

**Year: 2021-22**

<b>No.</b>	<b>Name</b>	<b>Title of paper</b>	<b>Department</b>	<b>Page No.</b>
1	Dr. K. K. Dave	A Study on Profitability, liquidity and Solvency Through Transitional Ratios and Cash flow Ratios of Selected I.T. Companies in India	Accountancy	1
2	Dr.P. G. Sutaria	A dual-response naphthalene-armed calix[4]arene based fluorescence receptor for Zr(IV) and Fe(II) via Ligand to metal charge transfer	Chemistry	2
3	Dr. S. A. Gandhi	A dual-response naphthalene-armed calix[4]arene based fluorescence receptor for Zr(IV) and Fe(II) via Ligand to metal charge transfer	Physics	3
4	Dr.Viral Ka.patel	IMPACT OF CORONA VIRUS ON EDUCATION	COMMERCE	4 to 7
5	Dr. SAHAJKUMAR ANILKUMAR GANDHI	Synthesis, crystallographic investigation, DFT studies and Hirshfeld surface analysis of novel bromo hydrazine derivative: (E)-2-(2-bromo-4,5-dimethoxybenzylidene)-1-(4,5-dimethoxy-2-methylphenyl)-1-hydroxyhydrazine	Physics	8
6	Dr.Viral Ka.patel	MICROFINANCE:A STUDY ON SEWA BANK	P.G. DEPARTMENT OF COMMERCE	9 to 16
7	Dr.Viral Ka.patel	CUSTOMER RELATIONSHIP MANAGEMENT STUDY OF HERO HONDA TWO WHEELER IN ANAND DISTRICT,GUJARAT	P.G. DEPARTMENT OF COMMERCE	17 to 30
8	Dr. K. K. Dave	The level of Non-performing assets of public sector banks of india Pre and Post Demonetization: A comparative study	Accountancy	31
9	Dr. K. K. Dave	A Comparative study on liquidity analysis of selected pharmaceutical companies in india	Accountancy	32

## A STUDY ON PROFITABILITY, LIQUIDITY AND SOLVENCY THROUGH TRADITIONAL RATIOS AND CASH FLOW RATIOS OF SELECTED I. T. COMPANIES IN INDIA

*Kanchan K. Khatri*  
*Research Scholar*

*Dr. Kapil K. Dave*  
*Research Guide, (S. P. University)*

### ABSTRACT

This study examines the profitability, liquidity and solvency of selected I. T. Companies in India by employing traditional ratio and cash flow ratios over the period of five years. By using the financial statements of selected companies, independent sample t – test was used for analysis of hypothesis. The financial performance of selected companies was measured using profitability, liquidity and solvency ratio. Result of study shows that traditional ratios are slightly higher when compared to cash flow based ratios In some cases, significant differences between both ratios existed and in some cases no significant difference was noticed.

**Keywords:-** Traditional Ratios, Cash Flow Ratios, Profitability Ratios, Liquidity Ratios and Solvency Ratios.

### 1. INTRODUCTION

Traditionally, financial ratios were used as a means of analysis of financial statements. While today, ratios calculated from the statement of cash flow has drawn the attention of various stakeholders and academicians. Financial ratios are obtained considering Income Statement and Balance Sheet while cash flow ratios are derived from cash flow statement. Cash is the most liquid asset of the business, therefore, many practitioners believe that financial performance analysis of any sector should be done by considering statement of cash flow (SCF). Till today, statement of cash flow has been used for managerial purpose for controlling cash but it has neither been used for financial performance analysis. This study drives away this limitation and focuses on financial performance analysis by using all three financial statements; Income Statement, Balance Sheet and Cash Flow Statement. Performance analysis is made by using profitability ratios, liquidity ratios and solvency ratios.

#### 1.1 Traditional Ratios

The ratios which are computed using Balance sheet and Income Statement are known as Traditional Ratios.

#### 1.2 Cash Flow Ratios

The ratios which are computed by taking particulars from cash flow statement and some particulars from income statement or balance sheet, such ratios are Cash Flow Based Ratios.

#### 1.3 Profitability Ratios

Profitability Ratios are the financial scale used by the corporate stakeholders to analyze the ability of firm to earn profit. Higher the profitability ratio, higher will be the value of shareholders. Traditional profitability ratios include Gross Profit Ratio, Operating Profit Ratio, Net Profit Ratio, Return On Investments, Return On Capital Employed, Earning Per Share etc. Cash Flow Profitability Ratios include Cash to Sales Ratio, Cash to Assets Ratio, Cash to Equity Ratio, Cash to Capital employed etc.

#### 1.4 Liquidity Ratios



# A dual-response naphthalene-armed calix[4]arene based fluorescence receptor for Zr(IV) and Fe(II) via Ligand to metal charge transfer

Pinkesh G. Sutariya <sup>a</sup>  , Heni Soni <sup>a</sup>, Sahaj A. Gandhi <sup>b</sup>, Saurabh S. Soni <sup>c</sup>, Jyoti Prasad <sup>c</sup>

Show more 

 Outline |  Share  Cite

<https://doi.org/10.1016/j.snb.2020.129417> 

[Get rights and content](#) 

## Highlights

- A new and dual-response calix[4]arene based fluorescence sensor for recognition of  $Zr^{4+}$  and  $Fe^{2+}$  by emission spectra via LMCT
- Binding confirmation is supported by UV-visible study, ESI-MS,  $^1H$ -NMR, FT-IR, PXRD study and cyclic voltammetry.
- The quantum mechanical study of the ligand C4N and ligand C4N with the metal cations ( $Fe^{2+}$  and  $Zr^{4+}$ ) has been performed using Gaussian 09W software.

## Abstract

A new and dual-response calix[4]arene based fluorescence sensor; 5, 11, 17, 23-tetra t-butyl-25, 26, 27, 28 tetracarboxylate naphthalene calix [4]arene (C4N) has been designed and developed for the recognition of  $Zr^{4+}$  and  $Fe^{2+}$ . The fairly linear range of C4N for  $Zr^{4+}$  and  $Fe^{2+}$  is 5–205 nM and 5–210 nM respectively. This sensor exhibits favourable selectivity towards  $Zr^{4+}$  and  $Fe^{2+}$  with the detection limit of 1.98 nM and 4.05 nM respectively via ligand to metal charge transfer (LMCT). This interesting supramolecular architecture has been exploited by UV-vis spectroscopy, voltammetry, electrospray ionization mass spectroscopy (ESI-MS), powder x-ray diffraction (PXRD) study and fourier transform infrared spectroscopy (FT-IR). The binding constant of C4N with  $Zr^{4+}$  and  $Fe^{2+}$  is calculated to be  $8.139 \times 10^8 M^{-1}$  and  $8.430 \times 10^8 M^{-1}$  respectively. The quantum mechanical study of C4N, C4N:  $Zr^{4+}$  and C4N:  $Fe^{2+}$  has been implemented using Gaussian 09 W



# A dual-response naphthalene-armed calix[4]arene based fluorescence receptor for Zr(IV) and Fe(II) via Ligand to metal charge transfer

Pinkesh G. Sutariya <sup>a</sup>  , Heni Soni <sup>a</sup>, Sahaj A. Gandhi <sup>b</sup>, Saurabh S. Soni <sup>c</sup>, Jyoti Prasad <sup>c</sup>

Show more 

 Outline |  Share  Cite

<https://doi.org/10.1016/j.snb.2020.129417> 

[Get rights and content](#) 

## Highlights

- A new and dual-response calix[4]arene based fluorescence sensor for recognition of  $Zr^{4+}$  and  $Fe^{2+}$  by emission spectra via LMCT
- Binding confirmation is supported by UV-visible study, ESI-MS,  $^1H$ -NMR, FT-IR, PXRD study and cyclic voltammetry.
- The quantum mechanical study of the ligand C4N and ligand C4N with the metal cations ( $Fe^{2+}$  and  $Zr^{4+}$ ) has been performed using Gaussian 09W software.

## Abstract

A new and dual-response calix[4]arene based fluorescence sensor; 5, 11, 17, 23-tetra t-butyl-25, 26, 27, 28 tetracarboxylate naphthalene calix [4]arene (C4N) has been designed and developed for the recognition of  $Zr^{4+}$  and  $Fe^{2+}$ . The fairly linear range of C4N for  $Zr^{4+}$  and  $Fe^{2+}$  is 5–205 nM and 5–210 nM respectively. This sensor exhibits favourable selectivity towards  $Zr^{4+}$  and  $Fe^{2+}$  with the detection limit of 1.98 nM and 4.05 nM respectively via ligand to metal charge transfer (LMCT). This interesting supramolecular architecture has been exploited by UV-vis spectroscopy, voltammetry, electrospray ionization mass spectroscopy (ESI-MS), powder x-ray diffraction (PXRD) study and fourier transform infrared spectroscopy (FT-IR). The binding constant of C4N with  $Zr^{4+}$  and  $Fe^{2+}$  is calculated to be  $8.139 \times 10^8 M^{-1}$  and  $8.430 \times 10^8 M^{-1}$  respectively. The quantum mechanical study of C4N, C4N:  $Zr^{4+}$  and C4N:  $Fe^{2+}$  has been implemented using Gaussian 09 W

Registration No. 1803/2008

ISSN No: 2319-6297  
Impact Factor: 3.963

# The Original Source

JOURNAL FOR ALL RESEARCH

An Interdisciplinary Quarterly Research Peer Reviewed Journal

**Vol. 5**

**No. 19**

**Octr-Debr 2021**

*UGC Approved Journal*

**Chief Editor**

**Prof. (Dr.) Ashok Kumar Singh**

**Editors**

**Dr. Rajeev Kumar Srivastav**

**Dr. B.K. Srivastav**

# *The Original Source*

*Journal for All Research*

*An Interdisciplinary Quarterly Research Peer Reviewed Journal*

*Editor in Chief*  
*Prof. (Dr.) Ashok Kumar Singh*

*Editor*  
*Dr. Rajeev Kumar Srivastav*  
*Dr. B.K. Srivastav*

*Founder*  
*Late Prof. S.N. Sinha*  
Eminent Historian & Former HOD  
Dept. of History  
Jammia Millia Islamia, New Delhi

Volume 5

No. -19

(October to December, 2021)

*Published by*  
Centre for Historical and Cultural Studies & Research  
Varanasi (U.P.) India

66.	Spécialité de l'Etat dans le cas d'une crise de gestion interne en 1973	...	274-280
67.	Etat, affaires de et relations avec de l'Etat dans les	...	281-285
68.	Etat et l'Etat de l'Etat de l'Etat dans les	...	286-289
69.	States Experiment and Functioning States States	...	290-294
70.	Etat de l'Etat dans les affaires de States States	...	295-301
71.	Etat de l'Etat dans les affaires de Dr. David B. Swanson Prof. Dr. David B. Swanson	...	302-306
72.	Etat de l'Etat dans les affaires de dans les affaires de	...	307-309

# IMPACT OF CORONA VIRUS ON EDUCATION

DR. VIRAL. H. KACHHIA PATEL \*

PROF. (DR.) HETAL A. DESAI \*\*

**Abstract:** COVID-19 was observed first in China and within a short period it spread all over the world. The COVID-19 is a pandemic disease caused by a virus that affects the education system of both developing and developed countries. Education is the pillar of every country's development. In the world, most schools, colleges, and universities are closed to control the spread of the COVID-19. The school closure brings difficulties for students, families, and teachers. So, distance learning is a solution to continue the education system. The entire world gets calmed. The World Health Organization (WHO) declare this corona virus an epidemic. Almost all the countries have taken various steps to prevent from this virus. Everything was stopped. People were stucked at the respective places. Globally almost all the countries have declared the complete lockdown. The emergency services were open during this period. Government has postponed / cancels the scheduled activities. Universities, Schools, Colleges, Institutes were closed during this lockdown period. Many of the institution have their syllabus completion and examinations were pending. Schooling has greatest impact on this lockdown. In this research, researcher trying to find the various factors of impact of education.

**Keywords:** COVID-19, Epidemic, Google Classroom, Zoom, Online Teaching, Lockdown, Education, etc.

**Introduction:** Corona virus which was named as COVID-19 by World Health Organization (WHO). The virus was first identified in Wuhan City of China. The virus spread in all the countries within a short period. Following are some of the symptoms of corona virus.

Sr.No.	Symptoms
1	A general feeling of being unwell
2	Sore throat
3	Headache
4	Cough
5	Fever

According to the World Health Organization (WHO), a novel corona virus is a new strain that has not been previously identified in humans. Viruses are named based on their genetic structure to facilitate the development of diagnostic tests, vaccines and medicines. Almost all the countries have declared lockdown in their respective countries. The educational systems worldwide were disturbed, which leads to the total closures of schools, universities and colleges. Till 21 April 2020, nearly 1.723 billion learners have been affected due to closure of schools, universities and colleges globally.

**Objectives of the Study:** The basic and important objectives of the study are as follows;

1. To analyse the COVID-19 impact on education.
2. To analyse the perception of male and female respondents towards online study during COVID-19.

\* Assistant Professor Department Of Commerce Bhavan's College, Dakor (Gujarat)

\*\* Sir K.P. Commerce College, Veer Narmad South Gujarat University, Surat





## Molecular Crystals and Liquid Crystals >

Volume 732, 2022 - Issue 1

57 | 0

Views | CrossRef citations to date | Altmetric

0

LOW-DIMENSIONAL SOLIDS AND MOLECULAR CRYSTALS

# Synthesis, crystallographic investigation, DFT studies and Hirshfeld surface analysis of novel bromo hydrazine derivative: (E)-2-(2-bromo-4,5-dimethoxybenzilidene)-1-(4,5-dimethoxy-2-methylphenyl)-1-hydroxyhydrazine

Khushbu K. Lalvani , Bhavesh N. Socha , Urmila H. Patel, Sahaj Gandhi ,  
Mohammed Dawood Alalawy , V. M. Barot & ...show all

Pages 87-101 | Published online: 15 Oct 2021

 Download citation

 <https://doi.org/10.1080/15421406.2021.1989652>



## Abstract

A novel bromo hydrazine derivative: (E)-2-(2-bromo-4,5-dimethoxybenzilidene)-1-(4,5-dimethoxy-2-methylphenyl)-1-hydroxyhydrazine is synthesized and characterized by

## MICROFINANCE: A STUDY ON SEWA BANK

DR. VIRAL. H. KACHHIA PATEL\*

### ABSTRACTS:

*The biggest accomplishment in microfinance in the past 10 years has been that the poor and low income women have led the way, shown that they are the world's best bankers. They built their bank balance through tiny savings from their hard earned money and use financial services to build income, assets and raise the quality of life of their family. Present study makes an endeavor to understand and evaluate the savings behavior of the poor women. Savings is relevant for poor people as it is their first step in the process of coming out of poverty by breaking through the vicious cycle and giving themselves a chance to move ahead in life.*

**Key Words:** Microfinance, Poor Women, Savings, SEWA

### INRODUCTION

Many people in the developing world are often denied access to banking and financial services. India is no exception. Constrained by State Directives the number of banking institutions in India is higher than that of other countries with a similar income per head. Access to financial services is limited to the formal sector. In developing countries the presence of informal sector is omnipresent. This is due partly to the cultural inheritance of a country (which may differ from one country to the other) and partly to recent innovative break-through brought about by specific needs of commoditization .However, despite their strength (mainly flexibility, low transaction cost), these alternative financial services do not meet the requirements of the population .Based on small and short term transaction, often oriented towards social consumption or, in the case of micro enterprises, circulating capital, they ,don't meet all financial needs, especially in terms of investments .In addition here again the poorest may be excluded from these services.

The concept of Microfinance have emerged broadly under three categories:

### SEWA BANK

#### Historical background of SEWA Bank::

SEWA bank is an offshoot of the SEWA movement and an important part of a family of SEWA organization: the union has its members also as the account holders of the bank. SEWA Bank was established in 1974 with the initiative of 4,000 SEWA members, whom of each contributed 10 rupees as share capital. All low-income working women, the founding shareholders wanted a secure place to deposit savings as well as a source for loans. They also wanted their own bank in which they would not be made to feel inferior and unwanted as they had been by commercial banks. The Bank is a registered cooperative bank subject to the banking laws of the Reserve Bank of India and the cooperative banking laws of Gujarat State. SEWA Bank ( Shri Mahila SEWA Sahkari Bank) was established in 1974 by 4,000 members of the Self –employed Women's Association (SEWA) a trade union that first started organizing self employed women in the slums of Ahmedabad in the state of Gujarat, but now has over 9,00,000 members in Ahmedabad , rural Gujarat and elsewhere in India. SEWA bank is in fact a cooperative bank owned by 60,000 women holding over Rs 3.3 crore (33 million) in shares, who elect a board of 15 directors each representing members in a different trade. SEWA bank, has always focused more on saving products than micro loans and it had had more than 3, 00,000 depositors at the end of 2007(Refer table 2.1). It is obvious that within such a context SEWA Bank is not just a provider of micro credit; its mission is to assist poor self employed women in their overall struggle to live a life of dignity, while providing at least a minimum level of social and economic security. It was set up because commercial banks were not helpful in dealing with illiterate, poor women unfamiliar with banking procedures. While the women found those procedures complex and inflexible, with significant collateral requirement and inconvenient hours of business.

#### GROWTH PROFILE OF THE SEWA BANK

Year	2019-20	2018-19	2017-18	2016-17	2015-16
Number of shares	96921	88167	82327	67883	67756
Share Capital(Rs.)	755	605	530	453	400

\* Assistant Professor, Department Of Commerce & Business Management, Faculty Of Commerce, The M. S. University Of Barod, Vadodara (Gujarat)

<b>Member</b>	448434	371108	361639	328636	318594
<b>Total deposits(Rs.)</b>	11411	11126	11948	10505	9615
<b>Working Capital</b>	17671	16184	16494	14568	12919
<b>No. of loans &amp; Advances accounts</b>	7042	5622	5169	4665	4400
<b>Profit</b>	161	94	83	79	52
<b>Dividend %</b>	9	9	9	9	9
<b>Net NPA %</b>	2.40	1.63	3.03	4.98	4.12

#### Profile of the Members:

The average monthly income of a member of SEWA Bank is Rs.1,500 where as the average income of her whole family of 5-7 members is Rs3,000 per month. The urban female depositors of SEWA Bank are engaged in three predominant activities:

- Hawkers and vendors, for example, vegetable and fruit vendors, small shopkeepers, vendors of flowers, fish, household goods and clothes.
- Home based workers like weavers, carpenters and others artisans which also include bidi rollers, garment workers and women who process agricultural produce.
- Manual laborers and service providers like agricultural laborers', constructions workers, head loaders, papers pickers and domestic workers.
- Small producers like artisans, agricultural farmers.

Given that 93 per cent of the workforce in India is in the informal or unorganized sector a union for such workers, especially women; it was deemed essential to fight for their economic rights. However, economic rights are not sufficient in themselves. Women members also needed access to services, from health – care through financial services to business development.

#### Objectives Of Sewa Bank:

- Providing facilities for savings and deposits, thus, inculcating thrift in the women, managing their savings and ensuring safe custody of the cash the women receive as loans
- Providing credit to further the productive, economic and income generating activities of the poor and self employed.
- Extending technical and management assistance in production, procuring, designing and sale of goods and services. This includes services to buy raw materials, equipment, tools and establishing direct links with industries, wholesalers and procedures from where the borrowers buy rags, scrap iron, wood, vessels, bamboo, yarn, vegetables, and waste paper; guidance in marketing their goods; accounting services to members individually and to women's groups.
- Providing facilities to rescue their jewellery from pawnbrokers and private moneylenders and giving loans against jewellery.
- Adopting procedures and designing schemes suitable to poor self-employed women, like collecting daily savings from their places of business or houses, or providing saving boxes and giving training and assistance in understanding banking procedures.

#### SAVING SCHEMES OFFERED BY SEWA BANK

Jivan Asha	Daily Savings Scheme
Chinta Nivaran Yojana	Worry Riddance Scheme
Mangal Prasang Yojana	Special Occasion Scheme
Ghar Fund Yojana	House Fund Scheme
Kishori Gold Yojana	Buying Gold Scheme

-Scheme I, which is currently being withdrawn, still has deposits of Rs 22.750 held by 91 women. The scheme provides cover for the women life (both accident and natural deaths). Each member deposited Rs 250 as a fixed deposits, which is withdraw able in any given year.

-**Scheme 2** has deposits of Rs 6.53,150, held by 200 men. The scheme is for husbands of members and covers death due to accidental and natural causes. The deposit required for this policy is Rs 200 shortly to be increased to Rs 650.

-**Scheme 3** has deposits totalling Rs13,280,350 held by 21,319 women. This scheme provides comprehensive insurance coverage including natural and accidental death (up to age 58) loss of property or equipment due to fire, theft, cyclone, earthquake and so on (up to age 70); health insurance and maternity benefits. The deposit required for this was initially Rs 500 and is being increased to Rs.1000/-.

-**Scheme 4** has deposits of Rs.3,345,700 held by 3,639 women. This scheme is the same as the third, except that both the woman and her husband are covered for the same risks listed under Scheme 3. The deposit needed was initially Rs. 700 but has been raised to Rs. 1,150, and is to be increased further to Rs. 1650.

#### RESEARCH METHODOLOGY

##### OBJECTIVE OF THE STUDY

The main objectives of this study are:

**First**, to make an inquiry into the savings behavior of the women in poverty, while doing so it also makes an effort to capture the perspective of these women and their access and control over their own savings and incomes.

**Second**, it is to understand the microfinance concepts, its framework and structure.

**Third**, it is to seek clarifications with regard to the savings behaviours of the clients of MF in India.

##### HYPOTHESIS

Microfinance Interventions are making inroads in the sector for improving the financial behaviour of the poor. In order to understand the financial behaviour of the poor women of MF sector, the first component, savings, of the financial behaviour must be understood and evaluated. Because, it is the only that can help them to come out of the debt trap and help them in capital formation. SEWA Bank a pioneering and premier institution of MF was chosen to see if their women members are responding favorably in their savings behaviour. Hypothesis is that the savings behaviour of the members of the SEWA Bank has positively improved.

##### APPROACH AND METHODOLOGY

###### Sample Design:

The study uses a combination of random and purposive sampling procedure to select the sample or respondent, who is the member of SEWA Bank. In the first step, three areas namely Ahmedabad, Anand and villages of Anand district are purposively selected for the study so as to consider urban, semi urban and rural population of the Gujarat state. Using proportional allocation method 30 members each was selected for this study.

Therefore to study the impact on financial behavior for savings of the members would be more effective.

###### Data Collection Process:

The sources of data are primary data and secondary data. Secondary data is collected from annual reports and web sites of SEWA and NABARD. Primary data is collected and tabulated on the basis of personal in-depth interview.

###### Occupation:

About 20 working members of surveyed households are working in factories and offices in various capacities. 30 workers fall in category of daily wage & their income depend on number of working man days. 10 women in surveyed areas are working as maid servants. Business category includes business on regular basis and having permanent establishment which include owning grocery shops, automobile garage, ironing, hair saloon etc. 3 women of working population of surveyed area are self-employed having their own small business.

##### OCCUPATION CATEGORIES

Sr. No.	Occupation	Persons
1	Monthly Wage (Service)	27
2	Daily Wager	30
3	House Wife (Home Maker)	11
4	House Servant	10
5	Business	3
6	Petty Business	8
7	Animal Husbandry	1
8	Piece Rate Worker (Job Work)	1
9	Unemployed	9

(Source: Primary survey)

The unemployed category, 9 persons during the survey, also includes those women members who are not economically employed and are financially dependent on their spouses or other members of their family, these women members voiced out their desire to learn and begin with some home-based activity which can fetch them some income.

#### Household Monthly Income:

The income level decides capacity to save of the households. The table 42 given below describes the various income categories & number of household in each category. During the survey, in the surveyed area earnings of maximum households were between Rs. 2000 to Rs. 5000 in a month.

#### MONTHLY INCOME LEVEL OF HOUSEHOLD

Sr. No	Monthly Income (Rs.)	Household
1	Up to 1000	01
2	1001 to 2000	09
3	2001 to 3000	17
4	3001 to 4000	15
5	4001 to 5000	21
6	5001 to 6000	12
7	6001 to 7000	08
8	7001 to 8000	04
9	8001 to 9000	05
10	9001 and above	09

(Source: Primary survey)

The figures above show the monthly household income which also includes the income earned by the women member as many of them were financially dependent on their spouses or other family members. The income source is not only from the occupations which are permanent in nature but also from those which can be defined as seasonal businesses which are taken up during few months. Nearly 38 households have income more than Rs. 6000 a month which is quite feasible due to availability of earning opportunities in Ahmedabad however, the number of households having such income is comparatively much less in Anand. As also the capacity to save of those having income over Rs. 5000 is more.

#### Monthly Income of Women Members:

Comparison of total household income and income of women shows vast difference. Out of the total sample of 100, only 45 women are earning members in their families. Only 26 of them earn up to Rs 1000.

#### MONTHLY INCOME OF WORKING WOMEN

Sr. No	Income	Women
1	Up to 1000	45
2	1001 to 2000	33
3	2001 to 3000	12
4	3001 to 4000	04
5	4001 to 5000	03
6	5001 to 6000	0
7	6001 to 7000	0
8	7001 to 8000	0
9	8001 to 9000	0
10	9001 and above	0

(Source: - primary survey)

#### Initial Decision to Start Savings:

This section becomes very important to understand the dynamics in a household and the extent of decision making power of a woman member in her household. However, it should be noted that if the decision is joint, it may not completely negate the decision making power of a woman member.

#### DECISION TO START SAVING

Sr. No.	Decision By	HHS
1	Yourself	45
2	Spouse	03
3	Joint Decision by Spouse and yourself	39

4	Joint decision – Family Members	11
5	Any Other	00
6	No Response	02

(Source: Primary survey)

The statistics are very interesting giving us figures favorable to women members, with 45 of households, essentially, women members taking the initial decision to start saving. This is followed by 39 households where the woman member and her spouse have made joint decision to start saving but this will certainly not negate the decision by the woman member. There are cases, around 11 households where all the family members take joint decision to start saving. 3 of households are such where only the spouse of the woman member has taken individual decision to save. However, it has to be again noted here that the cases taken here are even those where the husband individually saves somewhere else. It would be interesting to note that those women, 45 persons, who save individually, out of these, 78 percent of women are those who are working and earn an income for their living. The income of majority of women, around 97 percent, who save individually is to a maximum of Rs. 5000 a month. There are very few women, only 3 percent who earn more than Rs. 5000 a month. The table below shows the various income categories of women members who have taken initial decision to save individually.

#### Mode of Saving:

47 women are saving jointly with their spouse and 39 are saving individually. 14 are saving jointly with family members.

#### MODE OF SAVING

Sr. No	Saving	HHS
1	Separately – Individually	39
2	Jointly with spouse	47
3	Jointly with family members	14
4	Any other	00

(Source: Primary survey)

#### Place of Saving:

This survey was organized with the help of SEWA Bank employees, “Bank Saathis” and sample households were selected from SEWA Bank members list and introduced by them. 90 women interviewed are saving with Self Help Groups and 4 percent women are saving with SHG as well as in the house. As far as savings in the house is concerned, there are a few members who save at home in a “matki” which works as a piggy bank for them. They save for a specific period, say 6 months or an year and they may save for a purpose say either for a festival or some specific reason.

#### PLACE OF SAVING

Sr. No	Place	HHS
1	Self Help Group (SHG)	90
2	In house & SHG	4
3	Bank	1
4	SHG & Bank	2
5	In house	2
6	Employer	1
7	Any Other	0

(Source: Primary survey)

There are also some interesting views of the women members on savings. According to them, savings is not money left after expenses. Savings is also money put into expenses to build relationships since they feel it will come back to them when they need it. Many of them do not keep savings at home, rather they loan it to friends or relatives in need and take it back when they are in need of money. According to them, in this way social bonds are being built and money is saved since money that is kept in hand can be easily spent.

Although, it was also discovered during the informal discussion that around 50.0 percent of women members save in the various savings groups, including SEWA only to get loan. It was observed during the survey, that poor women do have the capacity to save provided their savings are collected or they are able to deposit their savings on a timely and regular basis else the money that they keep aside for savings gets spent.

#### Decision on Place of Saving:

The decision on the place of savings is as important as the initial decision to begin savings. 51 households are such where the husband and wife have decided jointly on the place to save. 38 households are such where the women member herself took the decision on where to save. 11 households were such where all the family

members took joint decision on the place of saving. The joint decision with spouse or family members would not mean that the women do not have a voice. There are many women members earning an income who do make the decision on their own on decision to save and the source of saving.

#### DECISION ON PLACE OF SAVING

Sr. No	Decision maker	HHS
1	Yourself	38
2	Spouse	4
3	Joint decision – with spouse	51
4	Joint decision – family member	11

(Source: Primary survey)

#### Monthly Saving Pattern:

This section inquires about the respondents' ability to save on a monthly basis. The table below shows that majority of households, 93 households, are able to save up to Rs. 200 a month. Within this, 74 of households are being able to save only up to Rs. 100 a month. 5 households are able to save between Rs. 200 to Rs. 500 and only a small number of households, 2, are able to save more than Rs. 500 a month.

The monthly savings are done essentially with the SEWA Co-operative bank and other savings groups. The savings which are done up to Rs. 200 a month are mainly done by those whose earnings are below Rs. 7000 a month. The women earning more have the capacity to save more and they do so in many other formal sources besides SEWA and that is the reason why a very small percentage of households saving more than Rs. 500 reflected in the table below.

#### MONTHLY SAVING PATTERN

Sr. No	SAVING (Rs.)	HHS
1	1 to 100	75
2	101 to 200	18
3	201 to 300	2
4	301 to 400	2
5	401 to 500	1
6	501 and above	2

(Source : Primary Source)

#### Average Saving In Last Twelve Months:

To understand fluctuation in saving, an attempt was made to accumulate data on savings done during the last twelve months from each respondent. The table below shows that 42 household were able to save between Rs. 51 to 100 per month in last one year. 18 were able to save between Rs. 100 to 150 per month. A good amount of households, 14t were able to save more Rs. 251 per month.

#### AVERAGE MONTHLY SAVING IN LAST ONE YEAR

Sr. No	SAVING (Rs.)	HHS
1	1 to 50	14
2	51 to 100	42
3	101 to 150	18
4	151 to 200	8
5	201 to 250	14
6	251 and above	4

(Source: Primary Survey)

Fluctuation in monthly income is also one of the reasons for fluctuation in savings done on a monthly basis. Maximum workers in surveyed are daily wager or involve in petty business where they do not get a fixed amount which results in the fluctuation in saving.

#### Awareness Level and Total Amount Saved:

This was an important inquiry which was made to find out whether the members were aware about the savings amount which they have made so far. There were very few people, 18 women were aware about their savings amount and majority, 80 respondents were not aware about total amount saved.

In fact, the study team had to look into the respondent's pass book to see the figures of their saved amount. On the total amount saved till date, 55 households have been able save upto Rs. 1000 and 22 have saved between Rs. 1000 to 2000 it is to be noted here that these respondents had started saving since less than 2 years. There is once again a very small, 14 respondents who have saved Rs 3000 and above.

#### AWARENESS ON TOTAL SAVING

Sr. No	Amount	HHS
1	1 to 1000	55
2	1001 to 2000	22
3	2001 to 3000	9
4	3001 and above	14

#### Decision Maker on Utilization of Saving Amount:

This section looked into the decision maker for utilization of savings amount to which, 55 households said that they take joint decision on the utilization. There are 30 households wherein the women member would take the decision on utilization herself. However, it needs to be noted that joint decision does not necessarily mean that the voice of the woman is not heard as the decisions are also taken on priority basis and whether it is a joint family or nuclear, these decisions would always be need based.

#### DECISIONS ON UTILISATION OF SAVING

Sr. No	Decision Maker	HHS
1	Yourself	31
2	Spouse	2
3	Joint decision with spouse	55
4	Joint decision with family members	12

#### Problems in Saving and Reasons:

Since savings was done with an effort by the respondents, they were asked whether they faced any problem in saving from their income. 46 responded they are facing problems in savings. The possible reason for this came out in the informal discussion & through survey and are listed in the table below.

51 percent responded that low income and fluctuation in income as one of the major reasons for their irregularities in saving and 33 percent responded that expenditure on health emergencies are responsible for irregular saving. 15 percent responded that due to high household expenditure they are not able to save regularly. It is mainly due to the routine fluctuation in income due to the unexpected expenses that they are unable to save or save on a regular basis.

#### PROBLEM IN SAVING

Sr. No	Reasons	HHS (%)
1	Low Income	51
2	High Household Expenditure	15
3	Expenditure on Health Emergencies	33
4	Natural Disasters	11

(Source: Primary survey)

#### CONCLUSION:

Microfinance has again demonstrated that its impact goes beyond providing individuals with access to capital; it also helped to protect, diversify and increase their sources of income and assets that enable them to make their way out of poverty. Microfinance is being largely routed through women, as they are believed to be more responsible, this intervention has indeed helped them to build and own financial, social and human assets. This has given them space to enhance their negotiating abilities and develop confidence. Understanding the lives of the poor woman in terms of their understanding and acceptance of savings, amongst other things, building assets is important for poor people as it is the basis for economic security. Access to appropriate financial products and services, along with financial skills to manage these resources will, and are key to the process of asset accumulation and the role of financial literacy become crucial at this point.

#### References:

- Agarwal Vijaya, Kashyap V. R. P. (2005), "Microfinance – An Introduction", ICFAI Press
- Tiwari Piyush and Fahad S.M., "Concept Paper : Micro Finance Institutions In India"
- Bagchi Kanak kanti (2009) Microfinance and Rural Development: A Critical Review, Abhijeet Publication, Delhi.
- Bajaj Rajiv (2012) Economic Impact of Microfinance, Pearl book , New Delhi.
- Baral S. K. (2009) Rural Marketing and Micro Finance Text & Cases, Atbs Publisher / UBSPD Delhi.
- Desai Vasant (2005) "The India Financial System" Himalaya Publication House, Mumbai
- Jha M, Microfinance and Rural Development: Role of Self-Help Group Concept Books.



- Jha Mithilesh kumar ( 2012) Microfinance and Rural Development ( Role of SHGs), Concept Publishing Company, New Delhi.
- Yunus Muhammad Banker To the Poor, Public Affairs Books New York, USA.
- <http://www.cgap.org/keyprinciples.html>
- <http://www.gdrc.org>
- <http://en.wikipedia.org/wiki/Microfinance>
- <http://www.cgap.org/about/faq01.html>
- [http://www.unitus.com/sections/poverty/poverty\\_res\\_faq.asp](http://www.unitus.com/sections/poverty/poverty_res_faq.asp)
- <http://www.sewa.org>
- [http://www.sewa.org/index\\_files/sewaEnewsArchive.htm](http://www.sewa.org/index_files/sewaEnewsArchive.htm)
- [http://www.sewaresearch.org/Thanks\\_papers.asp](http://www.sewaresearch.org/Thanks_papers.asp)

ISSN No 2347-7075  
Impact Factor- 7.328  
Volume-2 Issue-23

**INTERNATIONAL  
JOURNAL of  
ADVANCE and  
APPLIED  
RESEARCH**



**Publisher: P. R. Talekar**  
Secretary,  
Young Researcher Association  
Kolhapur(M.S), India

Young Researcher Association



# International Journal of Advance and Applied Research (IJAAR)

*A Multidisciplinary International Level Referred and Peer Reviewed Journal*

*Sept-Oct-2022      Volume-2      Issue-23*

**Chief Editor**

**P. R. Talekar**

Secretary,

Young Researcher Association, Kolhapur (M.S), India

## **Editorial & Advisory Board**

Dr. S. D. Shinde	Dr. M. B. Potdar	Dr. P. K. Pandey
Dr. L. R. Rathod	Mr. V. P. Dhulap	Dr. A. G. Koppad
Dr. S. B. Abhang	Dr. S. P. Mali	Dr. G. B. Kalyanshetti
Dr. M. H. Lohgaonkar	Dr. R. D. Bodare	Dr. D. T. Bornare

Published by- P. R. Talekar, Secretary, Young Researcher Association, Kolhapur (M.S), India

**The Editors shall not be responsible for originality and thought expressed in the papers. The author shall be solely held responsible for the originality and thoughts expressed in their papers.**

**© All rights reserved with the Editors**



---

CUSTOMER RELATIONSHIP MANAGEMENT: A STUDY OF HERO  
HONDA TWO WHEELER IN ANAND DISTRICT, GUJARAT

---

**Dr. Viral. H. Kachhia Patel**

Assistant Professor Department Of Commerce Bhavan's College, Dakor  
Sardar Patel University, Vallabh Vidyanagar, Gujarat

E-MAIL: [kachhiapatel\\_viral@yahoo.com](mailto:kachhiapatel_viral@yahoo.com)

**Corresponding Author- Arvind A. Badgujar**

Email : [aabddsp@gmail.com](mailto:aabddsp@gmail.com)

---

**Abstracts:**

CRM stands for Customer Relationship Management. Mahatma Gandhi propounded the importance of customer and he pointed that the customer is not a hurdle or an outsider but an important person, an asset and a part of an enterprise. It is an opportunity for an enterprise to serve him. The objective behind the CRM is to improve their relationships and to build a long lasting relationship, the process deals with the use of technology so as to organize and run the existing business processes. It also points the marketing activities, customer service. CRM also involves an enterprise to find, acquire, attract the new customer while to retain the old one. Retaining diminishes the marketing cost.

---

**Key Words:** CRM, Hero Honda, Satisfaction, Customer, Sales and Services.

---

**Introduction:** - Customer Relationship Management [CRM] is one of the most important thing and customer's problems are solve in this service. It is the powerfully tool of the management. Sweeny Group defined, CRM as "All the tools technologies and procedures to manage improve or facilitate sales, support and related interactions with customers, prospects and business partners throughout the enterprise. In other words CRM is a process which highlights some organization strategies for the purpose to improve the loyalty and hence the corporate profitability. "Here, with the help of CRM, management can know the experience of customers about the We have also tried to evaluate a mode of relationship based buying

which refers to those motivate of the customers. The CRM is depends upon the customers loyalty and their lifelong goodwill or equity. CRM is the understanding of this segment relationship and the help of customer. The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king - the customer. In the past, producers took their customers for granted because at these time customers were not demanding nor had many alternatives sources of supply or supplies, since has was a passive customer, the product dictated terms and had little customer. But today, there is radical transformation; the changing business environment is

characterized by economic liberalization, increasing competition, high consumer choice, enlightened and demanding customer, more emphasis on quality and value of purchase. All these changes have made today's producer sniff from traditional marketing to modern marketing. Here we are taking up the case of Hero Honda Motors Ltd. As to how they implemented their CRM programmes and what success they got from them.

### **2. Objectives of the Study:**

The main objectives of the study are as follows:-

- To study the role of customer relationship management in post-sales maintenance needs of two wheeler industry.
- To study the factors influence the consumer to select Honda Two Wheeler.
- To know the popular model of Honda Two Wheeler.
- To study about the sources of awareness to buy Honda Two Wheeler.
- To find the problems faced by the consumers with the Honda Two Wheeler.
- To study what impact customer relationship management has on the satisfaction of Honda Two Wheeler.
- To study what impact customer relationship management has on the satisfaction of Honda Two Wheeler users.

### **Hypotheses:**

**H1:** Use of customer relationship management has an impact on getting the new customers for after sales service.

**H2:** Use of customer relationship management is highly significant in

enhancing the satisfaction level of customers

**H3:** Availability of company authorised after sales service is significant to increase the company sales.

**Research Methodology:** It consists of Sources of data, Research design, Sampling Plan, Research Area etc.

**Data Sources:** The study is based on both primary and secondary data.

**Primary Data:** Primary data is collected from the customers of Hero Honda motors through Telephonic interview, Questionnaires.

➤ **Research approach:** Survey method

**Research instrument:** Personal Interview, Telephonic interview, Questionnaires

**Sampling Plan:**

➤ **Sampling unit:** Customers of Hero Honda bikes, Anand district, Gujarat.

➤ **Sample size:** 400

➤ **Sampling method:** It refers how sampling units are selected.

○ **Types of sampling** – Non Probability Sampling.

➤ **Method of Non Probability Sampling:** Convenience Sampling

➤ **Secondary Data:** Secondary data is collected from the company records publications of National & International Journals, Text Books, Newspapers and Websites.

### **3. Seven Guidelines for Effective CRM**

1. Changes in process, people, and technology should be evaluated and the business impact should be quantified and prioritize supported by a solid business case and tangible return on investment.

2. Develop and an iterative and incremental approach focused on addressing the highest value

opportunities first think big star small, and deliver results quickly.

3. Align to corporate strategy, ensuring that CRM initiatives are in complete alignment with the organization overall business goals.

4. Measure the effectiveness of your initiatives and create accountability for customer and results. What are your baseline performances and what key performance indicators will you measure to know that you are getting results from your CRM Initiatives?

5. Create an overall CRM vision to the company develop and communicate the CRM vision to the organization and key constituents, such as customer, employees and partners.

6. Secure the commitment and buy in of senior management to the overall project vision, project objectives and measurement of the sustain the future state of organizational readiness.

7. Recognize the organization change and motivations required to active full benefits, and create the action plans to achieve and sustain the future stat of organizational readiness. These seven types will not guarantee your CRM success. However, if your organization has a plan to address these areas you will improve your chances of success and reap the rewards of profitable, customer focused strategies.

**4.1 Company profile:** “Hero” is the brand name used by the Munjal brothers in the year 1956 with the flagship company Hero Cycles. The joint venture between India's Hero Group and Honda Motor Company, Japan. During the 80s, Hero Honda became the first company in India to prove that it was possible to drive a

vehicle without polluting the roads. The company introduced new generation motorcycles that set industry benchmarks for fuel thrift and low emission. A legendary 'Fill it - Shut it - Forget it' campaign captured the imagination of commuters across India, and Hero Honda sold millions of bikes purely on the commitment of increased mileage. Hero Honda has consistently grown at double digits since inception; and today, every second motorcycle sold in the country is a Hero Honda. Every 30 seconds, someone in India buys Hero Honda's top -selling motorcycle - Splendor. Hero Honda bikes currently roll out from two globally benchmarked manufacturing facilities based at Dharuhera and Gurgaon in Haryana. These plants together are capable of churning out 3.9 million bikes per year. A third state of the art manufacturing facility at Hardwar in Uttranchal will soon be commissioned to cope with sustained customer demand.

Hero Honda's extensive sales and service network now spans over 3000 customer touch points. These comprise a mix of dealerships, service and spare points, spare parts stockists and authorized representatives of dealers located across different geographies. Hero Honda values its relationship with customers. Its unique CRM initiative - Hero Honda Passport Program, one of the largest programs of this kind in the world, has over 3 million members on its roster. The program has not only helped Hero Honda understand its customers and deliver value at different price points, but has also created a

loyal community of brand ambassadors.

The success of Hero Honda has not been smooth sailing through calm waters. The company has been through a lot storms and rough weather. Over dependence on the Japanese partner Honda for R&D paralyzed the company more than once. Many a times HHML had to sit on the side lines while its competitors roared past. Thus, the lack of R&D make the company a cripple, especially when the competition began to intensify in the late 90s and other foreign joint ventures (like Kawasaki and Yamaha) helped their local companies mount a credible assault on Hero Honda.

**4.2 Growth:** Hero Honda experienced great growth throughout its early days. The Munjal family started a modest business of bicycle components. By 2002 Hero Group had sold 86 million bicycles producing 16000 bicycles a day. Today Hero Honda has an assembly line of nine different models of motorcycles available. It holds the record for most popular bike in the world by sales for Its Splendor model. Hero Honda Motors Limited was established in joint venture with Honda Motors of Japan in 1984, to manufacture motorcycles. It is currently the largest producer of Two Wheelers in the world. It sold 3 million bikes in the year 2005-2006. Recently it has also entered in scooter manufacturing, with its model PLEASURE mainly aimed at girls. HUNK is the latest offering from the HHML stable.

**4.3 Just-in-Time Manufacturing:** The Hero Group through the Hero Cycles Division was the

first to introduce the concept of just-in-time manufacturing. The Group boasts of superb operational efficiencies. Every assembly line worker operates two machines simultaneously to save time and improve productivity. The fact that most of the machines are either developed or fabricated in-house, has resulted in low inventory levels. In Hero Cycles Limited, the just-in-time inventory principle has been working since the beginning of production in the unit. This is the Japanese style of production. In India, Hero is probably the only company to have mastered the art of the just-in-time inventory principle.

**4.4 Supplier Relationship Management:** With the Indian motorcycle market opening up to overseas competitors and more fierce domestic competition, HHML decided to create a single Integrated IT system to integrate business operations such as product planning, materials resource planning, financials and sales and distribution. It was also looking to automate its internal supply chain, reduce overall costs, and create a transparent information system that would help managers make decisions more quickly. To do all this it teamed up with SAP in 2000 to implement the system, and went live in February 2001. HHMLs IT team along with SAP technicians implemented an entire Supplier Relationship Management (SRM) system for a better connected and transparent business process. HHML was among the first in India to setup the MySAP SRM version 3.0 and ended up with a Computer Associates Intelligent

Enterprise Award in the manufacturing vertical category.

**4.5 Dealer Relationship Management:** At the same time, for effective dealer relationship management, HHML has brought innovation through application of progressive technology into its authorized dealerships. To reduce the amount of manual labour involved in repairs and maintenance, it has introduced pneumatic tools to replace hand tools, while hydraulic ramps now position bikes for easy inspection. It has also installed automatic ventilation systems in repair shops to remove engine exhaust fumes.

**4.6 Labour Relationship Management:** A striking feature within HHML in particular and the Hero Group in general is the commitment and dedication of the workers. Efficient labour relationship management is evident since there is no organized labour union and family members of employees find ready employment within Hero. The philosophy with regard to labour management is Hero is growing, grow with Hero. When it comes to workers benefits, the Hero Group is known for providing facilities, further ahead of the industry norms. Long before other companies did so, Hero was giving its employees a uniform allowance, as well as House Rent Allowance (HRA) and Leave Travel Allowance (LTA). Extra benefits took the form of medical check-ups, not just for workers, but also for the immediate family members. An enlightened labour policy and a keen sense of fair play have contributed to the tremendous sense of dedication and

commitment on the part of everyone associated with Hero.

**4.7 Employee Relationship Management:** Effective employee relationship management is also evident. The vice president of Information Systems at HHML believes in exposing people to IT for personal benefit to heighten its acceptance. To this end, he has set up a touch-screen kiosk at HHML that addresses HR queries for employees on matters such as salary and leaves. Clearly, the importance behind understanding employee needs and creating a user-friendly environment is taken into account. Such strategic decisions are crucial in retaining and attracting talent at HHML.

**4.8 Customer Relationship Management:** Some of the CRM initiatives of the Hero Honda Motorcycles Ltd. are:

- The Hero Honda passport programme.
- SBI-Hero Honda Credit Card.
- Implementation of mySAP CRM.

**4.2 The Hero Honda passport programme:** The Hero Honda passport programme is one of the first of its kind in India. The company has secured over 1 million members in the last three years with the Passport Programme, which involves offering members a small card/booklet that looks like the Indian passport, complete with "visa" stamps for points, similar to those offered by credit card companies and airlines. The only difference in this programme is that the member need not always spend money to obtain points. With the passport programme, each time a Hero Honda customer visits a service centre, he gets points and depending



on the profile submitted by the customer, he gets benefits like free passes to a cricket match sponsored by the company.

In 2001, HHML was the first two-wheeler company to initiate a customer relationship programme, christened the Hero Honda Passport Programme. It was a massive success, signing up over half a million customers within eight months. Under the programme, a customer gets a passport booklet at a nominal fee. This entitles owners to all the benefits, such as free insurance cover, prizes, and tickets for events sponsored by the company and other discounts for three years. More than that, a Passport member can accumulate points for each transaction at the company's retail outlets. Every referral that they generate earns bonus points which can be redeemed at regular intervals for gifts or discounts. Today, Passport is the largest CRM initiative in India with close to 3 million members. In tune with effective management of relationships, it has given HHML a huge connects with consumers and a opportunity to peep into their minds. HHML has fine-tuned its process for finding out just what a diversified customer base across the length and breadth of India wants. It does this by regularly conducting vast market surveys that question up to 70,000 people at a time. Then the specific customer requirements and preferences are translated by the marketing and R&D teams into basic specifications, which are sent on to Honda's R&D group in Japan. Honda

comes up with a prototype design and HHML takes this back into the

market to sound out customers for possible further refinement, until a winning design is eventually arrived at for HHML to build. Through such effective management of customer relationships, confidence and trust are the two enduring values associated with the brand of Hero Honda. These values define the bond that Hero Honda establishes with customers cutting across geographic locations, income levels and market segments.

The reliability and durability of this relationship has resulted in positive word-of-mouth from satisfied customers, working to the brands advantage.

**4.3 More Value added services:** In tune with effective customer relationship management, HHML has come up with the fresh idea of mobile service workshops: a complete workshop incorporated into trucks that travel predetermined routes, visiting small towns and villages where existing customers reside. Customers are informed that a workshop will be coming, so that they don't have to travel hundreds of kilometres to an authorized workshop for servicing or repairs. These mobile workshops also double as sales outlets and spare-part distributors. The concept has been so successful that some of HHMLs largest distributors have adopted the idea and send out their own workshops to supplement HHMLs efforts. Another notable improvement on the customer front is that customers can wait in air-conditioned waiting rooms where TVs and water coolers have been installed, while in a few key dealerships, they can enjoy a cup of tea and surf the Internet in Hero

cyber cafes. In certain larger dealerships, customers can actually watch ongoing repairs through glass-fronted workshops. This gives customers more confidence in HHMLs service and support. After the emphasis paid by Hero Honda on the factors called 3S (Sales, Service and Spares), the company has now a fourth added to the list:

Safety. At select dealerships, a safety corner has been created, where the customer, who has come to take delivery of his bike, is explained the nuances of safe riding. The company plans to extend this concept to its entire dealer network.

#### **4.4 Benefits of Passport Program to customers:**

- 4 Winners of the Month Each Month, 4 Hero Honda Passport Programme Members get a chance to win 1 Hero Honda Splendor+ or Rs 40,000 each.

#### **• SPECIAL PRIVILEGES ...ALL THE WAY**

Special discounts on spares and free services for Hero Honda motorcycle along with attractive gifts at various milestones. This is company's way of making sure that every time customer come to showroom for servicing the motorcycle, they take away more than just the benefit of world class servicing in their automated workshops.

- **KEEPING IN TOUCH...ALL YEAR THROUGH** : An effort to be in constant touch with the customers through quarterly newsletter, "Suhana Safar". The newsletter gives an insider's view to the company, Hero Honda Motors Ltd. Along with the latest happenings in the HHPP family.

- **SPECIAL OFFERS**: From time to time exclusive offers for customers with the best brands in the country.

- **SPECIAL INVITATIONS**: For active members of the Hero Honda Passport Program the chance of being invited to special events like Musical nights, Movie screenings, Award shows, etc.

- **SECURITY FOR CUSTOMERS AND FAMILY**: The moment customers apply for Hero Honda Passport they are automatically covered for a free Rs.100, 000 Personal Accident Insurance policies for one year or for three years, as applicable.

**REWARDS AND POINTS**: All these amazing rewards and benefits come to the customer as they earn points in the Hero Honda Passport Programme. Once become a member, they earn points for a host of regular transactions that they conduct at their local Hero Honda authorized Dealership or Service Center. These include:

- Purchase of Hero Honda genuine spares

- Purchase of accessories

#### **• Servicing of motorcycle Bonus points on :**

- Free Service

- Paid Service

- Referrals i.e. recommending a friend to purchase a Hero Honda motorcycle

More Attractions:

- **Star Club and Treasured Rewards** This unique club has been introduced for those members who get their bikes serviced regularly from authorized Hero Honda Service Centres. The Star Club membership not only identifies the member as special for the HHPP family, but also brings in some added benefits like:

- 30% discount on labour
- 7.5% discount on spares, till the validity of the Passport

• **Treasured Reward:**

For Passport Programme members who have crossed the 1 lakh point mark in the Hero Honda Passport Programme.

The HHPP Treasured Rewards available at 8 prescribed milestones beginning from 1.25 lakh points and ending at 3 lakh points, with each milestone at a gap of 25,000 points. In other words, the milestones are placed at 1.25 lakhs, 1.5 lakhs and so on till 3 lakhs. Each time a member reaches a milestone a Motorcycle Privilege Voucher of Rs. 1250/- will be given to him. This voucher may be used to avail a discount on the purchase of a new Hero Honda motorcycle. This voucher is transferable and can be given to friends or relatives who may be planning to buy a new Hero Honda motorcycle.

**4.6 Post CRM benefits:**

After implementing the Passport Program across India the Hero Honda Motorcycles Ltd achieved instantaneous success. Over half a million customers signed up within eight months.

**4.7 Some of benefits are summarized below:**

- The company secured over 1 million members in the last three years.
- Recorded a 25-per cent increase in its net profits to Rs 581 crore and a 14-per cent higher turnover at Rs 5,195 crore within a year of launch of the passport programme.
- More satisfied customers (58%) than any other motorcycle brand in a survey conducted by Mckinsey in 2004.

• A clear and personalized record of customers which helped in planning more CRM activities in future for the customers.

• 30 % Reduction in overall advertising and promotion budget as a company target which was successfully achieved in 2005.

**4.8 SBI-Hero Honda Credit Card:**

Another customer service initiative launched jointly by Hero Honda and State Bank of India is a co-branded credit card. This time SBI Cards & Payment Services (SBI Card) has teamed up with Hero Honda Motors to offer the Hero Honda SBI Card, the first card for the two-wheeler industry in India. SBI card is said to be India's No 1 Visa card-issuer with over 11 lakh cards issued. The co-branded card is designed to strengthen Hero Honda's Passport Programme. The co-branded initiative will allow SBI Card to reach out to Hero Honda customers (a vast middle-class segment and possibly first-time users of credit cards). In the first phase of rollout, the co-branded card team, comprising executives from both Hero Honda and SBI Card, will target four cities - Delhi, Kolkata, Chennai and Pune. In the second phase 66 cities will be covered and in the third phase 100 cities.

**5. Implementation of my SAP CRM:**

In India's highly competitive motorcycle manufacturing sector, streamlined operations and effective business relations are essential. To improve information exchange with its many partners, Hero Honda decided to introduce leading-edge supplier and customer relationship management capabilities. "We wanted to enable

our dealers and suppliers to perform online transactions, “explains S.R. Balasubramanian (Bala), vice president of information systems at Hero Honda, “and this was something that our legacy solution could not support.”

Hero Honda opted for the powerful self-service features of mySAP™ Supplier Relationship Management (mySAP SRM), plus the e-commerce capabilities of mySAP Customer Relationship Management (mySAP CRM).

The project was completed in a record three months’ time in 2004. End-to-End Process Integration Hero Honda also implemented a customer portal, as a feature of mySAP CRM. With the two portals now in place the company benefits from end-to-end process integration. Dealers place their orders once a month; typically a dealer might order several hundred motorcycles, as well as spare parts so every Friday the company get orders in, consolidates them on Saturday, and on Monday morning suppliers are all receiving delivery schedules, directly from production planning system.”

Because the ordering process is now fully automated, Hero Honda saves approximately three days over the time it used to take to complete this process. That translates into an inventory savings of about 10%, which in turn translates into a substantial cost savings. And they know that the portal’s information is both accurate and up to the minute. Since the advance shipping notification created by the supplier is derived from the purchase order, the chance of a delivery mismatch with the order is almost zero.

The Company is more responsive than ever before to the dealers and other customers, thanks to mySAP SRM and mySAP CRM.

Faced with growing market demand and inefficiencies in its supplier and dealer order processes, HeroHonda – the world’s largest two-wheeler manufacturer –chose the mySAP™ Supplier Relationship Management (mySAP SRM) solution to integrate and automate its large and complex supply chain.

**Key Challenges:** Supplier order processing not well synchronized with production planning, proprietary supplier portal provided no transactions, only information.

**Project Objectives:**

- Speed up and automate supplier order processing
- Synchronize customer orders with supplier schedules

**Solutions and Services :**

- mySAP SRM
  - mySAP Customer Relationship Management (mySAP CRM) solution
- Implementation Highlights.

Three-month initial rollout covered 15 of the top 125 strategic suppliers; over 50 suppliers have since been covered

- Implementation included training Hero Honda suppliers as well as buyers
- Implementation Partner  
SAP® Consulting  
Existing Environment  
mySAP ERP  
Database  
Oracle  
Hardware  
IBM  
Operating System  
AIX.

Key Benefits achieved after my SAP CRM implementation:

- Faster supply chain order processing – cut three days from old schedule
- Improved accuracy of deliveries from 98% to 100%
- Better responsiveness to customer changes
- Online communication with suppliers integrated and traceable
- Inventory planning improved –10% reductions in inventory carrying cost
- Transaction costs reduced because of fewer discrepancies to handle
- Overall lower process and transaction costs

**6. AMBITIOUS PLANS FOR THE FUTURE:** Building on the success of the project, Hero Honda is now planning arrange of new SAP initiatives. These include adding additional mySAP SRM and mySAP CRM functionality, implementing the SAP Strategic Enterprise Management application of mySAP ERP Financials and integrating it with SAP Business Information Warehouse (SAP BW), and rolling out SAP Enterprise Portal (SAP EP) to all users. The SAP BW component is provided in SAP Business Intelligence (SAP BI). SAP BI and SAP EP are components of the SAP NetWeaver™ platform.

**Awards and Recognition for CRM:**

- IndiaTimes Mindscape and Savile Row (A Forbes Group Venture) Loyalty Awards - “Customer and Brand Loyalty Award” in Automobile (two-wheeler) sector, 2008.
- Asian Retail Congress Award for Retail Excellence (Strategies and Solutions of business innovation and transformation) - Best Customer

Loyalty Program in Automobile category, 2008.

- “Most Trusted Company”, by TNS Voice of the Customer Awards 2006.
- Best in its class awards for each category by TNS Total Customer Satisfaction Awards 2006

**CONCLUSION:** It has been undoubtedly proven that retaining customers is the only way to succeed in business. The study on the customer’s satisfaction of Honda two wheelers among the customers within the Anand District was conducted in Gujarat. The study tries to reveal the factors responsible for preferring a particular brand. A study was useful in understanding the customer relationship management of Honda Bikes among a various customers launching new formulations can make Honda to the pioneer in many market segments. Honda was inferred that most customers of high-income group preferred the supply of Honda Bikes. About 70% of customers are aware of Honda Bikes. Most of the customers agree that Honda is best quality with reasonable price the attitude 50% of customers towards price of Honda Bikes is reasonable. But 10% of the customers are asking for improvement in the quality.

**References:**

- Dr. K. Mallikarjuna Reddy “Consumers Behaviour Towards Two-Wheeler Motor Bikes” Osmania Journal of Management [oumba.ac.in/i/2.pdf](http://oumba.ac.in/i/2.pdf)
- Gaudagni, P.M. and Little, J.D.C. (1983), “A logit model of brand choice calibrated on scanner data”, *Marketing Science*, Vol. 2, No. 3 (summer), pp. 203-238.
- Green, P.E. and Srinivasan, V. (1990), “Conjoint analysis in

- marketing: new developments and directions”, Journal of Marketing, Vol. 54 (October), pp. 3-19.
- <http://www.expresscomputeronline.com/20020701/ebiz.shtml>
  - Inputs from the Mr. Rohit Raj ,Deptt head Hero Honda Showroom ,Adchini,New Delhi
  - Ittersum, K.V., Pennings, J.M.E., Wansik, B. and Trijp, H.C.M. (2007), “The validity of attribute-importance measurement: A review”, Journal of Business Research, Vol. 60, pp. 1177-1190.
  - Jaccard, J., Brinberg, D. and Ackerman, L.J. (1986), “Assessing attribute importance: a comparison of six methods”, Journal of Consumer Research, Vol. 12 (March), pp. 463-8.
  - Matzler, K., Bailom, F., Hinterhuber, H. H., Renzl, B. and Pichler, J. (2004), “The asymmetric relationship between attribute-level performance and overall customer satisfaction: a reconsideration of the importance-performance analysis”, Industrial Marketing Management, Vo. 33, No. 4, pp. 271-277.
  - Myers, J.H. and Alpert, M.I. (1968), “Determinant buying attitudes: meaning and measurement”, Journal of Marketing, Vol. 32 (July), pp. 13-20.
  - PhilipKotler. (1999) “Marketing Management” AshokeK.Ghosh., New Delhi.
  - R.S.N. Pillai&Bagavathi., (1999) “Marketing Management” S. chand& Co. Ltd, New Delhi.
  - [www.autoindia.com](http://www.autoindia.com)
  - [www.doamin-b.com](http://www.doamin-b.com)
  - [www.hero.com](http://www.hero.com)
  - [www.herohonda.com](http://www.herohonda.com)
  - [www.pioneerherohonda.com](http://www.pioneerherohonda.com)
  - [www.sap.com](http://www.sap.com)

---

**Chief Editor**  
**P. R. Talekar**

Secretary,  
Young Researcher Association, Kolhapur (M.S), India

---

**Editorial & Advisory Board**

Dr. S. D. Shinde	Dr. M. B. Potdar	Dr. P. K. Pandey
Dr. L. R. Rathod	Mr. V. P. Dhulap	Dr. A. G. Koppad
Dr. S. B. Abhang	Dr. S. P. Mali	Dr. G. B. Kalyanshetti
Dr. M. H. Lohgaonkar	Dr. R. D. Bodare	Dr. D. T. Bornare

THE LEVEL OF NON-PERFORMING ASSETS OF PUBLIC SECTOR  
BANKS OF INDIA PRE AND POST DEMONETIZATION: A  
COMPARATIVE STUDY

Bhautik K. Nagariya<sup>1</sup> and Dr. Kapilkumar Dave<sup>2</sup>  
Research Scholar<sup>1</sup> and Research Guide<sup>2</sup>

<sup>1</sup>Sardar Patel Universityvallabh Vidhyanagar

<sup>2</sup>Bhavan's Shri I. L. Pandya Arts, Science and Jashodaben Shah Commerce College, Dakor  
Email ID: bhautiknagariya2@gmail.com

**Abstract:**

The demonetisation was announced by the Hon'ble Prime Minister at 8 pm on November 8, 2016 and he was informed that Rs. 500 and Rs. 1000 notes will be closed. This means that the legal existence of 500- and 1000-rupee notes will come to an end. The demonetisation had a profound effect on the people and as a result retailer immediately stopped accepting Rs.500 and Rs.1000 currency notes. The Prime Minister said that the main reason for taking this step of demonisation was to stop corruption in the country, eradicate black money and stop funding of terrorist activities. But demonetization has caused a lot of trouble to the people. Because people had to stand in line to get new currency notes and deposit old currency notes in the account, besides having insufficient new currency notes, people also had difficulty in getting the necessities of daily life. The impact of demonetisation has been felt in every sector of the country, but the biggest impact has been seen in the banking sector. In this research paper, the researcher has tried to know how demonetisation has affected the banking sector, how demonetisation has affected the bank's non-performing assets.

Key-Words: Demonetisation, Non-Performing Assets

**1.Introduction:**

Our country is more than 70 years old and our country is still one of the developing countries due to its basic problems like poverty and unemployment. The year 2014 saw a revolution in the NDA government and the people of the country won by a landslide with the hope that the NDA government would do good in the country. The NDA government led by Prime Minister Narendra Modi has taken a lot of historic steps to instil confidence in the people that our country will be counted among the developed countries. Prime Minister Shri Narendra Modi has made a name for himself in his 6-7 years of tenure by taking historic decisions like GST, demonetisation, Article 370 and Ram Mandir, of which demonetisation is the most important decision taken by any Prime Minister of India. Demonetization has been carried



## A COMPARATIVE STUDY ON LIQUIDITY ANALYSIS OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA

Kanchan Kishorkumar Khatri<sup>1</sup> and Dr. Kapil K. Dave<sup>2</sup>  
Research Scholar<sup>1</sup> and Research Guide<sup>2</sup>  
Sardar Patel University, Vallabh Vidyanagar, Anand

---

### Abstract

Liquidity is considered to be important tool for determining health of any enterprise. Liquidity determines the entity's ability to pay obligation through current assets. The present paper focuses on analysis of liquidity by employing liquidity ratios like current ratio, quick ratio and interest coverage ratio of selected five pharmaceutical companies in India for period of ten years from 2011-12 to 2020-21. For present study, secondary data was collected through financial statements of Aarti Drugs, Divis Labs, Nectare Life Science, Everest Organics and Gujarat Themis. From the analysis of data, it was found that performance of Divis Labs was best in terms of current ratio and quick ratio while performance of Gujarat Themis was best in terms of interest coverage ratio. It was further analysed that there exists significant difference between liquidity ratio among selected pharmaceutical companies during period of study.

**Keywords:** Liquidity, Current Ratio, Quick Ratio, Interest Coverage Ratio

### 1. Introduction

Out of all sectors in India, Indian Pharmaceutical Sector is leading sector all over the world. India stands 3<sup>rd</sup> in the world in production of pharmaceutical products while 14<sup>th</sup> in world in terms of value. India, being largest producer of generic drugs in world exports more than 50% of production in other countries. The main advantages of pharmaceutical sector in India is cost efficient, support from government policies, increase in investments and economic drivers (Foundation, n.d.). Liquidity is the term which identifies the efficiency of company to converts its assets into cash without affecting market price. The present study focuses on liquidity analysis of selected five pharmaceutical companies like Aarti Drugs, Divis Labs, Nectare Life Science, Everest Organics and Gujarat Themis for period of ten years from 2011-12 to 2020-21. To analyse the liquidity, current ratio, quick ratio and interest coverage ratio was employed.

**Current Ratio :** Current ratio measures the company's ability to pay short term obligations of company within one year (Investopedia, n.d.).