- Brand awareness
- New buyers
- Inexpensive

Keep your stories unique, compelling, and engaging, add a quiz or a poll and your location, and don't forget a CTA (call-to-action).

### 15. Push notifications

Don't wanna spend your budget on an email campaign? Don't have to. You can get quality leads and buyers with push notifications. They're immediate and they work. The best part... you can personalize them.

If you want to reach out to those who have abandoned their cart or paid you a lot of attention, but not followed through, push notifications will help you get the sale.

### 16. User-generated content (UGC)

We all love a good deal and that's precisely what you can offer a user if they share your amazing, unique, and relative content.

Asking your buyers who already know, trust, and love you to help spread the word of your business isn't a big ask, toss in an incentive and everybody's happy. Not only will you get your brand in front of more faces, but you'll increase engagement and sales.

Think outside the box as far as incentives go. It doesn't have to be a coupon code it can be 1:1 dollar match for a charity or a you-buy-one-we'll-give-one. Keep it fun and interesting and your people will love it.

### 17. Customer journey mapping

A customer journey map tells you about each and every experience your customers have with you from first-time encounter to loyal customer. It's called a map because it's a literal map- or at least a visual representation of the relationship.

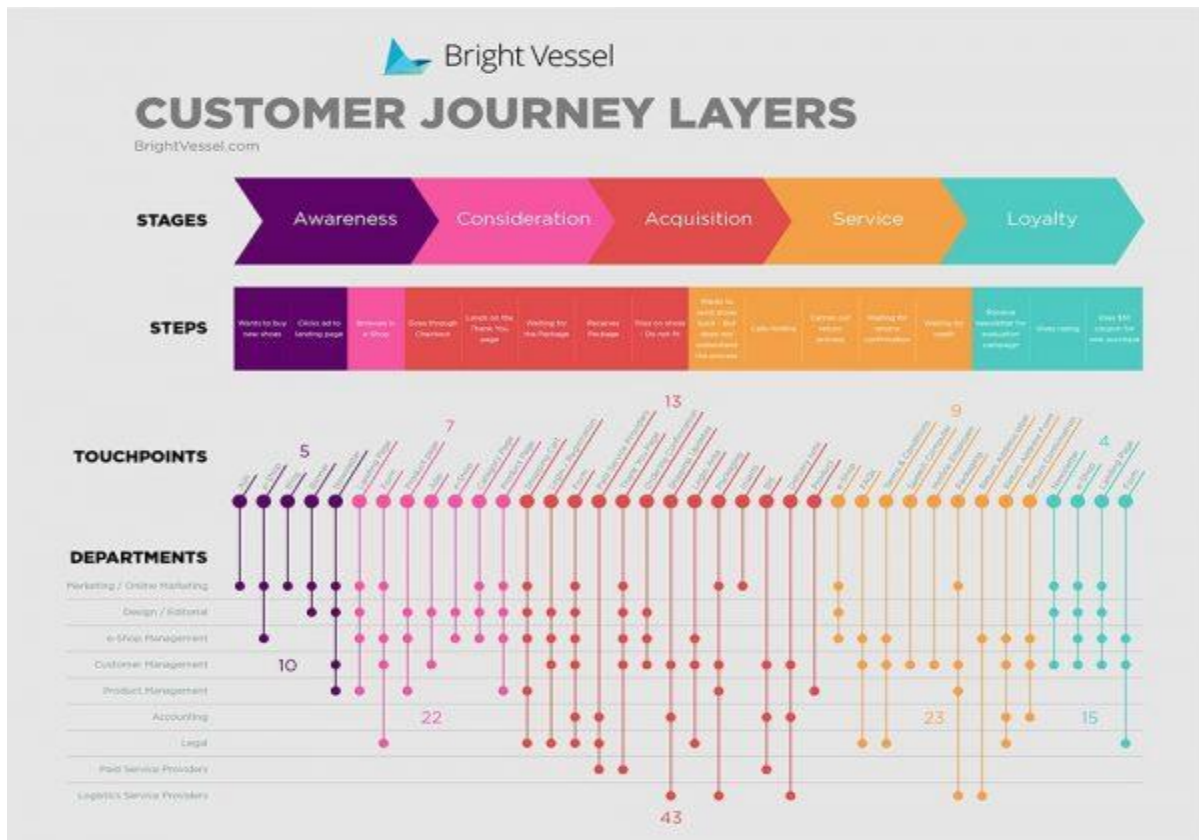


Image from [brightvessel.com](http://brightvessel.com)

When you understand the customer journey you can see the way they perceive you. This gives you invaluable insight into their buying process, pain points, UX, and oh, so much more:

- Insight on where and how customers interact with you
- Understanding the logical order of the customer journey
- Providing perspective on the entire sales process from start to finish
- Illuminating the actual buying experience and how to achieve the desired buying experience
- Shows you where you need to focus

## 18. Geo-fencing

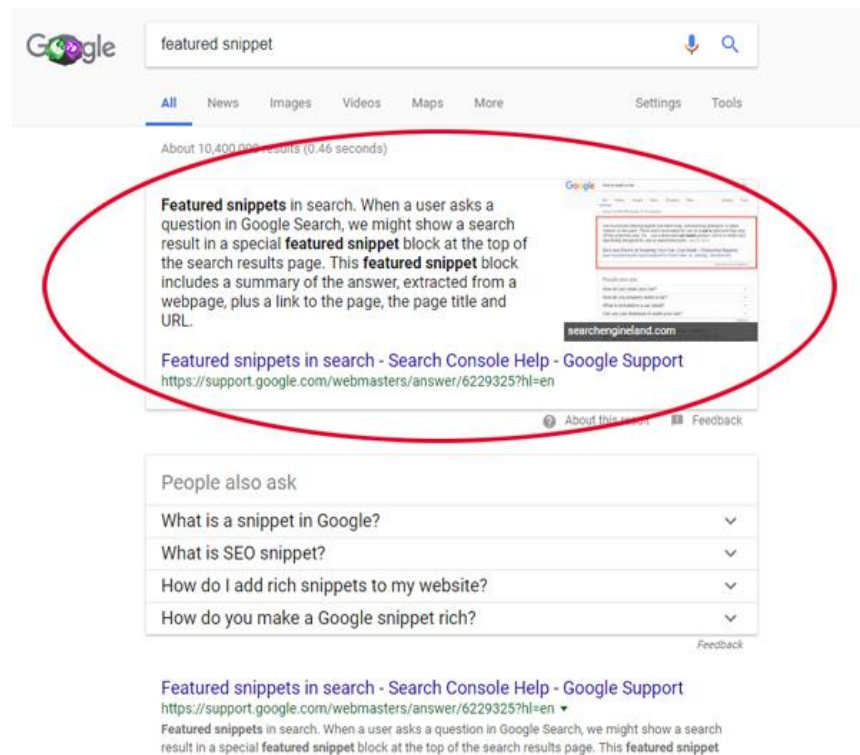
Localized targeting is a legitimate digital marketing strategy that's been around for quite some time; however, focusing on geo-fencing is a little newer.

When optimized for geo-fencing, you're giving real-time location information to your user, this is a big plus for brick and mortar businesses.

Let's say that you're a mechanic and a user is looking for a mechanic while driving through your town and a push notification pops up showing your location, you've done a good job with your geo-fencing campaign.

## 19. SERP position zero

What's better than position one on Google? Position zero. This is the snippet that comes up first and answers a query without the need for another click that sends the user to a new page.



How do you get it? First and foremost, you must be voice search engine optimized (VSEO). Usually this snippet comes up when a user asks their question and your content is a 1:1 match for that question, while giving a truthful answer.

## 20. Website security

People, people, people, have Equifax and Marriott taught you nothing? You MUST have a secure website. Honestly, there's no ifs, ands, or buts when it comes to this. Your audience will get on your site and either believe it to be safe, or they won't. When they don't think it's safe, they bounce. Bouncing is bad and the search engines take it seriously. Be responsible with your customers' personal information.



The best and easiest way to prove you're a safe site is to be sure your site is ranked as HTTPS. It's usually free and requires little to no technical know-how. Look into it now if you're not currently a safe site. If you can, show a security seal of trust in a big way on your website, this will encourage trust, too.

## **21. Privacy marketing**

Just like with security, privacy measures must be taken seriously when working with the public. No one wants to get 150 spam emails a day after they sign up with your company. Don't let that happen. Keep personal data personal, it was given to you and you alone. If you want your brand to be trusted, earn it by knowing your true audience, creating relevant content, and providing a connection for engagement. Buyers want to feel they know the brands they buy from, so get to know them and never give up their details.

## **22. Tried and True Digital Marketing Strategies**

Yep, there's a lot of new digital marketing trends that you need to wrap your head around, but whatever you do, don't forget about the oldies but goodies. All those marketing strategies that are so last year, are actually so THIS year, too.

It's important to use those always-relevant rules of a successful digital marketing campaign WITH the newbies. When worked properly and together, your business will reap the benefits.

Let's go over a few of the big ones...

### **SEO**

Okay, it's a given and almost every digital marketing strategy is about SEO (search engine optimization) in some way. But SEO is still THE key player and if you want to get to the top of Google you have to do it right.

Keep your content on point, optimize, and stay relevant.

Let's go a little deeper with SEO...

### **Content marketing**

A major part of SEO and digital marketing is creating a killer content marketing campaign. This is something the search engines look for and if you're not giving up well-written, unique, and true content, you're gonna fail.

Backlinks, blogs, landing pages- all of these need to be insightful and provide value to your readers in order for Google to want to be your friend.

### **Long-form content**

Content going beyond 3,000 words is going to be a go-to for your digital marketing strategy. People want to find all the answers they're for and they want to find them quickly.

Your long-form content should have all the important information, be easy to scan using numbers or bullet points, and offer a place for questions and comments, all while targeting the keywords the users are using. How long-form content will help you:

- Users will spend more time on your page
- Bounce rates go down (because you provide the answers the users are looking for)
- Provides constant traffic with evergreen content
- Social shares go up
- Google likes it- add relevant backlinks to lots of relevant words and you have a recipe for success on the search engines

### **Keyword research**

You've been doing it for years and you'll need to keep it up. There are so many tools out there to help make the keyword research process quick and effective. Use them!

You know the search engines give the top spots to those sites that are most relevant to the user's search. So keywords really matter here. Once you've got them, keep in mind related terms, questions, phrases, conversational tone, etc.

### **Social media**

Still an ever-present player in the digital marketing game, use all the old social media practices while incorporating all the new.

Be seen where your audience is, be original, be bold, be real. The goal is to find a band of loyal followers who not only trust you and buy from you, but who get their followers to trust and buy from you too.





### **Limitations of Digital Marketing**

Despite the various challenges that come with online marketing, it is still important to keep investing in new technology to ensure that your efforts are successful. The days of merely owning a website are over. Today, it is important that companies continuously update their digital marketing strategies.

Even though online marketing results can be measured, they do not always guarantee success. One of the biggest challenges that businesses face when it comes to digital marketing is finding the right content that will resonate with their target audience. There are so many options available that choosing the right strategy can be challenging.

#### **Skills Requirement**

In order to effectively carry out marketing campaigns, it is important that the company has the proper expertise and knowledge about the digital platform. With the evolution of technology, it is also important that the company continuously updates its offerings and tools.

#### **High Competition**

The goal of a digital marketing campaign is to stand out from the crowd and grab the attention of the target audience. A well-thought-out strategy will allow the brand to stand out from the competition and win the battle.

#### **Time-consuming**

Getting the most out of digital marketing can be very time-consuming and challenging. This is why it is important that the organization has the proper strategy and methods in place to ensure that the campaign is successful

## **Dependability on Technology**

Due to the nature of digital marketing, there are bound to be errors. One of these is when the links may not work or the landing pages may not load properly. This can lead to potential customers switching to another brand.

## **Feedback and Complaints**

Through digital platforms, anyone can provide critical or negative feedback about your products or services, which can be seen by your customers on social media and review sites. When it comes to reputation management, having strong brand loyalty and providing good customer service are two of the most important factors that businesses consider.

## **Security and Privacy Issues**

The security of a brand is very important for any organization. This is why it is important that digital marketers have the proper tools and resources to protect their websites. One of the most effective ways to do this is by using a good antivirus program.

## ANALYSIS AND INTERPRETATION OF DATA

### Cases of Flipkart and Amazon

E-Commerce has effected radical changes in the business by providing net-enabled market for all manufacturing sectors. As per the study E-Commerce industry in the country is likely to be worth about USD 38 billion by 2016 Due to the usage of internet and mobiles it noted that 60-65 per cent of the total e-commerce sales are being generated by mobile device and tablets . In 2016, 80per cent of shopping queries were made through mobile devices, compared to 69per cent in 2014. Indian ecommerce brand Flipkart and Amazon have locked horns again in an attempt to gain supremacy over Indian consumers with their respective sales and television campaigns. Flipkart was launched in October, 2007 by the duo, Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology, Delhi. As of today, it is the first billion dollar company in the Indian e-commerce context with 20,000 employees, 26 million registered users, technology that enables 5 million shipments/month, 8 million daily page visits and 13 state-of-the-art warehouses. Flipkart.com is India's leading marketplace with over 20 million products across 70+ categories including baby care, books, clothes, games and toys, home and kitchen, footwear, jewellery, laptops, etc. Their journey commenced with selling books in the year 2007 and progressed to consumer support 24x7 in the year 2008, to including music, movies and mobiles, cash on delivery in the year 2010. In the year 2011, Flipkart incorporated features such as cash on delivery, dedicated logistics for faster delivery, 30 day replacement policy to having an in-house brand Digiflip in the year 2012. In the year 2013, they sold one hundred thousand books in a single day and offered same day guarantee. Four years ago when Flipkart kicked off its first flagship Big Billion Day sale, things went haywire. The e-commerce giant wasn't able to handle the unprecedented traffic and its owners were left apologizing to the shoppers. That's just an example of the mindset of Indian buyers towards e-commerce and the possibility of new opportunities in the market. In the year 2014, they had a billion dollar funding, acquired Myntra, provided In-a-day guarantee and scheduled delivery. Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. Flipkart (2017). Amazon.com is an international e-commerce company founded in 1995. The name reflected the vision of Jeff Bezos, to produce a large scale phenomenon like the Amazon River. With Amazon, Amazon announced its presence in the Indian e-commerce space. It also aimed at providing a trustworthy platform for the Indian retailers of all sizes to make their presence felt. Starting with books, movies, in due weeks Amazon introduced additional categories including mobile phones and cameras. It provides an array of services such as safe and secure online ordering experience, convenient electronic payments, cash on delivery, easy returns, consumer service with 24x7 support, and a globally recognized and comprehensive purchase protection provided by Amazon's A-to-Z Guarantee. Amazon is also accessible on mobile devices allowing consumers to shop anywhere. It also provides features such as the Search inside feature with the help of which users can browse inside books. Not only this, the store features a collection of over 12,000 titles in English and Hindi across DVD, Blu-ray, Blu-ray 3D, and Video CD formats. Amazon (2017). Amazon and Flipkart have inbuilt systems to facilitate marketing within their portal. They facilitate placing ads in

product listing, suggested products, marketing emailers etc. The future of e-commerce in India is not in terms of popularity but as to which company is at the finest position to dominate India's online shopping market. Both the companies are leveraging Digital Marketing in one way or another. Amazon is going to launch video content on its Prime service. With a hope to lure millions of Indian shoppers by offering movies and other video content, Amazon is planning to sell books, smartphones, and other products. Both the e-commerce giants are having different digital marketing approaches to expanding their online business. Flipkart and Amazon are fighting to become the number 1 e-commerce company. The shift towards digital marketing from traditional advertising by online retailers Flipkart and Amazon had worked out well as awareness of last year's sale events—The Big Billion Days and Great Indian Festival—has increased significantly compared with previous years, according to a RedSeer study. Low-cost social media promotions have worked as a high-return channel of promotion for the retailers as a majority of the respondents are reached through this medium. This continues the trends started by Flipkart last year where it achieved high returns using primarily digital channels," said RedSeer.

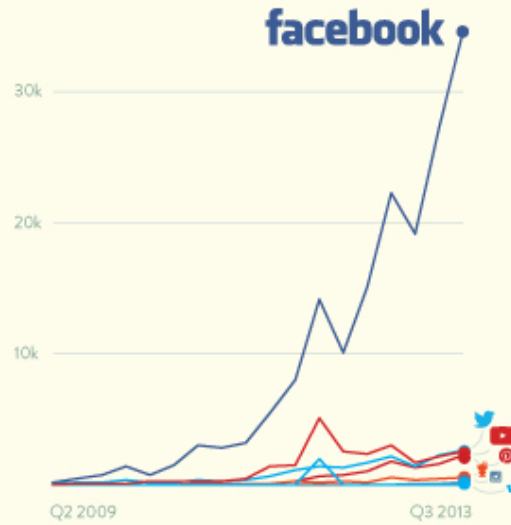
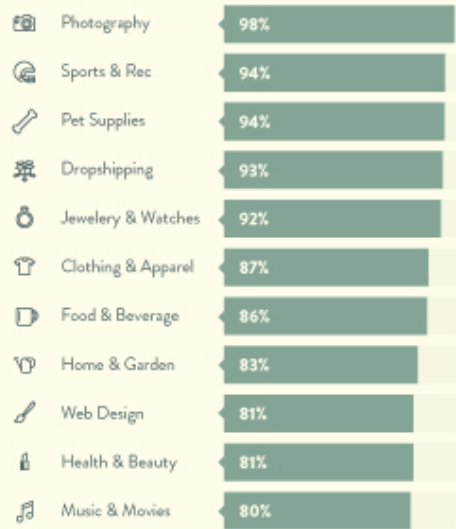
### **How Do You Overcome the Challenges of Online Marketing?**

One of the most important factors that businesses consider when it comes to digital marketing is generating qualified leads and retaining their existing customers. However, most of the time, brands fail to reach their ideal audience because their ads don't resonate with the intended target demographic.

One of the most effective ways to avoid this issue is to adopt methods such as social media polling and FAQs. These will allow you to gather information about your customers' needs and develop marketing campaigns that will resonate with them. As digital trends continue to evolve, new marketing techniques will also be introduced in the market.

## MAJORITY OF ORDERS FROM SOCIAL MEDIA COME FROM FACEBOOK

An average of 85% of all orders from social media belong to Facebook. They dominate some industries such as Photography, Sports & Rec, and Pet Supplies by nearly 95%.



## Findings

In detail Amazon website user interface has provided better user experience than flipkart in the following heuristics

- Match between system and the real world
- Error prevention
- Aesthetic and minimalist design
- User control and freedom
- Consistency and standards
- help and documentation
- Visibility of the system status
- Flexibility and efficiency of use

It doesn't mean flipkart is bad at these heuristics, but amazon is better than flipkart as per the survey results. Flipkart got positive response in the following heuristics.

- Help users recognize, diagnose, and recover from errors
- Recognition rather than recall

Effective marketing is the first factor that includes the variables like Digital marketing increases cost-effectiveness, Digital marketing helps to tap new markets, Content creation and optimization is easy in digital marketing, Advertiser-friendly solutions firms to promote to early adopters effectively and Companies utilize search engine marketing to attract customers. Second factor is named as Target customer and the associated variables are Digital marketing target customers while they are online on and encourage them to try their products, Digital marketing keeps up with customer interactions, Digital marketing sites target their potential customers and Digital marketing offers huge selection of reasonably priced goods. Global reach is factor third and consist of variables like Digital marketing help to reach customer from all over the world, Customers' connection with e-marketers is supported by technology, new client acquisition and brand recognition is easy with digital marketing, Digital marketing works 24X7 and Digital marketing offers personalized goods and services globally. Fourth and the last factor Strategy and Plans and the associated variables are What is working and what is not is easy through digital marketing channels and methodologies, Marketers may assess their marketing initiatives in real-time, Digital marketing provides straightforward idea for reaching customers and Digital marketing shows significant revenue-generating prospects. The reliability of effective marketing is 0.956, target customers have 0.937, global reach is 0.787 and strategy and plans are showing factor reliability as 0.866.

ANNEXURE  
INDIRA PRIYADHARSHINI GOVERNMENT DEGREE COLLEGE FOR WOMEN, NAMPALLY.  
DIGITAL MARKETING IN ELECTRONIC COMMERCE SECTOR AND ALSO CITIES EXAMPLES OF  
AMAZON AND FLIPKART

QUESTIONNAIRE

Name\*

Group\*

Hall ticket number \*

College name\*

Email I'd

1. Digital marketing is also known as\*

- a) Online business
- b) Marketing
- c) Business analyst
- d) Job marketing
- e) Other:

2. In COVID how much of retail sales have done \*

- a) 27%
- b) 17%
- c) 16.5%
- d) 21.7%
- e) Other:

3. In 1979 which institution is standard universally \*

- a) Camberg University
- b) American national University
- c) California university
- d) St merry University
- e) Other:

4. E-commerce main two platforms are\*

- a) Amazon and Flipkart
- b) Flipkart and shopify
- c) Amazon and ebay
- d) Flipkart and meesho
- e) Other:

5. Affiliated marketing is also known as\*

- a) Digital marketing
- b) E-commerce
- c) Condition marketing
- d) Management marketing
- e) Other:

6. Digital marketing is primarily focused on\*

- a) Marketing strategies
- b) Marketing funds
- c) Digital marketing system
- d) Product quality
- e) Other:

7. How many types of e-commerce business have\*

- a) 6 types
- b) 4 types
- c) 3 types
- d) 8 types
- e) Other:

8. Census bureaus shown increase amount of e-commerce in country of\*

- a) Germany
- b) U.S
- c) UK
- d) Australia
- e) Other:

9. How many people were using internet \*

- a) 7 Billions
- b) 6 Billions
- c) 5 Billions
- d) 9 Billions
- e) Other:

10. What are the examples e-commerce \*

- a) Amazon, Flipkart, Myntra, meesho
- b) Amazon, Myntra, ebay, olx, shopify
- c) Flipkart, Amazon, Myntra, ebay
- d) Olx, shopify Uber, sportify, jiomart
- e) Other:

11. What is the full form of (SEO)

- a) Search engine optimization
- b) Search engine original
- c) Search engine operation
- d) Search engineer objective maximum
- e) Other:

12. B2A

stands

for

- a) Business to affiliate
- b) Business to administration
- c) Business to affords
- d) Business to authority
- e) Other:

13. full form of e-commerce

- a) Electronic commerce



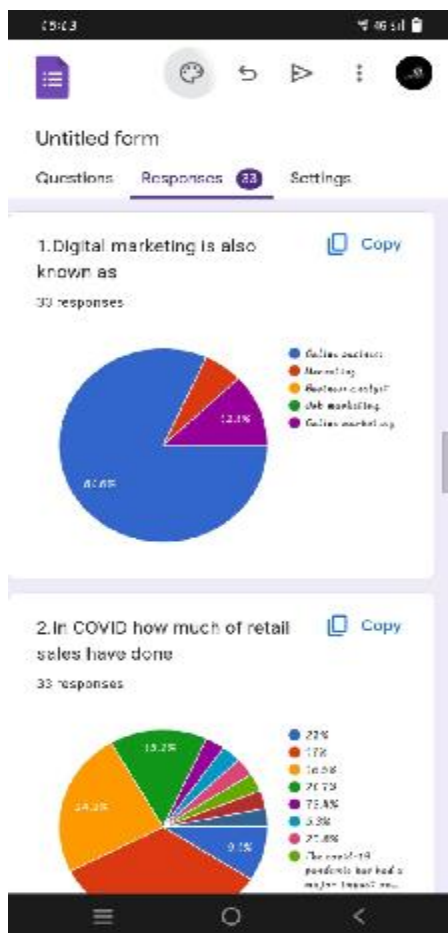
- b) Election commerce
- c) Elevation commerce
- d) Education commerce
- e) Other:

14. Digital marketing and e-commerce demand for

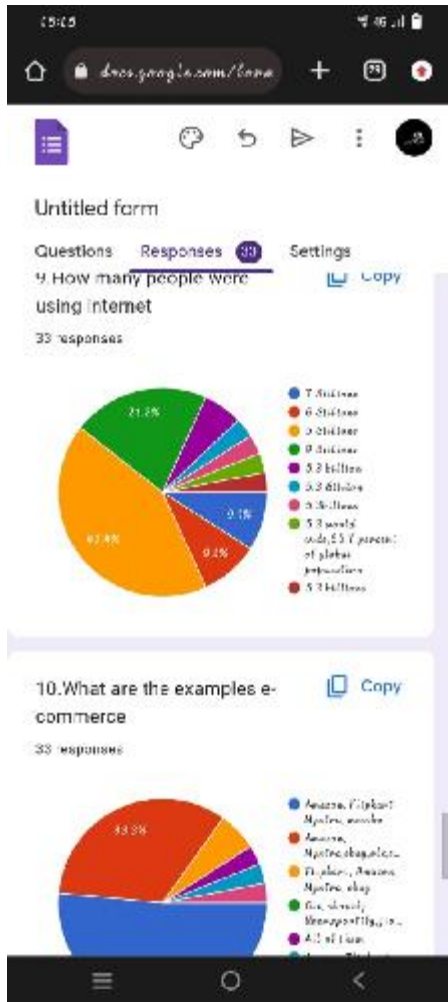
- a) Market professional
- b) Marketing professionals
- c) Management demands
- d) Manager payment
- e) Other:

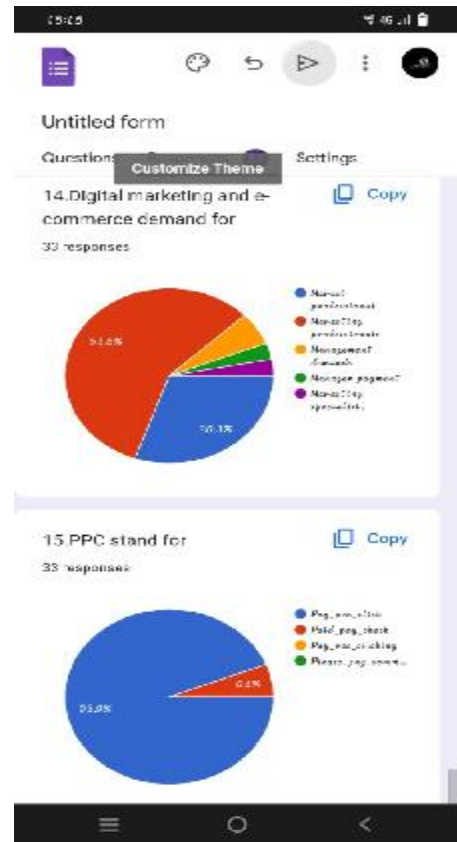
15. PPC stand for

- a) Pay\_per\_click
- b) Paid\_pay\_check
- c) Pay\_pee\_clicking
- d) Please\_pay\_comments
- e) Other:

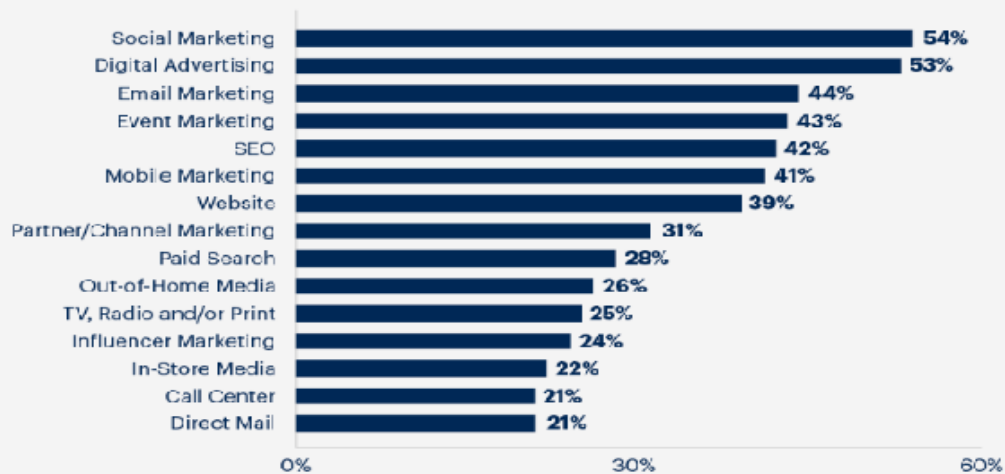








## Channels Used to Support Digital Marketing Strategy



n = 350 digital marketing leaders  
 Source: Gartner  
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**Gartner**

### **Conclusion**

With the advent of E-commerce, the digital marketing has become a huge business factor that drives the effective business standards. The internet has given a huge opportunity for the new business standards and it is a welcome note for the buyers and sellers to make their business very easily. Consumers are better informed through the increased ability to access and sift an abundance of information anytime and anywhere. They are better connected through the ability to instantaneously communicate with others across time zones and social.

## Suggestions

Top 11 digital marketing tips:

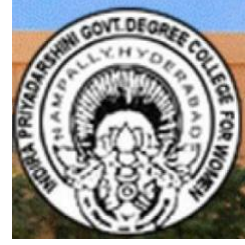
1. Understand Your Customer
2. Create Compelling Content
3. Regularly Optimize Your Website for SEO and Conversions
4. Build a Presence on Social Media Platforms
5. Create Mobile-friendly Content
6. Integrate Marketing Across Multiple Platforms
7. Get on Google My Business
8. Use Email and SMS/Text Marketing Efficiently
9. Invest in Digital Advertising
10. Personalize Content
11. Make Use of Modern Digital Tools

Video is a growing medium for connecting with consumers: the amount of video people watch online has doubled since 2018, and 87% of marketers who use video say it has positive ROI. Try video prospecting: using short, personal videos to introduce your business and brand, explain your products, and build relationships with potential customers. Or add product demos to your site to help educate customers and speed up the sales process.

Make sure you're using all the integrations available on the ecommerce platform you're using. These integrations are designed to make your business more efficient and free you up to focus on other things, primarily by connecting your data across software platforms and giving you a more accurate view of your business.

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**JIGNASA**

**STUDENT'S STUDY PROJECT REPORT ON**

**“A STUDY ON LEADERSHIP MANAGEMENT AT NESTLE”**

**UNDER THE GUIDANCE OF**

**Mrs. YASMEEN KOUSAR**

**SUBMITTED BY**

SANOBER ILYAS	110121684031
SHAHNAZ SHAIK	110121684033
P.NIKITHA	110121684024
P.SHRUTHI	110121684026
G.SHARMILA	110121684035



**DEPARTMENT OF BUSINESS MANAGEMENT**

**INDIRA PRIYADARSHINI GOVT. DEGREE COLLEGE FOR WOMEN,**

**NAMPALLY, HYDERABAD**

**RE-Accredited WITH 'A' GRADE BY NAAC**

**2023-2024**



**INDIRA PRIYADARSHINI GOVT DEGREE COLLEGE FOR WOMEN, NAMPALLY, HYDERABAD.**

**(RE-ACCREDITED WITH 'A' GRADE BY NAAC)**

**Declaration**

We hereby declared that Jignasa student's study project titled "**A STUDY ON LEADERSHIP MANAGEMENT AT NESTLE**" is a bonafide a record of research work carried out by us under the guidance of mentor Mrs.YASMEEN KOUSAR Lecturer for BBA, **Indira Priyadarshini Government Degree College for Women Nampally, Hyderabad** and submitted to the Commissionerate of collegiate Education, Telangana, Hyderabad-1 by the students of B.B.A. final year

Sanober Ilyas, Shahnaz shaik, P.Nikitha, P.Shruthi, G.Sharmila. Under my guidance for the academic year 2023-2024.

**Signature of mentor/faculty**

Place: Hyderabad

Date:

**Signature of the students**

Name of the student	Signature
<b>SANOBER ILYAS</b>	
<b>SHAHNAZ SHAIK</b>	
<b>P.NIKITHA</b>	
<b>P.SHRUTHI</b>	
<b>G.SHARMILA</b>	

**INDIRA PRIYADARSHINI**  
**GOVT DEGREE COLLEGE FOR WOMEN, NAMPALLY, HYDERABAD.**  
**(RE-ACCREDITED WITH 'A' GRADE BY NAAC)**

**Certificate**

This is to certify that JIGNASA student's study project titled "**A STUDY ON LEADERSHIP MANAGEMENT AT NESTLE**" submitted to the Commissionerate of Collegiate Education, Hyderabad, Telangana is based on the work done by the students of B.B.A under the guidance of Mrs.YASMEEN KOUSAR lecturer for B.B.A, Indira Priyadarshini Government Degree College for Women, Nampally, Hyderabad.

**Principal**

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## **ABSTRACT**

The current study explores the role of leadership especially their styles among the project managers regarding the success of projects. The objective was to develop a theoretical framework from the literature in hand and then test the same in the contemporary environment. The literature survey was undertaken to state and elaborate the scope of the research topic. The present study was aimed at exploring and elaborating the styles of leadership and the demographics of the project managers in order to critically analyze the impact of the variables (Transformational, Transactional and Laissez-Faire leadership) on the project success. There were the personal attributes of the managers incorporated in this study such as gender, age, education. It was concluded that there is a prominent impact of leadership styles on the project success.

**Keywords:** Styles of Leadership (Transformational, Transactional and Laissez-Faire leadership), Success of the project, Demographics.

## **CHAPTER-I**

### **INTRODUCTION**

#### **LEADERSHIP STYLES**

Every manager/leader has a unique style of leadership; some are more open and participative while others are very assertive. There are a number of leadership styles like transactional, transformational, authoritarian, democratic, participative and laissez-faire (Belout & Gauvreau, 2004). "There are four main characteristics of a good leader, which includes inspiration, entrepreneurship, creativity and a shared sense of commitment. Good leadership requires that the goals be achieved in a timely manner so that the business can grow in the marketplace". It can be argued that good management is not possible without good leadership (Hyvari, 2006). Good management requires good goal setting and then leading subordinates to achieve the organizational goals. The leadership styles are not fixed and may depend on the situations (Yang et al., 2011). The research report in this study investigates the relationships between project managers and project team in the Pakistani business context. The research focuses on the leadership styles and behaviors of these managers. Therefore, it is useful to recognize that there are differences between good leadership and good management (Ahmed, Azmi, Masood, Tahir & Ahmad, 2013).

#### **Transformational Leadership**

This leadership style produces satisfaction and trust. Functioning for a transformational leader can be a wonderful and uplifting experience. The transformational leaders influence their subordinates by motivating them emotionally (Ammeter & Dukerich, 2002). "They seek to empower their subordinates by developing their independence and by building their confidence. Transformational leaders put passion and energy into everything. They care about their subordinates and want them to succeed" (Spreitzer, 2003). "Transformational leadership has seven main features: raise subordinate awareness, help subordinates look self-interest, help subordinates find out for self-fulfillment, help subordinates understand need for change, invests managers with sense of urgency, is committed to greatness and adopts a long-range, broad perspective" (Turner & Muller, 2005). This leadership style has five dimensions:

Idealized attributes: these leaders are taking action in a manner that incorporates respect of others for them and they go beyond one's personal interest for the group prospects. Idealized behavior: these leaders prefer to discuss important beliefs and values and they take into account the ethical and moral results of decisions. "Inspirational motivation: these leaders support staff to envision attractive future states and they always

motivate their staff to achieve the organizational goals. Intellectual stimulation: these leaders like to encourage new ideas, and creative solutions to problems are solicited from followers” (Yang et al., 2011). “The leaders encourage their staff to be innovative and creative by approaching old situations in new ways. Individual consideration: these leaders stimulate their staff for achievement and growth by acting as a coach and also help their staff to develop their strengths” (Nixon et al., 2012).

### **Transactional Leadership**

This style of leadership prefers exchange relationship systems with employees especially when goals are not met. The transactional leaders use a process of motivating subordinates by appealing to their self-interest (Yang et al., 2011). “The employees’ bargaining position is eroded, while that of the managers is correspondingly strengthened”. This leadership style has three dimensions including: Contingent reward: these leaders provide others with assistance in exchange for their effort and they clarify expectations and offer recognition when goals are achieved. “Management by exception: these leaders specify the standard for compliance and may punish staff for not being compliant with standards” (Nixon et al., 2012). Management by exception: these leaders avoid specifying agreement, and fail to provide goals and standards to be achieved by staff. Sometimes, a leader waits for things to go wrong before taking action.

### **Laissez-Faire Leadership**

This style of leadership allows the group to develop on its own decisions, as the leader has no real authority. Precisely, the leader answers questions, provides information or gives reinforcement to the group (Turner & Muller, 2005). Additionally, the leader evaluates and criticizes very little and is therefore not threatening. “The leader allows the members to make their own decisions. The leader always avoids making decisions and delays responding to urgent questions”. This style develops a good relationship between the leaders and the subordinates (Anantatmula, 2010). The leaders can control subordinates easily and can also use good governance over the subordinates. The subordinates of laissez-faire leaders have to seek other sources to support them in making final decisions. “This leadership style contributed to the researcher’s investigation of the leadership styles of project-oriented organizational managers using survey questionnaire, because laissez-faire leadership is part of this instrument” (Nixon et al., 2012).

## **SUCCESS OF THE PROJECTS**

The research has been discussed in the academic literature widely about the project management is how projects’ success should be examined. Furthermore, some research scholars cite evidence in support of the requirement to have a marked difference between project management success and project success. “The overall project objectives ascertain the success of the project but latter, is assessed on the traditional and widespread parameters of performance such as quality, time and cost” (Cooke, 2001). “In addition, some research scholars exchange conflicting views that there is a marked difference between the criteria

of the project success, on which the project failure or success will be assessed and factors of the success where the success of the project is led indirectly or directly by the inputs to the management system is researched" (Kloppenborg, Shriberg & Venkatraman, 2003). According to Belout & Gauvreau (2004) the research concerning projects' crucial success factors is currently in developing and no common project success denominators has been explained absolutely.

The iron-triangle which comprised of quality, cost and time was the criteria of former project successes. However, these valuations are important, but they do not deal with the overall factors required to assess the modern projects' success criteria (Turner & Muller, 2005). "The assessments are open to different interpretations and the success on the factors is not always in connection with the project success, furthermore, important aspects, for instance, stakeholders (internal and external), are not taken into consideration". One can make the success description both internally, in relations to the successful completion of the project before the planned finish date and externally in terms the concentration is on the public, stakeholders or consumer which adopts the approach of user satisfaction (Geoghegan & Dulewicz, 2008).

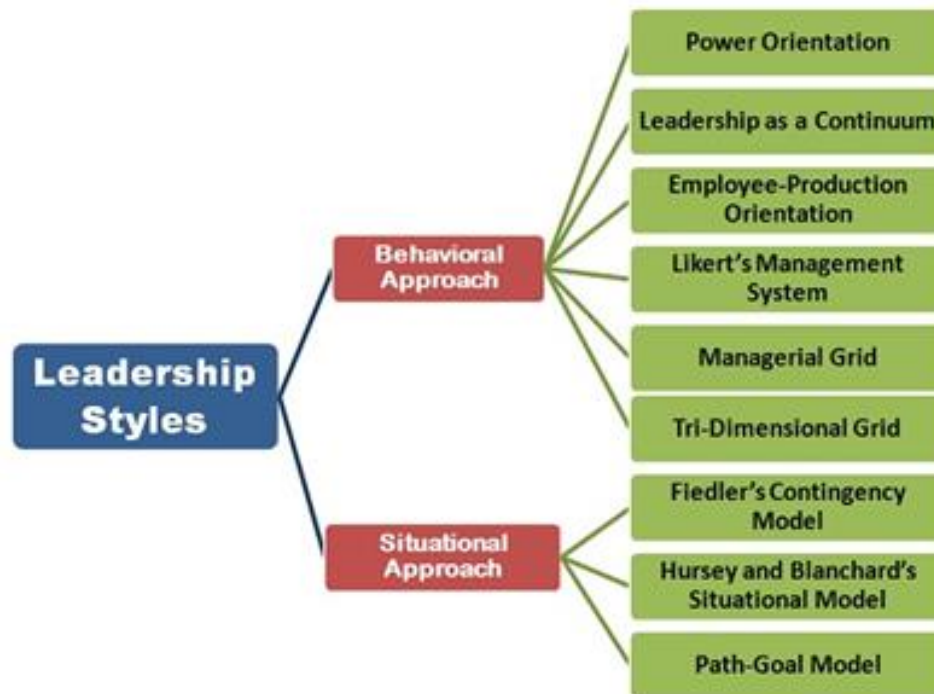
**According to Curran (2009)** at the project evaluation time, one must take the overall objectives of the project in to consideration, with a marked difference between the product's success and the project's outcome. "Since the project outcome will make it possible to take external factors in to consideration more extensively, for instance, use of the product, client or user satisfaction and advantages to clients/consumer" (Yang et al., 2011). The related literature revealed that the two main subjects are involved in the assessment of the success, the project and the client. "Therefore, the success art, keeping in mind the external stakeholders, is to appropriately utilize the assigned resources, use of the allocated budget wisely and achievement of the strategic goals within due date, since all of these factors are always dependent on each other, and brings a complicated reality into existence for the leader of the project" (Nixon et al., 2012 ). The external stakeholders will have various subject-related success measures, relying on the specific operational area and crucial factors for the certain commercial business (Ahmed et al., 2013).

## **DEMOGRAPHIC IMPLICATIONS**

The characteristics of the manager/leader include those such as gender, age, educational level and the institution. Kloppenborg (2003) exposes that gender has only a small effect on transformational and transactional leadership behavior, but the interaction of gender and education produced consistent differences in employees' assessments of leadership behaviors. Belout & Gauvreau (2004) exposes that women are increasingly praised for having excellent leadership skills. "Though, more people prefer male than female bosses and it is more difficult for women than men to become leaders and to succeed in male-dominated leadership environments". Geoghegan & Dulewicz (2008) reports that demographic variables such as gender and age have a significant effect on institutional employees' assessments of their institutions and on subordinates' perceptions of the leadership style.

**Curran (2009)** finds that men are more likely to adopt an authoritarian style while women tend to adopt a transformational style, relying heavily on interpersonal skills. Furthermore, men tend to manage by punishment while women manage by rewards and usually care for the feelings of people. “Anantatmula (2010) reveal that females are more likely than males to be transformational leaders. Females had a higher perceived effectiveness in three management skills: coaching and developing and communicating. Female receive more developmental opportunities than male counterparts”. Nixon (2012) finds that transformational leadership has been identified as one leadership style which data suggests is indicative of success for women leaders and managers in institutions. Leaders who demonstrated a transformational leadership style tended to motivate their subordinates to work hard within their organizations. This style of leadership was therefore beneficial within the institutions.

The leadership styles can either be classified on the basis of behavioral approach or situational approach. These approaches are comprised of several theories and models which are explained below:



### BASED ON BEHAVIORAL APPROACH

**POWER ORIENTATION:**The power orientation refers to the “degree of authority” that a leader adopts to influence the behavior of his subordinates. Based on this, the leadership styles can be further classified as:

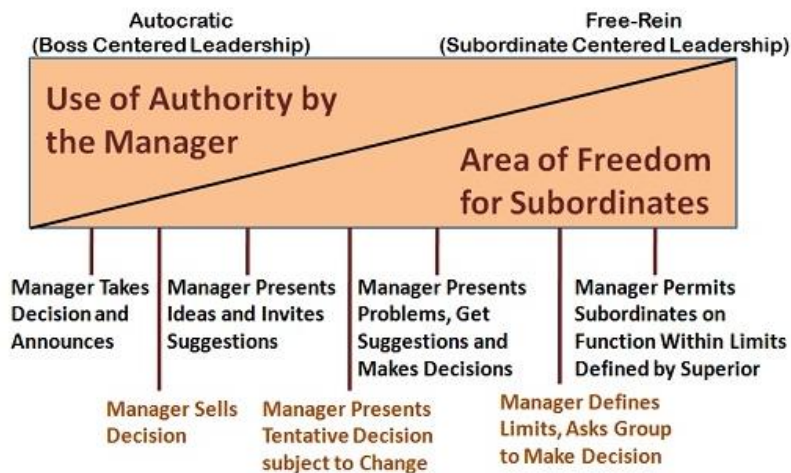
- Autocratic Leadership
- Participative Leadership



- Laissez-Faire

**LEADERSHIP AS A CONTINUUM:** This model is given by Tannenbaum and Schmidt, who believed that there are several leadership styles that range between two extremes of autocratic and free-rein, which are shown below: continuum of leadership behavior

**EMPLOYEE-PRODUCTION ORIENTATION:** Several types of research were conducted to study the leadership behavior that gets affected by the several characteristics that are related to each other. It was found that employee orientation and production orientation play an important role in determining the leadership style. The employee orientation is based on the premise that an employee is an important part of the group and is in parallel to the democratic leadership style. Whereas the production Orientation focuses on the production and technical aspects of the job and the employees are considered as the tools for accomplishing the jobs. Thus, the production orientation is parallel to the autocratic leadership style.



**LIKERT’S MANAGEMENT SYSTEM:**

**Definition:** Rensis Likert along with his associates in Michigan University, USA conducted research to study the patterns and styles of managers over three decades, across 200 organizations and developed a four-fold model of the management system that helped in understanding the leadership behavior.

**Likert’s four systems of management are categorized as follows:**



**Exploitative Authoritative System:** In this type of management system, the responsibility lies with the people in higher positions in the hierarchy. Here, the subordinates are not involved in the decision-making process. The superior has no trust and confidence in his subordinate and imposes decisions on him leaving no room for further discussions. In this system, the communication flows downwards, i.e. from the superior to the subordinate and hence there is a lack of communication and teamwork. The management is only concerned with the completion of work; it uses any means or threats to get the work completed through the subordinates.

**Benevolent Authoritative System:** Like exploitative authoritative system, here also the responsibility lies with the people at the upper echelons of the hierarchy and the only difference is that the motivation is based on the rewards, not on fear and threat. The superior has that much trust and confidence in his subordinates which is required in a master-servant relationship. In this system, the subordinates are given rewards for their participation and the communication may flow upwards i.e. from subordinate to superior, but restricted to what the superior wants to hear. Thus, in the benevolent authoritative system also, the subordinates do not feel free to discuss job-related issues with the superior. This results in the lack of communication and a little teamwork.

**Consultative System:** In this management system, the superior has substantial but not complete, trust and confidence in his subordinates and constructively uses the views and opinions given by them. Here, the motivation is based on rewards and the amount of the individual's involvement in the decision-making process. The consultative system is characterized by a great flow of information both horizontally and vertically. The subordinates feel free to discuss job-related issues with the superiors and hence, the upward flow of communication is more into the consultative system than a benevolent system. But still, the decisions are made by the senior people in the hierarchy.

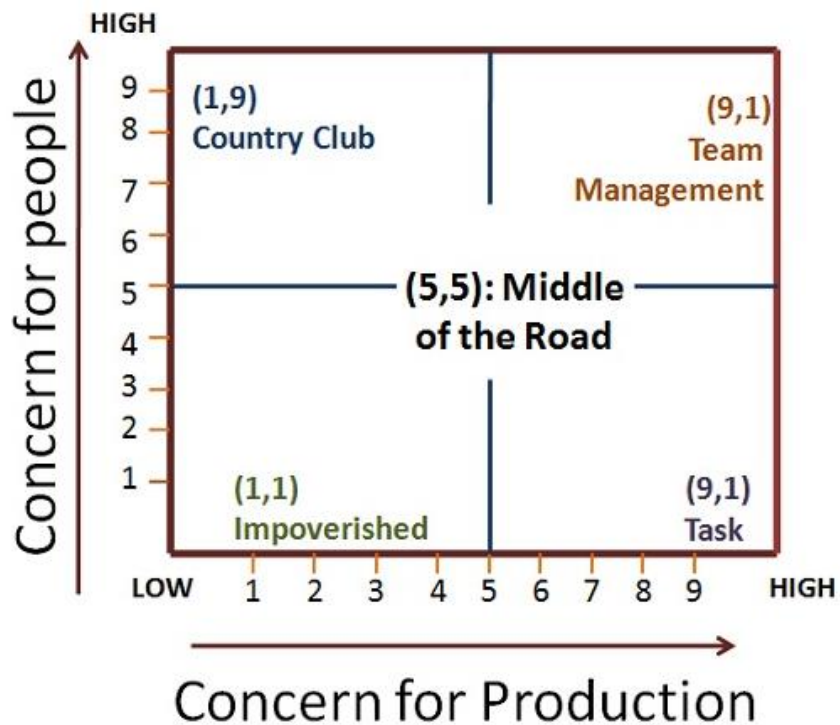
**Participative System:** In the participative system, the management has full confidence in his subordinates and encourages them to participate actively in the decision-making process. Here, the subordinate feels absolutely free to discuss any issue related to a job with his superior. This system is characterized by a good teamwork and teams are linked with people, who are the members of more than one team and such people are called as “linking pins”. The subordinates get motivated through rewards for their participation in the decision-making process.

**BLAKE AND MOUTON'S MANAGERIAL GRID**

**Definition:** Robert Blake and Jane Mouton have developed the Managerial Grid, also called as a leadership grid. According to them, the leadership styles can be identified on the basis of manager’s concern for people and production.

Here, concern for people means the degree to which an individual is committed towards the goal achievement, maintaining self-esteem to workers and satisfying interpersonal relationships. Whereas, the concern for production means an attitude of superiors towards the quality of procedures and policies, creativeness of research, effectiveness of staff, work efficiency and volume of output.

The managerial grid identifies five leadership styles based on two behavioral dimensions as shown in the figure below:



In the figure, there are 81 possible categories where the leader’s style may fall.

**Impoverished Management (1,1):** The managers with this leadership style exert minimum effort to get the work done by the subordinates. They have minimal concern for both the people and production, and they function merely to preserve their jobs and seniority. Therefore, the disharmony, dissatisfaction, disorganization arises within the organization.

**Task Management (9,1):** Here, the leader is more concerned with the production and lay less emphasis on the personal needs of his subordinates. This leadership style is also called as a dictatorial or perish style, where the subordinates are required to perform the task as directed by the superiors. In this leadership style, the output in the short run may increase drastically, but due to stringent rules and procedures, there could be a high labor turnover.

**Middle of the Road (5,5):** The manager with this style tries to keep a balance between the organizational goals and the personal needs of his subordinates. Here, the leader focuses on an adequate performance through a balance between the work requirements and satisfactory morale. Both the people and production needs are not completely met, and thus the organization land up to an average performance.

**Country Club (1,9):** Here, the leader lays more emphasis on the personal needs of the subordinates and give less attention to the output. The manager adopts this style of leadership with the intent to have a friendly and comfortable working environment for the subordinates, who gets self-motivated and work harder on their own. But however, less attention to the production can adversely affect the work goals and may lead to the unsatisfactory results.

**Team Management (9,9):** According to Blake and Mouton, it is the most effective leadership style wherein the leader takes both people and production hand in hand. This style is based on McGregor's Theory Y, where the employees are believed to be committed towards the goal achievement and need not require manager's intervention at every step. The leader with this style feels that empowerment, trust, respect, commitment helps in nurturing the team relationships, which ultimately results in the increased employee satisfaction and overall production of the organization.

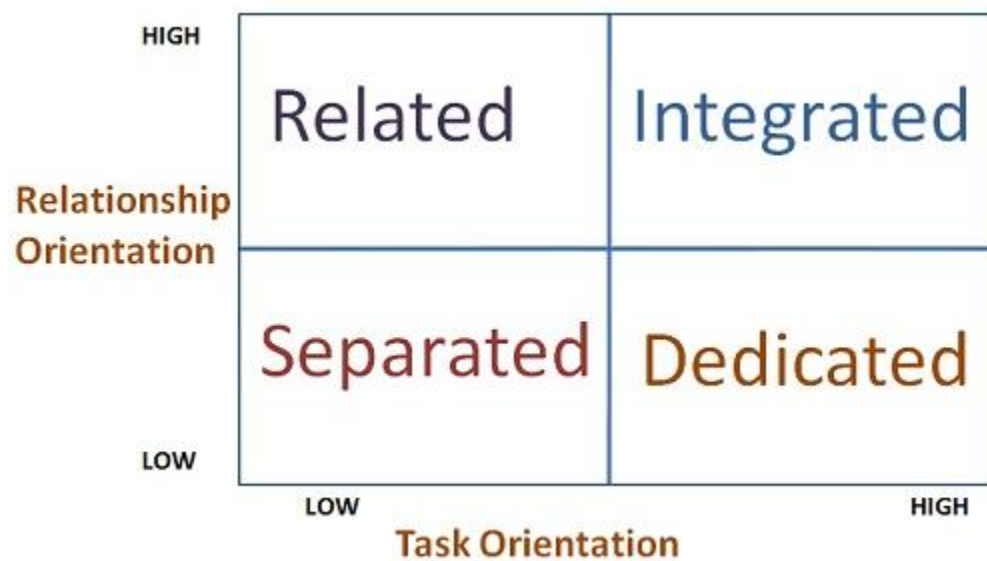
### **Three Dimensional Grid:**

**Definition:** The Three-Dimensional Grid or 3-D Leadership Model is developed by Professor Bill Reddin, who introduced the concept of "situational demands" which talks about the way in which the leader must behave to be most effective.

The 3-D model has taken into the consideration the beliefs of the managerial grid and added one more dimension to it i.e. Effectiveness. The effectiveness means to know what was the result when one used a particular leadership style in a particular situation.

Thus, three-dimensional axes represent the “task-orientation”, “relationship orientation” and “effectiveness”. Task orientation means the extent to which the superior directs his subordinate’s efforts towards the goal attainment. The relationship orientation means the extent to which the manager has personal relations with his subordinates and finally, the effectiveness means the extent to which the manager is successful.

When the leadership style meets the demands of the situation, then the leadership is said to be effective else ineffective. On the basis of this, there are four styles that a manager adopts and is shown in the figure below:



The **Separated Manager** is the one who is engaged in correcting deviations. He is the person who formulates the rules and policies and imposes these on others.

The **Related Manager** is the one who likes to work with others and see an organization as a social system where everyone works together. He does not worry about the time and accepts others as they are and do not try to change them.

The **Dedicated Manager** is the one who is task oriented and is only concerned with the production. He does not like to mix up with the subordinates and cannot work without power and responsibility.

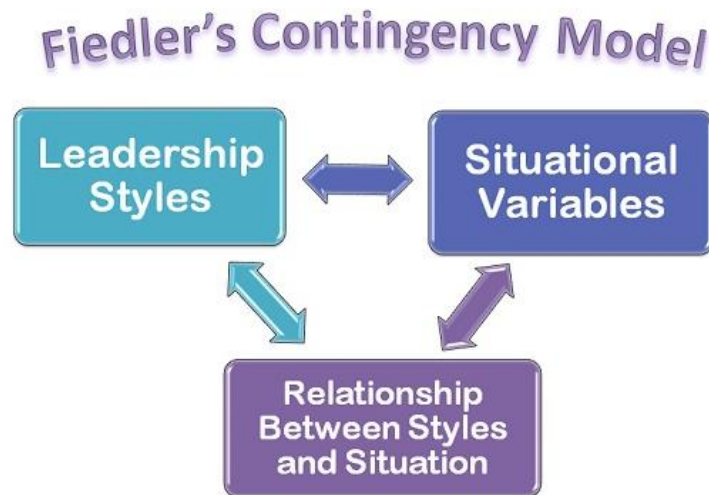
The **Integrated Manager** is the one who mixes up with the subordinates and facilitate two way communication. His major emphasis is on building a strong teamwork and effective communication network.

## BASED ON SITUATIONAL APPROACH

### FIEDLER'S CONTINGENCY MODEL:

**Definition:** Fred Fiedler was the first amongst all the leadership theorists to talk about the situational variables. According to him, the effectiveness of the leadership style depends on the situation. Thus, he along with his associates identified the situational variables and studied about their relationship with the appropriateness of leadership styles.

Fiedler's contingency model is comprised of three elements, Viz, Leadership styles, situational variables and the relationship between styles and situation. Let's study these in detail:



**Leadership Style:** According to Fiedler, the leadership style depends on two dimensions, task-oriented and human-relations oriented. The task-oriented leader is primarily concerned with the task performance and the accomplishment of task goals. He gets satisfied with the accomplishment of task performance. While, the manager concerned with human relations lay more emphasis on developing the interpersonal relationship with his subordinates. In order to understand the attitude of a leader, Fiedler developed a "Least Preferred Co-worker Scale (LPC)", wherein the leaders are asked to rate a person on a scale ranging from lowest (1) to highest (8) on several parameters to identify the worker with whom they least like to work. Certain parameters on the LPC scale are: pleasant/unpleasant, friendly/unfriendly, tense/relaxed, supportive/hostile, cooperative/uncooperative, quarrelsome/harmonious, etc. The leaders with high LPC scores are said to be relationship-oriented whereas the ones with the low LPC scores are considered as task-oriented.

**Situational Variables:** It has been observed that, several situational factors influence the effectiveness of the leadership styles, but however, Fiedler has talked about three critical dimensions: Leader's Position

**Power:** This element is concerned with the power or authority a leader derives from the position held by him in the organization. It has been observed, that a manager with absolute power influences the behavior of others more than the ones without power. **Task Structure:** The task structure means the extent to which the task requirements are clearly defined in terms of the task goals, processes and relationship with other tasks. It has been observed, that with the clear definition of task structure the actions of the subordinates can be well directed and their performances can be well controlled, which may not be possible in case of unclear task structure.

**Leader-member Relations:** This dimension talks about the degree to which the members have trust, confidence and faith in their manager.

**Relation Between Styles and Situations:** This is the last element of Fiedler's contingency model, wherein he talks about the relationship between the situation and the appropriateness of leadership style. According to him, the leadership effectiveness depends on the situation, as one style favoring one situation may not necessarily be appropriate in any other situation. Thus, it is the situation that gives an opportunity to the leader to influence his subordinates through the right kind of leadership style.

#### **HURSEY AND BLANCHARD'S SITUATIONAL MODEL:**

**Definition:** Hursey and Blanchard's Situational Model talks about the relationship between the leadership styles and the subordinate's maturity. Here, the maturity means the ability and willingness of the subordinate directing his own behavior towards the job fulfillment.

**Thus, following are the two main considerations in Hursey and Blanchard's model:**

1. Leadership style
2. Subordinate maturity

**Leadership Style:** According to Hursey and Blanchard the leadership style can be determined on the basis of two considerations, Viz. Relational Behavior and the Task behavior. The relational behavior refers to the interpersonal relationship between the leader and his subordinates, while the task behavior refers to the amount of guidance and direction a leader gives to his subordinates. On the basis of these considerations four types of leadership styles can be obtained, which are shown in the matrix below:

<b>Relationship Behavior</b>	High	<b>High</b> High Relationship and low task	<b>High</b> High Relationship and low task
	Low	<b>Low</b> High Relationship and low task	<b>Low</b> High Relationship and low task
		Low	High

**Task Behavior**

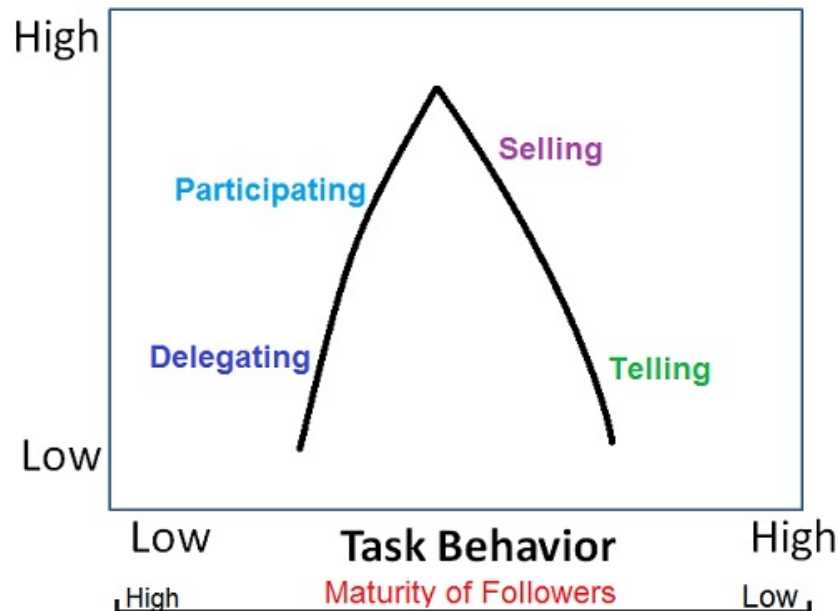
**Subordinates Maturity:** The maturity of subordinate refers to his ability and willingness to direct his behavior towards the accomplishment of the assigned task. Here the ability means the skills and knowledge that a subordinate possesses to do the job also called as the job maturity. While, the willingness refers to the psychological maturity that talks about the confidence and commitment of the individual.

These maturity variables are to be considered in relation to a specific job as these tend to change with the change in the job type. Combining these two maturity elements: ability and willingness, we get four combinations which are shown in the figure below:

<b>High</b>	<b>Moderate</b>		<b>Low</b>
M4	M3	M2	M1
<b>High Ability and High Willingness</b>	<b>High Ability and Low Willingness</b>	<b>Low Ability and High Willingness</b>	<b>Low Ability and Low Willingness</b>



**Relationship between leadership style and maturity:** studying about the appropriateness of leadership style with respect to the maturity stage of subordinate we get a relationship between these two as shown in the graph below:



**On the basis of such relationship we get four types of leadership styles:**

**Telling:** Telling leadership style is adopted when the subordinate has a low ability and even is not willing to perform the task, then the leader is required to give the directions. Here, the leader follows the directive behavior that involves high task behavior and low relationship behavior.

**Selling:** Selling leadership style is appropriate for subordinates with moderate maturity, who have high willingness but lacks the ability. Here the subordinate requires both supportive and directing behavior marked by high task and high relationship behavior.

**Participating:** The participating leadership style is appropriate for the subordinates with moderate to high maturity, who have the ability to do but lacks willingness, and thus they require high external motivational force. Here, low task and high relationship behavior fit best.

**Delegating:** Here, the subordinates have a high maturity, i.e. they have both the ability and willingness to work and require less leadership support. Low relationship and low task behavior is the best-suited leadership style in such a situation.

**PATH-GOAL MODEL:**

**Definition:** The Path-Goal Model of leadership is given by Robert House and others, who studied the relationship between the leadership styles and the situations. According to them, there is no single leadership style that fit in all the situations and therefore, they tried to predict the effectiveness of leadership styles in different situations.

**Robert House and Mitchell have identified four types of leadership styles:**



**Supportive Leadership:** Here, leader emphasizes on establishing the interpersonal relationships with the subordinates by showing concern for their welfare and building a friendly environment within the organization. This kind of leadership style is adopted with the intent to make the job more interesting when the work is more stressful or hazardous.

**Directive Leadership:** The directive leadership style is followed when the subordinates are inexperienced, or the job is quite complex that cannot be performed without the manager's directions. Here, manager properly tells the subordinates about the task and the ways to perform it.

**Participative Leadership:** This kind of leadership style is adopted when the subordinates are experienced, and the job is complex. Here, the leader involves the team members who are experts to give their input in the decision-making process.

**Achievement-Oriented Leadership:** Here, the manager sets high standard goals for his teammates with the intent to motivate them to achieve those goals. The leader has full confidence in his subordinates and adopts this leadership style for the self-improvement of each group member and to make a task more exciting. Generally, this style is followed when the task is quite complex, and the subordinates are less motivated.

## **NEED OF THE STUDY**

Leadership style concepts may be valuable in identifying strengths and weaknesses of current and future leaders, and leadership style inventories and assessments are available. They can also be used to identify what kind of leader is needed for a particular organization at a particular time and assist in choosing someone who has the desired leadership approach. Finally, they can be useful in increasing a leader's self-awareness of his or her own leadership preferences and approaches for the purpose of self-development.

## **SCOPE OF THE STUDY**

- Scope of the current study is to Nestle India Limited located at Hyderabad.
- The study analysis the type of leader ship style adopted by the top level management for the function of the organization
- The study cover of the leadership between leadership styles and organization performance
- As there are various types of styles adopted by different leadership in various organization
- The study covers the leader ship styles in nestle India limited and its impact on the effective function of the organization

## **OBJECTIVES OF THE STUDY**

- To study the style of leadership at Nestle India Limited.
- To analyze the perception of the team members about their team leader.
- To study the kind of relationship exists between team leader and team members.
- To find out what kind of Leadership Styles are existed in the teams of Nestle India Limited.
- To suggest strategies to enhance team performance.

## **RESEARCH METHODOLOGY**

### **SAMPLE STRUCTURE**

For the purpose of this study sample has been collected from employees working in Nestle India Limited total of sample were collected among that 32 of female and 64 no of males there.

### **DATA COLLECTION**

For the purpose of the study data has been collected through two sources among that

1. Primary source
2. Secondary source

#### **PRIMARY SOURCE:**

For the primary source data collected through structured questionnaire divided into three categories those are to measure the environmental, physiological and psychological factors stress. Totally twenty two questions and with four demographic questions

#### **SECONDARY SOURCE:**

For the secondary source I collected information from the company websites , company brochures, from journals and articles about the company

**SAMPLE SIZE :** 100

**SURVY TYPE :** Questionnaire

### **TOOLS AND TECHNIQUES**

Data has been analyzed by using , cross tabulations .From the total 96 members there are 9 teams .for the purpose of finding overall leader ship styles I analyzed the teams as single team wise and I compared the all teams to know what leader ship styles are followed by the Nestle India Limited.

## **LIMITATIONS OF THE STUDY**

- The time period for carrying out the research was short as result of which many facts have been left unexplored.
- Sample size was restricted to 100.
- While collection of the data many employees were unwilling to fill the questionnaires. Respondents were having a feeling of wastage of time for them.
- The project duration 45 days only

**CHAPTER-II**

**INDUSTRY PROFILE**

**&**

**COMPANY PROFILE**



## INDUSTRY PROFILE

### INTRODUCTION

India's food ecosystem offers huge opportunities for investments with stimulating growth in the food retail sector, favourable economic policies and attractive fiscal incentives. The Food & Grocery market in India is the sixth largest in the world. Food & Grocery retail market in India further constitutes almost 65% of the total retail market in India.

The Government of India through the Ministry of Food Processing Industries (MoFPI) is also taking all necessary steps to boost investments in the food processing industry. The government has sanctioned 42 Mega Food Parks (MFPs) to be set up in the country under the Mega Food Park Scheme. Currently, 17 Mega Food Parks have become functional.

- By 2020, Indian Food and Retail market is projected to touch \$ 828.92 bn
- By 2020, the Indian Dairy industry is expected to double to \$ 140 bn
- By 2024, the Food Processing industry will potentially attract \$ 33 bn investments and generate employment for 9 mn people
- By 2030, Indian annual household consumption to treble, making India 5th largest consumer
- 100% FDI is permitted under the automatic route in Food processing industries.
- 100% FDI is allowed through government approval route for trading, including through e-commerce in respect of food products manufactured or produced in India.

### INDUSTRY SCENARIO

The Processed food market is expected to grow to \$ 543 bn by 2020 from \$ 322 bn in 2016, at a CAGR of 14.6%.

Food processing has an important role to play in linking Indian farmers to consumers in the domestic and international markets. The Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments across the value chain. The industry engages approximately 1.85 mn people in around 39,748 registered units with fixed capital of \$ 32.75 bn and aggregate output of around \$ 158.69 bn. Major industries constituting the Food processing industry are grains, sugar, edible oils, beverages and dairy products.

The key sub-segments of the Food Processing industry in India are: Dairy, Fruits & Vegetables, Poultry & Meat processing, Fisheries, Food retail etc.

### KEY FACTS:

- 311.71 mn tonnes of horticulture crop production in 2017-18

- Milk production of 176.3 mn tonnes during 2017-18 with per capita availability of milk at a level of 375 grams per day in 2017-18
- Egg production of around 95.2 bn during 2017-18
- Total fish production was 12.6 mn tonnes during 2017-18
- Food Retail market is majorly dominated by Food Grocery (growing at CAGR 25%) and Food Services (growing at CAGR 15%) segments.

## **FOREIGN INVESTMENT**

### **Recent Announcements**

#### **Jun 26, 2019**

- UAE keen to invest in food processing, tourism and infra in HP.

#### **Dec 18, 2018**

- LOTS Wholesale Solutions opens a Cash and Carry store in Delhi, second of its 15 planned distribution stores across India

#### **Dec 07, 2018**

- Union cabinet approves agricultural export policy

#### **Dec 03, 2018**

- Government plans to set up NBFC with \$ 278.3 mn to fund food processing firms

#### **Aug 10, 2018**

- Congelados De Navarra, Spain's leading food processing company, is all set to invest \$ 43.5 mn in Punjab, with the establishment of a food processing unit in Machiwaara, Ludhiana. The project will generate direct employment for 400 and indirect for 5,000 people in the state.

#### **Jun 08, 2018**

- Amazon Retail India, the global company's food retail business in India, has received an infusion of \$ 1.6 mn from the parent company, as per regulatory filings. Amazon has committed to invest up to \$ 500 mn in its food retail business, for which it has kicked off a pilot in Pune.

#### **Jun 08, 2018**

- DXN Industries plans to invest \$ 27 mn to set up agro-industry in Siddipet district, Telangana.

#### **May 13, 2018**

- Future Group to invest \$ 51.8 mn to open 140 exclusive FBB outlets

#### **Feb 19, 2018**

- The Food Processing Park at Vinchur in Nashik district has attracted an investment of \$ 150 mn, and it is expected to generate 5,400 jobs. A total of 15 food processing units have signed MoUs with the state government during 'Magnetic Maharashtra', global investors' summit and exhibition.

#### **Feb 19, 2018**

- Amazon becomes the first foreign e-commerce firm to enter food retail venture in India. Amazon has rolled out its own food retailing business in India with a pilot in Pune, becoming the first foreign e-commerce firm to stock and sell food items directly to consumers.

### **Indian Food Industry**

#### **Introduction**

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

The food industry, which is currently valued at US\$ 39.71 billion! is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to US\$65.4 billion by 2018. Food and grocery account for around 31 per cent of India's consumption basket.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses and 100 per cent export oriented units.

#### **Market Size**

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. Food has also been one of the largest segments in India's retail sector, which was valued at US\$ 490 billion in 2013@. The Indian food retail market is expected to reach Rs 61 lakh crore (US\$ 894.98 billion) by 2020.

The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 14 per cent of manufacturing Gross Domestic Product (GDP), 13 per cent of India's exports and six per cent of total industrial investment. Indian food service industry is expected to reach US\$ 78 billion by 2018. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent. India's organic food market is expected to increase by three times by 2020##.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth. The organised food business in India is worth US\$ 48 billion, of which food delivery is valued at US\$ 15 billion. With online food delivery players like FoodPanda, Zomato, TinyOwl and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future.

## **Investments**

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 6.82 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2016. The Confederation of Indian Industry (CII) estimates that the food processing sectors have the potential to attract as much as US\$ 33 billion of investment over the next 10 years and also generate employment of nine million person-days.

Mr Tomasz Lukaszuk, the Ambassador of the Republic of Poland had also highlighted the keen interest shown by Polish companies looking for opportunities in India to expand collaboration and invest food processing.

### **Some of the major investments in this sector in the recent past are:**

- Di Bella, the Australia-based coffee chain, plans to invest Rs 67 crore (US\$ 10 million) for setting up around 20 new outlets in Mumbai, besides entering Delhi and Bangalore by 2017.
- KKR & Co LP, the US-based private equity firm, plans to invest about Rs 520 crore (US\$ 77.38 million) in dairy company Kwality Ltd, which will be used to strengthen its milk procurement infrastructure and increase processing capacity.
- Henry Ford Health Systems (HFHS), a US-based health and wellness group, plans to enter India by signing a franchise partnership with Chandigarh-based hospitality and food services firm KWalls Hospitality, and set up 'Culinary Wellness' branded stores across the country.

- Mondelez International, the US-based confectionery, food, and beverage major, inaugurated its new manufacturing plant in Andhra Pradesh set up for Rs 1,265 crore (US\$ 190 million), with an annual production capacity of 250,000 tonnes.
- PureCircle, a Malaysia-based natural sweetener producer, plans to invest around Rs 1,300 crore (US\$ 200 million) in India to set up a manufacturing plant and make the country its regional production and export hub in the next five years.
- Swiggy, a food delivery start-up owned by Bundl Technologies Private Limited, has raised Rs 230.34 crore (US\$ 33.80 million) in a Series C funding round, with its existing investors SAIF Partners, Accel Partners, Norwest Venture Partners and Apoletto Asia Ltd contributing 79 per cent of the new funds raised.
- Gujarat Cooperative Milk Marketing Federation (GCMMF), popularly known as 'Amul', plans to invest Rs 5,000 crore (US\$ 733.6 million) to establish ten new processing plants as well as expand the current capacity to touch 32 million litres per day (MLPD) capacity by 2020.
- American doughnut chain Dunkin' Donuts has tied up with local online grocery delivery platform Grofers for home-delivery of its packaged and freshly made products.
- Private Equity (PE) firm India Value Fund Advisors (IVFA) plans to invest around US\$ 100-150 million in the food business in India over the next two years.
- Zomato, a restaurant search and discovery platform, has raised US\$ 60 million from Singapore government-owned investment company Temasek, along with existing investor Vy Capital, in order to explore new business verticals.
- ITC Limited plans to invest Rs 800 crore (US\$ 117.4 million) to set up a world-class food processing facility in Medak, a district located in Telangana. The company has also formulated plans to enter the dairy market.

### **Government Initiatives**

In order to promote food processing industries, increase level of processing and exploit the potential of domestic and international market for processed food products, Vision Document-2015 was prepared by the Ministry of Food Processing Industries. The document envisages trebling the size of investment in the processed food sector by increasing the level of processing of perishables from 6 per cent to 20 per cent, value addition from 20 per cent to 35 per cent and share in global food trade from 1.5 per cent to 3 per cent by 2015. According to the Ministry, an investment of Rs 100,000 crore (US\$ 14.67 billion) would be required in 2015 to achieve these targets. The Government of India has also relaxed foreign direct investment (FDI) norms for the sector, allowing up to 100 per cent FDI in food product e-commerce through automatic route.

**Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:**

- The Government of India allocated Rs 1,500 crore (US\$ 225.7 million) and announced various measures under the Merchandise Exports from India Scheme (MEIS), including setting up of agencies for aquaculture and fisheries in coastal states and export incentives for marine products.
- Union Budget 2016-17 has proposed 100 per cent FDI through FIPB (Foreign Investment Promotion Board) route in marketing of food products produced and manufactured in India.
- All of the ration cards in India have been digitised and 42 per cent of the digitised ration cards are now linked to Unique Identification (UID) or Aadhaar cards.
- Government of India plans to allow two Indian dairy companies, Parag Milk Foods and Schreiber Dynamix Dairies, to export milk products to Russia for six months, after these companies got approval for their products by Russian inspection authorities.
- Ms Harsimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India inaugurated the first of its kind Rs 136 crore (US\$ 20 million) mega international food park at Dabwala Kalan, Punjab. She has also expressed confidence that the decision to allow 100 per cent Foreign Direct Investment (FDI) in multi-brand retail with 100 per cent local sourcing condition, will act as a catalyst for the food processing sector, thereby controlling inflation, uplifting the condition of farmers, and creating more jobs in the country.
- The Food Safety and Standards Authority of India (FSSAI) has issued new rules for importing products, to address concerns over the entry of sub-standard items and simplify the process by setting shelf-life norms and relaxing labelling guidelines.
- The Ministry of Food Processing Industries announced a scheme for Human Resource Development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:
  - Creation of infrastructure facilities for degree/diploma courses in food processing sector
  - Entrepreneurship Development Programme (EDP)
  - Food Processing Training Centres (FPTC)
  - Training at recognised institutions at State/National level
- The Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare has issued the Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011 and the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011 which prescribe the quality and safety standards, respectively for food products.
- The Ministry of Food Processing Industries has taken some new initiatives to develop the food processing sector which will also help to enhance the incomes of farmers and export of agro and processed foods among others.
- Spices Board, set up by the Ministry of Commerce to develop and promote Indian spices worldwide, aims spice exports of US\$ 3 billion by 2017.

- The Government of India has approved the setting up of five numbers of Mega Food Parks in the states of Bihar, Maharashtra, Himachal Pradesh and Chhattisgarh. The Government plans to set up 42 such mega food parks across the country in next three to four year

## FOOD PRODUCT COMPANIES IN INDIA



The Heritage Group was founded in 1992 by Mr Nara Chandra Babu Naidu. It is one of the fastest growing private sector enterprises in India, with five business divisions, namely, Dairy, Retail, Agri, Bakery and Renewable Energy, under its flagship Company Heritage Foods Ltd.



Introduced primarily for British settlers in India, Kissan has been present in India since 1935. The UB Group, under the Late Mr Vittal Malya then, acquired Kissan from Mitchell Bros in the year 1950. However, in 1993, Hindustan Unilever Ltd took it over from the UB Group. Since its launch, innovation has been the main approach. The brand intro.



LT Foods employ around 900 employees in India and abroad. The company's flagship brand 'Dawaat' launched in 1980's is now recognized as the leading brand in the industry. The company has a strong nationwide distribution network in the domestic market that sells products such as branded rice, wheat and pulses, healthy snack.



Raindrops basmati rice comes from the house of REI Agro Ltd – world's largest basmati processing company. REI Agro Ltd was established in the year 1994 with a vision to consolidate the fragmented basmati rice industry. Today REI is India's leading food major and is listed in Bombay Stock Exchange (BSE), National Stock Exchange (NSE), London .



Modern Dairies is prestigious is an ISO:9001, ISO 22000, ISO 14001 (environment management) and HACCP (food safety), certification to its credit. The company manufactures a wide range of milk and milk products. Strategically located at the centre of milk rich belt in Karnal, on the National Highway No 1, just 136 Kms from North Delhi.



The company was started in the year 1892 in Calcutta (now Kolkata) as a biscuit factory with an initial investment of just Rs 295 (US\$ 4.76). From a humble beginning, Britannia Industries Ltd is presently one of India's most popular food industries.



Nestlé came to India when it set up its first factory in Moga, Punjab in 1961. Presently, it has four offices and around eight manufacturing facilities across India. Nestlé has been a partner in India's growth for over nine decades now and has built a very special relationship of trust and commitment with the people of India.



Established in 1989, Kohinoor has presence in over 60 countries. The company owns one of the finest basmati rice brands, also a wide assortment of food products that include wheat flour, ready-to-eat curries and meals, simmer sauces, cooking pastes to spices, seasonings and frozen food.



Hatsun Agro Product Ltd is the largest private sector dairy in India. It was established in 1970 and has since been a pioneer in promoting dairy products. Presently, Hatsun has chilling centres in more than 68 locations, over 1,348 contract vehicles, milk sheds spread over 10 districts in Tamil Nadu and three districts in Karnataka.

Parle Agro is the largest Indian food and beverage company, which started in 1959 as Baroda Bottling Company for carbonated beverages. The original Parle company was



started in the year 1929 and was owned by the Chauhan family. Parle became popular with the release of its products such as Frooti and Parle-G.



Started in 1924 with the establishment of the MTR restaurant, MTR Foods today stands tall as an Indian heritage brand. A household name, MTR Foods has consolidated its market leadership in the south of the country and is all set for a strong pan-India presence, beginning with forays into the northern, western and eastern regions.





McCain Foods (India) is a wholly-owned subsidiary of McCain Foods Limited in Canada. Since 1998, the company has been engaged in agriculture research and development (R&D) and in the development of the frozen food market in India and other countries of the subcontinent.

Ruchi Soya Industries is among the top five FMCG companies in India with a turnover of over Rs 26,000 crore. It is among the 50 fastest growing FMCG companies in the world, and is the number one cooking oil maker and palm plantation company in India.



Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat. Founded in 1946, the brand is today managed by the Gujarat Co-operative Milk Marketing Federation Ltd (GCMMF) which is jointly owned by about 3 million milk producers in the state.



With a 120 year heritage and an existence since 1889, KRBL Ltd is India's first integrated rice company with a comprehensive product chain. KRBL today stands at the top slot of the Indian rice industry, unmatched and unparalleled in every aspect.



## COMPANY PROFILE



**Nestlé**

Good Food, Good Life

NESTLÉ's relationship with India dates back to 1912, when it began trading as The NESTLÉ Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market.

After India's independence in 1947, the economic policies of the Indian Government emphasised the need for local production. NESTLÉ responded to India's aspirations by forming a company in India and set up its first factory in 1961 at Moga, Punjab, where the Government wanted NESTLÉ to develop the milk economy. Progress in Moga required the introduction of NESTLÉ's Agricultural Services to educate, advise and help the farmer in a variety of aspects. From increasing the milk yield of their cows through improved dairy farming methods, to irrigation, scientific crop management practices and helping with the procurement of bank loans.

NESTLÉ set up milk collection centres that would not only ensure prompt collection and pay fair prices, but also instil amongst the community, a confidence in the dairy business. Progress involved the creation of prosperity on an on-going and sustainable basis that has resulted in not just the transformation of Moga into a prosperous and vibrant milk district today, but a thriving hub of industrial activity, as well.

NESTLÉ has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. The Company's activities in India have facilitated direct and indirect employment and provides livelihood to about one million people including farmers, suppliers of packaging materials, services and other goods.

The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the NESTLÉ Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety of high quality, safe food products at affordable prices.

NESTLÉ India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA and in recent years the Company has also introduced products of daily consumption and use such as NESTLÉ Milk, NESTLÉ SLIM Milk, NESTLÉ Dahi and NESTLÉ Jeera Raita.

NESTLÉ India is a responsible organisation and facilitates initiatives that help to improve the quality of life in the communities where it operates.

After more than a century-old association with the country, today, NESTLÉ India has presence across India with 8 manufacturing facilities and 4 branch offices.

NESTLÉ India set up its first manufacturing facility at Moga (Punjab) in 1961 followed by its manufacturing facilities at Choladi (Tamil Nadu), in 1967; Nanjangud (Karnataka), in 1989; Samalkha (Haryana), in 1992;

Ponda and Bicholim (Goa), in 1995 and 1997, respectively; and Pantnagar (Uttarakhand), in 2006. In 2012, Nestlé India set up its 8th manufacturing facility at Tahliwal (Himachal Pradesh).

The 4 Branch Offices located at Delhi, Mumbai, Chennai and Kolkata help facilitate the sales and marketing activities. The NESTLÉ India's Head Office is located in Gurgaon, Haryana.

### **Purpose**

Enhancing quality of life and contributing to a healthier future. Driven by our purpose we want to help shape a better world and inspire people to live healthier lives. This is how we contribute to society and ensure our long-term success.

### **Ambitions**

We have defined three overarching ambitions for 2030 which guide our work and support the UN Sustainable Development Goals.

Find out more about our efforts in these areas in [Our impact](#).

### **Values**

Guided by our values rooted in respect, we want to shape a better and healthier world. We're continuing the legacy of our founder Henri Nestlé who created a life-saving infant cereal more than 150 years ago.

## BOARD OF DIRECTORS



Paul Bulcke

Chairman of Nestlé



Mark Schneider

CEO of Nestlé



Henri de Castries

Vice Chairman

Former CEO of Nestlé



Beat Hess



Renato Fassbind



Ann M. Veneman

Chair of compensation Audit Committee (Chairman) Nomination and

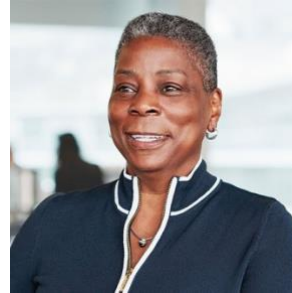
Sustainability Committee



Eva Cheng



Patrick Aebischer



Ursula M. Burns

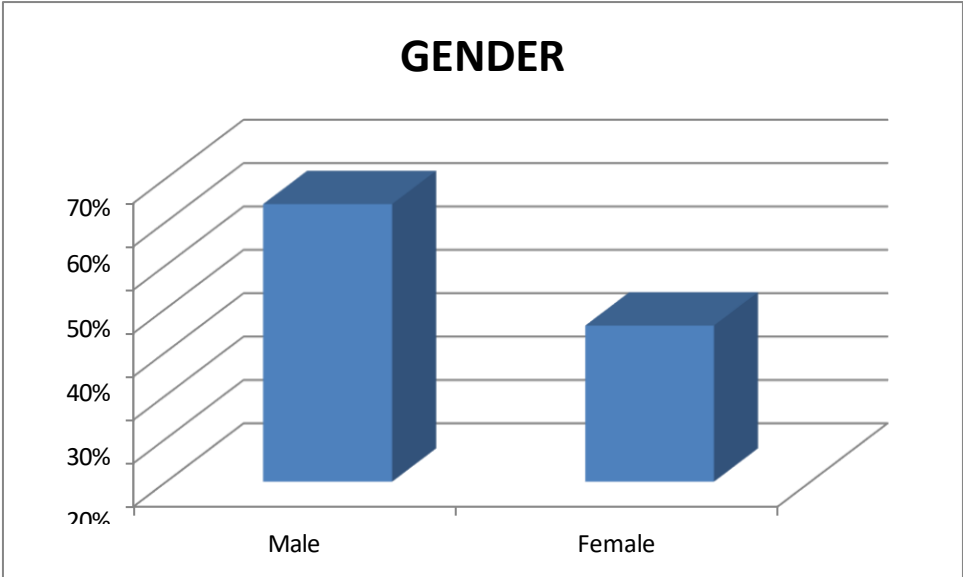
**CHAPTER-IV DATA ANALYSIS  
& INTERPRETATION**

**PRACTICAL ANALYSIS OF LEADER SHIP STYLES**

**TABLE – 1 : GENDER**

<b>Gender</b>	<b>Respondents</b>	<b>Percentage of Respondents</b>
Male	64	64%
Female	36	36%
Total	100	100%

**GRAPH – 1**



**INTERPRETATION**

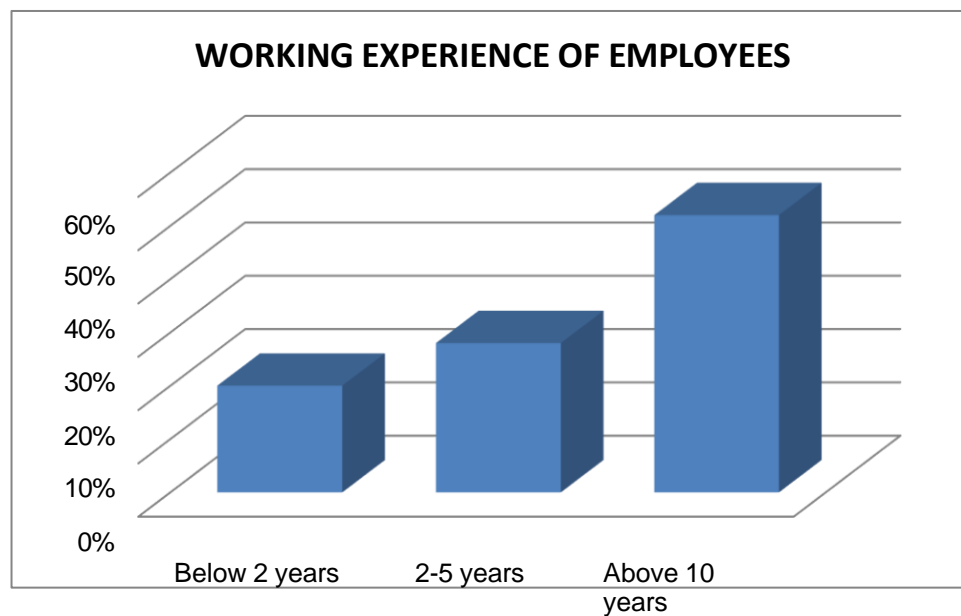
From the above table and graph out of 100 employees 64% of employees are male and 36% of employees are female.

## 2. WORKING EXPERIENCE OF EMPLOYEES

TABLE - 2

EMPLOYEES	NO OF RESPONDENTS	PERCENTAGE
Below 2 years	20	20%
2-5 years	28	28%
Above 10 years	52	52%
Total	100	100%

GRAPH. 2:



### INTERPRETATION

From the above table, 20% of employees have the working experience below 2 years and 28% in between 2-5 years, at the time 82% employees' work above 10 years in this institution.

**CHAPTER-V FINDINGS**

**CONCLUSION SUGGESTIONS**

**REFERENCES**



**ANNEXURE**  
**INDIRA PRIYADHARSHINI GOVERNMENT DEGREE COLLEGE FOR WOMEN, NAMPALLY.**  
**PROBLEMS BEING FACED BY TSRTC PASSENGERS AT DILSUKHNAGAR BUS STATION -**  
**HYDERABAD.**

**QUESTIONNAIRE**

1. GENDER

A) MALE

B) FEMALE

2. WORKING EXPERIENCE OF EMPLOYEES

3. Employees need to be supervised closely, or they are not likely to do their work.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

4. Employees want to be a part of the decision-making process.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

5. In complex situations, leaders should let subordinates work problems out on their own.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

6. It is fair to say that most employees in the general population are lazy.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

7. Providing guidance without pressure is the key to being a good leader.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

8. Leadership requires staying out of the way of subordinates as they do their work.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

10. Most workers want frequent and supportive communication from their leaders.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

9. As a rule, leaders should allow subordinates to appraise their own work.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

10. Most employees feel insecure about their work and need direction.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

11. Leaders need to help subordinates accept responsibility for completing their work.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

12. Leaders should give subordinates complete freedom to solve problems on their own.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

13. The leader is the chief judge of the achievements of the members of the group.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

14. It is the leader's job to help subordinates find their "passion."

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

15. In most situations, workers prefer little input from the leader.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

16. Effective leaders give orders and clarify procedures.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

17. People are basically competent and if given a task will do a good job.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

18. In general, it is best to leave subordinates alone.

a) Agree b) Strongly agree c) Neutral d) Disagree e) Strongly Disagree

### **FINDINGS:**

1. 64% of employees are male and 36% of employees are female working in Nestle India Limited.
2. 82% employees are working above 10 years in Nestle India limited.
3. 67% of respondents agreed & strongly agreed for Employees need to be supervised closely, or they are not likely to do their work.
4. 63% of respondents are strongly disagreed & disagreed for employees want to be a part of the decision-making process
5. 48% of the employees agreed that leaders should let subordinates work problems out on their own.
6. 42% of the employees agreed that in the general population are lazy.
7. 56% of employees agreed that Providing guidance without pressure is the key to being a good leader.
8. 63% agreed that Leadership requires staying out of the way of subordinates as they do their work.
9. 65% of employees must be given rewards or punishments in order to motivate them to achieve organizational objectives.
10. 56% of workers agreed that employees want frequent and supportive communication from their leaders.
11. 70% of respondents agreed that leaders should allow subordinates to appraise their own work.
12. 65% of employees feel insecure about their work and need direction.

### **CONCLUSION:**

From the above analysis of the team 1 we may conclude that for any decision making relating to any projects team leader asks for ideas to the members and some other situations not. But any decision pass in the team the team leader get the approval of the ever team .and if any mistake was happened in the team the leader told them to not

ask for not to do it again and make a note of it .but he does not told to the members to what has to be done & how it is done and he does not creates any feasible environment to participate in the decision presses by taking the owner ship to that When there are differences in role expectations, he/she works with to resolve the differences. But he does not delegates the authority to them and does not monitors them. team leader shows that Each individual is responsible for defining their job and he didn't not do any his /her leadership power to help subordinates grow.

As analyzing the things the team leader the most of the times following the AUTOCRATIC Leader ship style

## **SUGGESTIONS:**

1. The organization needs to put efforts on building a leadership style which is suitable for increasing productivity, reduces the abnormal attrition rate which is prevalent in software development industry.
2. The organization should promote a participatory culture in which every member in the organization should have a chance to express his suggestions.
3. The members should be encouraged to give suggestions, as it would give a chance of generating new ideas for the existing problems.
1. 4 .the leaders have to create an feasible environment where the team members take ownership of the project and allow them to participate in that decision making process to contribute their ideas.
4. the team leader should give a chance to team members to determine what has to be done and how to do it..it will help them to enhance the performance of the team members
2. 6 .the team leaders have to delegate tasks to the team member by considering their particular domain of the knowledge in order to implement a new procedure or project . team leaders need closely monitors
3. 7. the team members to ensure they are performing correctly to or not and along with this the team leader has to give them proper feedback to enhance the performance of the employees.
4. 8.the team leaders did not use their leadership power to position holds over subordinates they have to create an feasible type environment where employees get a chance to prove themselves in their domain.

These are the suggestions will help to the organization to achieve their goals.

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# Fourth International Conference on Advancements in Research & Development 2024



## ICARD 2024

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**Paper Id: 2401262**

### Author Details

**Presenter Category: UG**

### Presented by

Ms. Mahek Sultana,  
Ms. Uzma Urooj,  
Ms. Ameena Begum,  
Student- UG,  
Osmania University,  
Telangana

Ms. Mahek Sultana,  
Ms. Uzma Urooj,  
Student- UG,  
Osmania University,  
Telangana



## PRESENTATION FRAMEWORK

- Abstract
- Introduction
- Research Methodology
- Industry & Company Profile
- Data Interpretation
- Conclusion

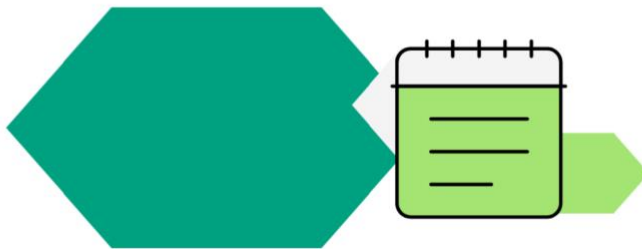






## ABSTRACT

- The study of performance of mutual funds covers equity linked schemes of SBI Magnum Equity growth Fund, Birla Sunlife 95 Growth, Kotak 50 Growth, TATA Equity Management Fund Growth, and this study covers only the period of past months i.e, at (Oct-Dec 2020).
- The financial tools have been used for analyzing the data are, Sharpe's index model, The sample size of four growth funds has been taken for the study.
- The sample period is 3 months from (Oct-Dec 2020). It was found that selected fund gave better performance in the long run with more exposure to risk.



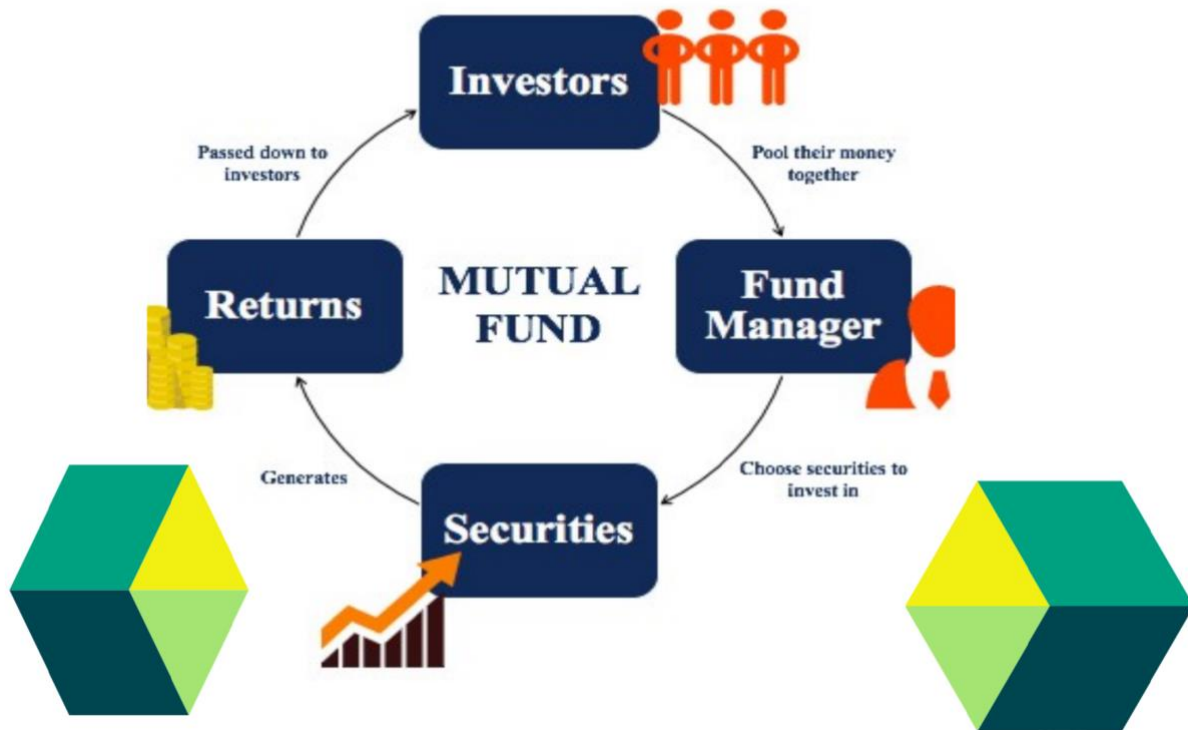
# OUTLINE OF ABSTRACT

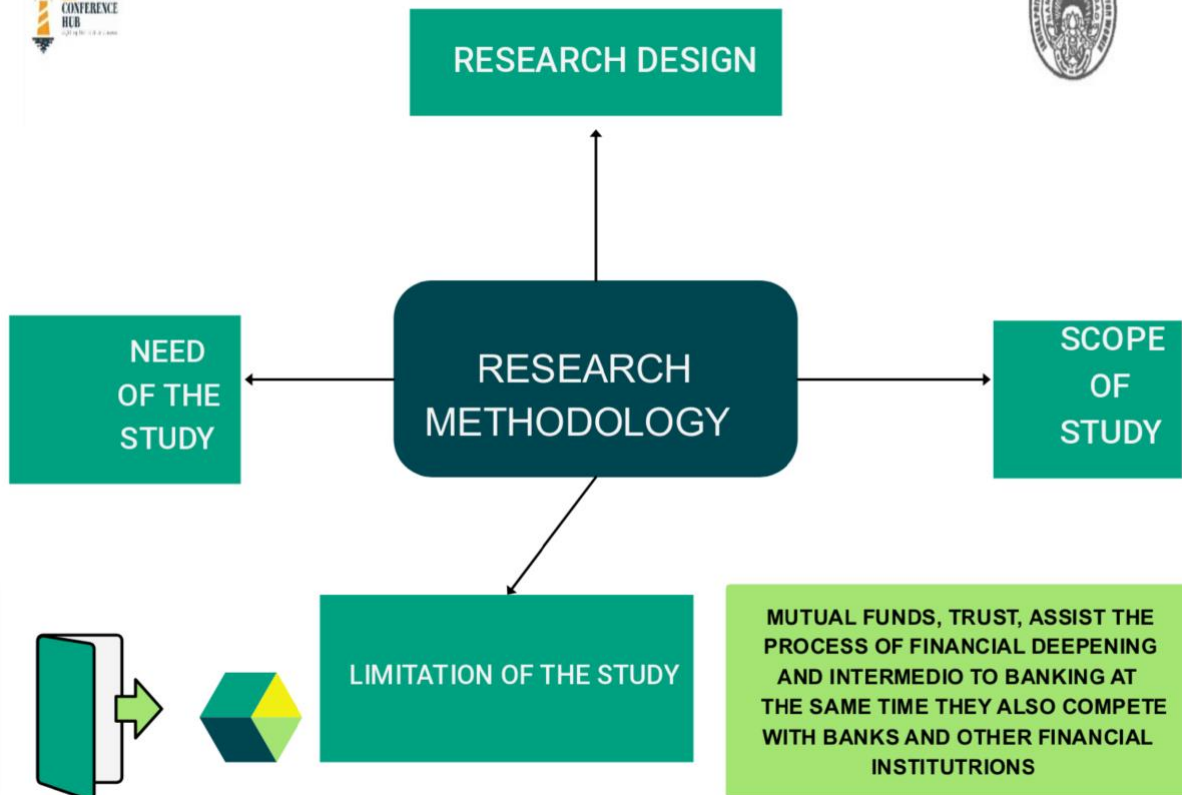




# INTRODUCTION TO MUTUAL FUNDS

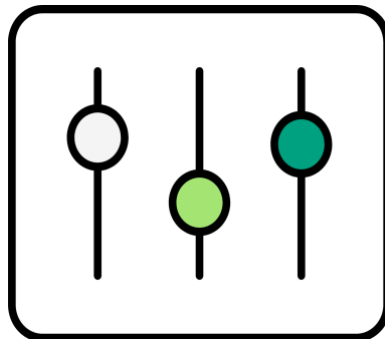






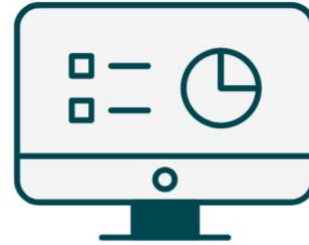


- MARKET SIZE
- INVESTMENT
- DEVELOPMENT
- GOVERNMENT
- INITIATIVES



- SBI MUTUAL FUND





## DATA INTERPRETATION

4.1 Analysis of net asset value (NAV) of the four AMC'S have been taken for the months 2023.

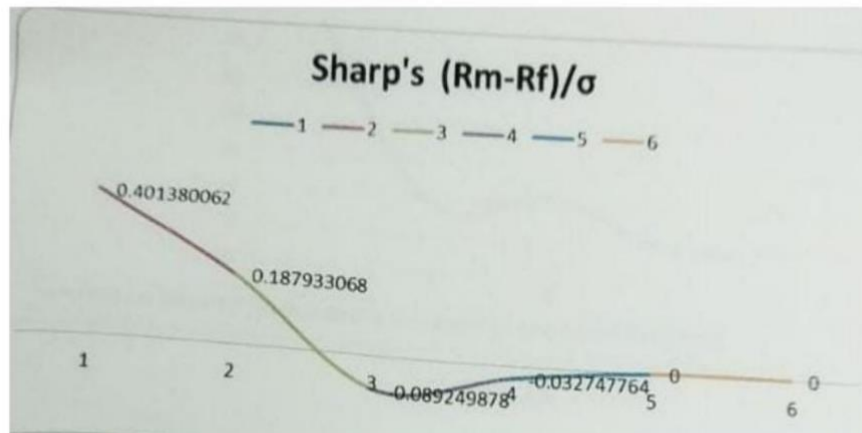
Date	MARKET LE	SBI MAGNUM EQUITY FUND GROWTH	BIRLA SUN 1 95 GROWTH	KOTAK 50 GROWTH	TATA EQUITY MANAGEMENT FUND GROWTH
2-1-23	13221.15	49.94	360.05	2210.38	94.98
3-1-23	13191.45	49.84	363.56	113.35	94.89
4-1-23	13162.25	47.7	362.75	113.03	94.72



#### 4.2 Calculation of Risk of Kotak 30 Growth for Period of Apr-Jun2023

DATE	MARKET LEVEL NIFTY	MARKET RETURN	KOTAK 30 GROWTH	RETURN
2-10-23	13221.15	0	2210.38	0
6-10-23	1391.45	-0.47	113.35	-0.16
7-10-23	13162.25	-0.4716	113.03	-0.28
8-10-23	13174.6	0.2	113.32	0.25
9-10-23	13168.35	-0.101	113.06	-0.22
10-10-23	13171.34	0.0502	113.12	0.05
13-10-23	13272.75	1.6415	115.74	1.43
14-10-23	13241.85	-0.49260691	115.94	1.05
15-10-23	13320.9	1.266	115.43	-0.44
16-10-23	13318.9	-0.03	115.3	-0.97
17-10-23	13261.65	-0.906	115.2	0.78

### 4.3 The Graphical Representation of Sharpe Index



**Interpretation:** From the above table and graph we can know that Birla sunlife and kotak are giving good returns and they are in first position,

# CONCLUSION



## KEY FINDINGS

BIRLA SUNLIFE'S STRONG  
PERFORMANCE

## INVESTMENT POTENTIAL

KOTAK GROWTH FUND'S  
PROFITABILITY



*Thank You*







