

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“Employee Productivity & Motivation”

Research Scholar
Sarhak Phadke,
Rishi Singh,
Ritik Sah
Ishaan Badodkar
Akshay Mehra



Research Guide
Dr. Nayan Bhadhasriya

Principal
Dr. Aradhana Chouksey

External Examiner

Date:

CERTIFICATE

This is to certify that the Project Work entitled “**Employee Productivity & Motivation**” has been accomplished by Sarthak Phadke, Rishi Singh, Ritik Sah, Ishaan Badodkar, Akshay Mehra under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date:

Place: *Indore*



Signature:

Dr. Nayan Bhadhorija
(Asst. Prof.)



RAJSHREE ENGINEERING
PVT. LTD.

UNIT - II

Phone : 07292-500231-232
Email : rajengg@mantrafreenet.com

Plot No. 72,
Sec. 1, Pithampur,
Distt. DHAR (M.P.)

Ref: HR/23/24

Date:20/01/23

TO WHOM IT MAY CONCERN

This is to certify that Sarthak Phadke, Rishi Singh , Ishaan Badodkar , Ritik Sah , Akshay Mehra a student of BBA, Indore Institute of Management & Research Indore M.P. has successfully completed from 05/01/24 To 20/01/24. Short Internship program at Rajshree Engineering Pvt. Ltd. During the period of his internship program with us he was found punctual, hardworking.

We wish them every success in life.



RAJ SHREE ENGG.PVT. LTD.
For-Rajshree Engg. Pvt. Ltd

Authorised Signatory
(AUTHORISED SIGNATORY)



Indore Institute of Management & Research
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Format – G2

Organisation Information & Consent for the project

1. Name of the organisation and registration : Rajshree Engineering PVT. LTD
2. Type of (Private/Govt./Semi Govt./Other) : Private
3. Department of the organization where Supervision will be done : H.R.
4. No. of people working in the organisation in different posts. : 200 employees, 15-20 Post
5. Expected maximum number student which which can be trained in the organisation : 5
6. Possibility of getting employment in Organized/unorganized sector after Training in the organization : 65%
7. Any other special information : -

I agree to provide training to 5 Number of students of Indore Institute of Management and Research. Indore in organization/ personal supervision.

Date: 20/1/24

Signature of Head 

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* INTRODUCTION

[Employee Productivity & Motivation]

- * Motivation is generally defined as the force that compels us to work hard and pushes us to succeed. Motivation influences our behaviour and our ability to accomplish goals.
- * Motivation is the driving force behind behaviour. This is key to understanding why it is important for business.
- * As Managers / owners we need to derive behaviour of our employee. Understanding what their motivation is and how to tap into it.
- * Employee motivation refers to the factors that drive employee to put their best efforts into their work. Motivated people are industrious, creative, dependable, and thoroughly engaged in what they do. When you find the right ways to motivate your employee, turnover becomes a non-issue and employee productivity soars.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Saathak Khedke, Rishi Singh, Ritik Sah, Akshay Mehra, Ishaan Badodkar

Class: BBA (Plain) 3rd year

Enrollment No.: DX2114050, DX2114043, DX2114046, DX2114005, DX2114024

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Employee Motivation & Productivity		Introduction,	<u>Rishi Singh</u>	
		About company		
		Research method		
		ology	<u>Akshay</u>	
		Steps in conducting		
		research, data		
		analysis, finaly,		
	suggestion,			
	Limitation,			
	Conclusion,			
	Reference, P. P.			



**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021- 2024

Major research Project

On

**“Research on chai sutta bar and its
competitor”**

**Submitted in the partial fulfillment for the
Requirements of the degree of BBA**

DAVV, Indore

Research Guide

Dr. Nayan Bhidodiya

Research Scholar

Alankar suhane

Arpit Gupta

Pratik jain

Mohit Sharma

Dhananjay Choudhary

(07) BBA. III Field

Organization Information & consent for the project work

1. Name of organization and registration : Chai sutta Bar
2. Type of (Private/Govt/Semi Govt/ Other) :
3. Department of the organization where Supervision will be done : sales Department
4. No. of people working in the organization in different posts. : 5
5. Expected maximum number of student which can be trained in the organization : 5
6. Possibility of getting employment in organized/unorganized sector after training in the organization : Yes
7. Any other special information : N/A

I agree to provide training to 5 Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

Date 29/02/2024


Signature of Head

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Alankar subane, Pratik Jain, Arpit Gupta, Mohit Sharma, Dhanaajay Choudhary

Class: BBA plain 5th year

Enrollment No.: DX2114006, DX2114039, DX2114010, DX2114083, DX2114015

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
Research on Chai Sutta Bar and its competitions	29/02/2024	Finding		
	29/02/2024	certificat		
	29/02/2024	survey		
	29/02/2024	written work		
	29/02/2024	conclusion		



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area- We are doing research on chai sotta bar and its competitors.
2. Project work Plan- We visited chai sotta bar outlets conducted survey and did research.
3. Division of work among Students- all 5 of us conducted a survey we visited CSB outlets and did partition of writing work.
4. Name of the Organization to be visited for Project related work-
chai sotta bar (bhawatkua)
chai sotta bar (visaynagar)
MBA chai wala, tealogy.
5. Objective and Rationale of the Study-

To understand chai sotta bar and its competitors.








Date:

DECLARATION

I hereby declare that the Project Work entitled “**Research on chai sutta bar and its competitors**”, has been carried out by me under the guidance of **Dr. Nayan Bhidodiya** at Indore Institute of Management and Research, Indore.

The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature with date
1	Alankar ^s Suhane	BBA Plain	DX2114006	 14/03/2024
2	Pratik Jain	BBA plain	DX2114039	 14/03/2024
3	Arpit Gupta	BBA Plain	DX2114010	 14/03/2024
4	Mohit sharma	BBA Plain	PX2114033	 14/03/2024
5	Dhanantoy choudhary	BBA plain	PX2114018	 14/03/2024

Place: Indore

Date: 14/03/2024





CERTIFICATE O F C O M P L E T I O N

**Mr. Alankar Suhane, Mr. Pratik Jain, Mr. Arpit Gupta, Mr. Mohit Sharma &
Mr. Dhananjay Choudhary**

has successfully completed the case study on **Startup Survey on
Chai Sutta Bar Private Limited** from 25th Feb, 24 to
01st March, 2024.

We found them sincere, hardworking, dedicated, and result
oriented.

He worked well with the team during his tenure.

We take this opportunity to wish him all the best for his future
endeavor.








Anand

Mr. Anand
(Co-founder)

Anubhav Dubey

Mr. Anubhav Dubey
(Co-founder)

S. No.	Students Name	Class	Enrollment No.	Signature with date
1	Ahankur Sohane	BBA Plain	DX2114006	 14/03/2024
2	Pratik Jain	BBA Plain	DX2114039	 14/03/2024
3	Ardit Gupta	BBA Plain	DX2114010	 14/03/2024
4	Mohit Sharma	BBA Plain	DX2114033	 14/03/2024
5	Dhyansey Choudhary	BBA Plain	DX2114015	 14/03/2024

Place: 14/03/2024, INDORE

Date:



CERTIFICATE

This is to certify that the Project Work entitled “Reserach on Chai sutta bar and its competitors” has been accomplishe by Alankar suhane under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 14/03/2024

Signature: Project Guide



Place: IN DOR

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Introduction

Entrepreneurship might have been in his genes but Anubhav Dubey started a tea shop in Indore at the age of 22 without the knowledge of his father, a real estate businessman along with a friend Anand Nayak.

Five years later the shop has grown into a Rs 100 crore turnover 145-outlet tea chain, located more than 70 cities in India and with an outlet each in Muscat and Dubai. "We started the first chai sutta bar outlet in 2016 with an investment of ₹ 3 lakh and expanded through the franchise model," says Anubhav who started using his business skills right from his school days.

The company owns five outlets while the remaining 140 outlets owned by franchisees.



Internship Summary

I am blessed that I got to experience the future through this internship. As it was work from home but from the two project which I got to learn a lot was helpful now and it will be helpful in future as it will be counted under my experience. I got to know how we can develop a business from scratch as nowadays both online and offline platforms are important for spreading awareness about any business. This internship helped us in improving our research skills as a market research student.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

**Comparative Study On
“OTT VS THEATRE”**

Research Scholar

Hemang Kataria
Harshita Saini
Shashank Shukla
Ritika Manke
Divyansh Gupta

Principal



Research Guide

Prof. Nayan Bhidodiya

External Examiner

CERTIFICATE

This is to certify that the Project Work entitled Comparative Study On "OTT VS THEATRE" has been accomplished by Hemang Kataria, Harshita Saini, Shashank Shukla, Ritika Manke, Divyansh Gupta under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of Bachelor of Business Administration from Indore Institute of Management and Research, Indore.

This work has not been submitted by them anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 7/5/23

Place: Indore

Signature



Organization Information & consent for the project work

1. Name of organization and registration : Tresasure Island (PVR)
2. Type of (Private/Govt/Semi Govt/ Other) : Private
3. Department of the organization where
Supervision will be done : PVR Theatre
4. No. of people working in the organization
in different posts. : 15
5. Expected maximum number of student
which can be trained in the organization : 05
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : -
7. Any other special information : -

I agree to provide training to 05 Number of students of Indore Institute of Management and Research, Indore in organization/Personal Supervision.

23/01/24
Date



Feedback Form

To be filled by the trainer/ supervisor

Divyansh Gupta, Ritika Manke, Hemang
Kataria, Harshita Saini, Shashank Shukla

Name of the trainee student :

Name of the college or Institution : ..Indore Institute of Management & Research

Class :BBA (Plain) 3rd year.....

Section & Enrollment Number : ..DX2114019, DX2114047, DX2114021, DX2114020,
DX2114052 ..

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	Excellent
2	knowledge gained by the student theoretical	A	Excellent
3	Skill/ practical knowledge gained by student during the project duration	A	Excellent
4	Student's interest & seriousness in project work	A	Excellent
5	Attitude & behavior of student for learning during the project duration	A	Excellent
6	Ability of student to work as a team with collegeous & other members	A	Excellent
7	Overall grade of the student	A	Excellent

Grade A-> excellent, B-> Good, C-> Average

Date : 23/01/24

Place : Indore, (M.P.)



Signature of the supervisor

Name : Anmol Shukla

Seal

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Mehang Kataria, Harshita Saini, Shashank Shukla,
Ritika Manke, Divyansh Gupta

Class: BBA PLAIN III

Enrollment No.: DX2114021, DX2114020, DX2114052, DX2114047, DX2114019

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
"Comparative Study on OTT vs Theatre"	31/01/24	Introduction	<u>Shukla</u>	
	01/02/24	Literature Review	<u>Shukla</u>	
	02/02/24	Rational of Study	<u>Harshita</u>	
	03/02/24	Objective of Study	<u>Harshita</u>	
	04/02/24	Research Methodology	<u>Harshita</u>	
	05/02/24	Data Analysis	<u>Shukla</u>	
	08/02/24	Findings	<u>Shukla</u>	
	31/01/24	Conclusion	<u>Shukla</u>	



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area-

- Completed survey on OTT vs Theatre
- wrote introduction on OTT vs Theatre
- defined objectives
- Data Analysis after survey

2. Project work Plan-

- field visit
- gathering information from TI (PVR)
- conducting survey through questionnaire
- Data Analysis & finding's & Interpretation

3. Division of work among Students-

we collectively work on the different - different part of the project

4. Name of the Organization to be visited for Project related work-

We have visited Treasure Island (PVR)

5. Objective and Rationale of the Study-

- To analyse the theatre industry & industry
- To understand customer preference.
- To analyse the impact of OTT over future scenario.
- To analyse the watching habit of OTT Application's



CERTIFICATE

Of Participation



SURYA
TREASURE
ISLAND

This certificate is presented to

Harshita Saini, Hemang Kataria, Divyansh Gupta,
Ritika Manke, Shashank Shukla.

For success fully completing the project on OTT platform vs
Theatre in the reference of PVR Treasure island next



Ajay Bijli.

Ajay Bijli

Founder and Owner

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INTRODUCTION

* OTT PLATFORM *

An over-the-top (OTT) media service is a media service offered directly to the viewers via the internet. The term is most synonymous with subscription-based video-on-demand service that offer access to film and television content.

Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices, digital media players, or televisions with integrated smart TV platforms.

Over the past two decades, there has been a monumental shift in how people access and consume video content. These platforms became successful by catering to media-hungry audiences and fitting around their increasingly hectic lifestyles.

OTT is the exact technology that made the streaming revolution possible.

The first dependent Indian OTT platform was BIGFlix, launched by Reliance Entertainment in 2008. In 2010, Digivue launched India's first OTT mobile app called nexTV, which provides access to both live TV and on-demand content. OTT gained critical momentum in India around 2013 as both DittoTV (zee), and Sony Liv were dispatched simultaneously. Hotstar (presently Disney+ Hotstar) is the popular OTT platform in



* CONCLUSION :-

It is far more relatively sure that OTT services has affected the theatre but OTT platforms impact and benefits theatres as well. For instance; sometimes, makers of small movies struggle to release their movies in theatres. Moreover they do not afford to spend so much money on promoting the movie. When there are no famous stars in the movie it's a bit difficult to bring the audience to the theatre for them, OTT platforms are a boon. They can reach a wider audience. Thus the future of over the top application in India is promising. Indian audience think that these applications have good future in this country and the reasons for this are convenience, mobility, choice of content, smartphone penetration and effective. But certain factors of theatres like screen size and



**INDORE INSTITUTE OF MANAGEMENT
AND RESEARCH**



Batch 2021- 2024

Major Project

On

“A Study on Shakti Pump India Ltd.”

Submitted in the partial fulfilment for the

Requirements of the degree of BBA

DAVV, Indore

Research Guide

Dr. Nayan Bhadhoriya



Research Scholar

Mahi Jaiswal

Indrajeet Rout

Sakshi Ajmeria

Ritesh Choudhary

Sanju Sharma

(02) BBA. III Field

PRO 2021-24

CERTIFICATE

This is to certify that the Project Work entitled “A Study on Shakti Pump India Ltd.” has been accomplished by Mahi Jaiswal, Indrajeet Rout, Sakshi Ajmeria, Ritesh Choudhary, Sanju Sharma under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Date:

Signature: Project Guide
Dr. Nayan Bhadhoriya

Place:

CERTIFICATE OF COMPLETION

Mahi Jaiswal, Indrajeet Rout, Sakshi Ajmeria, Ritesh Choudhary, Sanju Sharma. Has successfully completed the department on the startup survey SHAKTI PUMPS INDIA LIMITED

We found them sincere, hardworking, dedicated and result oriented.

They Worked Well with the Team during tenure. We take this opportunity to wish them all the best for there future endeavor.

MANAGEMENT INSTITUTE OF.

Mr. Vikas Sharma (Financial Manager)
Shakti Pumps India Limited



Format – G1

Date : 29/02/24

No. _____

To,

Shatti Pump
Limited India
Pethampur

Subject : Information of project work under your supervision.

Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for subject project work under. The supervision of a competent authority.

In this regard, your supervision is important as our students interested in pursuing their project work in your esteemed organization. I humbly request you to please provide information regarding your organization/business in the enclosed format.

Thanking you

Enclosed – Format G2

Professor In-charge
Project Work



Principal
Seal

Feedback Form

To be filled by the trainer/ supervisor

Name of the trainee student : Sakshi, Mahi, Indrajeet, Sanju, Ritesh.
 Name of the college or Institution : Indore Institute of Management & Research
 Class : BBA Plain (IIIrd Year)
 Section & Enrollment Number :

S. No.	Basis of Evaluation	Valuation Grade (A/B/C) #	Remark
1	Student regular attendance	A	100% ✓ Excellent
2	knowledge gained by the student theoretical	B	V. good
3	Skill/ practical knowledge gained by student during the project duration	A	V. good
4	Student's interest & seriousness in project work	B	V. good
5	Attitude & behavior of student for learning during the project duration	A	V. good
6	Ability of student to work as a team with collegeous & other members	A	Excellent
7	Overall grade of the student	A	Excellent

Grade A-> excellent, B-> Good, C-> Average

Date :

Place :

Shakti Pumps... India
 Limited (Athampur)

Signature of the supervisor

Name :

Seal



First Progress report of Project Work

(Handwritten 500 words)

1. Introduction of Project Work and related area- Shakti Pump Ltd. area manufactured of energy efficiency pumps and motor. Since 1982 over 1200 product owner Dinesh Patidar.
Address :- Section NO.3 Rau, Lithampur.
2. Project work Plan- we all sit together and make plan before executing anything on 2 Jan we decided company and on 04 Feb 2024 then we decide our task.
3. Division of work among Students- Kapil Yadav - Introduction research, Sakshi Ajmera - writing of content
Mahi Jainwal - Idea
Indrajit Rout - Pictures and Photograph.
Ritesh Choudhary - content editing.
4. Name of the Organization to be visited for Project related work-
Shakti Pump India Limited,
5. Objective and Rationale of the Study-
 - Overview .
 - Geographical Present .
 - Manufacturing facilities .
 - Contract decision .
 - Backward intigate .



INTRODUCTION

Shakti Pumps (INDIA) Limited, a Pioneer in Manufacturing of energy-efficient Pumps and Motors since 1982. The Company is at the forefront of providing a variety of renewable energy solutions, primarily for the agriculture sector. The Company has over 1200 product portfolio, which have been indigenously developed by their Research & Development department. With an investment of 3-4% of the Company's net profit towards Research & Development, Innovation is the backbone of their operations. The Company has a strong commitment to innovate and develop technologically advanced products to meet India's irrigation requirements.



Shakti Pumps has a sprawling state of the art Manufacturing facility with an installed capacity of 5 lakh Pumps per annum which is strategically situated in Central India at Pithampur in the state of Madhya Pradesh. Over the years, Shakti Pumps has seen a steady growth

Bibliography :

- ① www.shaktipumps.com
- ② [https/ www. Justdial. com](https://www.justdial.com)
- ③ [www. Indiamart. com](http://www.indiamart.com)
- ④ [www. nseindia. com](http://www.nseindia.com)
- ⑤ [www. wikipedia. com](http://www.wikipedia.com)

And other information was collected by Vikas Sharma (supervisor in financial management) in company are proper guiding our team located in Sector- 3, Pithampur, Madhya Pradesh.



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Major Research Project

On

“A Study on Consumer Perception towards Green
Marketing”

Submitted in the partial fulfillment for the
Requirements of the degree of BBA Plain
DAVV, Indore

SUBMITTED TO:
Mr. Nayan Bhidodiya



SUBMITTED BY:

Parth Atre
Dipak Patel
Sejal Jain
Ishika Gupta
Kumari Sakshi Mishra

(01) BBA. III Field
PRO. 2021-24

Umang Matta
BBA 3rd Year

ACKNOWLEDGEMENT CERTIFICATE

This is to certify that the Project Work entitled "A Study on Consumer Perception towards Green Marketing" has been accomplished by Parth Atre, Dipak Patel, Sejal Jain, Ishika Gupta, Kumari Sakshi Mishra, and Umang Matta under my guidance and supervision.

This project is being submitted by them as the partial fulfillment of requirements for the award of BBA Plain from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.



Research Guide:
Mr. Nayan Bhidodiya

Parth Atre
Dipak Patel
Sejal Jain
Ishika Gupta
Kumari Sakshi Mishra
Umang Matta
BBA Plain 3rd Year

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INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a product's green benefits.

Modern business is large and complex, catering to national or international markets. It exercises a definite and extensive influence on our economic and social life styles. As a socio-economic institution, a market-oriented company has to perform all tasks involved in the development and delivery of goods & services from production to consumption. As a social institution, marketing is responsible to deliver a standard of living and maximize life quality. Now, life quality means not only the quantity and quality of consumer goods and services but also the enriched quality of environment.



Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student-(To be written by each student)

- Pathak Atul - Introduction
- Srjal Jain - Preface
- Umang Malha - Objectives.
- Dipak Patel - Findings
- Ishika Gupta - Rational of study
- Sakshi Mishra - Suggestions

2. Collected information (Statistical, if any)-

3. Research Methodology/Tools for Data Analysis-

Primary data (survey)

Secondary data (webpages, published reports)

4. Challenges during Project work-

No as such big hurdles were there.
but small small problems were there
such as

• Collecting information from secondary data

• Getting feedback from direct consumers



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



Batch 2021- 2024

Project

On

“Attitude And Behaviour towards organic products
‘post covid study in India’”

Research Guide
Mrs. Nayan Bhisodiya

Research Scholar
Divyani Lokhande
Mahendra Singh Pawar
Muskan Patel
Pratap Banik
Siya Patidar



Principal
Aradhana Chouksey

External Examiner

Date: 14/03/2024

DECLARATION

I hereby declare that the Project Work entitled “**Attitude And Behaviour towards organic products ‘post covid study in India’**”, has been carried out by me under the guidance of Mr. Nayan Bhidodiya at Indore Institute of Management and Research, Indore. The research work is original and has not violated any of plagiarism norms.

I also declare that this Project has not been submitted to any University/ Institute for the award of any Degree/Diploma.

S. No.	Students Name	Class	Enrollment No.	Signature with date
1.	Divyani Lokhande	BBA(Plain) 3rd year	DX2114018	Divyani
2.	Mahendra Singh Pawar	BBA(Plain) 3rd year	DX2114030	
3.	Muskan Patel	BBA(Plain) 3rd year	DX2114034	Muskan
4.	Pratap Barik	BBA(Plain) 3rd year	DX2114038	Pratap Barik
5.	Siya Patidar	BBA(Plain) 3rd year	DX2114055	Siya Patidar

Place: Indore

Date: 14/03/2024



CERTIFICATE


This is to certify that the Project Work entitled “Attitude And Behaviour towards organic products ‘post covid study in India’” has been accomplished by (Divyani Lokhande, Mahendra Singh Pawar, Muskan Patel, Pratap Banik, Siya Patidar) under my guidance and supervision.

This project is being submitted by him/her as the partial fulfillment of requirements for the award of Bachelor of Business Administration (BBA) from Indore Institute of Management and Research, Indore.

This work has not been submitted by him/her anywhere else for the award of any degree or diploma. All sources of information and help have been duly mentioned and acknowledged.

Date: 14/03/2024

Place: Indore


Signature: Project Guide



Format – G3

No. _____

Date: 23/01/24

To,

Jaisik Setu,
Pegati Vihar,
Indore

Subject: Project work in your supervision

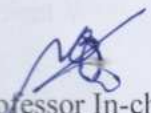
Dear Sir/Madam,

Madhya Pradesh Higher Education Department has issued instructions for subject project work for the college student under the supervision of a competent authority.

In this regard your supervision is important as our students are interested in pursuing their project work in your esteemed organization. We request your cooperation in providing training/project work to our student and also provide feedback in the enclosed format after the training/project work, with information on the training knowledge and skill so as to provide basis of evaluation of student performance after the training.

Thank you

Enclosed: 1. Feedback form (Format G4)
2. Student list for training


Professor In-charge
Project Work



Principal
Seal

Organization Information & consent for the project work

1. Name of organization and registration : *Jaiwik Setu*
2. Type of (Private/Govt/Semi Govt/ Other) : *Private*
3. Department of the organization where
Supervision will be done : *Sales Department*
4. No. of people working in the organization
in different posts. : *11*
5. Expected maximum number of student
which can be trained in the organization : *05*
6. Possibility of getting employment in
organized/unorganized sector after
training in the organization : *No*
7. Any other special information :

I agree to provide training to *05* Number of
students of Indore Institute of Management and Research, Indore in
organization/Personal Supervision.

23/01/24
Date



JAIWIK SETU

Signature of Head

S Jain

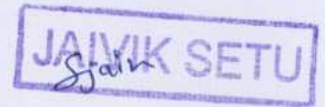
Jaivik Setu

66, Bicholi Mardana Rd, rajshahi resort Indore, Pragati Vihar, Indore, Madhya Pradesh 452016

Date:- 23/01/2024

Certificate of Training

This is to certify that Ms. Divyani Lokhande, Mr. Mahendra Singh Pawar, Ms. Muskan Patel, Mr. Pratap Banik , Ms. Siya Patidar, students of BBA(PLAIN) of INDORE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE M.P, has conducted research work on **“Attitude And Behaviour towards organic products ‘post covid study in India”** from 16/01/2024-20/01/2024 at JAIVIK SETU, INDORE BRANCH.



JAIVIK SETU



INDORE INSTITUTE OF MANAGEMENT AND RESEARCH



WORKING NOTEBOOK

(P4-To be submitted with Final Report)

Name of Student: Divyani Lokhande, Mahendra Singh Pawar, Muskan Patel, Pratap Banik, Siya Patidar

Class: BBA 'Plain'

Enrollment No.: DX2114018, DX2114030, DX2114034, DX2114038, DX2114055.

Project Title	Date	Completed Work	Student Signature	Signature of Project Guide
"Attitude and Behaviour towards Organic Products 'Post Covid Study in India'."	31/01/24	Questionner	<u>Pratap</u>	
	01/02/24	Introduction	<u>Muskan</u>	
	02/02/24	Literature Reviews	<u>Mahendra</u>	
	03/02/24	Rational	<u>Pratap</u>	
	03/02/24	Objective	<u>Mahendra</u>	
	02/02/24	Research Method	<u>Pratap</u>	
	04/02/24	Data Interpretation	<u>Divya</u>	
	05/02/24	Findings	<u>Pratap</u>	
	07/02/24	Limitations	<u>Pratap</u>	
	06/02/24	Scope	<u>Muskan</u>	
	08/02/24	Suggestion	<u>Pratap</u>	
	08/02/24	Conclusion	<u>Muskan</u>	
	08/02/24	Reference	<u>Muskan</u>	
	31/01/24	Questionner	<u>Pratap</u>	



Third Progress report of Project Work

(Handwritten 500 words)

1. Work completed by each student-(To be written by each student)

- Divyani :- Introduction Literature Review, Reference
 Mahendal :- Rational of the Study & Objective
 Muskan :- Research Methodology, limitations, Questionnaire
 Pratap :- Survey form, Data Interpretation, Reference
 Siga :- scope, suggestion & conclusion

2. Collected information (Statistical, if any)-

For a comparative study, 70 Sample Size is collected
 95.7 % respondents are aware about organic products
 58.6 % buy organic products due to health concern

3. Research Methodology/Tools for Data Analysis-

Explorative and Discription type of research is conducted

Survey Sample was 70

Both Primary & Secondary data is used.

4. Challenges during Project work-

- Sample Size was restricted to 70 respondents
- limited geographical area that is Indore In which research is conducted
- Sample Size is too small the result may not be statistical right or significant
- study is conducted in a short period of time.



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INTRODUCTION

ATTITUDE AND BEHAVIOUR TOWARDS ORGANIC PRODUCTS 'POST COVID STUDY IN INDIA'

In the era of modern and healthy lifestyle, the world is lacking some important factors that will benefit them in this further more in future. Nowadays, air and water is polluted and that's the main reason of poor immunity amongst human.

There are many products available in the market which claim to build and boost immunity but on the other hand they can be hazardous to human health and the repercussions can be seen after a certain age.

Considering the recent scenario in frame the world along with our country has faced deadly and hazardous situation that has tremendously affected our economy in some way or the other. One of the most important factor for this disaster has been the weak immune system of the humans and to improve the immune system people have realized the value of health.
 
 Health is our wealth.
 Post COVID.

QUESTIONNAIRE

ATTITUDE AND BEHAVIOUR OF CONSUMER TOWARDS ORGANIC PRODUCTS

1. Are you aware of category of Organic Products available in the market space?
 - o Yes
 - o No

2. Do you prefer buying Organic Products?
 - o Yes
 - o No
 - o Maybe

3. What is your source of information on organic products?
 - o Friends / Relatives
 - o Television / Newspaper / Magazines / Advertisements
 - o Education events
 - o Self Motivation
 - o Retail Stores
 - o Other

4. Indicate the primary reasons of buying Organic Products?
 - o Environmental concerns.
 - o Concern for the welfare of animals.
 - o Health reasons

