

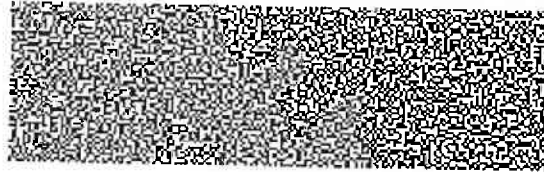
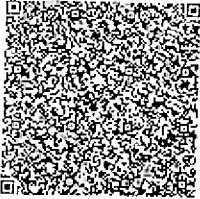
सत्यमेव जयते

INDIA NON JUDICIAL

Government of Karnataka

e-Stamp

Certificate No. : IN-KA17792920527807U
 Certificate Issued Date : 15-Dec-2022 01:55 PM
 Account Reference : NONACC (FI)/ kagcsl08/ DEVANHALLI2/ KA-BR
 Unique Doc. Reference : SUBIN-KAKAGCSL0835378514175019U
 Purchased by : INTERNATIONAL INSTITUTE OF BUSINESS STUDIES
 Description of Document : Article 37 Note or Memorandum
 Description : M O U
 Consideration Price (Rs.) : 0
 (Zero)
 First Party : INTERNATIONAL INSTITUTE OF BUSINESS STUDIES
 Second Party : TECH BOOST UP PVT LTD SOLUTIONS
 Stamp Duty Paid By : INTERNATIONAL INSTITUTE OF BUSINESS STUDIES
 Stamp Duty Amount(Rs.) : 100
 (One Hundred only)



Please write or type below this line

Memorandum of Understanding for the Consultancy Services

This Binding Memorandum of Understanding (herein after called as "Memorandum" or "MOU" is dated 15 DEC 2022

By and Between

International Institute of Business Studies, Bangalore -- (herein after referred to as "First Party" which expression shall mean legal heirs, administrators and permitted assigns)

T. Janku
Principal
International Institute of Business Studies
75, Muthugadalu, Jala Hobli,
Bangalore North - 562 157.

Statutory Alert:

1. The authenticity of this Stamp certificate should be verified at 'www.shcilestamp.com' or using e-Stamp Mobile App of Stock Holding.
2. Any discrepancy in the details on this Certificate and as available on the website / Mobile App renders it invalid.
3. The onus of checking the legitimacy is on the users of the certificate.
3. In case of any discrepancy please inform the Competent Authority.

Tanku

GOVERNMENT OF KARNATAKA GOVERNMENT OF KARNATAKA GOVERNMENT OF KARNATAKA GOVERNMENT OF KARNATAKA GOVERNMENT OF KARNATAKA

Tech Boost up Pvt. Ltd Solutions, Bangalore – (herein after referred to as "Second Party" which expression shall mean legal heirs, administrators and permitted assigns)

Referred to herein as "Parties" or individually as "Party" are associating through an MOU with a purpose to establish a mutual understanding of student exchange agreement.

PARTICIPATING PARTIES

- I. International Institute of Business Studies, Bangalore
75, Muthugadahalli, Bangalore North Jala Hobli,
Near International Airport, Bangalore-562157
- II. Tech Boost up Pvt. Ltd Solutions, No.46, 2nd B Cross, Kaveri Nagar,
B Block, R.T. Nagar Post, Bangalore, Karnataka 560032 Bangalore


Whereas:

- A. The parties are interested in working together in connection with the purpose which is described in this memorandum.
- B. This memorandum sets out the initial relationship between parties as well as respective rights and responsibilities of each party.
- C. Each party is expected to act in good faith in accordance with this memorandum.

TERMS OF THE MOU

GENERAL REGULATIONS, ELIGIBILITY AND ENROLMENT

1. The two parties agree to enter into a Business Consultancy agreement, commencing from the academic year 2022.
2. The participating students will register at the Home Institution for the 2 years / 3 years of academic Terms as per their needs and requirements.
3. Institution may send up to 20 students per academic year to participate in the Internship programme. The number of participants may be increased subject to the mutual agreement of both organisations for 6 Months.
4. Notwithstanding Clauses 2 and 3, if equal numbers in every year is not possible, efforts will be made to have equal numbers over a period **One-years**.
5. The candidates will be students who are Perusing an undergraduate program or post graduate program in the institution.
6. The candidates will be selected by their respective institutions to participate in the internship and will then be considered for Dissertation period /Experiential Learning by the Organisation. Candidates must satisfy requirements including language proficiency of the host institution or the host department.


Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.

7. Internship Duration will be based on Proposal and changes can be made by both the Parties on mutual understanding with respect to duration.
8. Each institution will appoint an individual to act as the Director for the consultancy services and thereby facilitating through Asst. Project Directors of each institution.
9. The institutions will have the right of refusal of any candidate who may appear to be unacceptable for the Intern/Experiential Learning.
10. Students will be given a free hand to take up the internship as per her/his convenience (That Reflect with the latest Trends in Industry /Market).
11. To encourage collaboration in ED Cell and Consultancy in areas of mutual interest, through reciprocal and feasible arrangements contingent upon cognizant parent organization or departmental approval.

12. Job Roles for the Consultancy

- A) Project Director Will handle the Asst Project Directors
- B) Sanction & Approval Authority of Financials is held with Project director
- C) Financial Approvals are based on Monthly performances and reports submitted by the project Director
- D) After College working hours (3:30pm -5:30pm) Students has to generate the leads through Digital Promotion for the business Expansion of Tech BoostUP Pvt. Ltd Solutions, Bangalore and reports has to be submitted on daily basis to Asst. Project Director and submitted to the company (Tech BoostUP Solutions).

FINANCIAL ARRANGEMENTS

1. Project Director for Consultancy: Rs.10,000. (Rs. 30000X06 Months= Rs. 60000)
2. Asst Project Director: Rs. 10000.(Rs. 30000X06 Months= Rs. 60000)
3. Asst Project Director: Rs. 10000.(Rs. 30000X06 Months= Rs. 60000)
4. Telephone Rs. 20000 per month X 6 months = 60,000. 00
5. Internship Digital Marketing Executives Rs 5,000 Per month X 20 interns X 6 Months = 600000
6. Contingency expenses = Rs. 5,000. X 6Months = 30000

Total Project Fund Rs 8,70,000 (This amount will be paid in Three installment basis)

Ist Installment -Rs 2,90,000

IInd Installment -Rs 2,90,000

IIIrd Installment -Rs 2,90,000

7. All financial transactions should be done through IIBS college Account & Disbursal will be on monthly basis based on lead generation

Tan P.

[Signature]

Principal

International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North

DURATION, AMENDMENT AND TERMINATION OF THIS AGREEMENT

13. The parties will review the terms of the MOU annually to assess the success of the exchange, and will determine whether to continue, modify or discontinue the MOU. Each party reserves the right to terminate this MOU upon six months of written notice to the other. Any Opportunity of students taking place at the time of termination will not be affected; exchanged students already staying at the host institution will be allowed to complete the program.
14. This MOU shall take effect when signed by both parties and will remain in effect for a period of two years. Thereafter, it must be renewed for another period.

For International Institute of Business Studies TECH BOOSTUP Technological Solutions

Name Jay P.

Dr. JAY PRAKASH
CHAIRMAN - IIBS

Date: 15/12/22

Name Rohit

ROHIT
FOUNDER & CEO

Date: 15/12/22

Jay P.

Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.



Principal-UG IIBS <principal-ug@iibsonline.com>

Final MoU for approval

3 messages

Principal-UG IIBS <principal-ug@iibsonline.com>

Fri, Dec 16, 2022 at 12:36 PM

To: info@techboostup.com

Cc: Chairman IIBS <chairman@iibsonline.com>, IQAC IIBS <iqaciibs@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>

Dear Sir,

Greetings from IIBS.

As per our discussion in your office, the finalized Memorandum of Understanding for the Consultancy and Services between International Institute of Business Studies, Bangalore & Tech Boost up Pvt. Ltd Solutions, Bangalore, with a total project budget of Rs. 8,70,000 (duration: 6 Months) is being attached for your reference.

Please go through the MoU, any suggestions and corrections are open to you.

Please revert back for the approval, we shall do the necessary proceedings.

Regards**Dr. Tripuraneni Jaggaiah****PRINCIPAL**

International Institute of Business Studies
#75, Muthugadahalli,
Jala Hobli,
Bengaluru North,
Bengaluru-562157
Mobile: 9620062082 / 9916516543

**Consultancy Proposal for Boostup Technologies.doc**

50K

Tech BoostUp <info@techboostup.com>

Fri, Dec 16, 2022 at 2:30 PM

To: Principal-UG IIBS <principal-ug@iibsonline.com>

Cc: Chairman IIBS <chairman@iibsonline.com>, IQAC IIBS <iqaciibs@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>

Dear Sir,

Greetings from Tech BoostUp.

As per our discussion, I have gone through MoU and finalized the Consultancy and Services between International Institute of Business Studies, Bangalore & Tech BoostUp Pvt. Ltd. Solutions, Bangalore

Thanks & Regards,

Rohit Bhardwaj

Founder & CEO of Tech BoostUp


Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.



[Quoted text hidden]

Principal-UG IIBS <principal-ug@iibsonline.com>

Fri, Dec 16, 2022 at 5:11 PM

To: Tech BoostUp <info@techboostup.com>

Cc: Chairman IIBS <chairman@iibsonline.com>, IQAC IIBS <iqaciibs@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>

Greetings from IIBS.

Thank you for accepting the proposal. We shall proceed with the necessary process tomorrow i.e. on 17th Dec, 2022.

We are cordially inviting you to IIBS for materializing the MoU.

Venue of the meeting: Board Room, IIBS

Date: 17th Dec, 2022.

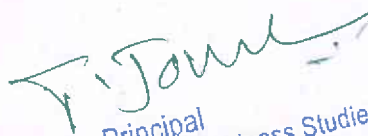
All the financial transactions shall be processed through the account details provided as under:

MODE OF PAYMENT

Bank Name	: Bank of Baroda
A/c Holder Name	: Principal - International Institute of Business Studies
A/c No.	: 67070200001102
IFSC Code	: BARB0VJMYHA
Branch	: Mylanahalli - 562 149

i'm looking forward to meeting you tomorrow.

[Quoted text hidden]


Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.

NEFT-BARES23080900927-M KETHAN-I.C.I.C.I. BANK LTD

 Page Total: 1,40,026.23 29,000.00 2,69,810.92Cr

Note: Cheques received in inward clearing will be considered for debiting/
 returning on the basis opening balance in account
 Unless the constituent notifies the bank of any discrepancy in this statement

BANK OF BARODA
 MYLANAHALLI

Date : 19-04-2023
 Time : 10:34:00

ADDRESS:

HELPLINE NO. : 1800223344/18001024455/18002584455

BRANCH PHONE NO. :

MICR CODE: 560012081 IFSC CODE: BARB0VJMYHA

Page No: 2

A/C Number : 67070200001102

Account Open Date : 28-01-2021

Statement of account for the period of 01-03-2023 to 18-04-2023

DATE	PARTICULARS	CHQ.NO.	WITHDRAWALS	DEPOSITS	BALANCE
21-03-23	Charges for		2.65		2,69,810.92
	Charges for PORD Customer Payment :001287356120				
21-03-23	NEFT-BARES2308 12		10,000.00		2,59,810.92
	NEFT-BARES23080901421-M KETHAN-I.C.I.C.I. BANK LTD				
27-03-23	PRESIDENT AND			9,800.00	2,69,610.92
	PRESIDENT AND DO SC AND ST 25 ERCENT				
03-04-23	SERMAS-CHENNAI	1		1,50,000.00	4,19,610.92
	BY INST 1 : MICR CLG (CTS)				
Page Total:			10,002.65	1,59,800.00	4,19,610.92Cr
Grand Total:			1,50,028.68	1,88,800.00	4,19,610.92Cr

As On 19-04-2023

ClrBal: 4,19,610.92 Unclr Bal: 0.00 Lien: 0.00*

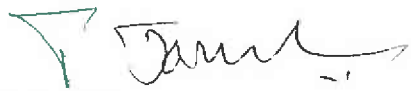
We are committed to treat customers fairly as per BCSBI code of Bank's
 commitment to customers and Micro and Small Enterprises.
 For details please visit our website www.bankofbaroda.com or www.bcsbi.org.in

Please contact your branch for registration of your MOBILE NUMBER and E-MAIL ID
 to get transaction alerts, other alerts and balance of your account through SMS.

ABBREVIATIONS USED

Retd - Returned Cheque

SI - Standing Instructions


 Principal
 International Institute of Business Studies
 # 75, Muthugadahalli, Jala Hobli,
 Bangalore North - 562 157.

https://cbdrpt001.bankofbaroda.co.in:22000/finbranch/arjspmorph/INFENG/tran_rpt.jsp?... 19-04-2023

Srimathi B Devi Educational & Charitable Trust - FY 2021-22

No.70, 2nd Main Road,
Kanaka Nagar, Nagawara,
Bangalore - 560032.

Other Receipt Voucher

No. : 11

Dated : 3-Apr-23

Particulars	Amount
Account :	
Consultancy Funding Project (Tech Boost Up Pvt Ltd)	1,50,000.00

Through :

Principal IIBS (BOB) A/c No-67070200001102

On Account of :

Ch No: 000001 Amount received from Tech Boostup
Pvt Ltd twds consultnacy service

Amount (in words) :

Indian Rupees One Lakh Fifty Thousand Only

Rs 1,50,000.00

Ushw 3/04/23
Authorised Signatory

T. James
Principal
International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.



TO:

Dr. T. Jaggaiah
Principal
IIBS, Bengaluru

Date: 17 December 2022

Dear Sir,

Subject: Sanction letter for consultancy service

With reference to your proposal dated December 15th, 2022 in the captioned subject. In this connection, we are pleased to inform you that, the sanctioned of the following work to your institution.

Name of the work: Business Consultancy Service Agreement

Duration: From 20.12.2022 to 20.05.2022

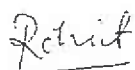
Total Amount Payable: Rs.8,70,000/-

Based on the personal interview conducted by Tech Boost Up Pvt Ltd and selected Principal Investigator by Dr. Tripuraneni Jaggaiah, investigator 1 Dr M. Kethan and Investigator 2 Prof. Mahabub Basha S

Thank you for taking up this research project and we look forward to a long-term association with your institution.

Yours Faithfully

Regards,



Rohit Bharddwaj
Founder & CEO



Email

rohithardwaj@techboostup.com



29 3rd Floor GVR Plaza, Bellary Rd, Hebbal,
Bengaluru, Karnataka 560024



Principal

International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.

Principal

International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.



IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

(Managed by Smt. B. Devi Educational and Charitable Trust)

BENGALURU CAMPUS :

75, Mulhugadahalli, Jala Hobli,
Bangalore North Taluk, Bangalore Urban District,
Bangalore - 562157. Karnataka

TRUST OFFICE :

119, KHB Main Road,
Kankanagar, R.T.Nagar, Post,
Bengaluru, Karnataka 560032

Proposal for research project

The Impact of Key Factors Affecting Buying Behavior of Residential Apartments in Lakshya Constructions: Bengaluru

IIBS research center is a Bangalore-based research Consultancy which aims to enhance our knowledge of the sector through independent and critical research, giving us a better understanding of the value of the sector and how this can be maximised. Our approach to serving our clients includes qualitative and quantitative approaches to market and consumer research, from full-service consultancy, to data-only services. We have experience in consumer research and product development strategies and have worked with consumer and business-to-business entities nationally. We work closely with practitioners, policy makers, and other academics to gain input into our research and explore its findings.

Introduction of the Proposal:

Real estate sector in India has come a long way over the past decade. It has become one of the fastest growing markets in the world. This growth is attributed mainly to the rapid urbanization and rising income levels. At present, there are several ongoing infrastructure projects in the country that are expected to change the dynamics of real estate in India. These include the Metro Rail in major cities and infrastructure projects such as road widening or expansion. However, acquiring land for such projects is a herculean task. We are proposing a marketing research project to understand the Key Factors Affecting Buying Behavior of Residential Apartments in Bengaluru City.

Need for the research:

Purchasing a house or a property is generally considered as the most important achievement for an individual. It is mostly the most expensive things people can buy and involves many emotional considerations as well. It involves multiple parameters that lead for the final selection of the house. This study tries to understand the buying pattern of the people across Bengaluru City. At the time of buying a property, at the first resident asking security like documents, paper of the property to conform and clear their doubts and bank loan etc.

Objectives

- ✓ To study the housing market segments of Bangalore.
- ✓ To identify consumers' motivations, deterrents and inhibitors of choice of housing projects.
- ✓ To evaluate the residential property buyers' preferences and ongoing trends during this tough phase the industry is through.
- ✓ To determine price perceptions and feature preferences of consumers.

Scope of Research

The study will determine the potential success of the customer satisfaction by engaging potential segmented markets in the determination of their opinion on selection of the apartments.

SOURCE OF DATA

Primary data

For the study all the customers who are all willing to buy an apartment in the Bengaluru city, will be considered as target population. For this study two types of sampling techniques namely, stratified sampling and convenient sampling will be initiated with 200 questionnaires which are distributed to the customers.

Expected Outcomes

The Research outcome helps to discover the preferences assigned to various factors, by the customers when it comes to buying of an apartment. The factor 'structure and design' of the apartment has been identified as the most significant factor, which influences the choice of customers and offering of products to the prospective buyer. Research outcomes focus on these identified factors, according to the order of preference as found in the study. Marketers should prominently communicate features of their projects based on identifying factors. Therefore real estate marketers should pay special attention towards these factors, especially when dealing with customers from such categories, changing needs and wants of the customers which will help them to provide a competitive edge.



BENGALURU CAMPUS :
75, Muthugadahalli, Jala Hobli,
Bangalore North Taluk, Bangalore Urban District,
Bangalore - 562157. Karnataka

TRUST OFFICE :
119, KHB Main Road,
Kankanagar, R.T.Nagar, Post,
Bengaluru, Kamataka 560032

estate marketers should pay special attention towards these factors, especially when dealing with customers from such categories, changing needs and wants of the customers which will help them to provide a competitive edge.

Time Frame: Duration of the Research Project: Two Months

(15 days) - Library, reference work and initial contacts for field work

(25 days) - Data collection, data coding, data tabulation


(10 days) Data analysis, statistical interpretation and draft report preparation for discussion

(10 days) – Final Draft of the Research Report to be prepared and submitted.

Budget:

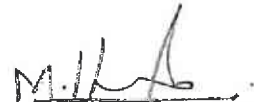
1. Principal Investigator for Research Project: Rs.35,000.(Rs.17500X02 Months= Rs. 35000)
2. Investigator 1 for Research Project: Rs. 16000.(Rs. 8000X02 Months= Rs. 16000)
3. Investigator 2 for Research Project: Rs. 16000.(Rs. 8000X02 Months= Rs. 16000)
4. Field Investigator 1 Rs. 5,000/month for two months Rs. 10000.(Rs. 5000X02 Months= Rs. 10000)
5. Field Investigator 2 Rs. 5,000/month for two months Rs. 10000.(Rs. 5000X02 Months= Rs. 10000)
6. Telephone, travel and organizational Expenses Rs. 2000. 00 X 2 months = 4,000. 00
7. Stationery, secretarial assistance, filing, etc. Rs. 1000 per month X 2 months = Rs.2000. 00
8. Data tabulation, classification and statistical assistance: Rs. 7,000. 00
9. Final Report (three copies) preparation and submission = Rs. 5000. 00
10. Contingency expenses = Rs. 10,000. 00

Grand Total = Rs. 1,10,000. 00



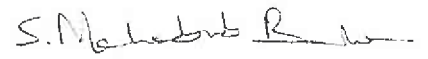
Principal Investigator

Dr. Tripuraneni Jaggaiah



Investigator 1

Dr. M.Kethan



Investigator 2

Mr. Mahabub Basha S



LAKSHYA CONSTRUCTIONS

Date: 20/05/2022

To
Dr. T. Jaggaih
Principal
HBS, Bengaluru

Dear Sir

Subject: Sanction of Research Project Work

With reference to your proposal dated May 10th 2022 in the captioned subject. In this connection we are pleased to inform you the sanction of the following research work to your institution.

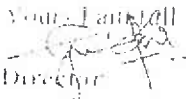
Name of the work: The Impact of Key Factors Affecting Buying Behavior of Residential Apartments in Lakshya Constructions: Bengaluru

Duration: From 25.05.2022 to 25.07.2022

Total Amount Payable: Rs. 1, 10,000/-

Based on the personal interview conducted by Lakshya Constructions and selected Principal Investigator Dr. Tripuraneni Jaggaih, Investigator 1 Dr. M. Kethan and Investigator 2 Prof. Mahabub Basha S

Thanking you for taking up this research project and we look forward to long term association with your institution

Your Faithfull

Director

Copy to: Principal Investigator: Dr. T. Jaggaih
Investigator 1: Dr. M. Kethan
Investigator 2: Prof. Mahabub Basha S

#102SuryaMansion2ndCross7thMainJayanagar4thBlockBangalore-560011

Ph : +919448134455,

Email : lakshyacons2009@gmail.com

Compos

Mail

Inbox

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Drafts

More

Chat

Regards

Spaces

Dr. Tripuraneni Jagatah

PRINCIPAL

International Institute of Business Studies
#75, Muthugadahalli,
Jala Hobli,

Bengaluru North,
Bengaluru-562157

Mobile: 9620062082 / 9916516543

Meet

New meeting

My meetings

2 Attachments

Dear Sir
Please find the attachment copies of confirmation Letter and Payment cheque of Rs. 1,10,000/-.
Thank you for taking up this research work and we look forward to working with your institution.

With warm regards
G. Vinod Kumar
Lakshya Constructions.

सुप्रसन्न

चामराजपेट - बंगलुरु शाखा, बंगलुरु शहर - 560018
CHAMARAJPET-BENGALURU BRANCH,
BANGALORE URBAN-560018
IFS Code : UBIN0800937

VALID FOR 3 MONTHS FROM THE DATE OF ISSUE

DATE 22 05 2022

PAY Principal International Institute of Business Studies 1JQ98
लक्ष्ये RUPEES One Lakh and ten thousand only

खाता सं.
A/c No. 009311100005002

चेक नं.
Cheque No. 02024716

₹ 110,000 -

For LAKSHYA CONSTRUCTIONS

Authorised Signatory

PLEASE SIGN ABOVE THIS LINE

भारत की हमारी सभी शाखाओं में सममूल्य पर देय
PAYABLE AT PAR AT ALL OUR BRANCHES IN INDIA

⑈024716⑈ 5600260871 0093101 29

24/02/22

17-06-22	IMPS/P2A/216720412119/PUSHPALATHAP 9/MBFees90120 DIGITA-MUMBAI/	500.00	60,750.50
20-06-22	IMPS/P2A/216810124070/FIROZKHANPATHAN/Conference9 SMS Alert	29.50	60,721.00
24-06-22	SMS Alert charges for Qtr Jun-22 SERBOM-MUMBAI/	5,625.00	66,346.00
24-06-22	ACH Credit/Credit Through PFMS/C062222594955 SERBOM-MUMBAI/	5,200.00	71,546.00
Page Total:		70,029.50	18,075.00
			71,546.00Cr

Note: Cheques received in inward clearing will be considered for debiting/
returning on the basis opening balance in account
Unless the constituent notifies the bank of any discrepancy in this statement

BANK OF BARODA
MYLANAHALLI

Date : 19-07-2022
Time : 16:19:06

ADDRESS:

HELPLINE NO. : 1800223344/18001024455/18002584455

BRANCH PHONE NO. :

MICR CODE: 560012081 IFSC CODE: BARBOVJMYHA

Page No: 9

ACH Credit/Credit Through PFMS/C062222582606

A/C Number : 67070200001102

Account Open Date : 28-01-2021

Statement of account for the period of 01-04-2021 to 18-07-2022

DATE	PARTICULARS	CHQ.NO.	WITHDRAWALS	DEPOSITS	BALANCE
08-07-22	SERMAS-CHENNAI	24716		1,10,000.00	1,81,546.00
BY INST 24716 : MICR CLG (CTS)					
Page Total:			0	1,10,000.00	1,81,546.00Cr
Grand Total:			1,79,780.00	3,56,390.00	1,81,546.00Cr

As On 19-07-2022

ClrBal: 1,81,546.00 Unclr Bal: 0.00 Lr Bal: 0.00*

We are committed to treat customers fairly as per BCSBI code of Bank's
commitment to customers and Micro and Small Enterprises.
For details please visit our website www.bankofbaroda.com or www.bcsbi.org.in

Please contact your branch for registration of your MOBILE NO. and E-MAIL ID
to get transaction alerts, e-bill alerts and balance of your account through SMS.



IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDIES

(Managed by Smt. B. Devi Educational and Charitable Trust)

BENGALURU CAMPUS :
75, Muthugadahalli, Jafa Hobli,
Bangalore North Taluk, Bangalore Urban District,
Bangalore - 562157. Karnataka

TRUST OFFICE :
119, KHB Main Road,
Kankanagar, R.T.Nagar, Post,
Bengaluru, Karnataka 560032

Proposal for research project

A Study on the level of Customer Satisfaction towards Services provided by Mega Power Systems in Bengaluru Urban

IIBS research center is a Bangalore-based research Consultancy which aims to enhance our knowledge of the sector through independent and critical research, giving us a better understanding of the value of the sector and how this can be maximised. Our approach to serving our clients includes qualitative and quantitative approaches to market and consumer research, from full-service consultancy to data-only services. We have experience in consumer research and product development strategies and have worked with consumer and business-to-business entities nationally. We work closely with practitioners, policy makers, and other academics to gain input into our research and explore its findings.

Abstract:

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and services to product/service. The state of satisfaction depends on both psychological and physical variables which correlate with satisfaction behaviors such as actual and estimated rate. The level of customer satisfaction can also vary depending on other options the customer may have and other products/services against which the customer can compare the organization's products/services in the market with other competitors. These factors influenced the researcher to study the level of customer satisfaction of Mega Power Systems. Convenient sampling technique is employed to select the sample. Data is analysed using percentages and chi-square test.

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Bangalore North - 562 157.



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Bangalore - 562157. Karnataka


TRUST OFFICE :
119, KHB Main Road,
Kankanagar, R.T.Nagar, Post,
Bengaluru, Karnataka 560032

Introduction of the Proposal:

Electrical service providers have come a long way over the past two decades. It has become one of the fastest growing markets in the world. This growth is attributed mainly to the rapid urbanization, increasing constructions and rising income levels. At present, there are several ongoing infrastructure projects in the country that are expected to change the dynamics of electrical services in India. This industry is equally growing along with the developing constructions. This segment is highly saturated, and it is difficult to acquire customers. However, acquiring customers for electrical service provider is a difficult task. We are proposing a marketing research project to understand the Key Factors affecting customer satisfaction in Bengaluru City.

Need for the research:

For any new construction, electrical equipment and service is a crucial part and should be handled with utmost care. It is mostly the most expensive things people can buy and involves many emotional considerations as well. Ineffective way of laying cables, using low quality equipment following low standards in the service can harm the entire building and can lead to accidents. It is always required to use high safety standards while doing any kind of electrical works. It is equally important to win the trust of the customer with our safety standards and also with the service. This study tries to understand the customer satisfaction across Bengaluru City. The electrical service providers would like to improve their sales, therefore research to check on the level of customer satisfaction is carried out.


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Objectives

- ✓ To Study the construction market segments of Bangalore.
- ✓ To identify the potential drivers of customer satisfaction towards services of Mega Power Systems
- ✓ To evaluate the customer preferences and ongoing trends during this post-pandemic phase the company is going through.

Scope of Research

The study will determine the potential drivers of customer satisfaction of a company in the field of electrical services.

SOURCE OF DATA

Primary data

For the study all the customers who opted for electrical services from Mega Power Systems in the Bengaluru city, will be considered as target population. For this study convenient sampling will be initiated with 200 questionnaires which are distributed to the customers.

Expected Outcomes

The Research outcome helps to discover the preferences assigned to various factors that help determine customer satisfaction for the services offered by Mega Power Systems. Customer satisfaction has been identified as the most significant factor, which influences the choice of customers and offering of products to the prospective buyer. Research outcomes focus on these identified factors, according to the order of preference as found in the study. Marketer should prominently communicate features of their projects based on identifying factors. Therefore Mega Power Systems should pay special attention towards these factors, especially when


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Bangaluru, Karnataka 560032

dealing with customers from such categories, changing needs and wants of the customers which will help them to provide a competitive edge.

Time Frame: Duration of the Research Project: Two Months

(15 days) - Library, reference work and initial contacts for field work

(25 days) - Data collection, data coding, data tabulation

(10 days) Data analysis, statistical interpretation and draft report preparation for discussion

(10 days) – Final Draft of the Research Report to be prepared and submitted.

Budget:

1. Principal Investigator for Research Project: Rs.20,000.(Rs. 10000X02 Months= Rs. 20000)
2. Investigator 1 for Research Project: Rs. 6000.(Rs. 3000X02 Months= Rs. 6000)
3. Investigator 2 for Research Project: Rs. 6000.(Rs. 3000X02 Months= Rs. 6000)
4. Field Investigator 1 Rs. 4,000/month for two months Rs. 8000.(Rs. 4000X02 Months= Rs. 8000)
5. Field Investigator 2 Rs. 4,000/month for two months Rs. 8000.(Rs. 4000X02 Months= Rs. 8000)
6. Telephone, travel and organizational Expenses Rs. 4000 per month X 2 months = 8,000. 00
7. Stationery, secretarial assistance, filing, etc. Rs. 500 per month X 2 months = Rs.1000. 00
8. Data tabulation, classification and statistical assistance: Rs. 2,000. 00
9. Final Report (three copies) preparation and submission = Rs. 2000. 00
10. Contingency expenses = Rs. 4,000. 00

Grand Total = Rs. 65,000. 00



Principal Investigator

Dr. Tripuraneni Jaggaiah

Investigator 1

Prof. Drakshayini

Investigator 2

Prof. Sneha R

Proposal Submitted Date: 15/10/2021



Principal
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75, Muthugadahalli, Jala Hobli,
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To

Dr. Tripuraneni Jaggaiah

Principal

IIBS, Bengaluru

Dear Sir,

Subject: Sanction of Research Project Work

With reference to your proposal dated May 15 / 10 /2021 in the captioned subject. In this connection we are pleased to inform you the sanction of the following work to your institution.

Name of the work: A Study on the level of Customer Satisfaction towards Services Provided by Mega Power Systems in Bengaluru Urban

Duration: From 01.11.2021 to 31.12.2021

Total Amount Payable. Rs.65,000/-

Based on the personal interview conducted by Mega Power Systems and selected Principal Investigator Dr. Tripuraneni Jaggaiah, investigator 1 Prof. Drakshayini and Investigator 2 Prof. Sneha R Thanking you for taking up this research project and we look forward to long term association with your institution.

Yours Faithfully

qj/m
Director 27/9/21

Copy to: Principal Investigator: Dr. Tripuraneni Jaggaiah

Investigator 1 : Prof. Drakshayini

Investigator 2: Prof. Sneha R

F. Jagan
Principal
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Account Name : INTERNATIONAL INSTITUTE OF BUSINESS STUDIES
Address : 1 & 2 VARALAXMI COMPLEX KHB MAIN ROAD RT NAGAR
BANGALORE
BANGALORE
KARNATAKA-560032
INDIA

Date : 8 Apr 2022
Account Number : 00000030609581694
Account Description : CA-GEN-PUB OTH-NONRURAL-INR
Branch : CHIKKAJALA
Drawing Power : 0.00
Interest Rate(% p.a.) : 0.0
MOD Balance : 0.00
CIF No. : 85399974045
IFS Code : SBIN0041073
MICR Code : 560002554
Balance as on 1 Nov 2021 : 55,503.02

Account Statement from 1 Nov 2021 to 30 Nov 2021

The number of transactions in this statement exceeds 299 entries. You can view the remaining transactions in the Pending Statement link using this Request ID:2408A5018007545.

Txn Date	Value Date	Description	Ref No./Cheque No.	Branch Code	Debit	Credit	Balance
1 Nov 2021	1 Nov 2021	TO TRANSFER- INB BILL_RMKVS Payments-	TSBI0301368 149CHH8348 290 TRANSFER TO 31995781620 91 /	99922	5,000.00		50,503.02
1 Nov 2021	1 Nov 2021	TO TRANSFER- INB-	10454531268 78548CHH83 48931 TRANSFER TO 45993481620 90 /	99922	5,000.00		45,503.02
1 Nov 2021	1 Nov 2021	TO TRANSFER- INB SBI JPR-	CTP8425984 TRANSFER TO 10502686958 Mr. JAY PRAKASH RAM /	99922	40,000.00		5,503.02

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Txn Date	Value Date	Description	Ref No./Cheque No.	Branch Code	Debit	Credit	Balance
27 Nov 2021	27 Nov 2021	TO TRANSFER- INB NEFT UTR NO: SBIN4213313 84963- Shrimati kotak lap 1	NEFT INB: CNABSJCUX 6 TRANSFER TO 31993010443 03 / Shrimati kotak lap 1	99922	35,000.00		1,44,620.31
27 Nov 2021	27 Nov 2021	TO TRANSFER- INB NEFT UTR NO: SBIN4213313 84358- Gunjan Ram	NEFT INB: CNABSJCUZ 1 TRANSFER TO 31993010443 03 / Gunjan Ram	99922	1,25,000.00		19,620.31
27 Nov 2021	27 Nov 2021	BULK POSTING- CR INTERN ATIONAL INSTITUT KA022679 26-	NEFT INB:KARBN22 150460408 TRANSFER TO KA022679 26-	16899		65,000.00	84,620.31
27 Nov 2021	27 Nov 2021	BY TRANSFER- UPI/CR/1331 92870139/M OHAMMED/U BIN/fysalshari /Payme-	TRANSFER FROM 50986801620 93 /	1		50,000.00	1,34,620.31
27 Nov 2021	27 Nov 2021	BY TRANSFER- UPI/CR/1331 01299397/M OHAMMED/U BIN/fysalshari /Payme-	TRANSFER FROM 50991841620 91 /	1		40,000.00	1,74,620.31
27 Nov 2021	27 Nov 2021	TO TRANSFER- INB NEFT UTR NO: SBIN4213315 61648- SUMAN DEVI	NEFT INB: CNABSJPEU 5 TRANSFER TO 31993010443 03 / SUMAN DEVI	99922	50,000.00		1,24,620.31
27 Nov 2021	27 Nov 2021	TO TRANSFER- INB Amarjeet for CAT distribu-	CTQ1681132 TRANSFER TO 20162486879 Mr. AMARJEET KUMAR GA /	99922	80,000.00		44,620.31

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PROPOSAL FOR RESEARCH PROJECT

A STUDY ON CUSTOMER RELATIONSHIP AND EFFECTIVE MANAGEMENT OF RESOURCES IN IOCL RETAIL WITH REFERENCE TO BABU RAJA RAM FUEL STATION SV NO.45/3 RHS, GUALAKANHALLI VILLAGE CHIKKABALLAPUR TALUK & DISTRICT BENGALURU - KARNATAKA

IIBS research center is a Bangalore-based research Consultancy which aims to enhance our knowledge of the sector through independent and critical research, giving us a better understanding of the value of the sector and how this can be maximised. Our approach to serving our clients includes qualitative and quantitative approaches to market and consumer research, from full-service consultancy, to data-only services. We have experience in consumer research and product development strategies and have worked with consumer and business-to-business entities nationally. We work closely with practitioners, policy makers, and other academics to gain input into our research and explore its findings.

Introduction of the Proposal:

In the present world where there is intense competition, it becomes very necessary to retain loyal customers. The commercial benefits of loyal customer are well known by the brand managers the cost of acquiring a new customer is always more than retaining an old customer. Loyal customer are also important because they provide the consistency of volume critical for stocking and managing just in time inventory to maintain the consistency of customer demand during crisis which is required to run any retail business. There are also customers. Which are strong advocates of brand and are always willing to forgive an occasional lapse all of these are compelling reasons that retailers are on a quest for customer loyalty and are increasingly looking at implementing loyalty programs or loyalty cards of some form? With increasing oil price and competition increasing at a rapid pace, many oil- marketing companies are finding it difficult to operate profitable in India. Indian oil corporation ltd, is no exception to this reality, thus to


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reaction its existing customer, many new initiative have been adopted by the organization. One such big idea is extra power loyalty program.

Research Problem:

Every project work is based on certain methodology, which is a way to systematically solve the problem or attain its objectives. It is a very important guideline and lead to completion of any project work through observation, data collection and data analysis.

Objectives

- To understand and identify the CRM practices followed by the IOCL retail outlet.
- To study the loyalty between the customer and the company.
- To obtain customer opinions and suggestions at IOCL retail outlet and give recommendation to IOCL Retail to improve the Effectiveness of resource management
- To implement automation to Accommodate Traffic for Maximum Revenue Generation in Raja Ram Retail Outlet.

Scope of Research

The study will determine customer relationship management and effective management of resources in IOCL retail with reference to Raja Ram Fuel Station Bengaluru.

Source of Data

Primary data

Primary Data, which includes:

- questionnaire
- interviews with Customers
- observations in retail outlet Visit

Research Design:

Descriptive research design has been used as it includes various types of fact-findings and inquiries which are done through survey which includes questionnaire, interviews.



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Sampling Design

- Sampling is the process of selecting a small number of elements from a larger defined target group of elements such that the information gathered from the small group will allow judgments to be made about the larger groups.
- **Non-probability sampling/ Judgmental sampling** is used as it is very convenient, takes less time, and it is of low cost.
- **Judgmental sampling** is a form of convenience sampling in which the population elements are selected based on the judgment of the researcher

Sampling Technique

- Convenience Sampling has been used as it attempts to obtain a sample of convenient elements and respondents are selected because they happen to be in the right place at the right time.

Sample Size

The sample size determines the number of respondents required for the survey. The sample size for this survey is 250.

Research Instrument

A questionnaire was the instrument used in this study to collect data. The questionnaire employed the typical form of fixed-response alternative questions that require the respondent to select from a predetermined set of answers to every question. According to Malhotra and Birks (2003, pp. 224), this survey approach is the most common method of primary data collection in marketing research and the advantages are simple administration and data consistency. The



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survey questionnaire is administered on the streets (mode of data collection): the questionnaires are filled out mostly by the people themselves.

Area of operation

RAJA RAM FUEL STATION BENGALURU -KARNATAKA

Following software's has been used during analysis and compilation of data

- SPSS
- Data Analytics

Time Frame: Duration of the Research Project: Three Months

(20 days) - Library, reference work and initial contacts for field work

(30 days) - Data collection, data coding, data tabulation

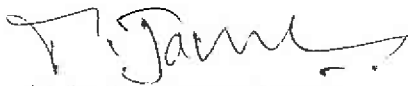
(20 days) -Data analysis, statistical interpretation and draft report preparation for discussion

(20 days) – Final Draft of the Research Report to be prepared and submitted.

Budget:

1. Principal Investigator for Research Project: Rs.60,000.(Rs. 20000X03 Months= Rs. 60000)
2. Investigator 1 for Research Project: Rs. 30000.(Rs. 10000X03 Months= Rs. 30000)
3. Investigator 2 for Research Project: Rs. 30000.(Rs. 10000X03 Months= Rs. 30000)
4. Telephone, travel and organizational Expenses Rs. 20000 per month X3 months = 60,000
5. Stationery, secretarial assistance, filing, etc. Rs. 10000 per month X 3 months = Rs.30000
6. Data tabulation, classification and statistical assistance: Rs. 20,000
7. Final Report (three copies) preparation and submission = Rs. 5000. 00
8. Contingency expenses = Rs. 5,000. 00

Grand Total = Rs. 2,40,000.00



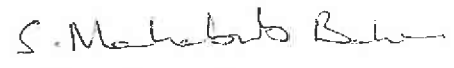
Principal Investigator

Dr. Tripuraneni Jaggaiah



Investigator 1

Dr. M. Kethan



Investigator 2

Mr. Mahabub Basha

Proposal Submitted Date: 24/12/2022



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Bangalore North - 562 157.

Research Proposal -IOC

4 messages

Principal-UG IIBS <principal-ug@iibsonline.com>

Sat, Dec 24, 2022 at 8:32 PM

To: vasanth4969@gmail.com, sribaburajuramfuelstation@gmail.com

Cc: Chairman IIBS <chairman@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>, Mahabub Basha S <mahabub@iibsonline.com>

Dear Sir

As per our meeting on the dated 7/11/2022 As per your suggestions we finalized the objectives of Proposal ,Please Approve and release the Proposed Fund of Rs. 2,40,000/- in the form of a check or DD in the favour of International Institute of Business Studies. We will initiate the project process immediately .


Please find the Attachment of the proposal and revert back for the approval, we shall do the necessary proceedings.

--
Regards

Dr. Tripuraneni Jaggaiah

PRINCIPAL

International Institute of Business Studies
#75, Muthugadahalli,
Jala Hobli,
Bengaluru North,
Bengaluru-562157
Mobile: 9620062082 / 9916516543

 **Proposal for research project - IOCL. final.doc**
41K

Sri babu raju ram fuel station <sribaburajuramfuelstation@gmail.com>

Sat, Dec 24, 2022 at 9:06 PM

To: Principal-UG IIBS <principal-ug@iibsonline.com>

Cc: vasanth kumar <vasanth4969@gmail.com>, Chairman IIBS <chairman@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>, Mahabub Basha S <mahabub@iibsonline.com>

Greetings from BABU RAJA RAM FUEL STATION.

I have gone through proposal and approved the project proposal and Services between International Institute of Business Studies, Bangalore & BABU RAJA RAM FUEL STATION, Bangalore and we will send the in the form of DD. Please do the sensory process.

[Quoted text hidden]

Principal-UG IIBS <principal-ug@iibsonline.com>

Mon, Jan 2, 2023 at 5:02 PM

To: Sri babu raju ram fuel station <sribaburajuramfuelstation@gmail.com>

Cc: vasanth kumar <vasanth4969@gmail.com>, Chairman IIBS <chairman@iibsonline.com>, "Dr.M kethan kethan" <dr.mkethan@iibsonline.com>, Mahabub Basha S <mahabub@iibsonline.com>

Greetings from IIBS.

Thank you for accepting the proposal. We shall proceed with the necessary process tomorrow i.e. on 3rd Jan, 2023.

We are cordially inviting you to IIBS for materializing the MoU.

Venue of the meeting: Board Room, IIBS

Date: on 3rd Jan, 2023.

All the financial transactions shall be processed through the DD account details provided as under.



Principal

International Institute of Business Studies
75, Muthugadahalli, Jala Hobli,
Bangalore North - 562 157.

MODE OF PAYMENT

Bank Name : Bank of Baroda
A/c Holder Name : Principal - International Institute
of Business Studies
A/c No. : 67070200001102
IFSC Code : BARB0VJMYHA
Branch : Mylanahalli - 562 149

i'm looking forward to meeting you tomorrow.

[Quoted text hidden]

Dr.M kethan kethan <dr.mkethan@iibsonline.com>

Mon, Jan 9, 2023 at 3:40 PM

To: Principal-UG IIBS <principal-ug@iibsonline.com>

Cc: Sri babu raju ram fuel station <sribaburajuramfuelstation@gmail.com>, vasanth kumar <vasanth4969@gmail.com>, Chairman IIBS <chairman@iibsonline.com>, Mahabub Basha S <mahabub@iibsonline.com>

Greetings from IIBS

As per the previous mail dated ,we had received a project fund of Rs 2,40,000/- in the form of DD bearing with No 041471 in Favour of "Principal International Institute of business studies" on 6/1/22.we process the project work and update you the status on timely basis .Any further clarification you can revert back to us
Regards

[Quoted text hidden]

Dr.M.Kethan

MBA,PGDRIM,PGDMM,ASMP-IIM(I),PhD

Associate Professor ,ICSSR Fellow

Dept of MBA

International Institute of Business Studies

Some old-fashioned things like fresh air and sunshine are hard to beat."

Specialist in -Marketing,Marketing Metrics,Alt metrics,Cryptos ,consumer Behaviour


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NO PAYEE OK

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State Bank of India
सिंगल ब्रांच, CRICKET HALL
काड कोड / CODE No. 07308
टेल नो. 08156-272325

मांगद्राफ्ट
DEMAND DRAFT

Key: VULBEQ
Sr. No: 217434

0 8 2 1 2 1 0 2 1 3
D O M M Y Y Y Y

मांगे जानेपर PRINCIPAL INTERNATIONAL INSTITUTE OF BUSINESS STUDIES *****

वा उनक आदेश पर

ON DEMAND PAY

OR ORDER

रुपये **RUPEES** Two Lakh Forty Thousand Only

अदा करें ₹ 2,40,000.00

ICR 000517041471
Name of Applicant

Key: VULBEQ Sr. No: 217434
SRI BABU RAJU RAM FUEL STATION

AMOUNT BELOW: 20000 INDIAN

रुपये प्राप्त VALUE RECEIVED

भारतीय स्टेट बैंक
STATE BANK OF INDIA
आगत ब्रांच / DRAWEE BRANCH: CAFE BANGALORE
काड कोड / CODE No. 40733

प्रधिकृत हस्ताक्षर
AUTHORISED SIGNATORY
शाखा प्रबंधक
BRANCH MANAGER

₹ 1,50,000/- एवं अधिक के लिखत दो अधिकारीयो द्वारा हस्ताक्षरित होने पर ही वैध है।
INSTRUMENTS FOR ₹ 1,50,000/- & ABOVE ARE NOT VALID UNLESS SIGNED BY TWO OFFICERS

Veereshakumar. K. R
SS-6366

कम्प्यूटर द्वारा मुद्रित होने पर ही वैध
VALID ONLY IF COMPUTER PRINTED

केवल 3 महीने के लिए वैध
VALID FOR 3 MONTHS ONLY

⑈041471⑈ 000002000⑈ 000517⑈ 16

V. J.
Principal
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