

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>CONSUMER BEHAVIOUR TO PURCHASE ECO FRIENDLY CAR IN THE CITY OF PUNE AND AURANGABAD</b> <i>DR. SURESH CHANDRA PADHY &amp; AMEER HUSSAIN A</i>	1
2.	<b>CUSTOMER EXPERIENCE AND CHURN MANAGEMENT IN ONLINE AND MOBILE COMMERCE COMPANIES</b> <i>SUNIL PATIL, YATIN JOG, PUSHPENDRA THENUAN &amp; PARVINDER SINGH VIRDI</i>	2
3.	<b>SKILL GAP ANALYSIS IN GARMENT MANUFACTURING MSME SECTOR OF ANDHRA PRADESH</b> <i>DR. MADHUSUDHAN RAO</i>	3
4.	<b>THE IMPACT OF HUMAN RESOURCE MANAGEMENT ON ENVIRONMENTAL PERFORMANCE AT EMPLOYEE LEVEL: A REVIEW OF LITERATURE</b> <i>ATO. ADEBA HUNDERA</i>	4
5.	<b>STARTUP: FAILURE TO SUCCESS</b> <i>DR. ASHA NAGENDRA, PANKAJ KUMAR SARANGI &amp; ABHISHEK SINGH</i>	5
6.	<b>MAKE IN INDIA POLICY OF 2014 AND THE SELF RELIANCE OBJECTIVE OF THE 1956 INDUSTRIAL POLICY: WILL THE OUTCOMES BE BASED ON INTRINSIC DIFFERENCES OR A TIME-CONTEXTUAL POSITIONING?</b> <i>MRIDULA GOEL &amp; MADHAV AGRAWAL</i>	6
7.	<b>'STARTUP INDIA, STANDUP INDIA': AN OUTSTANDING DRIVE FOR EMPLOYMENT GENERATION AND WEALTH CREATION!</b> <i>DR. SURYA RASHMI RAWAT, HARSHITA KAPOOR, AARUSHI SAHU &amp; APPORVA JAIN</i>	7
8.	<b>LGBT: DEGREE OF ACCEPTANCE IN ORGANIZATIONS OR WORKPLACES IN INDIA</b> <i>DR. JAYA CHITRANSHI, ANKITA CHOUDHARY, DEEPIKA ULLATIL &amp; RAMENDRA SHARMA</i>	8
9.	<b>CONSTRAINTS AND OPPORTUNITIES OF AGRICULTURAL COOPERATIVES: THE CASE OF SELECTED PRIMARY DAIRY COOPERATIVES SOCIETIES IN TIYO DISTRICT, ARSI ZONE OF OROMIA REGION, ETHIOPIA</b> <i>KEDIR AMARE FURO</i>	9
10.	<b>MAKE IN INDIA AND FINANCIAL INCLUSION</b> <i>PHIZA MOULAVI</i>	10
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	11

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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# **A STUDY ON THE EFFECT OF ENVIRONMENTAL AWARENESS AND ENVIRONMENTAL ATTITUDE ON CONSUMER BEHAVIOUR TO PURCHASE ECO FRIENDLY CAR IN THE CITY OF PUNE AND AURANGABAD**

**DR. SURESH CHANDRA PADHY**

**DIRECTOR**

**BALAJI INSTITUTE OF INTERNATIONAL BUSINESS (BIIB)**

**TATHAWADE**

**AMEER HUSSAIN A**

**ASST. PROFESSOR**

**BALAJI INSTITUTE OF INTERNATIONAL BUSINESS (BIIB)**

**TATHAWADE**

## **ABSTRACT**

*Enormous economic growth, advent of scientific and technological innovations, intense competition with the intention of getting quick money coupled with population growth have exploited the natural resources to the maximum possible which have resulted in the degradation of our natural environment and also have threatened the existence of living beings of the planet includes rising greenhouse gases, land degradation, acid rain, global warming, hole in ozone layer, depletion of forest cover, extensive loss of biodiversity and natural habitat etc. The rapid urbanization in India has also witnessed an exponential growth and increase of the number of vehicles. Vehicular Pollution or air pollution arising out of vehicle emission is one of the biggest threats to human life. Rapid increase of passenger cars and commercial vehicles are one of the main reasons of air pollution in the environment. In the current study, effect of environmental knowledge, attitudes and behaviour of car owners on purchasing behaviour related to automobiles was analysed by using Structural Equation Model (SEM). The main purpose of this study is to construct a structural equation model to understand and examine the relationship between knowledge, attitude and behaviour of car owners in terms of environment and its related effect due to automobiles. In this study, the data from 1067 car owners by means of survey were collected from Pune and Aurangabad of Maharashtra State. The result shows that environment knowledge has a significant positive relationship with the environmental conscious attitude. The strength of significant relationship between attitude and behaviour is greater as compared the strength of significant relationship between knowledge and behaviour of car owners towards environmental issues related to automobile. The model supported the idea that the awareness of environmental issues during manufacturing, use and disposal of the automobiles changes the attitudes of people. The awareness and attitudes then result in the way they behave with respect to the environment concerns.*

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**CUSTOMER EXPERIENCE AND CHURN MANAGEMENT IN ONLINE AND MOBILE  
COMMERCE COMPANIES****SUNIL PATIL****DIRECTOR****SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT (SITM)****PUNE****YATIN JOG****ASST. PROFESSOR****SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT (SITM)****PUNE****PUSHPENDRA THENUAN****STUDENT****SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT (SITM)****PUNE****PARVINDER SINGH VIRDI****STUDENT****SYMBIOSIS INSTITUTE OF TELECOM MANAGEMENT (SITM)****PUNE****ABSTRACT**

*Number of online commerce companies has been launched in the past few years due to advent of technologies, penetration of smart devices, access to broadband services, and for providing customers different shopping experience. These companies are building strong logistics and operational capabilities. Similarly, they are building global supply chain so that customers have choice and access for the products at competitive prices. Penetration of smart phones continues to increase as affordability is enhanced due to falling prices. Hence customers are enjoying mobility while doing commerce or shopping. The business models or operational models adopted by most of these companies are almost similar. This is posing a major challenge to companies hence they have to be innovative, creative, operationally efficient, and most importantly provide excellent customer experience. This paper presents review of existing working models adopted by most online commerce companies. A set of critical parameters are identified from customer experience point of view. A survey was conducted and feedback was sought by users in various sections in the society. The data collected from this survey was analysed to confirm the validity of selected parameters and also rank them in the order of importance so that companies can make necessary changes in the operational model. In this highly competitive service industry survival for a 'me too' is simply not possible and customer experience will be a critical factor for maintaining churn at low levels and ensuring repeat business by customers.*

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## **SKILL GAP ANALYSIS IN GARMENT MANUFACTURING MSME SECTOR OF ANDHRA PRADESH**

**DR. MADHUSUDHAN RAO  
PROFESSOR  
VIGNANS UNIVERSITY  
VADLAMUDI**

### **ABSTRACT**

*The economic growth and social development of India mainly depends on the skill development activities to the youth. It is easy to create employment opportunities to more than 120 lakhs of youths entering working age yearly in India, by carrying out proper skill gap analysis and suitable development programmes. As per the skill gap study report over 2010 - 2014 of National Skill Development Cooperation (NSDC), there is an overall additional net requirement of 109.73 million trained persons across twenty-four key sectors in India. By 2022 in the Textiles and clothing sector alone there is a requirement of 63.1 lakhs of skilled manpower among the additional trained persons. In the textiles sector alone in India an estimated 330 lakhs of people are employed. Out of the total employment in textile sector the Ready Made Garment sector is estimated to contribute 25%. As per the recent studies, about 50 percent are women, among the total number of persons employed in Handlooms, Handicrafts, and Sericulture. At present, the MSME sector contributes approximately 15% of the overall employment and 45 % of India's exports. Hence this sector is important for the success of the 'Make in India' program. The Garment manufacturing sector is one of the important sectors in MSME in employment generation to women and skill development requirement. Skills in this sector can be acquired through both formal and informal channels. In this process of skill development, the institutes and industries are facing challenges in identifying skill gap and filling the same. In this context this paper is prepared to identify a few ways of carrying out skill gap analysis and issues related to Garment manufacturing units in the Andhra Pradesh. Some of the gaps identified in this sector are: Lack of proper knowledge of varieties of seams and stitches, sewing machine operations, capability to work across various machines and to stitch the full garment is missing etc.*

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# THE IMPACT OF HUMAN RESOURCE MANAGEMENT ON ENVIRONMENTAL PERFORMANCE AT EMPLOYEE LEVEL: A REVIEW OF LITERATURE

**ATO. ADEBA HUNDERA**  
**DEAN**  
**COLLEGE OF BUSINESS & ECONOMICS**  
**WOLLEGA UNIVERSITY**  
**NEKEMTE CAMPUS**  
**WOLLEGA**

## ABSTRACT

*The core objective of the study is to determine the impact of strategic human resource management on environmental performance. The authors studied the relationship between strategic human resource management, internal environmental concern, organizational citizenship behavior for the environment, and environmental performance. The study made three main contributions. They are it linked EM and HRM in order to better understand how firms are able to achieve environmental performance. It is noted that “the topic of environmental sustainability” is not reflected in the research agendas of most areas of management scholarship. By providing original data, this study helps to fill this gap, it formulated clear and specific relation between the roles played by frontline employees’ and environmental performance and identified the influence of managers as one factor to implement the regulations concerned with environmental performance. In the study, it is assured that managers can play an active role. In particular, internal environment orientation was identified as possible moderating variable in the relationship between SHRM and pro-environmental behavior at work. The research is highly significant because of the above reasons and contributed new concept about the clear relationship between human resource management and environmental performance.*

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**STARTUP: FAILURE TO SUCCESS**

**DR. ASHA NAGENDRA**  
**PROFESSOR**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**PANKAJ KUMAR SARANGI**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**ABHISHEK SINGH**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**ABSTRACT**

**Purpose:** The case study "Startup" Failure to Success, examined two different important factors: (1) the characteristics of entrepreneur (2) discussed about different external factors affecting business operations. The purpose of this study to create awareness among the startup entrepreneurs not to give up at any stage even though they failed. They can learn from that to march ahead to taste the success. **Design/methodology/approach:** The whole case study based on my work experience for last 3 years in a startup IT Company (MNC), ABC Technologies Pvt. Ltd (Original name not disclosed) based in India having Subsidiary in South Africa. I experimented various methods to come out from different problems faced by the company to become success at early stage. Both quantitative and qualitative data were collected and a statistical analysis of data collected in a structured questionnaire was the primary method for testing the factors. **Findings:** Results from these analyses indicated significant differences between successful and unsuccessful startups in above two categories. Lead entrepreneurs in successful companies were more likely to have good educational back ground from famous educational institutes. Most of the successful entrepreneurs in startups were having rich experience. This case study also found that most of the startups focuses on internal factors like internal control, accounting process, intercompany transactions etc. at their early stages. But it can be suggested through this case study that entrepreneurs should also focus on external factors like forex risk, Market research etc. along with internal factors. **Research limitations/implications:** The study was limited to certain territory and industry type. The study provides a basis guide to startups to follow the fundamental principles at their early stages. Future research should focus on other important factors which are becoming barriers on the way of success of startup companies. **Practical implications:** The study presented can be used as a road map for all the startups to understand their mistakes and not to repeat the same in future. **Originality/value:** The paper not only useful for startups, can be useful for established companies. The techniques discussed here is very much practical in nature and can be helpful to overcome from different basic issues.

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**MAKE IN INDIA POLICY OF 2014 AND THE SELF RELIANCE OBJECTIVE OF THE  
1956 INDUSTRIAL POLICY: WILL THE OUTCOMES BE BASED ON INTRINSIC  
DIFFERENCES OR A TIME-CONTEXTUAL POSITIONING?**

**MRIDULA GOEL  
ASSOCIATE PROFESSOR  
BITS PILANI  
K K BIRLA GOA CAMPUS  
GOA**

**MADHAV AGRAWAL  
STUDENT  
BITS PILANI  
K K BIRLA GOA CAMPUS  
GOA**

**ABSTRACT**

*The paper attempts to understand whether the current 'Make in India ' Policy of 2014 is a framework of new measures that aim at growth of Indian manufacturing and industry or is it only an extension or remix of the 1956 Industrial Policy that aimed at rapid industrial development of an agrarian India with a focus on self-reliance. The two policies have at their essence the growth of the country through a process of rapid industrialization. Yet, while the 1956 policy aimed at achieving industrialization in the country it focused on the role of the State as the key enabler. The 2014 policy on the other hand, bases its key strategy on using FDI to industrialize and grow the Indian economy. The 1956 policy led phase of industrialization was unable to provide the impetus to India's GDP growth beyond the 3.5 to 4 % rates, ultimately leading to the 1991 crisis-led reforms. It was only after 1991 that the GDP rate of growth picked up above the 5% resistance. This was contributed more by the push from the tertiary, services sector development rather than an outcome of the secondary, industry sector. The 'Make in India ' Policy of 2014 seeks to plug into the unexploited opportunity that remains to be exploited in the manufacturing part of our secondary sector. Its quick success is visible as India moves to become top Greenfield FDI destination in about a year of the launch of the policy initiative. The policy appears to focus on make in India and not as in 1956, 'Made by Indians'.*

## 'STARTUP INDIA, STANDUP INDIA': AN OUTSTANDING DRIVE FOR EMPLOYMENT GENERATION AND WEALTH CREATION!

**DR. SURYA RASHMI RAWAT**  
**ASSOCIATE PROFESSOR**  
**SYMBIOSIS LAW SCHOOL**  
**PUNE**

**HARSHITA KAPOOR**  
**STUDENT**  
**SYMBIOSIS LAW SCHOOL**  
**PUNE**

**AARUSHI SAHU**  
**STUDENT**  
**SYMBIOSIS LAW SCHOOL**  
**PUNE**

**APPORVA JAIN**  
**STUDENT**  
**SYMBIOSIS LAW SCHOOL**  
**PUNE**

### ABSTRACT

**Background:** The political environment, economic policies, financial markets and the tax policies in India prior to MII initiative were not very friendly towards the investors who wanted to start their own businesses. These factors led to greater dependency of the population on the government provided employment. But the fact is that the government provided employment is not sufficient for the 236.5 billion youth population of the country as per the 2011 census. Understanding the need of hour, the Prime Minister of India came up with the campaign 'Start-up India Stand-up India' for promoting self-created job opportunities.

**Objectives:** The objective of this research is to understand 'Start-up India, Stand-up India' campaign; determine its strengths, weaknesses, opportunities & threats and finally recommend ways and means for its proper implementation.

**Method/Analysis:** The study is specifically based on secondary sources of information. Secondary data is collected from newspapers, magazines, case studies, articles, online databases and journals. The interview of professionals was also conducted to gather the primary inputs.

**Findings:** On the basis of the research so performed it was concluded that this drive has made the procedures for doing business easy. It is a welcome step towards encouraging Indian youth full of innovative ideas for translating their ideas to reality. The research delves upon the challenges and threats before the beginners. The research also aims at finding out the feasibility of the drive.



**LGBT: DEGREE OF ACCEPTANCE IN ORGANIZATIONS OR WORKPLACES IN INDIA**

**DR. JAYA CHITRANSHI**  
**ASSOCIATE PROFESSOR**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**KHADKI**

**ANKITA CHOUDHARY**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**KHADKI**

**DEEPIKA ULLATIL**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**KHADKI**

**RAMENDRA SHARMA**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**KHADKI**

**ABSTRACT**

*LGBT (Lesbian, Gay, Bisexual, and Transgender) is a very sensitive issue in India, rather more sensitive than religion. Many countries in the world are accepting the LGBT (Lesbian, Gay, Bisexual, and Transgender) community and understanding the fact that it's their personal choice which has nothing to do with their professional career. Many initiatives are being taken by the countries as well as the multinational companies to include the LGBT in the main workforce to utilize their talent. Despite the number of initiatives taken by global Multinational Corporations and Indian Multinational Corporations, there has not been a significant improvement in India regarding inclusion of LGBT or LGBT friendly environment. One of the obvious reasons is article 377 of Indian Penal Code. As per section 377, "carnal intercourse is against the order of nature" and hence an illegal act. However, it does not criminalize the identity of being LGBT, nor does it prohibit organization efforts to create an inclusive workplace for LGBT employees. The inclusion of LGBT can prove a boon to Indian companies because it will attract good talent and will improve diversity in the organizations. It will not only help the companies to grow but also play an important role to sustain this community in a better way. The valuable feedback from the employees of different organizations would be helpful in identifying the requirements and challenges involved in inclusion of LGBT people. Alongside a rational approach, social & legal support might emerge a smooth path for companies as well as LGBT community.*

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**CONSTRAINTS AND OPPORTUNITIES OF AGRICULTURAL COOPERATIVES: THE  
CASE OF SELECTED PRIMARY DAIRY COOPERATIVES SOCIETIES IN TIYO  
DISTRICT, ARSI ZONE OF OROMIA REGION, ETHIOPIA**

**KEDIR AMARE FURO  
LECTURER  
DEPARTMENT OF AGRIBUSINESS & VALUE CHAIN MANAGEMENT  
ARSI UNIVERSITY  
ASSELA**

**ABSTRACT**

*The study conducted with the objectives of analyzing Constraints and Opportunities of dairy cooperatives in Tiyo District of Arsi zone, Oromia Region, Ethiopia. Two stage random sampling method and structured interview schedule were employed for the selection of respondents and collecting data from members respectively. 75 members from 4 primary dairy cooperatives were selected at random. 30 participants of Focus Group Discussion were also involved in the study while the preference indices were used to analyze the data. Increasing demand for milk, increase in urban and peri urban population, increase in the trends of milk price, conducive agro ecology for dairy farming, proximity to major towns, and accumulated experience and social capital in dairy farming in the study area were among the opportunities while lack of market access for members' milk, Lack of improved dairy cows, Lack of facilities, shortage and poor quality of animal feeds, Lack of credit, Poorly developed infrastructure, high cost of exotic breeds and feed, members' low attention towards dairy sector, and low commitment and negligence of Cooperative officials in discharging their responsibilities were among constraints identified. All stakeholders should think of better market access for dairy products and there must be a national level dairy industry program like Operation Flood program of India so as to facilitate the enhancement of milk production in the country. Members must assist their respective cooperatives financially as well as in kind through donation of raw milk.*

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**MAKE IN INDIA AND FINANCIAL INCLUSION**

**PHIZA MOULAVI**  
**TEACHING ASSISTANT**  
**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT (SIBM)**  
**LAVALE**

**ABSTRACT**

*Make in India campaign is more to do with rationalization of industrial regulations and an attempt to increase the contribution of the manufacturing sector to the National Income. The link between financial inclusion and Make in India campaign seems remote but it may have spillover effects. The level of growth of any economy, its culture, social attitudes, ability to accept changes, human endowments, historical accidents and many other factors would decide whether any macroeconomic policy would work for that nation or not. It may get success in one nation it may not in the other. The New Economic Policy 1991 drew attention of many as the terms such as Liberalisation, Privatisation and Globalisation were new then. Everybody, whether capitalist or the socialist, was curious to know what would its impact be on the Indian Economy. It took almost a decade to understand the merits and the demerits of the New Economic Policy. The first part of my paper deals with - is this campaign new or did it even exist before without a brand name. It also discusses the economic basis of the campaign. The second part of the paper discusses the much sought after financial inclusion and tries to find if even that existed before. The third part of my paper deals with the possible opportunities associated with and challenges to this campaign. The paper identifies the Make in India campaign to be an aggressive version of the New Economic Policy, 1991. The opportunities and challenges associated with the Make in India Campaign are inferred on the grounds of the past experiences of the NEP, 1991. Hence this paper may be taken as a preliminary exercise towards the same.*

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