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An Empirical Study of Rural Marketing Strategies Used by Hindustan Unilever Limited (HUL) for Selected FMCG Products in Rural Areas Of Kheda District

Suresh Machhar

In India there are 6, 40,867 villages and 68.84% of population resides in rural areas that offer a huge potential to the economy (Census 2011). The rural markets are growing at above two times faster pace than urban markets; not surprisingly, rural India accounts for 60% of the total national demand. A number of companies in FMCG, consumer durables as well as telecom sector have adapted strategies to expand their base in rural market. Rural Marketing in simple word is planning and implementation of marketing function for rural areas. Marketing strategies of different products are unmatched and totally depends on the products and the target audience.

For this study the primary data collected from 100 rural respondents from selected rural areas of Kheda District with the help of structured questionnaire. The data has been tested through Reliability test (Cronbach alpha) and Anova test. Data analysis clearly indicated that there is strong association between age of respondents and source of information for toilet soap and tea. There is no association between rural consumer's education level and their satisfaction level. There is a strong association between satisfaction level of rural consumers and pricing policy of toilet soap and tea.

The study of Rainfall Index At Multi Commodity Exchange of India Limited.

Kamini Shah, Priyanka Kansara

The research is an attempt to study the rainfall index at the Multi Commodity Exchange of India Limited, (MCX). The MCX developed the rainfall index with the help of the weather risk management private limited. The rainfall index tells the percentage of normal cumulative rainfall expected. The study includes the policy initiatives taken by the Government to engage capital market for absorbing weather related risk, particularly the rainfall. The study focuses the commodities those are influenced by the rain index. With the use of various statistical measures an attempt is made to predict the agricultural commodity future movement based on rainfall index. The analysis mainly focuses on the agricultural commodities of MCX only. The study is useful for the commodity traders, farmers, and investors to diversified their portfolio and managing the risk. With the proper diversification the risk is managed and returns maximized.

Indian Accounting Standards and International Financial Reporting Standards: A Comparison

Ankita Dholariya

The forces of globalization prompt more and more countries to open their doors to foreign investment and as businesses expand across borders, the need arises to recognize the benefits of having commonly accepted and understood financial reporting standards. Moreover, the use of different accounting frameworks in different countries resulting inconsistent treatment and presentation of the same underlying economic transactions, creates confusion for users of financial statements. This confusion leads to inefficiency in capital markets across the world. All these factors call for a single set of high quality accounting standards which form the basis for the trust that investors place in financial and non-financial information. The case for single set of globally accepted accounting standards has prompted many countries to pursue convergence of national accounting standards with IFRSs. In this scenario, India cannot insulate itself from the developments taking place worldwide.

Commodity Market - An Impact of Economic Parameters on Commodity Future Price.

Jaimin Trivedi

It is found that Commodity market is having dominance in so many developed countries in compare to stock market but it is not there so far as developing countries like India because of certain misconceptions in the mind of lay men. There are so many reasons for having less dominance commodity market. One of the reason is lake of understanding about prediction of future price of commodity. They feels that commodity market is having complex system and risk in compare to stock market so potential investors are not investing their surplus into commodity market instead of it they prefer stock market. But commodity market is not that much risky as they feel. Here, an attempt is made to enhance awareness among potential investors regarding commodity market and how to estimate the future price and which parameter should take into consideration while estimating the future price so as to hedge their position in commodity market.

A Study on Impact of Dividend Policy on Shareholders' Wealth of Selected Information Technology Companies

Yagnesh Dalvadi, Jaykirti Patel

This paper is aimed at analyzing the impact of dividend policy of shareholders' wealth in Selected Information Technology (IT) Companies. To measure impact, we have selected companies that are Dividend paying and non-paying from 2004-05 to 2012-13. To measure the impact of dividend on wealth, total 16 companies were selected on the basis of dividend payment i.e. dividend payer and dividend non-payer companies. To measure the impact of dividend policy on shareholders' wealth, multiple regression method and stepwise regression models are used by taking DPSit (Dividend per Share), REit (Retained Earnings per Share), Pet-1 (Lagged Price Earning Ratio) and MPSit-1 (Lagged Market Price) (MVit-1) as independent variables, and MPSit (Market Price Per Share) as dependent variables. To determine the proportion of explained variation in the dependent variable, the co-efficient of determination (R²) has been tested with the help of F value. It has been found that there is a significant impact of dividend policy on shareholders' wealth in IT companies.

A Study of Revealed Competitive Advantage of Indian Coffee Export

Waheeda Sheikh

Coffee is one of the largest traded commodities after petroleum and gold. It is mainly produced and exported from low income countries of the world and imported and consumed by rich countries. It is an important foreign exchange earner for India since independence. Present study explores the trends in coffee production, domestic consumption, and export of coffee from India. Despite being important foreign exchange earner Indian coffee is losing its aroma in international market. The study analyses revealed symmetric competitive advantage of Indian coffee in the international market and explores potential future markets. Using the data from 1999 to 2012 collected from electronic data base of UNCOMTRADE and Food and Agricultural Organisation Statistical Year Book, reports of international coffee Organisation and Coffee Board, Government of India. Study finds that India has maintained its traditional markets and direction of coffee export is diversifying. India has huge potential for increasing export as well as catering to the rising domestic demand.

A Paradigm Shift of Indian Postal Services through Customer Satisfaction Measurement of Internal Customers (Authorized postal Agents-APAs) - An Appraisal

Kalpesh Purohit

India Post carry out rendering investment related services to the end customers through duly licensed Authorized Postal Agents (APAs), who are appointed by the appropriate authority and are having assigned post offices for carrying out their business. They collect business and deposit the same with the post offices. They do visit, interact and deal with the post offices on the regular basis, and so they are the "internal customers" who after availing services from the post offices, engage in rendering services to the final customers.

The delivery of desired customer satisfaction and Customers' retention are crucial issues for India post too which calls for developing innovative ways of assessing consumers' satisfaction aimed at to extend help in facilitating improved and innovative postal services to citizens of India. An understanding on how internal customers (APAs) are instrumental in rendering enriched services to the end customers would draw our attention on the perspectives on paradigm shift of the postal services in accordance with the changing business environment.

Experience of Internet Banking among Young Consumers: A Study of Anand City

Komal Mistry

In Traditional banking, fixed cost of the branch network is too high for servicing low value users and particularly in rural area with low density. It is observed that there is a considerable growth of internet based services from last few years. Particularly in Banking Services use of internet has becomes popular. Internet Banking is one of leading mode of banking; particularly younger generation found to be early adopter of the same. This study aims at evaluating experience of young consumers of Internet Banking Services users in Anand City, for this a structured questionnaire is prepared and survey was conducted among under graduate and post graduate students in Anand City. Data were statistically analyzed to assess experience of Internet Banking among young consumers.

A Comparative Study on Non-Performing Assets of Selected Private, Public and Foreign Sector Banks in India

Yashasvi Rajpara, Nikunj Kumar Patel

The magnitude of NPA is comparatively higher in public sectors banks than private sector banks. To improve the efficiency and profitability of banks the NPA need to be reduced and controlled. For the study, we have selected one bank each from public, private and foreign sector banks. Secondary data is used for the comparison and evaluation. Time period for study is 2004- 2014. After deregulation and banking sector reforms, Indian Banking has changed its face completely. From a very comfortable and peaceful environment, now the Indian Banking Sector is characterized by stiff competition and profit war between different bank groups. So, this research attempts to evaluate and compare the performance of different bank groups for the conclusion of who is the best performing banking sector i.e. Private sector or Public sector or foreign sector banks.

A Study of Cloud Computing With Respect To Industry Orchestration

Rima Shah, Priti Sajja

Cloud computing is an enhanced option for dropping IT infrastructure and maintenance cost and maintain control on the data. With the help of cloud computing organization can store, access and share their information securely from anywhere. Cloud computing is an approach to save cost of data center establishment, hardware and software purchase, hardware and software maintenance, hardware and software up gradation and arrangement of physical space to meet increasing demand of data for enterprise and start-ups. Any type of industry can procure computing power on demand and scale it as wanted. These services provide the opportunity to buy just the right amount of computing power and demand added services on demand. The accessibility of virtualization software and cloud services means businesses don't have to buy computing resources to meet crest demand. It also means a company can easily scale its IT services to meet fluctuations in business demand. In this paper we have discussed various reasons for organization hesitation in adopting cloud computing, benefits of cloud computing and key points to be considered prior to adopting cloud computing.

Emerging Challenges and Opportunities in Rural Marketing: A Study with Special Reference to Anand District of Gujarat

Sunilkumar Chaudhary

Knowledge about rural consumer behavior becomes all the more important in a country like India, because according to the Census 2011 published by the Government of India, the rural population accounts for 68.84% of the entire population, while the urban population accounts for only 31.16% of the same. Also, rural India accounts for 50% of India's GDP. Moreover, of the total demand for FMCG and consumer durables, nearly 53% and 59% respectively come from rural India.

A Significance of Data Structure and User Interface in Knowledge Sharing.

Kamlesh Vaishnav

The objective of this paper is to demonstrate the importance of proper Data Structure and User Interface in ICT enabled Information System. Merely using the ICT tools is not sufficient to manage and disseminate information/knowledge across the organization. A small real-world case study is used to show the saving in precious time of human resource engaged in knowledge creation and its processing. This case study reveals that the use of proper Data Structure and User Interface improves the organization's productivity significantly. Finally, the paper introduces the Semantic Web that can be used for effective knowledge sharing within and across the organizations at a larger scale.

Relationship between Brand Equity Elements and Perceived Brand Parity in Deodorants with reference to Anand District.

Sarvesh Soni, Raju Rathod

The Purpose of the study was to find out relationship between brand equity and perceived brand parity in deodorant brands. To study the relationship with the perceived brand parity the researcher has used four elements to judge Brand Equity i.e. Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. The questionnaire was prepared and sent online to the respondent of Anand district via e-mail and other mobile messaging applications. 124 responses have been received and analysed. To find out the relation correlation and regression analysis have been performed. The result shows that there is no any significant relation between brand equity elements (i.e. Brand Loyalty, Brand Awareness, Brand Association, and Perceived Quality) and Perceived Brand parity.

Private Banks and Social Media Marketing – A Study on Tools and Technology

Sarvesh Trivedi, Preethi Luhana, Swaty Parab

According to a study, two-thirds of the global internet population visits social networking sites and the time spent on these sites is growing faster than the overall internet rate. Social Media, a non-traditional method of interaction is thus, increasingly becoming important to all sectors and therefore holds an opportunity for banks. This study aims to know the most preferred social media marketing tools used by private banks with reference to Anand city and the reasons for using the same. It tries to identify the integration between social media marketing and technology and the deterrents of using social media tools. The study covered ten private sector banks located in Anand and Vallabh Vidyanagar. It was found that banks are using Social Media for marketing and the level is also reflected by the fact that Social Media is used more for advertising and brand management. This is mainly on tools like Facebook, Twitter, Mobile Applications and less on Blogs and LinkedIn. The research shows that social media if integrated with technological updation like analytics, code quality, and accessibility can give better results. The researchers have suggested a SPICE framework which will help banks to engage with the customers better, understand their preferences, market new products and services, enhance the brand image and improve the customer service.

A study of factors affecting buying behavior of customers towards purchase of clothes.

Ankit Sinojiya, Jitendra Varma, Aatish Shah

The objective of this study is to identify the buying behaviour of the customers towards purchasing the clothes and to identify the major factors affecting to the customers while purchasing the clothes. A convenience sampling technique is used to select the respondents coming to purchase clothes at the retail shops or outlets. Qualitative as well as quantitative data are obtained using structured questionnaire. A sample of 311 is used for the analysis. Descriptive analysis is carried out to identify the buying behaviour of customers and Factor Analysis is used as a statistical tool to serve the main objective of identifying the major factors. Through the factor analysis, nine different customer behaviours are identified. It is also revealed that shop must have trial room and payment facility through cards.

A study on use of Communication Techniques for effective management by SMEs of GIDC Vitthal Udyognagar.

Nikhil Zaveri, Nishrin Pathan

Small and Medium Scale Industries have always been engrossed in doing hard core manufacturing and processing jobs. Unlike large corporates, there is always dearth in SMEs for professionalism in business operation. Entrepreneurs or managers of SMEs are aware of importance of communication, aware about availability modern techniques and technology for effective management. Although very less research has been carried out among SMEs for the use of communication for effective management it has been observed that there seems attitudinal problems among SME entrepreneurs in using communication techniques for their employees. This paper is an attempt to identify use of various communication techniques by SMEs and to verify command and control of communication flow in SMEs of GIDC, Vitthal Udyognagar.

Study of CSR-based United Nations Industrial Development Organization's (UNIDO) Model of Industrial Development

Jayrajsinh D. Jadeja, Kedar Shukla

United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development. The way of promoting industrial development is unique. They have adopted 'Strategic CSR' as a model for their 'Vision of Industrial Development'; however during the study it has been observed that their 'Mission' having a strong pillar of 'Strategic CSR'. Their central goals are aimed at poverty reduction, inclusive globalization and environmental sustainability. The mandate of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition. In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing its activities on poverty reduction, inclusive globalization and environmental sustainability. Present research paper aims at study of the UNIDO's core goals, and their central strategic pillar of 'CSR' which has been aiming at the sustainable and inclusive growth of the industry and the society.

A Comparative study of employee safety at Zydus hospital and Shri Krishna hospital with special reference to swine flu

Joe Marry George

Managing employee safety in today's global environment and particularly in hospitals have become more and more complex as well as important. In a hospital, the visit of the patients with various contagious diseases directly affects the employee safety. The employees in the form of various staff, such as nurses, doctors, attenders, etc. are directly getting in touch with such patients and there are 100% of chances of getting affected with the contagious viruses. On the outbreak of SWINE FLU, a deadly disease which took out the lives of more than 400 patients and few employees who were treating such affected patients in Gujarat, is an alarming scenario for the employees of the hospitals, specially the swine flu wards. And therefore every hospital should first find, maintain and provide all precautionary and possible safety measures of their staff.

My research gives the clear picture of the measures and precautionary steps adopted by both the hospitals for their employee's safety with respect to swine flu treatment. It also brings about the care taken at the personal level by the employees and their awareness about the precautionary steps that can be taken while providing the treatment to such patients.

A Comparison between Ind AS-115 and AS-9

Deepa Pamnani

With the announcement of roadmap for implementing the Indian Accounting Standards (Ind AS) was announced in January this year, the Ministry of Corporate Affairs (MCA), moved quickly and notified its phase-wise roadmap for the adoption of Ind AS—India's accounting standards, converged with the IFRS. The notification of Ind AS is a positive development and places India well at the centre of high-quality financial reporting. The MCA issued a notification on 16 February this year, announcing the Companies (Indian Accounting Standards) Rules, 2015, for the application of Ind AS. India will be the one of the first countries to adopt and apply Ind AS-115 Contracts with Customers.

In this paper an attempt has been made to highlight the importance of revenue recognition, a comparison has been made between Ind AS-115 Contracts with Customers and Accounting Standard -9 Revenue recognition. Based on the differences an attempt has been made to highlight the impact of these changes on financial reporting. At last a conclusion has been drawn that with the changes like control model,

performance obligation, allocation of transaction price based on standalone selling price, etc. that These changes are likely to affect more to those companies which are contract driven.