



C-III

RASHTRIEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041

A Consultancy Research Project On Analysing the Market Potential for Light Commercial vehicles (LCV) for School segment in Bangalore city Sponsored by: AKSHARA MOTORS (Authorised Dealers - Ashok Leyland)	
Date:	October – December,2019
No. of Participant: 55 Research Team	Project Coordinator: Dr. Santhosh M Dr. Purushottam Bung Dr. Santhosh M Prof. Nagasubba Reddy Prof. Dileep Prof. Priya Jain
Objectives of the Research 1. To assess the market potential for Light Commercial Vehicles (LCV) for School segment (ICSE, CBSE, aided and un-aided private schools) in Bangalore City 2. To identify the scope for pre-sales of LCV during November 2019- March 2020. 3. To identify client's requirement in terms of number of buses Including seating capacity, cost and emission norms (BS) with respect to LCV.	
Time Line:	
Preparation and Approval of the Research Proposal	October 5-10,2019
Secondary data collection (School database)	October 11-20,2019
Pilot survey Designing and testing of the questionnaire Training field enumerators Data collection Coding and analysis	November 2-10,2019
Approval of the pilot survey report by Akshara Motors	November 12- 15,2019



Conducting the census survey for Pan Bangalore city	November 16- 25,2019
Data tabulation and analysis	November 16- 30,2019
Final Report Preparation and submission	December- 2019

Preface:

The Supreme Court in its ruling made it very clear that no BS4 vehicles - including cars, two-wheelers and commercial vehicles will be sold in India after the BS6 deadline comes into play on April 1, 2020. Considering the recent developments in Automobile industry in general and light commercial vehicles in particular, it is important to know the current scenario of BS4 compliant Light commercial vehicles sales before the apex court's deadline comes into play.

Akshara Motors, authorised Dealers of Ashok Leyland Light commercial vehicles approached RVIM to undertake research assignment to analyse the Market Potential for Light Commercial vehicles (LCV) for School segment in Bangalore city. The pilot survey was undertaken for Jayanagar and J P Nagar areas of Bangalore city to develop and test the research instruments and then to carry out the same for pan Bangalore city.

For research purpose, Bangalore city was divided into multiple regions on the basis of PIN codes. The research work was completed in an agreed time of forty five days during October and November, 2019. Outcome of the study will benefit Akshara Motors and Ashok Leyland to assess the market potential for Light Commercial School Bus in Bangalore city; identify the scope for sales of LCV before April, 2020. The study will help to identify the prospective customers and their requirements in terms of number of units of bus planning to buy and preferred seating capacity. The study also provide customer feedback on quality parameters such as Mileage, Ground clearance, Maintenance cost, Comfort level and Maneuvering.

Copy of Research Proposal

RESEARCH PROPOSAL

THEME OF PROPOSAL: - Analyzing the Market Potential for Intermediate Commercial Vehicles (ICV) for School segment (ICSE & CBSE) in Bangalore City.

PREAMBLE: As per the Supreme Court verdict no Bharat Stage IV vehicle shall be sold across the country with effect from April 1, 2020. The Bharat stage emission standards are standards instituted by the government to regulate output of air pollutants from motor vehicles. We would undertake research assignment offered by M/S Ashok Leyland Ltd. to assess the market potential for school segment for Intermediate Commercial vehicles (ICV) category in Bangalore city.

OBJECTIVES:

1. To assess the market potential for Intermediate Commercial Vehicles for School segment (ICSE, CBSE, aided and un-aided private schools) in Bangalore City
2. To identify the scope for pre-sales of ICV during November 2019- March 2020.
3. To identify client's requirement in terms of number of buses including seating capacity, cost and emission norms (BS) with respect to ICV.

TIME LINE:

- Initial discussion with students and faculty members with Ashok Leyland's representatives on 15th October 2019.
- Preparation for market survey and pilot study from 16th October to 19th October 2019.
- Discussion on pilot study results, freezing the modalities of the survey and finalization of instrument for data collection on 19th October 2019.
- Field survey will be conducted from 21st October to 16th November 2019.
- Data Analysis and reporting will be done from 18th November to 23rd November 2019.
- Sharing and briefing of findings of the study with sponsors of the consultancy project on 25th November 2019.
- Final report submission will be done on 30th November 2019.

BUDGET PROPOSAL:

S.NO	PARTICULARS		AMOUNT
1.	Student field investigators	a) Stipend Rs 1500 * 50 members = 75000 b) Daily allowance (food and fuel) Rs 300 * 50 members * 7 days = 1,05,000	Rs. 180,000
2.	Honorarium to Faculty Research Supervisors (Rs 4000 * 5 members)		Rs. 20,000
3.	Honorarium to Analytical Team of Technicians & Students (Rs 1500 * 10 members)		Rs. 15,000
4.	Miscellaneous Expenses		Rs. 10,000
5.	Total		Rs 2,25,000

BRIEF PROFILE OF FACULTY RESEARCH SUPERVISORS:

1. Dr. Purushottam Bung

B.E. (E&C), PGDM (Australia), MBA (Australia), Ph.D. in Management

Professor and Director

Interest area: Strategy and Entrepreneurship

Dr. Bung was conferred with "Distinguished Educator" award by the Discovery Media, New Delhi in 2013. In 2015 he has been awarded as 'Best Director of a B-school in Karnataka' as part of education excellence awards - 2015 by Brands Academy, Delhi. He is member of many Associations and Institutional bodies like; AIMA, AIMS, ISTD, NHRD, SMF, ISABM, MEDC, SEE, EPSI, AICP, MTC Global, etc. He was the treasurer of AIMS (Associations of Indian Management Schools) (Karnataka & Kerala Chapter) and is Vice President of APMINK (Association of Private Management Institutions of North Karnataka). Dr. Bung has been offering management consultancy services to local businesses and entrepreneurs as well. He has rich entrepreneurial experience of around fifteen years, working as management consultant for many MSMEs of Karnataka.

2. Dr. Santhosh M

B.Sc., MBA, M.Phil., PGDHRM, Ph.D.
Associate Professor, Department of Marketing
Interest area: Statistics, OR and Retailing

He has published several research papers in national and internationally renowned and refereed journals. He has also presented research papers in both national and international Conferences. He has served as Member, BOE for Reputed Management Institutes at Bangalore and Mysore. He holds professional membership of QCFI and AIMA. He is a certified Apple DPD Educator. Received Best Paper award for the research paper presented at national conference organized by JSSATE in the year 2013.

3. Prof. N. Nagasubba Reddy

M.Sc (Computer Science), MBA
Assistant professor

Area of Specialization is Systems. Participated and presented paper in National and International conferences. Certification from International School of Computer Technology, New Delhi. Involved in setting up the state-of-the-art technology in the computer labs. Other areas of interest are event management, reading books. Imparting computer skills for senior citizens through Centre for Information Technology.

4. Prof. Dileep S

MBA, M.Phil. (PhD)
Assistant Professor

Specialized in the area of Accounts, Finance, International Finance and Derivatives. Published research papers in international and national journals. Has ten years of teaching experience. Presented and published research papers in international and national conference. Has attended and organized various workshops, FDPs and conferences. Has been invited as a guest faculty for several MBA Colleges in Bangalore.

5. Prof. Priya Jain
MBA, M.COM, UGC-NET
Assistant Professor

Core areas of teaching are Finance, derivatives, International Finance and Economics. Has 7 years of teaching experience. Presented paper in various national conferences and attended workshops related to stock market. Actively engaged in guiding students for their internship projects and mentoring them for their overall development.

COMMITMENT FROM SPONSORS

1. Issue of T-Shirts with logo and ID Cards to all the student field investigators, faculty members and analytical team (65 nos.).
2. Certificate of appreciation to all the student field investigators.
3. Letter of appreciation acknowledging the services offered by faculty resource supervisors.

Copy of the Sanction letter



To

23.10.2019

Dr. Parushottam Bang
B.E., PGDNI(Aust), MBA(Aust), Ph.D in management
Professor and Director
R. V. Institute of Management
CA-17, 30th Cross, 30th Main
4th T Block, Jayanagar
Bangalore: 560041

Tel: 080-26547048 / 42540300
MOB: 07-111339344
Email: director.rvim@rvi.edu.in
Alternate Email: bunguas@gmail.com

Dear Sir

The reference to your mail dated 22.10.2019 for the approval of.

THEME OF PROPOSAL: - Analyzing the Market Potential for Intermediate Commercial Vehicles (ICV) for School segment (ICSE & CBSE) in Bangalore City.

PREAMBLE: As per the Supreme Court verdict no Bharat Stage IV vehicle shall be sold across the country with effect from April 1, 2020. The Bharat stage emission standards are standards instituted by the government to regulate output of air pollutants from motor vehicles. We would undertake research assignment offered by M/S Ashok Leyland Ltd. to assess the market potential for school segment for Intermediate Commercial vehicles (ICV) category in Bangalore city.

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Unit of CAUVERY MOTORS (P) LTD.
Survey No. 39/1 & 2, Opp. RNS Motors, Tumkur Road, Peenya Indl. Area, Yeswanthpur, Bangalore - 560 022
Registered Office :- Sy. No. 13, 11Km., Kanakapura Road, Bangalore - 500 082,
CIN No. :- U50101KA1994PTC016855. GST No : 29AAACC5924A121 PAN No : AAACC5924A
Tele No.: 080-22900242/43/44 Fax No - 080 22906240
Email : accounts@cauverymotors.com www.cauverymotors.com

"Caring for you... always"

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4.	Miscellaneous Expenses		Rs. 10,000
5.	Total		Rs 2,25,000

Please go ahead and complete the Project as per the proposal.

Regards

Satinder Singh Kapoor

G M SALES

Akshara Motors

23/10/19.

Unit of CAUVERY MOTORS (P) LTD.

Survey No. 39/1 & 2, Opp. RNS Motors, Tumkur Road, Peenya Indl. Area, Yeshwanthpur, Bangalore - 560 022

Registered Office :- Sy. No. 13, 11Km., Kanakapura Road, Bangalore - 560 062.

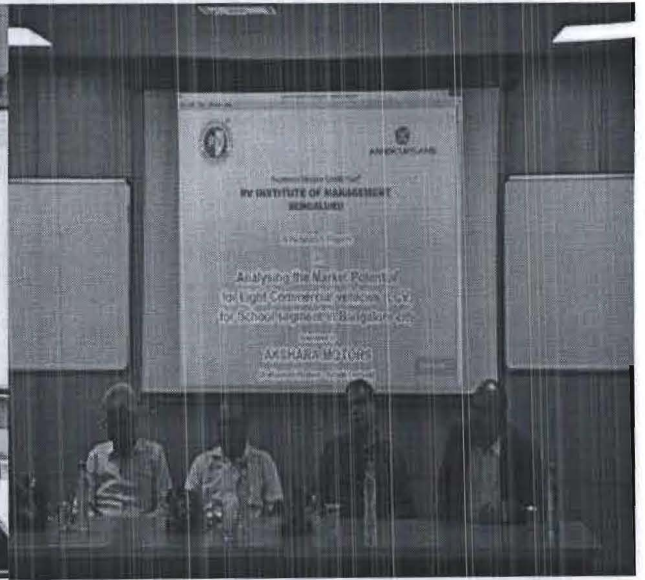
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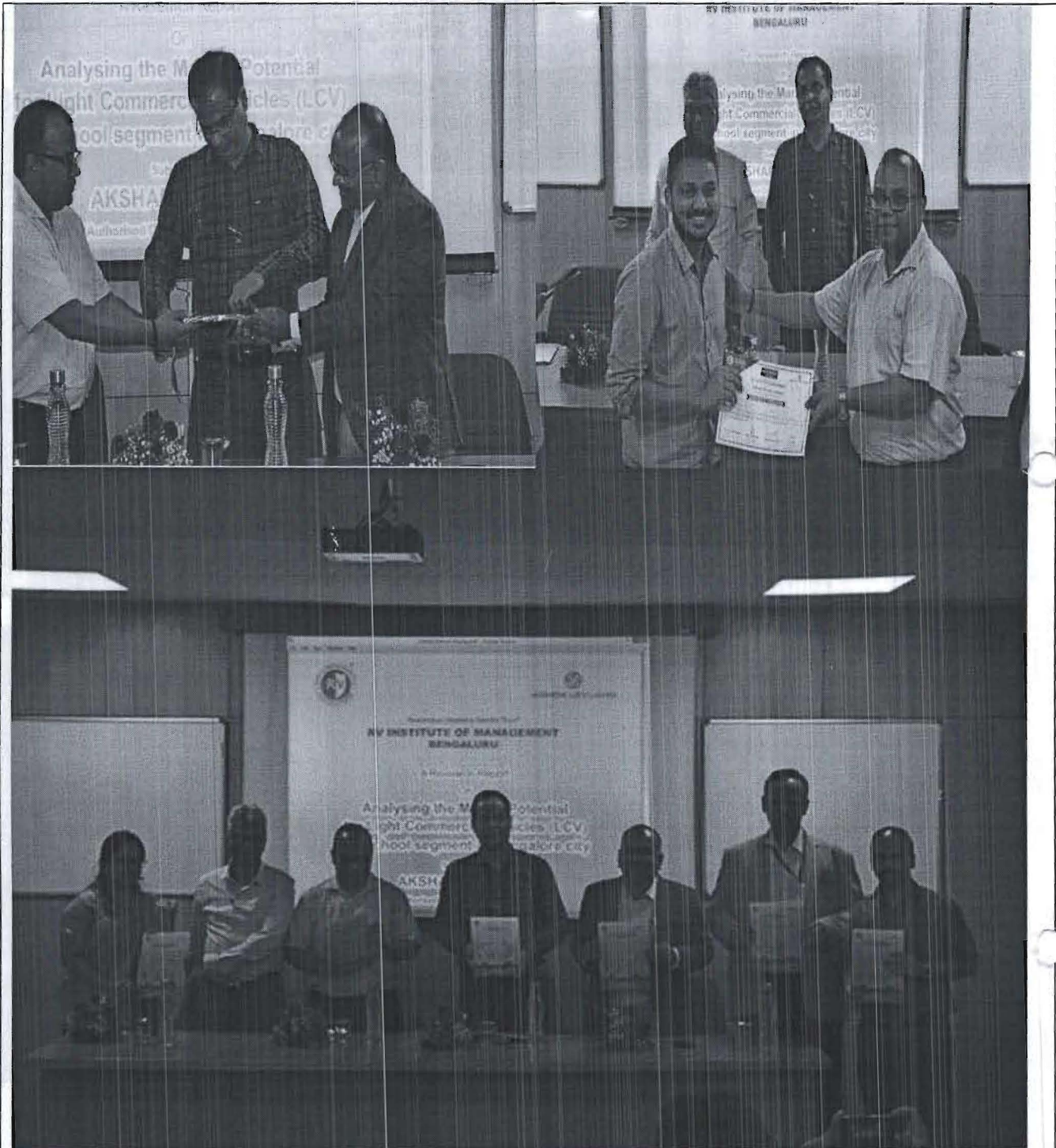
Tele No.: 080-22966242/43/44 Fax No - 080 22966240

Email : accounts@cauverymotors.com www.cauverymotors.com

"Caring for you... always"

Photo Gallery







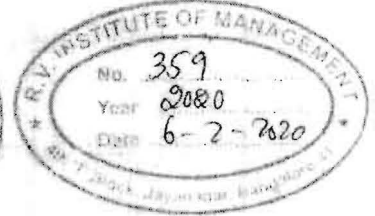
Rashtreeya Sikshana Samithi Trust
R.V. INSTITUTE OF MANAGEMENT

CA-17, 36TH CROSS, 26TH MAIN, 4TH T BLOCK, JAYANAGAR, BANGALORE - 41
 Ph: 080-26547048 Fax: 26654920; URL: rvim.edu.in; Email: contact@rvim.edu.in

Ref: 637 RVIM/MBA/2019-20

Date: 5-02-2020

The Hon. Secretary,
 RSS Trust,
 II Block, Jayanagar,
Bangalore



Respected Sir,

Sub: Completion of Ashok Leyland Consultancy assignment

We are pleased to inform your good self that RVIM has successfully completed the Consultancy research assignment offered by M/S Ashok Leyland Ltd for analysing the market potential for LCV for School segments in Bangalore city. The total consultancy amount of Rs. 225000 (Two lakh Twenty Five thousand only) is received in full. The expenses incurred in the execution of the consultancy assignment amounting to Rs. 181724 (One lakh eighty one thousand seven hundred and twenty four only) is attached herewith for your perusal.

As per the Institution policy, surplus of Rs. 43276 (Forty three thousand two hundred and seventy six only) post expenses will be shared between the Institution (RSST) and consultants at the rate of 40:60. Accordingly Rs. 17310 (Seventeen thousand three hundred and ten only) will be remitted to RSST and Rs. 25965 (Twenty five thousand nine hundred and sixty five only) will be distributed amongst five consultants @ Rs. 5193 (Five thousand one hundred and ninety three only) per consultant.

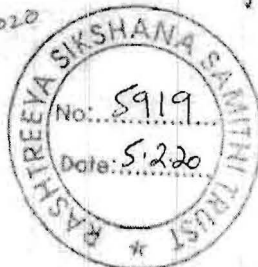
For your kind consideration and approval.

Thanking you

Truly yours

[Signature]
 05.02.2020

(Dr. Purushottam Bung)
 Professor and Director



Approved
[Signature]
 5/2

Alce + Saurabh

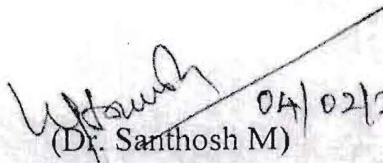
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R. V. INSTITUTE OF MANAGEMENT

CA 17, 36th Cross, 26th Main, 4th 'T' Block, Jayanagar, Bangalore - 560041

Statement of Expenses towards M/s Ashok Leyland Consultancy Project

Sl no.	Particulars	Amount
1	Honorarium Paid to Student Enumerators Rs.3600 X 40 students Rs. 1500 X 06 students	144000.00 9000.00 153000.00
2	Report design and Printing Expenses	14560.00
3	Honorarium Paid to Lab Instructors Mr. Vamshi Krishna Mr. Manjunath Mr. Sridhara Mrs. Mamatha	2500.00 2500.00 1500.00 1000.00 7500.00
4	Miscellaneous Expenses	6664.00
5	Total Expenses (A)	181724.00
6	Balance Amount (B)	43276.00
7	Institution Share (40% of 43276)	17310.40
8	Faculty Share (60% of 43276)	25965.60
9	Total (A + B)	225000.00


(Dr. Sarthosh M)
04/02/2020
Project coordinator


(Dr. Purushottam Bung)
Director