

**A PROJECT WORK (17MBAPR407) OF
“A STUDY ON EFFECTIVENESS OF NATIONAL QUALITY SUMMIT
2018 ON DELEGATES ORGANIZED BY CII, BANGALORE”**

BY

**POORNIMA M
USN: 1AY17MBA35**

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



*In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
*Under the guidance of**

INTERNAL GUIDE

Mr. Suhas Patel
Asst. Professor
Dept of MBA, AIT
Bengaluru

EXTERNAL GUIDE

Mr. N DEEP
DIRECTOR
CII
Bengaluru



**Department of MBA
Acharya Institute of Technology**

Dr. Sarvapalli Radhakrishnan Main Road, Soldevanahalli Bengaluru

March-2019

Director – CII IQ

Place: Bengaluru

Date: 16/02/2019

Certificate

This is to certify that **Ms. Poornima M**, student of final year MBA bearing **USN No 1AY17MBA35**, student of **Acharya Institute of Technology, Bengaluru**, affiliated to Visvesvaraya Technological University, Belagavi, has successfully completed her internship project titled **A Study on 'Effectiveness of CII Quality Summit 2018'**, starting from **03-01-2019 to 16-02-2019** at **CII Institute of Quality, Bengaluru**. During the period of her Project with us, she was found punctual, hardworking and character was satisfactory.

This project on evaluation fulfils all the stated criteria and the student's findings are her original work. We wish her all the best for her future endeavours.

.....

(N DEEP)

Director – CII IQ

from: N Deep <n.deep@cii.in>

to: "hod-mba@acharya.ac.in" <hod-mba@acharya.ac.in>

date: Apr 10, 2019, 3:21 PM

subject: Project - Certificate

mailed-by: cii.in



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 03/04/2019

CERTIFICATE

This is to certify that **Ms. Poornima M** bearing USN **1AY17MBA35** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Effectiveness of National Quality Summit 2019 on Delegates Organized by CII, Bengaluru**” is prepared by her under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Head of the Department
Department of MBA

Acharya Institute of Technology
Soladevanahalli, Bangalore-560 107.

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **POORNIMA M**, hereby declare that the Project report entitled “**A STUDY ON EFFECTIVENESS OF NATIONAL QUALITY SUMMIT 2018 ORGANIZED BY CII**” with reference to “**CII-IQ**” prepared by me under the guidance of **Prof. Suhas Patel, Professor, Department of M.B.A, Acharya Institute of Technology, Bengaluru** and external assistance by **Mr.N.Deep, Director CII-IQ**. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date :11-04-2019


Signature of the student

ACKNOWLEDGEMENTS

I express my sincere thanks to our Principal **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M** and I express my sincere thanks to our HOD, **Dr. M.M Bagali** Master of Business Administration of AIT, Bengaluru, for the effort in installing confidence and enthusiasm in me at every stage.

My gratitude is due to **Mr. N DEEP**, DIRECTOR, CII, Bengaluru, for providing the opportunity to do the project and also co-operation, without which this Endeavour would not have been possible.

I am grateful to my internal guide **Prof. Suhas Patel**, Professor, Dept of MBA, AIT, my project guide who has supported me by his guidance for this project work, timely and aptly. And I also thank to other faculty, librarian, friends, and relatives.

I also thank the HR employees of CII, Bengaluru who directly and indirectly supported me.

My gratitude will not be complete if I do not than the Almighty and my loving parents who have been supportive throughout the project.

Place: Bangalore

POORNIMA M

Date:

1AY17MBA35

TABLE OF CONTENTS

| Chapter No. | Title | Page No. |
|-------------------|--|----------|
| | Executive Summary | 01 |
| Chapter 1: | INTRODUCTION | |
| 1.1 | Introduction | 02 |
| 1.2 | Industry Profile | 03 |
| 1.3 | Company Profile | 04 |
| 1.4 | Promoters | 04 |
| 1.5 | Vision and Mission | 05 |
| 1.6 | Products and Service Profile | 06 |
| 1.7 | Area of Operation | 06 |
| 1.8 | Competitors | 07 |
| 1.9 | Infrastructure Facilities | 08 |
| 1.10 | SWOT Analysis | 09 |
| 1.11 | Future growth and prospects | 10 |
| Chapter 2: | CONCEPTUAL BACKGROUND AND LITERATURE REVIEW | |
| 2.1 | Theoretical background of the study | 14 |
| 2.2 | Literature Review | 15 |
| Chapter 3: | RESEARCH DESIGN | |
| 3.1 | Statement of the problem | 20 |
| 3.2 | Title of the project | 20 |
| 3.3 | Need of the study | 21 |
| 3.4 | Objectives of the study | 21 |
| 3.5 | Method of Conduct | 21 |
| 3.6 | Limitations | 22 |
| 3.7 | Chapter Scheme | 22 |
| Chapter 4: | DATA ANALYSIS AND INTERPRETATION | |
| | Analysis and Interpretation of results | 24 |
| Chapter 5: | FINDINGS, SUGGESTIONS AND CONCLUSION | |
| 5.1 | Summary of Findings | 65 |
| 5.2 | Suggestions | 66 |
| 5.3 | Conclusion | 66 |
| Bibliography | | |

LIST OF TABLES

| SL No | PARTICULARS | Page No. |
|--------------|--|-----------------|
| Table No:01 | Showing Choice of Venue | 24 |
| Table No:02 | Showing QR Code Registration | 26 |
| Table No:03 | Showing Newness in Delegate kit | 28 |
| Table No:04 | Showing Selection of the Summit Theme | 30 |
| Table No:05 | Showing Seating Arrangement/Layout Design | 32 |
| Table No:06 | Showing Choice of Speakers | 34 |
| Table No:07 | Showing Duration of each Session | 36 |
| Table No:08 | Showing Format of Presentation | 38 |
| Table No:09 | Showing Soliciting Audience Interaction | 40 |
| Table No:10 | Showing Identification of Session Topic | 42 |
| Table No:11 | Showing Conference Backdrop Design/Stage/ Slide Banner / Advertisement | 44 |
| Table No:12 | Showing Planning and Schedule of Program flow (Time Management) | 46 |
| Table No:13 | Showing Relevance of Stall and Fun Zone | 48 |
| Table No:14 | Showing Gifts and Coupons | 50 |
| Table No:15 | Showing Food and Beverages | 52 |
| Table No:16 | Showing Scope for Networking | 54 |
| Table No:17 | Showing Cultural Programs | 56 |
| Table No:18 | Showing Summit Objectives were met | 58 |
| Table No:19 | Showing Beneficiary of Information | 60 |
| | | |

| | | |
|-------------|---|----|
| Table No:20 | Showing How likely are you to recommend Quality Summit to Industry Colleague? | 62 |
|-------------|---|----|

LIST OF CHARTS

| SL No | PARTICULARS | Page No. |
|--------------|---|-----------------|
| Chart No:01 | Showing Choice of Venue | 25 |
| Chart No:02 | Showing QR Code Registration | 27 |
| Chart No:03 | Showing Newness in Delegate kit | 29 |
| Chart No:04 | Showing Selection of the Summit Theme | 31 |
| Chart No:05 | Showing Seating Arrangement/Layout Design | 33 |
| Chart No:06 | Showing Choice of Speakers | 35 |
| Chart No:07 | Showing Duration of each Session | 37 |
| Chart No:08 | Showing Format of Presentation | 39 |
| Chart No:09 | Showing Soliciting Audience Interaction | 41 |
| Chart No:10 | Showing Identification of Session Topic | 43 |
| Chart No:11 | Showing Conference Backdrop Design/Stage/ Slide Banner / Advertisement | 45 |
| Chart No:12 | Showing Planning and Schedule of Program flow (Time Management) | 47 |
| Chart No:13 | Showing Relevance of Stall and Fun Zone | 49 |
| Chart No:14 | Showing Gifts and Coupons | 51 |
| Chart No:15 | Showing Food and Beverages | 53 |
| Chart No:16 | Showing Scope for Networking | 55 |
| Chart No:17 | Showing Cultural Programs | 57 |
| Chart No:18 | Showing Summit Objectives were met | 59 |
| Chart No:19 | Showing Beneficiary of Information | 61 |
| Chart No:20 | Showing How likely are you to recommend Quality Summit to Industry Colleague? | 63 |

EXECUTIVE SUMMARY

The overview of the project report aims explaining about summit key points where a couple of firms company's found at the summit gatherings, plans of activity expected to empower producers to hold a greater percent of the firms sustenance ordinarily work at esteem centers that make their firm over the top. Then again, plans of action, for instance, adaptable business environments programs that are planned to improve get to and the moderateness to create generally source from broad (inter)nationwide firms condition.

The various factors or methodologies implemented in the study summit conference which aimed at awarding service of quality to the firms are noticed and research is conducted based on few research methodologies with various sources of information and facts obtained by the organization.

Various new firms companies are scanning for widely inclusive ways to deal with portray and measure achievement as affirm by meeting individuals' vitality for developing increasingly fair system associations, triple-essential concern, and better methodologies for financing and sorting out firms components Confined budgetary capability and firms instinct among sustenance firms new company's and security affiliations centers to a prerequisite for progressively unmistakable budgetary and specific help for sustenance firms, new company's by socially and biologically authorized motto firms with communitarian manage sustenance organized system and budgetary improvement are upheld in the present testing financial growth and brand image established in the business environment.

It also briefs on the further implementations or the improvements that can be bought to organize the upcoming events with various other suggestions obtained from the survey conducted. A typical framework can be obtained for future quality summit by the responses recorded by the delegates which aims at establishing the organization image worldwide with great reputation.

CHAPTER-1

INTRODUCTION

1.1. INTRODUCTION

Being main expertise Quality service Enhancer in all the associations, enterprises and other firms since the previous era, It furnishes firms in Country by the support, frameworks, instruments an imprint in the focused view. Industry understood most ideal approach in improvising association's aggressiveness based on course of quality.

It began as the Total Quality Management Division- (TQMD) mid-eighties period, now developed as company Institute for Quality. Being a hero of the company-IQ is fueled to obligation advancing the courage in the individuals, By improvising the work environments and placing the world be huge, a superior spot for application of quality apparatuses, method frameworks. Company-IQ gives the almost of its caring preparing and counseling administrations for associations improvise execution and establish standards of being perfect.

Has partnered with a few global associations to convey their accepted procedures in Country. It has favored a few associations improve their TQ-Management Systems other than making them gain acknowledgments.

1.2. INDUSTRY PROFILE

This is a firm relationship and not a government authority, nor a revenue based company-drove and company-oversaw association Established in 1895 has more than 9,000 individuals, from the private just as open divisions, including SMEs and MNCs, and an aberrant participation of more than 300,000 ventures from around 265 nationwide and local bodies company works with the Legislature on arrangement issues.

This company has been an impetus progress monetary strategy changes. Assumed a vital job amid monetary advancement in 1991 which thumped over dividers insurance in between Country industries, whatever is left of the world. With 65 workplaces, including 9 Focuses of Brilliance, in Country, and 11 abroad workplaces in Australia, Bahrain, China, Egypt,

France, Germany, Iran, Singapore, South Africa, Joined Kingdom and Joined States, just as institutional associations with 355 partner associations in 126 nations.

The company Subject for 2018-19 is 'Country RISE : Mindful Comprehensive Manageable Entrepreneurial Rakesh Bharatii Mital is the Leader of company for the year 2018-19; Udaay Kotak, Overseeing Chief and Chief, Kotak Maahindra Bank Limited is the President-Assign and Vikraam Kirloskar, Administrator, Overseeing Executive, Kirloskarr Frameworks Ltd., and Bad habit Director, Toyota Kirloskaar Engine VP of C I I Chandrajit Banerrjee the Chief.

1. 3. INDUSTRY PROFILE

Intends to continue country's universal, widest among the world and further more towards constructing the company as the primary call for port outside assignments desired to enroll with Country and for the nationwide firms desire customary and developing business environments abroad company Universal works under company universal wide Arrangement and Exchange Committee. The main objective of the company is all about Universal Approach and exchange Chamber is to begin exercises to relate Country and worldwide company.

The board additionally progress in the direction of creating market promoters for Country export dealings; recognizing prerequisites to the minor parts for additional goal-oriented; advancing collaboration with partner frameworks; receiving a forceful methodology with remote governments on different global undertakings in regards to the Country economy; reestablishing the firms about the current Round of dealings under the Doha Advancement Motivation of the Universal Exchange Association and the Organized commerce understandings that Country has marked or is consulting with different nations/regions.

The company universally works under closeness Service for Outside Undertakings, the Service of Firms and Industry and the Country government offices/missions' abroad to make accommodating arrangements and plans for exchange and venture. They additionally work intimately with the remote consulates/missions in Country, global establishments/multilateral offices, think tanks and the different universities [citation needed] From 2013, company has widened its focal point of work through progressively Provincial and Nation Councils like: Africa , ASEAN + ANZ, East Europe, GCC, LAC, Bangladesh, Canada, China, Germany,

Italy, Japan, Maldives, Nepal, Pakistan, Russia, South Korea and Sri Lanka [11] company's universal work is sponsored by seven abroad workplaces in Australia, China, Germany, France, Singapore, Joint States and U K that causes us proliferate imperative data relating to firms sectors and joint endeavor potential outcomes to both Country and worldwide company.

1.4. PROMOTERS, VISION, MISSION & QUALITY POLICY

PROMOTERS

- **Mr Rakesh Bharti Mittal**
President, company (2018-19)
Vice chairman,
Bharti Enterprises
- **Mr UdayKotak**
President -Designate, company (2018-19)
And ManagingDirector & CEO,
Kotak Mahindra Bank Limited rises
- **Mr Vikram Kirloskar**
Vice President, company (2018-19)
Chairman, MD;
Kirloskar Systems Ltd,
- **Mr Chandrajit Banerjee**
Director General, company

VISION

To be the most important associated firm with large quantity collaborators universally and presenting our country as secured and reliable community.

To stand on behalf of our country and representing to sectored bodies and to the organizations that run through government. To be the one of the leading pioneer in the world with good reputation and brand image.

MISSION

The business of the industry to look at and build on the B2B for the jubilee. This is a challenge to meet the mutual understanding of synergies, in order to develop interdisciplinary scientific and technological developments in the new field in the field of the economic and technological development of the economy, to the industry, to innovation, to nanotechnology to FCHI, to infrastructure to SIZE on SIZ.

QUALITY POLICY

International wide Offices

- Influencing wide Cooperation internationally.
- Influencing Brand in the Country.
- Ability to compete and showcase professional skills.
- Availing FTAs, RTAs and CEOs policy inputs to government body.
- Progress support for Country industry trade, related issues and investment.
- Availing Country investment.
- Technology access.
- Enhanced trade Building like people-to-people relation contacts amongst many countries.
- Availing key policy issues of inputs to sectorals of Government.
- Influencing for Country global connectivity.
- Accessing market for exporters in country.
- Awareness for Country ground support in many other countries through linkages and contact relations.

1. 5. PRODUCT & SERVICES PROFILE & AREA OF OPERATION

Worldwide Partnerships: organization keeps up an exceptional overall system of associations with governments (both at administrative and at commonplace dimensions), all sort of federal bodies to work simultaneously. It has an immense system of partner company's to help our Country firm get connected to all 240 firms all over the world, 101 nations to build relational contacts with every firm.

Gatherings with Heads of State, chiefs and firms appointments are composed for Country firms to create important and commonly valuable organizations over the globe organization International wide sorts out missions of Country firms pioneers and officials to different nations to encourage direct discourse, trade of thoughts and reciprocal firms openings.

The Biennial International wide Engineering and Technology Fair (IETF) which began off as an occasion to grandstand Country designing items to global wide guests in 1975, has since turned into a biennial occasion that unites members from nations over the world, to interface and fortify pioneering energies crosswise over outskirts while underlining the significance of innovation exchange The IETF is sorted out with an accomplice nation, which is given a stage to extend its abilities and items.

Made in Country and Enterprise Country Exhibitions are sorted out in key business conditions to show Country items abroad Road Shows are directed in various urban communities in different nations, with abnormal state assignments of Ministers, Officials and firms pioneers making introductions on the new Country story.

The Partnership Summit is a yearly occasion where worldwide pioneers, are welcome delegates from assorted nations Now in its fifteenth year, it is a lead occasion of the International wide division Another instrument utilized by organization International wide, is to embrace examine and bring out productions, aides and foundation papers relating to various nations for individuals and agents.

1.6. INFRASTRUCTURE FACILITIES

The company of Value Bangalore city pillar is ABB Ltd and is spread more than 4 sections above the floor of grand arrive on the edges to west side of patio nursery. The Establishment cutting edge bit eye-discovering engineering mixing sloping territory of the building that has been intended to be eco-accommodating, with least effect on the earth and utilizing efficient power vitality sparing advances The arranging has been intended to improve the excellence of the environment and give a quiet feeling fit for company of learning, it has some novel highlights.

Inactive Downdraft Natural Cooling (PDEC)

Extreme start, company chose to present ecological ventilation rather than expensive or vitality hunger cooling Likewise, PEDC was incorporated into the engineering at the structure arrange This framework has been created after investigation of old open structures and castles Country, which instruments to maintain a proof of indoor air quality.

The information obtained over past year was utilized to plan a computer aided design program, for adjustment and structure of cooling frameworks for structures Essentially, the framework comprises of 15m height breeze towers, which catches and redirect wind stream to a huge plenum of chamber found.

The hot/warm air is raised and is drained away from ventilators Amid sweltering climate, micronisers, situated in the highest point of every pinnacle apportion an automotive shower of water, that blends approaching air, dissipates, delivers cooling Approaching weather and temperature can be therefore brought down by 10c, that is adequate to bring indoor air. Essentially, the air being encouraged into the building is in every newly generated , not re-flowed Accordingly in every case crisp and oxygen rich Nobody feels tired and tired amid sessions, at each rich lunch!

Day lighting

The whole building has been intended to utilize common light . There is no compelling reason to utilize control for lighting even on the bluntest day. On brilliant days, abundance light

is sifted through uncommonly structured blinds. Together with power spared from cooling, this speaks to immense vitality investment funds amid typical task of the foundation.

Water the executives

The squanderer utilized is of good quality and every last bit of it is reused through septic tanks and re-bolstered into the earth through splash pits. Water falling on the building and site is additionally diverted into normal repositories and consumed as ground water.

Building Materials

So as to spare expenses and vitality, materials used for building were acquired from neighborhood firms. Then cleaned rock/granite was used. Just eco-accommodating materials like harsh rock, neighborhood granite, reused tree wood, bond and steel involve the building. However, the one of a kind structure and wonderful finishing give a one of a kind affair to the members who go to the establishment to guzzle its feeling and learning.

1.7. COMPETITORS INFORMATION

NASSCOM

NASSCOM is seen as one of Confederation of Country Industry's greatest opponents. **NASSCOM** was established in 1988, and its home office is in Mumbai, Maharashtra. **NASSCOM** contends in the IT Administrations field. **NASSCOM** has 560 a greater number of workers than Confederation of Country Industry.

IBEF

IBEF is a Privately owned firm that was established in 1997. Contrasted with Confederation of Country Industry, **IBEF** has 109 additional representatives.

TERI

Teri is Confederation of Country Industry's #3 rival. **Teri** is a Privately owned firm that was established in New Delhi, Delhi in 1974. **Teri** has 266 additional representatives versus Confederation of Country Industry.

1.8. SWOT ANALYSIS

STRENGTHS

1. Signatories sponsoring has a low cost effect in maintenance of organization.
2. Well established networking opportunities.
3. Events organised by the organization has created a good brand image.

WEAKNESSES

1. Signatories may tie up with other companies.
2. Sponsorships plays a major role to set up brand image which proves loyalty of clients.

OPPORTUNITIES

1. Networking opportunities create good contact buildings in the business world.
2. Loyalty of the clients builds and creates brand awareness in the market.

THREATS

1. Clients may feel uncertain to be part of the company due to any miscommunication or inconvenience in the events.
2. Company has no presence at rural areas.
3. Analysing financial structure is bit uneasy as it is dependent on sponsorers.

1.9. FUTURE DEVELOPMENT AND OUTLINE AND BUDGET SUMMARY

Company firmly trusts that association and collaboration between industry, government and common society is the way to financial and social advancement of Country.

Principles of life, firms standards are changing at a shocking pace. At company, every one of our endeavors are coordinated towards saddling and utilizing the intensity of innovation to change correspondence, firms and firms techniques, interface learning to methods and subsequently, sway benefits and the lives of basic residents to improve things. Fundamental essentials for this to happen are more extensive, increasingly all encompassing points of view and more noteworthy investment in approach plan by every single concerned gathering.

Our arrangement warning and consultative administrations spread intra and between industry dialogs, industry-network conferences and industry-government gatherings, all went for giving the entire strategy improving procedure a firms center and increasingly delegate tint. Throughout the years made a few valid, conventional and centered for a for significant discourse covering different angles, for example, fund and tax assessment, outside direct venture, managing an account, protection, WTO and worldwide exchange, disinvestment, little and medium endeavors, safeguard, races and modern relations.

Organization's yearly nationwide meeting has built up itself as the real interface between all segments of government, the scholarly community, society and industry. It is here that arrangement and conclusion creators meet up on a typical stage to examine and conceptualize on issues important to supported improvement and its impartial appropriation. The occasion gives an extraordinary chance to assess activities assumed control over the previous year, uncover new plans and set the contract for the year ahead.

Country Monetary Summit sorted out every year since 1984, in association with universal Financial Discussion is South Asia's most unmistakable yearly assembling of chiefs, industry and thought pioneers, senior agents of driving worldwide enterprises and universal speculators. Considerations at the Summit revolve around Country's progressing changes process, the chances and concerns Casual discourses and sentiments shared here fill in as a worldwide indicator for the equivalent.

Foundation is the yarn that weaves the texture of an economy. Interests in broadcast communications, surface transport, streets, roadways, ports and airplane terminals have developed as key objectives in Country's endeavors to get most extreme advantages from monetary changes company's Foundation Committee tries to set up open private company's for sound strategizing and quicker operationalisation of plans, the thought being to dovetail corporate administrative aptitudes and ability with government budgetary assets and reach. Financial specialist agreeable lawful and administrative approach systems, hazard alleviation, asset preparation and focus state harmonization are basic issues that company ceaselessly addresses amid its collaborations with governments and establishments.

The Chamber for MNCs has been set up in acknowledgment of the critical job being played by worldwide company's in worldwide reconciliation and in general improvement of the Country economy. The board cares for the interests of more than 498 associations and has normal talks with key government authorities. It has put forth a solid defense for a solitary window freedom framework for all speculation extends as a stage towards making Country an increasingly alluring goal for remote direct venture.

Little and medium ventures are key drivers of the Country economy. They produce considerable firms and have earned worldwide acknowledgment for cost adequacy and innovation adjustment company moves in the direction of keeping little industry at the bleeding edge of progress with updates on most recent advancements, advertise openings and account Our MoU with the Little Enterprises Advancement Bank of Country (SIDBI) advances auxiliary linkages company has likewise developed an interesting, customized bunch way to deal with assistance SMEs execute ISO 9000 quality frameworks.

WTO Warning Administrations are given by specialists at the Universal Exchange Approach Division who track every single applicable advancement at global fora Investment at all WTO Ministerial held hitherto and continuous trades with partners in Europe, Japan and the USA increase the value of their assessments and shared points of view Notwithstanding giving key contributions to government delegates at multilateral dealings, the division additionally surveys WTO asymmetry and consistence at individual company's and embraces itemized investigations of WTO sway on explicit parts and company.

Open Approach Council endeavors to fabricate agreement on petulant financial, political and social issues. Firm in its conviction that an economy based on agreement is an economy set out toward progress, the advisory group participates in discourse with individuals from Parliament, ideological groups and NGOs on issues as differing as discretionary changes, effect of globalization, great administration, licenses routine, WTO and correspondence assembly.

The Nationwide Board of trustees on Barrier works very intimately with the Service of Guard towards accomplishing confidence in this division It tries to set up a solid company with the safeguard administrations to broaden the job of Country industry in resistance creation and supplies. A noteworthy accomplishment of company's continued endeavors has been the opening

up of safeguard creation to the private division in specific classifications. We have additionally sorted out Chief Missions abroad and household merchant advancement projects to investigate firms openings.

There are aberrations among areas, states, divisions, and networks. Among the States, the North-Eastern and the focal districts, which have substantial inborn populaces, are lingering behind. Among segments, horticulture has fallen behind industry and the administration area. Religious minorities, huge areas of Scheduled Castes (SC) and Scheduled Tribal (ST) gatherings, ladies still don't approach many openings for work and human improvement. While the best end of the economy is encountering exceptional pay development, the casual division, which is the biggest activity maker for the nation keep on being described by low wages and pay uncertainty. General wellbeing files for Country keep on stagnating at extremely low dimensions with vast scale rate of unhealthiness.

There is address with these issues with earnestness. We are route behind on the off chance that we evaluate ourselves against the Millennium Development Goals set up by the United Nations. Country can climb on these parameters just if each fragment of common society approaches to produce "open private-individuals associations". Each portion of society has abilities that alternate needs, to accomplish its objectives. Pooling assets, for example, learning, accounts, foundation, advancements and so on can rush the way toward contacting those that are at the base of the pyramid. company has been in the front line of acquiring monetary change and has been assuming a huge job in the development of another and aggressive Country.

It was very nearly 15 years prior that company understood that inside and out envelopment was fundamental for supporting the development procedure and job that Corporate can assume a noteworthy reactant job in achieving this, growing the inclusion of making of riches and catalyzing social change. Throughout the years, company's plan has, in this manner, extended to incorporate "comprehensiveness" and "maintainability" far beyond its running topic of "intensity". The basic for comprehensive development needs no redundancy with regards to Country's long haul development prospects. Strangely, a recognizable move in strategy is being appeared in arrangement making from sponsorship based projects to those empowering more pay age.

In a parallel procedure, voices in this discussion for wedding market components with social goals are picking up quality. Reassuringly, there is a developing awareness and conviction among company that have double jobs - to make investor esteem and too assume a proactive job in the network in the earth in which they work. This is the place we see a company job in making new company for advancement, particularly between riches makers and the NGO people group and Self Help Groups in catalyzing win-win development stories.

To accomplish fair, comprehensive development, the Confederation of Country Industry (company), looks to acquire social change through a total program of approach support, information creation, learning scattering and "on-ground" show ventures. Through a progression of centered intercessions, company would like to standard monetarily and socially tested gatherings and draw them into a cycle of development, improvement and strengthening. Every one of these intercessions are embraced under company's expansive canvas of "Improvement Initiatives".

CHAPTER 2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1.CONCEPTUAL BACKGROUND

The systems for all encompassing joining with requirements of society are worked within the four main topics, worldwide mix, to pledge, intensity etc. The regular factor in the entirety of its exercises is association over a cross-area of associations, including authorized sectoral non-administrative associations and worldwide bodies gaining differing foundations, company has fortified administrations it gives for individuals just as society on the loose.

In an e-empowered world, financial prosperity of countries and their kin is controlled by the level of their combination with the worldwide company. As company have risen above boondocks, set apart by the more liberated development of individuals, products, capital and data, universal work forms have turned out to be increasingly durable. Financial realignments and geo-political advancements have acquired their wake open doors just as vulnerabilities.

International wide progresses in the direction of giving our participation clearer techniques dependent on more profound bits of knowledge and scientific view of rising substances. At the front line in helping Country firms associate and interface with worldwide firms, company has actuated a multi-pronged system for worldwide systems administration. Meeting heads of state and government, leaders, organizing with partner associations, multilateral and scholarly establishments and other approach making bodies, company's substitute tact guarantees proceeded with access to developing open doors for its participation. The system of 9 abroad workplaces encourages us disperse essential data identified with firms sectors and joint endeavor conceivable outcomes to Country and remote company.

Among the numerous milestone occasions composed by company as a feature of its worldwide firms organizing activities are the US-Country Firms Summit in New York, the EU-Country Firms Summits in Lisbon and New Delhi and the Country Conference in Berlin. Company effectively accomplices the United Nations over a wide scope of activities in different fields went for coordinating the forming scene into the worldwide economy. Company and UNDP together propelled the Country Partnership Forum which has an order to construct

societal capital dependent on a social vision shared between firms, common society and the administration.

Economy of our country is a perfect representation on popularity based nation set apart by diversification. Approach identified liable to affect a few others in impact of domain. Unmistakable techniques oversee clashing interests' advantage on every single concentrated part. Gives individuals genuinely necessary chance of investigating cooperative between sect oral collaborations.

2.2. LITERATURE REVIEW

| Author/Researcher | Title of the Article/Study | Objectives, Outcome or Findings | Gap Identified |
|---|--|---|--|
| IngridFecikova (2005) | Customer Satisfaction (CS) | Whether Companies lose or win based on the percentage of the customer they can retain Retention of customer is largely a great success for company, which depend on level of customer satisfaction. | Measure the quality of product and service, comprehensively by relating the real customer behavior to measures of quality. |
| Deborah L, David E, Bowen, Kellogg, (1998) | Quality Of Customer Service To Ensure That The Behavior Typology | Service Quality customer service to ensure the participation of a wide range of behavior are four typological; definition. | The behavior and satisfaction relations-hip is examined the study suggest that these acts from the initial concept to build a customer service value chain |
| Hollowell, R (1996) | Customer Fulfillment | Illustrated the association of customer fulfillment to | An appraisal special effects of enhanced |

| | | | |
|---|---|---|---|
| | | client dependability and customer dedication to gainfulness, utilizing a different measures of fulfillment, faithfulness, and benefit | consumer loyalty on productivity, proposes an attainable increases in fulfillment could theoretically improve benefit |
| Atkinson (1998) | Satisfaction of Consumer | examined and believed that the satisfaction for consumer can be obtain by following various types of activities like cleaning, courtesy towers customer, their security etc | Factors that help a customer to become satisfied and then analyzed the service in later point of time |
| Robert Johnston, Janelle Heineken,(1998) | Relationship between administration execution and consumer impression | examined and believed that the satisfaction for consumer can be obtain by following various types of activities like cleaning, courtesy towers customer, their security etc | The main factors which will help a customer to become satisfied and then analyzed the service in later point of time |
| Hansemark and Albinson (2004) | Satisfaction Of Consumer Towards Their Product | Understood that for a product provider, the most important thing is the satisfaction of consumer towards their product | They need to understand the difference present between the expectation of the consumer to what is being actually received by them for their needs |

| | | | |
|---|--|--|--|
| Cardozo, R N (1965) | Customer Spending Is Not Up To Their Satisfaction And Desire | Researched that the effort that a customer is spending is not up to their satisfaction and desire | Satisfaction is the firm needs to make the customer speed a considerable time with it and they should also try to gain their faith towards the product |
| Alarcon, Nicolas, Lafuente (2012) | Customer Experience Management | The Customer Experience Management the newly one tool has contribute with the all firms are the world which can be proposed with the major reaching so finally we present those variables selected more important that will improve the best customer experience | To improve to the future strategies |
| Kamal Naser, Ahmed Jamal (2002) and equity and | Understanding the customer satisfaction outcomes | Understanding the customer satisfaction outcomes is a crucial issue for both bank marketers and academics | Historical research identified, expectations, service quality, performance, disconfirmation, desire, and equity and affect as important antecedents for satisfaction of customer The current survey reports finding which looked to the impact of customer |

| | | | |
|--|---|--|---|
| | | | expertise, service quality dimensions and on satisfaction |
| Keith Dinnie, Gianfranco Walsh, Klaus-Peter Wiedmann (2005) | | Study is depended on the responses of 354 customer of a German utility A weak relationship was found between switching intention and corporate reputation | A weak relationship was found between switching intention and corporate reputation |
| Kotler (2000); Hoyer & MacInnis (2001) | Strategies Of Keeping Customer Happy Is The Titanic Point Of Preference To Associations | Moreover portray satisfaction it's a man's suppositions of delight, vitality, euphoria which happens in view of differentiating a things saw execution with him or her goals Satisfaction infers the fulfilment one feels when one has fulfilled a longing, yearning | Satisfied customer will most likely stay immovable, use progressively and will presumably endorse their colleagues to the firms |
| Zeithaml and Berry (1985) | Measuring the quality of the service provider | Measuring the quality of the service a provider must understand the different that existed between the expectation of a consumer and the perception The measurement of this | The customer feels is very difficult to analyze the quality of service provided The customer expectation into the service quality specification |

| | | | |
|---|---|---|---|
| | | difference is very difficult to conduct | |
| Zheng, Dan (2009) | Customer satisfaction focus and theory models | Customer satisfaction has been already become the one of the focus and that the many theory models which have been used proposed and but the most models are focused in the cognition in the current research | One of the basic of all the contrasting and the analysing, that the all author who indicates that will be focused on the customer emotions it is very most important to be in the customer satisfaction |
| Suciu, Andreea, Borza, Anca (2011) | Customer Services | This paper focus on that how companies will providing all the services such has all the treatment and the entrainment centers, which must be apply to all different type of strategies | Complexity that which have all the ability to be found in the best matches that will be able to increase the customer interest |
| Hunt (1997) | An Assessment Rendered That The (Consumption) Experience Of Customers | Examined that customer satisfaction has also been defined in the study. | Past experience is also an influence which helps any marketer to satisfy the customer easily |
| Knutson (1988) | Friendly Behavior Of Employees | Examined the importance of providing people with a comfortable rule which is clean, in a good location, how easily it can be reach by people. | Important aspects to be considered to satisfy the customer |

CHAPTER 3: RESEARCH DESIGN

3.1. STATEMENT OF THE PROBLEM

We need to have a clear way of recording status to ensure that the database is utilized in proper manner to get the survey feedback, so that we can work effectively and provide good service to delegates in the upcoming events. We have no visibility or way of easily sharing information about their work; this will be hard for us to gather information in staff absence.

3 .2. NEED FOR THE STUDY

Amidst all these growth and possibilities, Confederation of Country Industry is organizing its 26th Quality Summit 2018 on 23-24 November 2018 in Bangalore, the Silicon Valley of Country! The theme of this year's Quality Summit is 'Global Benchmarks- An Imperative for Improving Competitiveness'.

In the wake of globalization and border-less trade, it is no longer adequate to adhere to nationwide acceptable benchmarks Company excellences transgress nationwide frontiers and are now gauged against international wide standards and benchmarks to emerge as partners of choice in global trade. We shall have eminent nationwide and international wide speakers sharing visionary thought and course correction tips which shall prove to be valuable fodder for our usual intellectual delegates.

The Quality Summit platform has over the last two and a half decades, emerged as a respected launch pad for innovative ideas, quality trends, leadership thought and actionable road map graced by eminent nationwide and international wide speakers. The Honorable Prime Minister Narendra Modi, then the Chief Minister of Gujarat among other leading dignitaries and personalities from political and public life has spoken on this platform. Annually, over 800 nationwide and international wide delegates participate in this "must attend" quality event.

You could be a part of this intellectual forum as a Partner It will give you wide visibility amongst discerning customers and professionals who matter, with significant accruals to your

Brand Image with direct access to over 800 leaders, quality practitioners, CEOs, thought leaders and opinion creators.

3.3. OBJECTIVES

- To know the perception of delegates who had been the part of National QS-2018 organized by CII.
- To understand the impact of NQS on delegates who attended the conference.
- To know the satisfactory level of delegates regarding the event.
- To summarize, findings, conclusions and offer valid suggestions.

3.4. SCOPE OF THE STUDY

The Nationwide quality summit plans to unite driving firms enterprises, CEO'S and investors to trade and share their encounters and accomplishments pretty much all parts of firms advancement It likewise gives the head interdisciplinary discussion to firms ventures, CEO'S and investors to introduce their most recent firms results, thoughts, improvements, and applications in every aspect of firms condition The summit will unite driving firms heads in the area of enthusiasm from around the globe.

3.5. RESEARCH METHODOLOGY

Research on Industry is a think-tank providing thought leadership on strategic economic and industry issues critical to nationwide growth and development Drawing on a deep reservoir of industry leaders and industry associations spanning all sectors and present across the country, company Research originates analytical reports in consultation with stakeholders Based on strategic perceptions and data, these in-depth insights suggest specific policies and action plans that would enhance the role of Country industry in nation.

Exploratory research: Research conducted to study in depth about the final research data by obtaining all sort of data analysis and topics chosen and methods used in collecting data.

Qualitative research: Qualitative research used because we are measuring the quality Summit Therefore qualitative research best suited for Quality Summit to measure the impact to Delegates.

Data Collection:

a) **Primary data:** The primary data is collected directly from Delegates through questionnaires

b) **Secondary data:**

The secondary data is collected through

- News papers
- Websites
- Media

3. 6. LIMITATIONS,

The dependability of study information may rely upon the accompanying variables:

- Feedback obtained in a survey may not be genuine at certain point of time.
- Few responses are not obtained as respondents think its unusual in responding.
- There might be chances where random responses are been given without any presence of mind by the respondents.
- Sometimes the feedback reviewed may also influence respondents not to respond for the survey.
- There cannot be expected quantity of respondents as it is the one's individual decision to react to circumstances.
- There are possibilities where respondents might get confused or might not understand the meaning or the reason of the questionnaire.
- They might feel it a hectic procedure to get through as do not respond.

3. 7. CHAPTER SCHEME

CHAPTER 1- INTRODUCTION

Introduction, Industry Profile, Company Profile, Promoters, Vision, Mission & Quality Policy, Product/Service Profile and area of Operation, Infrastructure Facilities, Competitors Information, SWOT Analysis, Future Growth and prospectus and Financial Statement

CHAPTER 2- CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Theoretical Background of the Study, Literature Review

CHAPTER 3- RESEARCH DESIGN

Statement of the problem, Need of the Study, Objectives, Scope of the Study, Research Methodology, Limitations, Chapter Scheme

CHAPTER 4- ANALYSIS AN INTERPRETATION

Analysis and interpretation of the data – collected with relevant suggestions and tables and graphs Results obtained by the using statistical tools must be included

CHAPTER 5- FINDINGS, CONCLUSION AND SUGGESTIONS

Summary of Findings, Conclusion and Suggestions / Recommendations

CHAPTER 4

ANALYSIS AN INTERPRETATION

PART-A

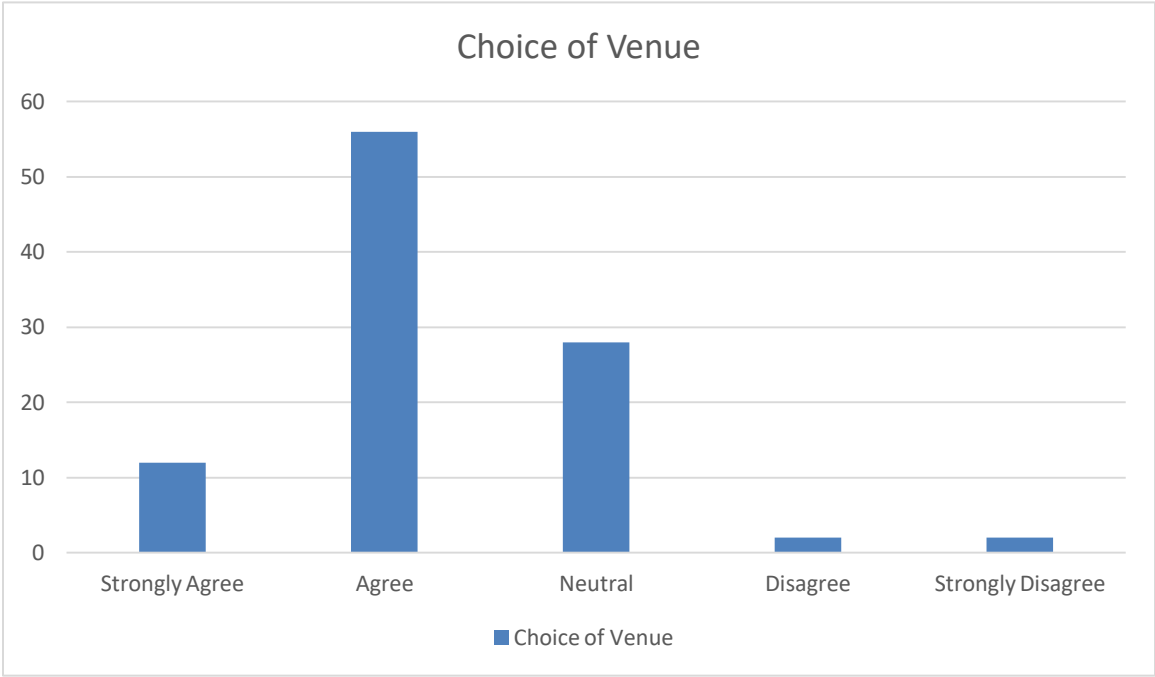
PREFACE OF SUMMIT

Table no. 4. 1. Choice of Venue

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 6 | 12% |
| 2 | Agree | 28 | 56% |
| 3 | Neutral | 14 | 28% |
| 4 | Disagree | 1 | 2% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the choice of venue was strongly agreed by 12% of the respondents, 56% agree, 28% neutrally agree, 2% disagree and remaining 2% strongly disagree

Graph No. 4.1. Choice of Venue



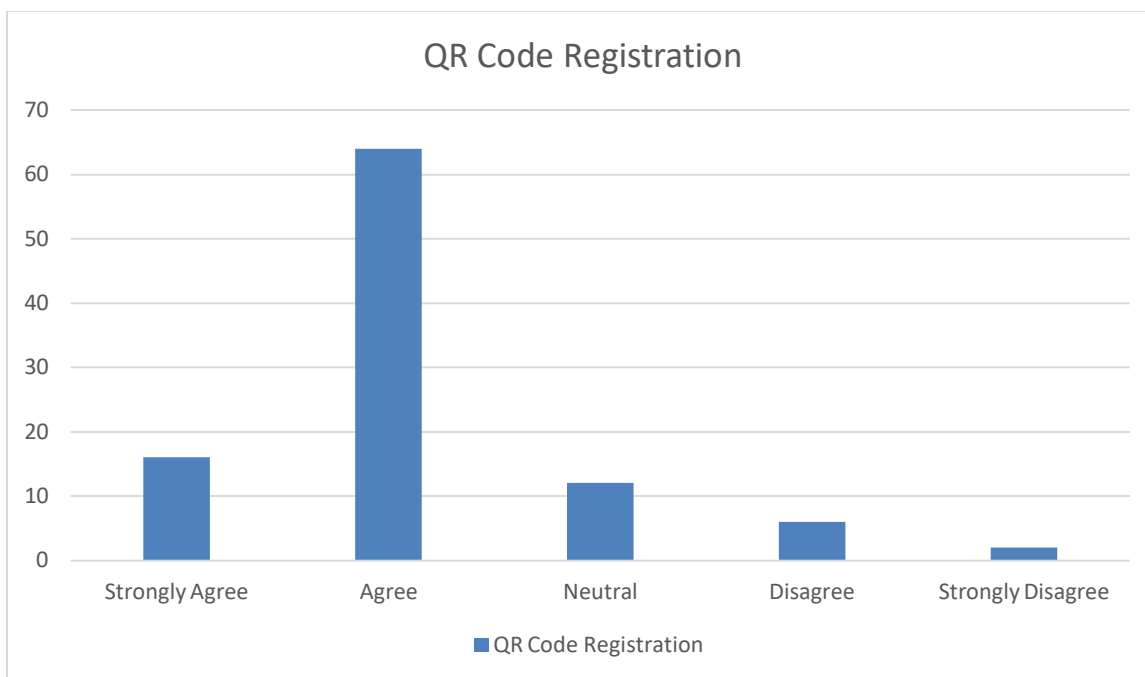
Interpretation: The choice of venue was agreed by majority of the respondents which proves that venue was convenient for the delegates to reach

Table no .4.2. QR Code Registration

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 8 | 16% |
| 2 | Agree | 32 | 64% |
| 3 | Neutral | 6 | 12% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the QR code registration process was strongly agreed by 16% of the respondents, 64% agree, 12% neutrally agree, 6% disagree and remaining 2% strongly disagree

Graph No .4.2. QR Code Registration



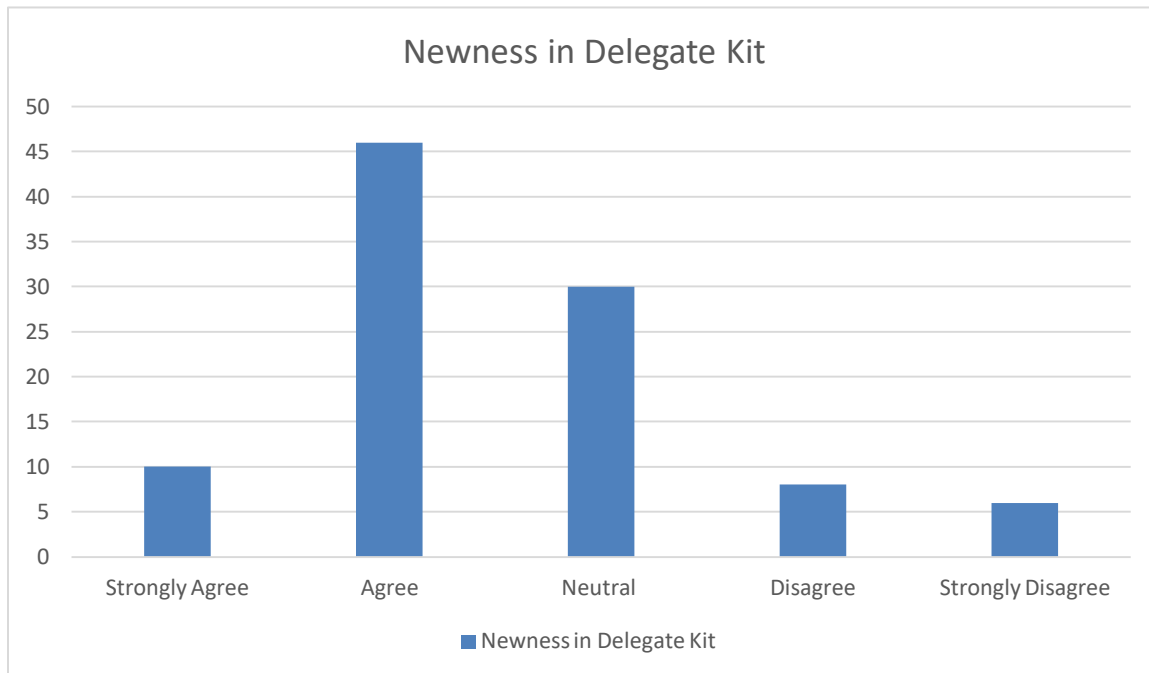
Interpretation: The QR code registration process was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

Table No .4.3. Newness in Delegate kit

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 5 | 10% |
| 2 | Agree | 23 | 46% |
| 3 | Neutral | 15 | 30% |
| 4 | Disagree | 4 | 8% |
| 5 | Strongly Disagree | 3 | 6% |

Data Analysis: The above data briefs that the Newness in Delegate kit was agreed by 46% of the respondents, 10% strongly agree, 30% neutrally agree, 8% disagree and remaining 6% strongly disagree

Graph No.4.3. Newness in Delegate kit



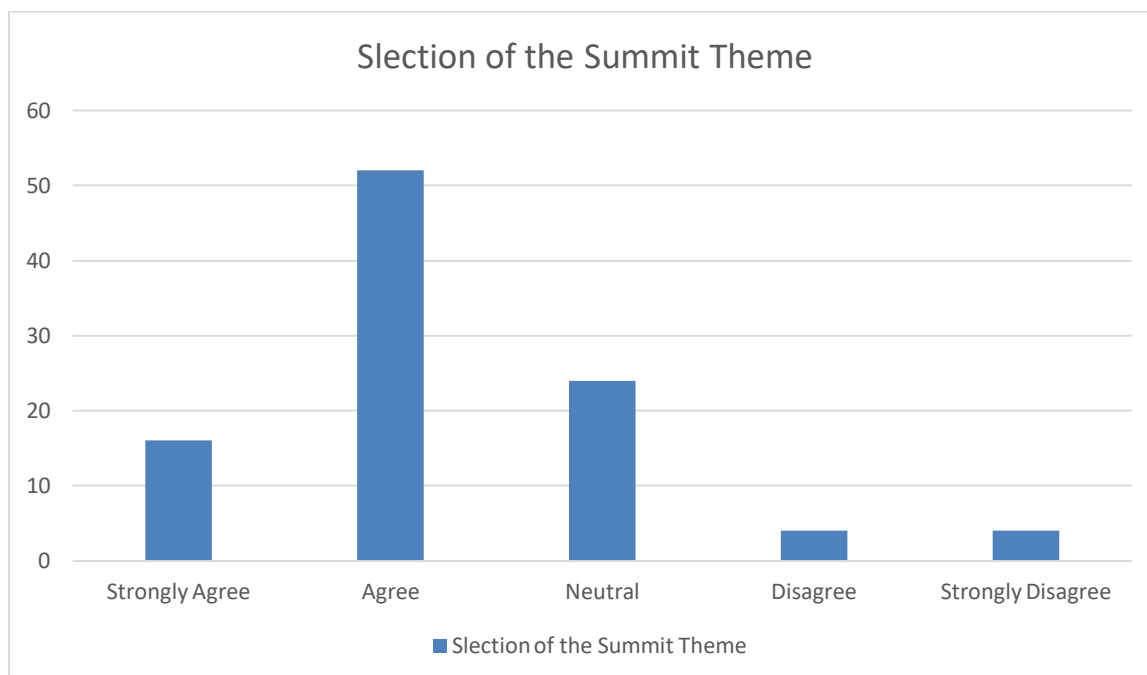
Interpretation: The Newness in Delegate kit was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

Table no. 4 .4. Selection of the Summit Theme

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|----------|-------------------|----------------------|-----|
| 1 | Strongly Agree | 8 | 16% |
| 2 | Agree | 26 | 52% |
| 3 | Neutral | 12 | 24% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the Selection of the summit theme was agreed by, 16% strongly agree, 24% neutrally agree, 4% disagree and remaining 4% strongly disagree

Graph No .4.4. Selection of the Summit Theme



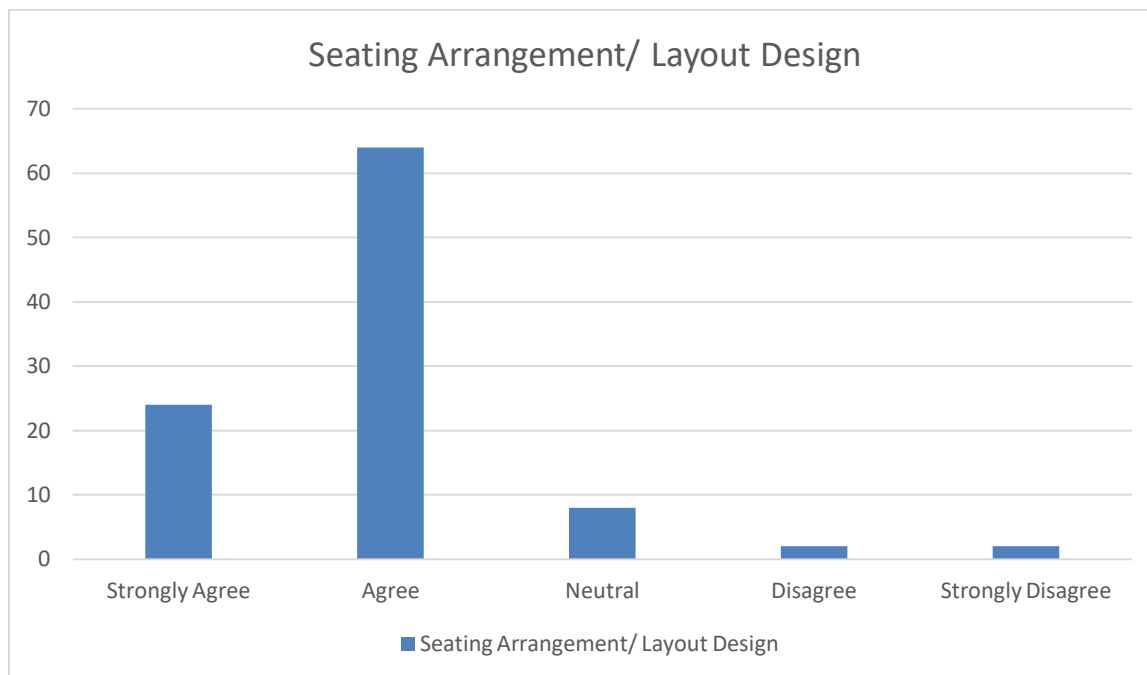
Interpretation: The Selection of the summit theme was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

Table no. 4.5. Seating Arrangement/Layout Design

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 12 | 24% |
| 2 | Agree | 32 | 64% |
| 3 | Neutral | 4 | 8% |
| 4 | Disagree | 1 | 2% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the Seating Arrangement/Layout Design was agreed by 64% of the respondents, 24% strongly agree, 8% neutrally agree, 2% disagree and remaining 2% strongly disagree

Graph No .4.5. Seating Arrangement/Layout Design



Interpretation: The Seating Arrangement/Layout Design was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

PART-B

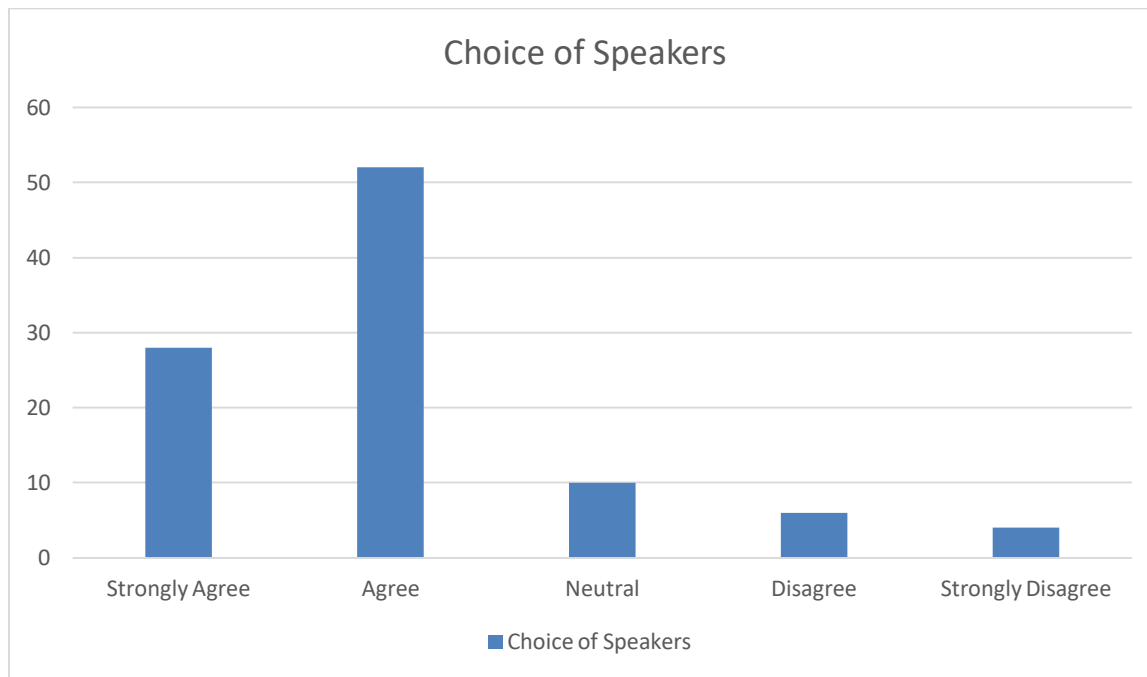
SESSION SCHEDULING

Table no .4.6. Choice of Speakers

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 14 | 28% |
| 2 | Agree | 26 | 52% |
| 3 | Neutral | 5 | 10% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the choice of speakers was agreed by 52% of the respondents, 28% strongly agree, 10% neutrally agree, 6% disagree and remaining 4% strongly disagree

Graph No.4.6. Choice of Speakers



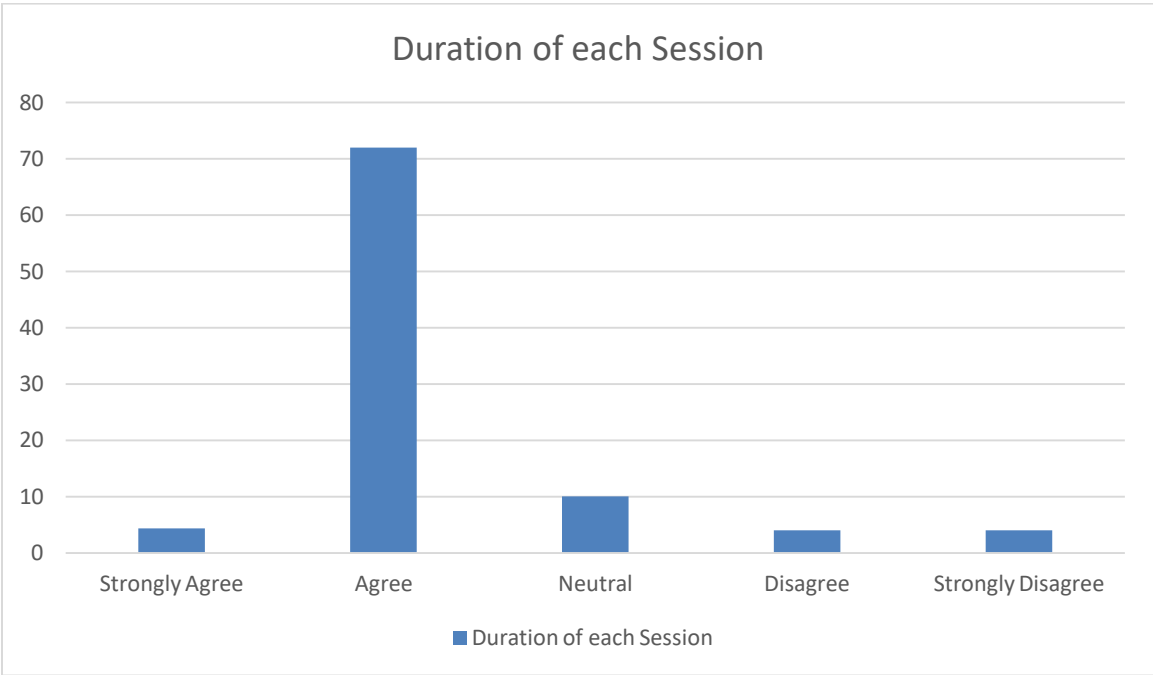
Interpretation: The Choice of Speakers at summit was agreed by majority of the respondents which proves that registration process was easy for the delegates to register.

Table no.4.7. Duration of each Session

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 5 | 10% |
| 2 | Agree | 36 | 72% |
| 3 | Neutral | 5 | 10% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the duration of each session was agreed by 72% of the respondents, 10% strongly agree, 10% neutrally agree, 4% disagree and remaining 4% strongly disagree

Graph No.4.7. Duration of each Session



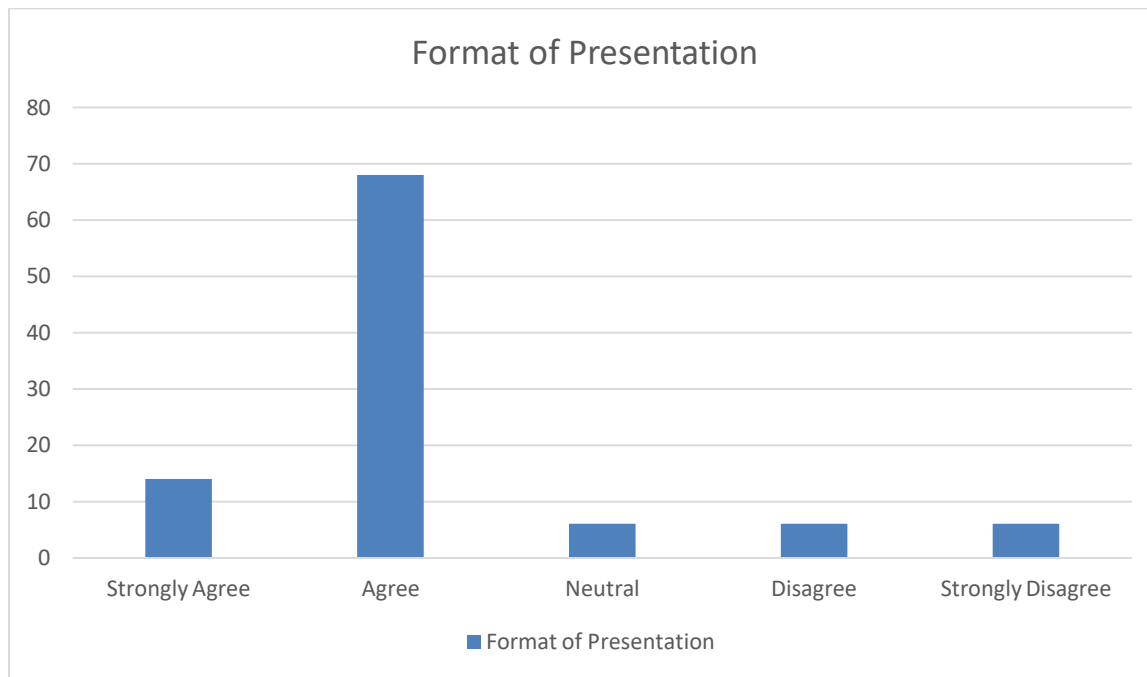
Interpretation: The Duration of each Session at summit was agreed by majority of 72% of the respondents which proves that registration process was easy for the delegates to register

Table no 4.8. Format of Presentation

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 7 | 14% |
| 2 | Agree | 34 | 68% |
| 3 | Neutral | 3 | 6% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 3 | 6% |

Data Analysis: The above data briefs that the format of presentation of each session was agreed by 68% of the respondents, 14% strongly agree, 6% neutrally agree, 6% disagree and remaining 6% strongly disagree

Graph No. 4.8. Format of Presentation



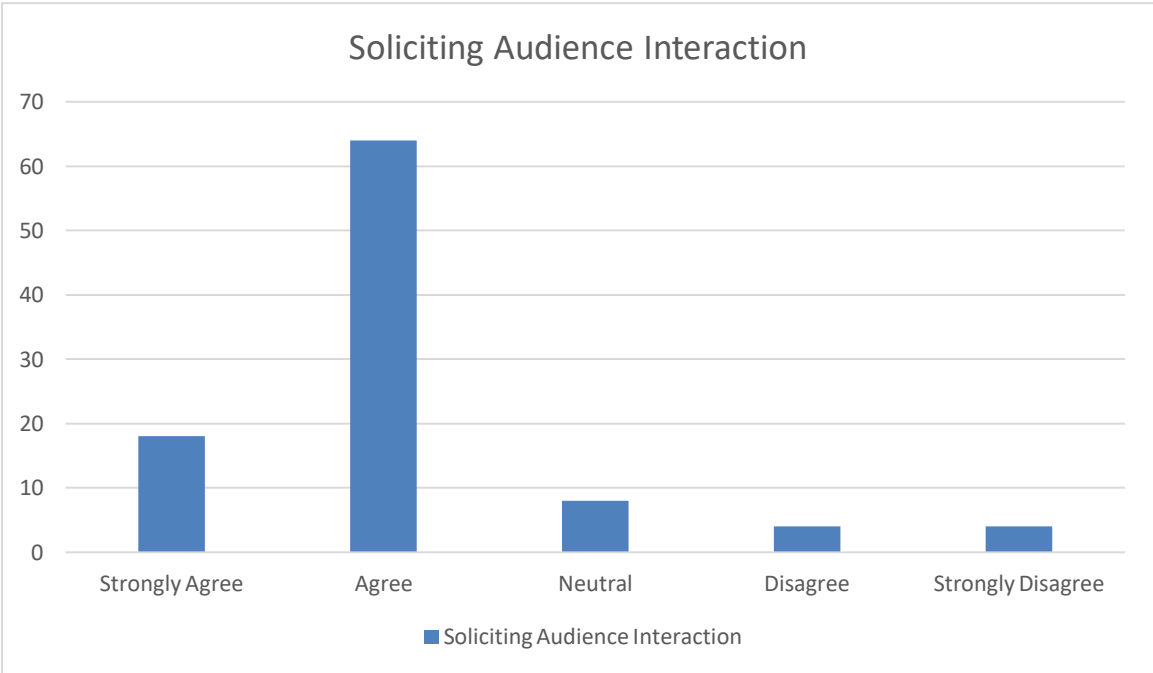
Interpretation: The format of presentation at summit was agreed by majority of the respondents which proves that registration process was easy for the delegates to register.

Table no .4.9. Soliciting Audience Interaction

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|----------|-------------------|----------------------|-----|
| 1 | Strongly Agree | 9 | 18% |
| 2 | Agree | 32 | 64% |
| 3 | Neutral | 4 | 8% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the soliciting audience interaction at each session was agreed by 64% of the respondents, 18% strongly agree, 8% neutrally agree, 4% disagree and remaining 4% strongly disagree

Graph N0.4.9. Soliciting Audience Interaction



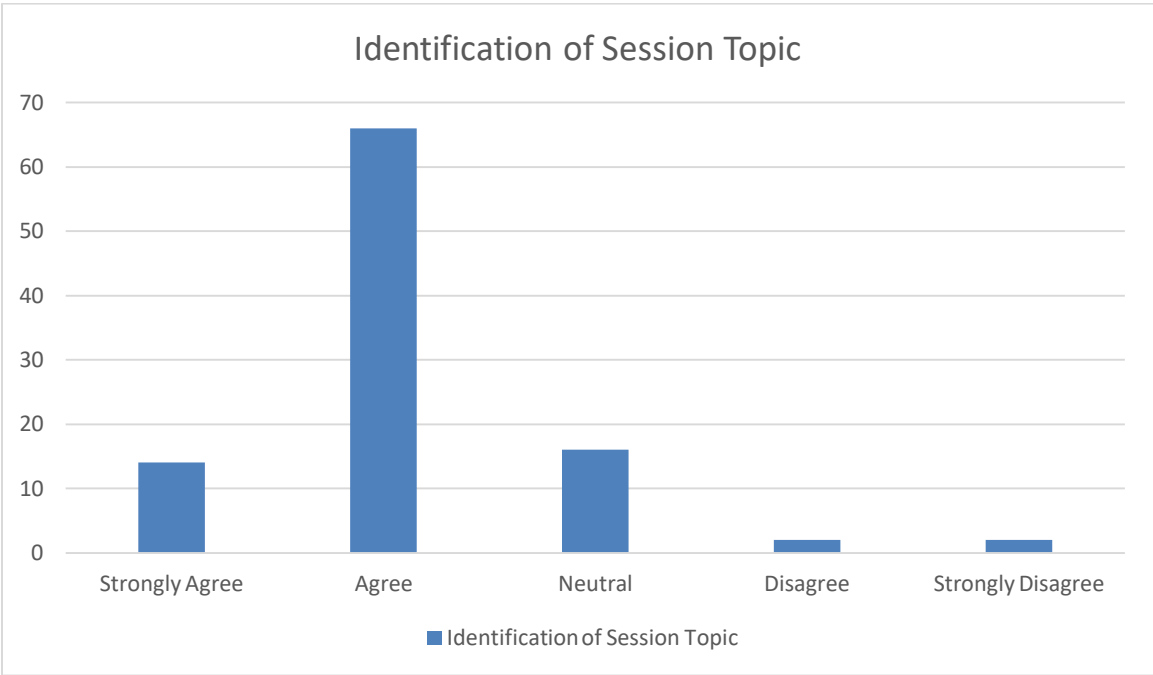
Interpretation: The soliciting audience interaction at summit was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

Table no. 4.10. Identification of Session Topic

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 7 | 14% |
| 2 | Agree | 33 | 66% |
| 3 | Neutral | 8 | 16% |
| 4 | Disagree | 1 | 2% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that identification of session topic at each session was agreed by 66% of the respondents, 14% strongly agree, 16% neutrally agree, 2% disagree and remaining 2% strongly disagree

Graph No .4.10. Identification of Session Topic



Interpretation: The soliciting audience interaction at summit was agreed by majority of the respondents which proves that registration process was easy for the delegates to register

PART-C

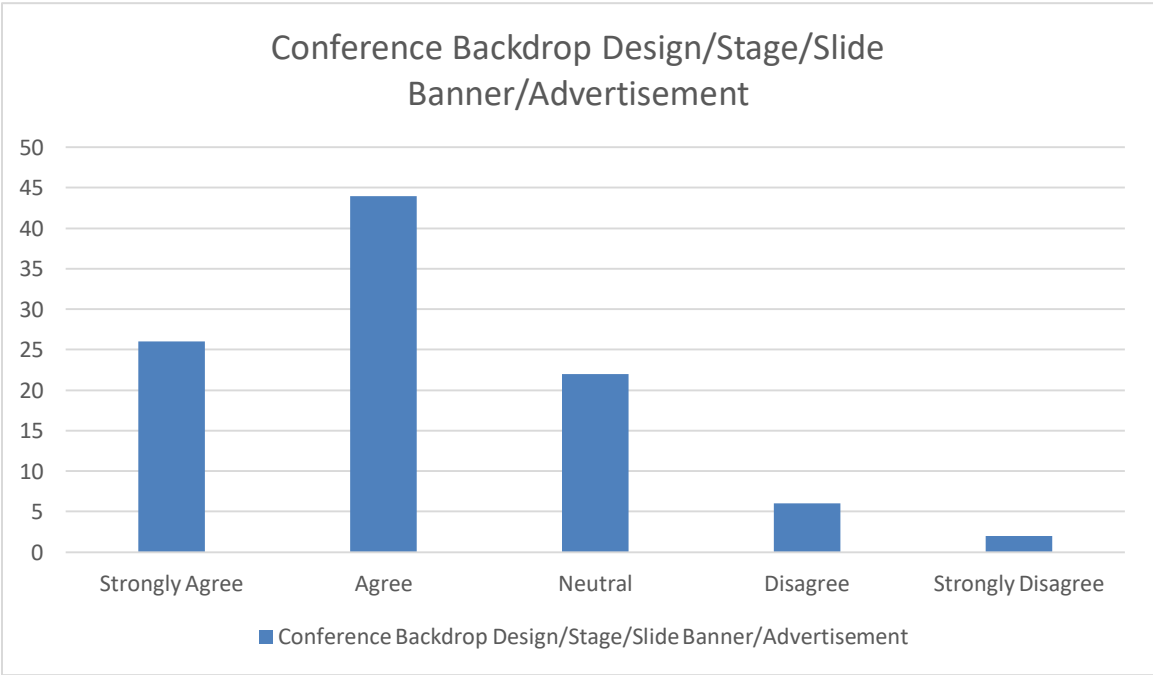
LOGISTIC COMFORTS

Table no 4.11. Conference Backdrop Design/Stage/ Slide Banner / Advertisement

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 13 | 26% |
| 2 | Agree | 22 | 44% |
| 3 | Neutral | 11 | 22% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that Conference Backdrop Design/Stage/ Slide Banner / Advertisement was agreed by 44% of the respondents, 26% strongly agree, 22% neutrally agree, 6% disagree and remaining 6% strongly disagree.

Graph No. 4.11. Conference Backdrop Design/Stage/ Slide Banner / Advertisement



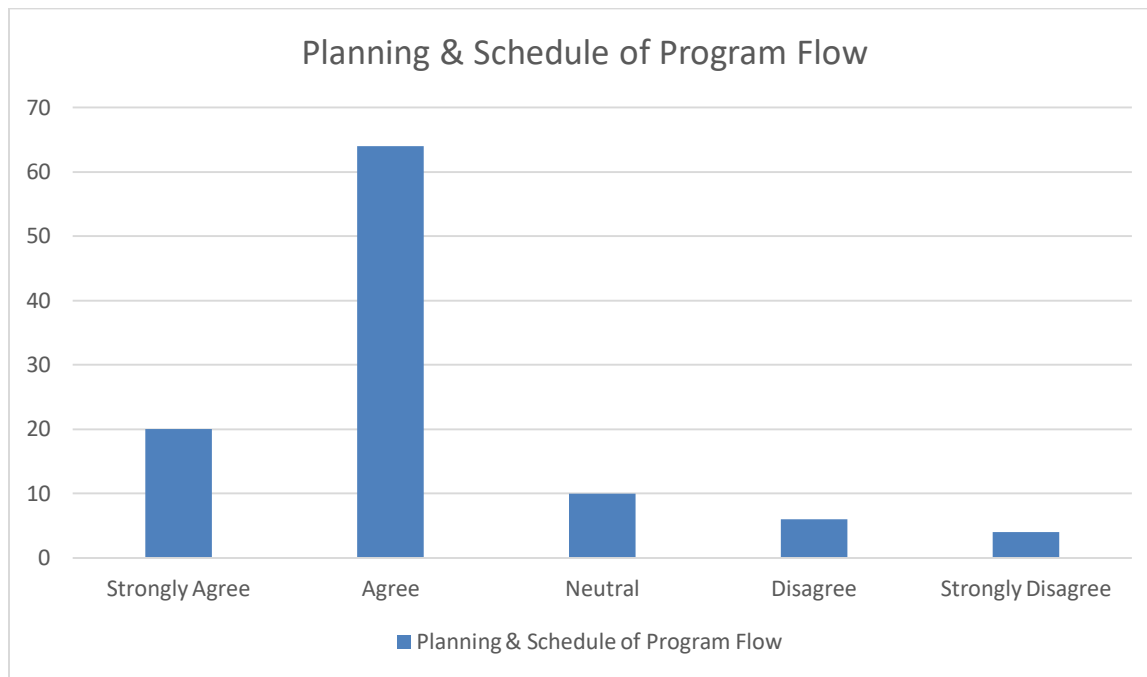
Interpretation: The Conference Backdrop Design/Stage/ Slide Banner / Advertisement at summit was agreed by majority of the respondents.

Table no 4.12. Planning and Schedule of Program flow (Time Management)

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 10 | 20% |
| 2 | Agree | 32 | 64% |
| 3 | Neutral | 5 | 10% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the Planning and Schedule of Program flow (Time Management) was agreed by 64% of the respondents, 20% strongly agree, 10% neutrally agree, 6% disagree and remaining 4% strongly disagree.

Graph No .4.12. Planning and Schedule of Program flow (Time Management)



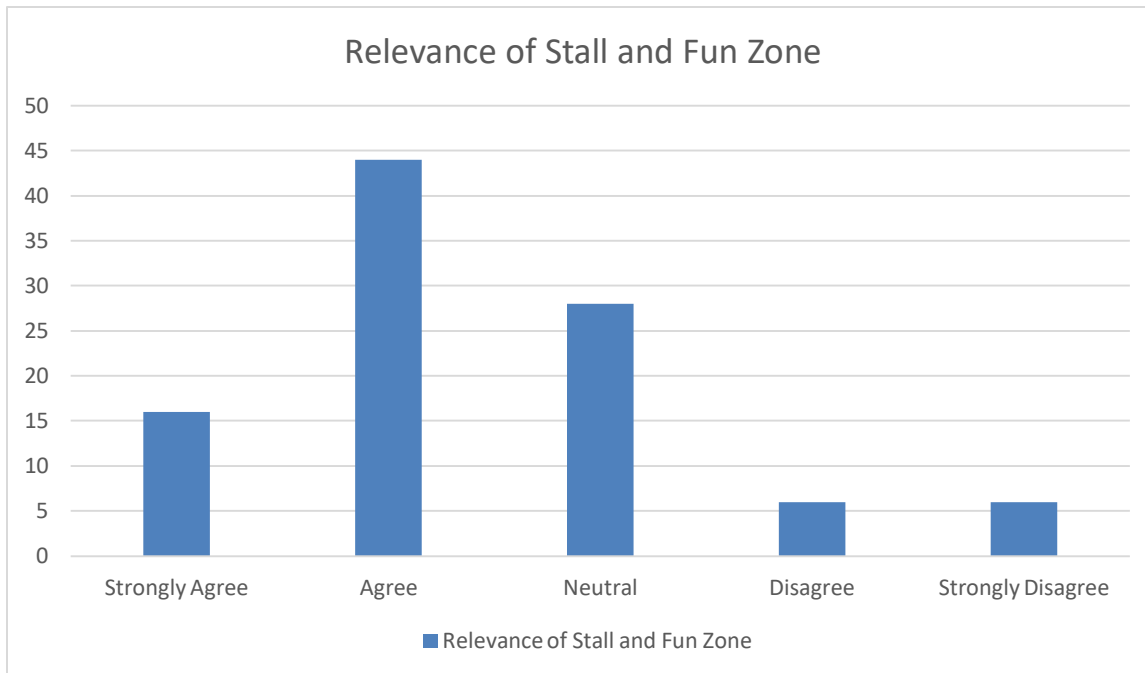
Interpretation: The Planning and Schedule of Program flow (Time Management)at summit was agreed by majority of the respondents.

Table no. 4.13. Relevance of Stall and Fun Zone

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 8 | 16% |
| 2 | Agree | 22 | 44% |
| 3 | Neutral | 14 | 28% |
| 4 | Disagree | 3 | 6% |
| 5 | Strongly Disagree | 3 | 6% |

Data Analysis: The above data briefs that the, Relevance of Stall and Fun Zone was agreed by 44% of the respondents, 16% strongly agree, 28% neutrally agree, 6% disagree and remaining 6% strongly disagree

Graph No 4.13. Relevance of Stall and Fun Zone



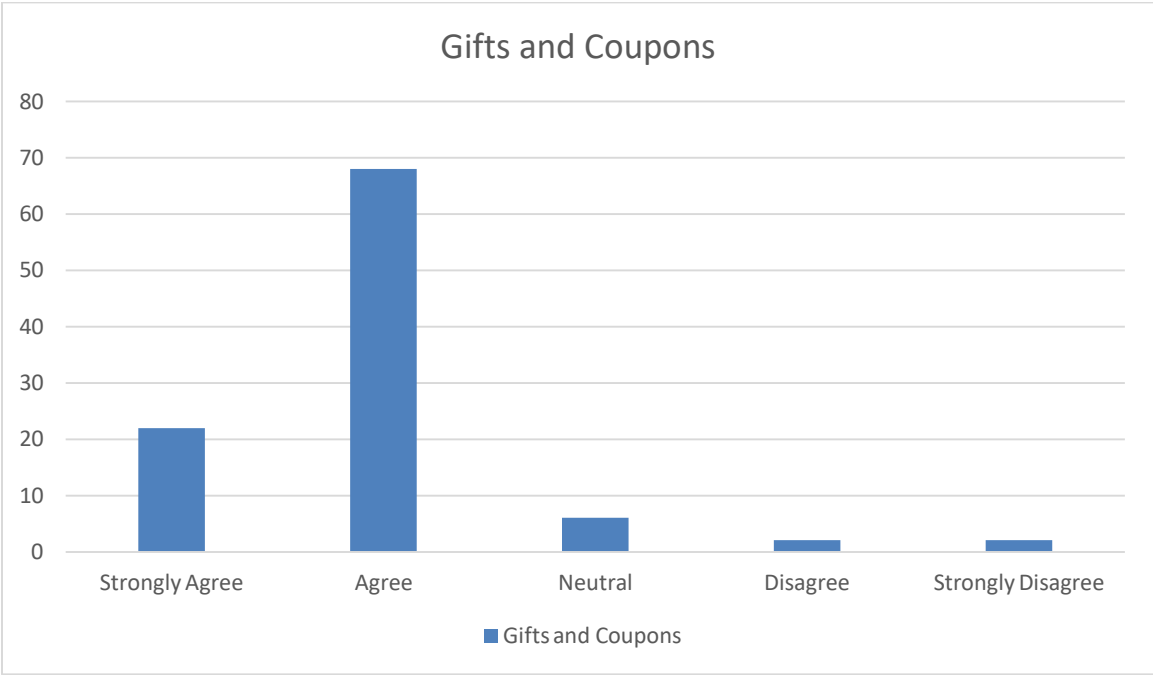
Interpretation: The Relevance of Stall and Fun Zone at summit was agreed by majority of the respondents.

Table no. 4.14. Gifts and Coupons

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 11 | 22% |
| 2 | Agree | 34 | 68% |
| 3 | Neutral | 3 | 6% |
| 4 | Disagree | 1 | 2% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the Gifts and Coupons were agreed by 68% of the respondents, 22% strongly agree, 6% neutrally agree, 2% disagree and remaining 2% strongly disagree.

Graph No. 4.14. Gifts and Coupons



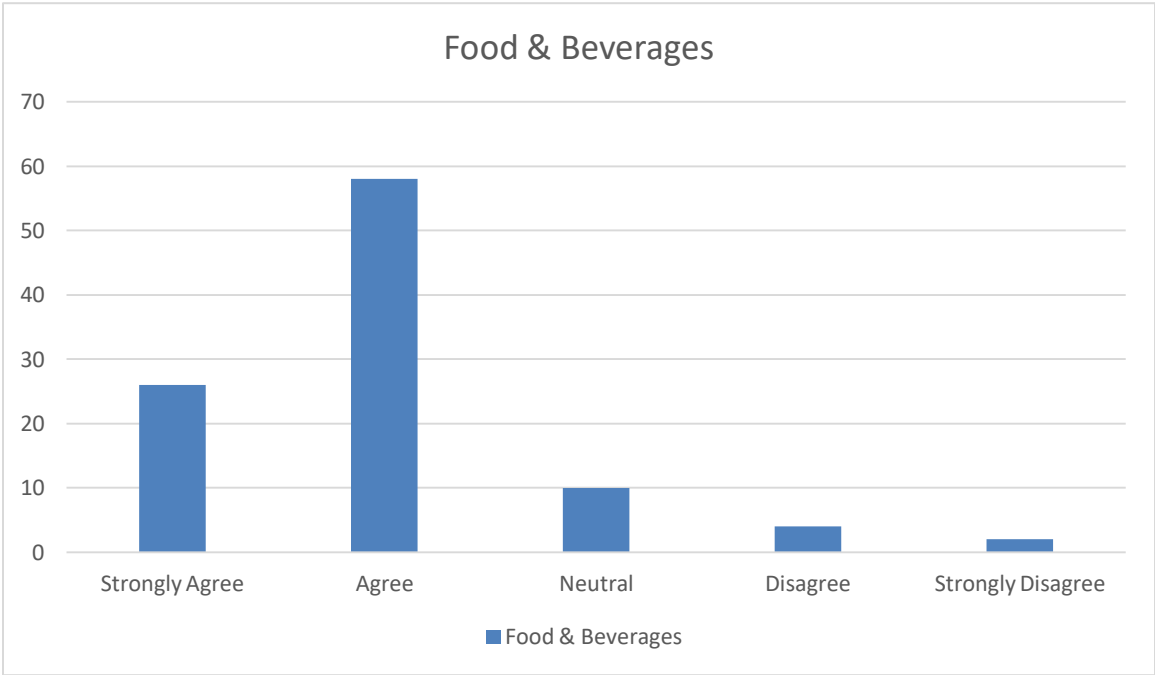
Interpretation: The Gifts and Coupons at summit was agreed by majority of 68% of the respondents

Table no.4.15. Food and Beverages

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 13 | 26% |
| 2 | Agree | 29 | 58% |
| 3 | Neutral | 5 | 10% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the Food and Beverages were agreed by 58% of the respondents, 26% strongly agree, 10% neutrally agree, 4% disagree and remaining 2% strongly disagree.

Graph No .4.15. Food and Beverages



Interpretation: The Gifts and Coupons at summit was agreed by majority of the respondents

PART-D

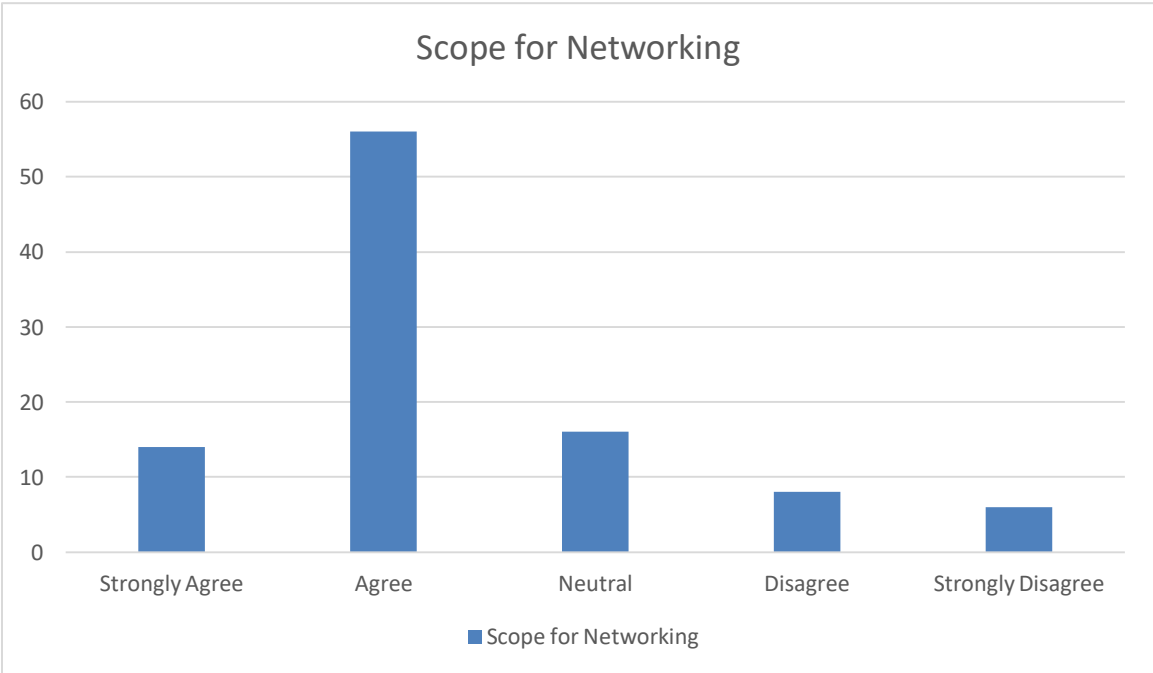
PROLOGUE OF SUMMIT

Table no 4.16. Scope for Networking

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 7 | 14% |
| 2 | Agree | 28 | 56% |
| 3 | Neutral | 8 | 16% |
| 4 | Disagree | 4 | 8% |
| 5 | Strongly Disagree | 3 | 6% |

Data Analysis: The above data briefs that the Scope for Networking were agreed by 56% of the respondents, 14% strongly agree, 16% neutrally agree, 8% disagree and remaining 6% strongly disagree.

Graph No.4.16. Scope for Networking



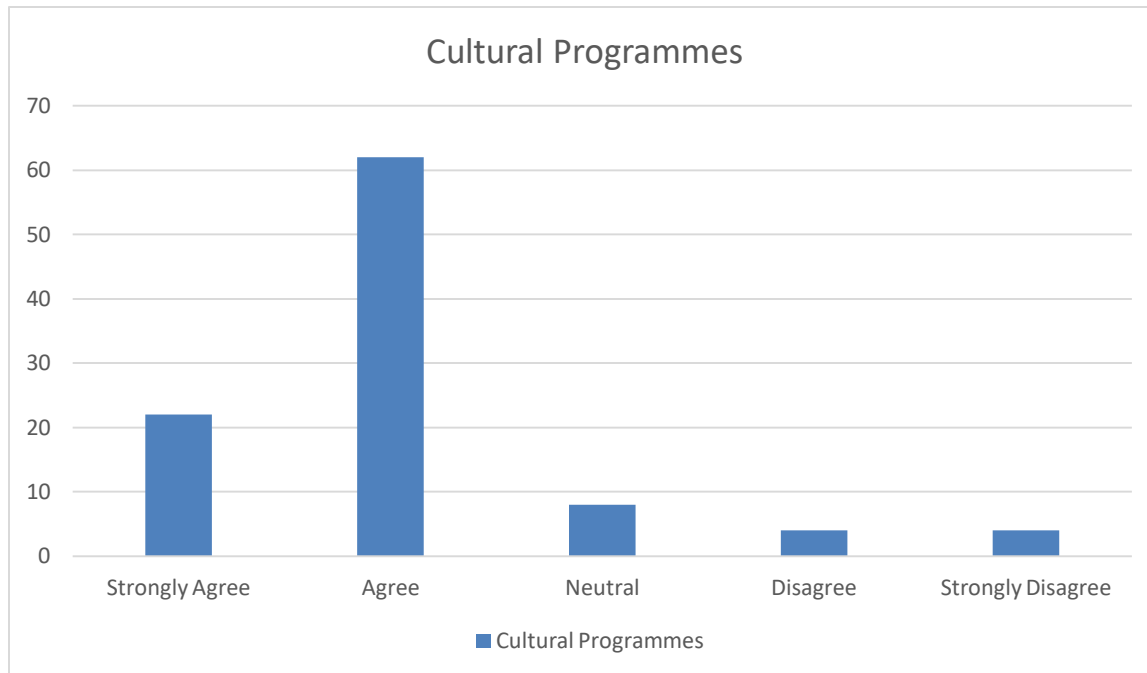
Interpretation: The Scope for Networking at summit was agreed by majority of the respondents.

Table no.4.17. Cultural Programs

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 11 | 22% |
| 2 | Agree | 31 | 62% |
| 3 | Neutral | 4 | 8% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the Cultural Programs were agreed by 62% of the respondents, 22% strongly agree, 8% neutrally agree, 4% disagree and remaining 4% strongly disagree.

Graph No .4.17. Cultural Programs



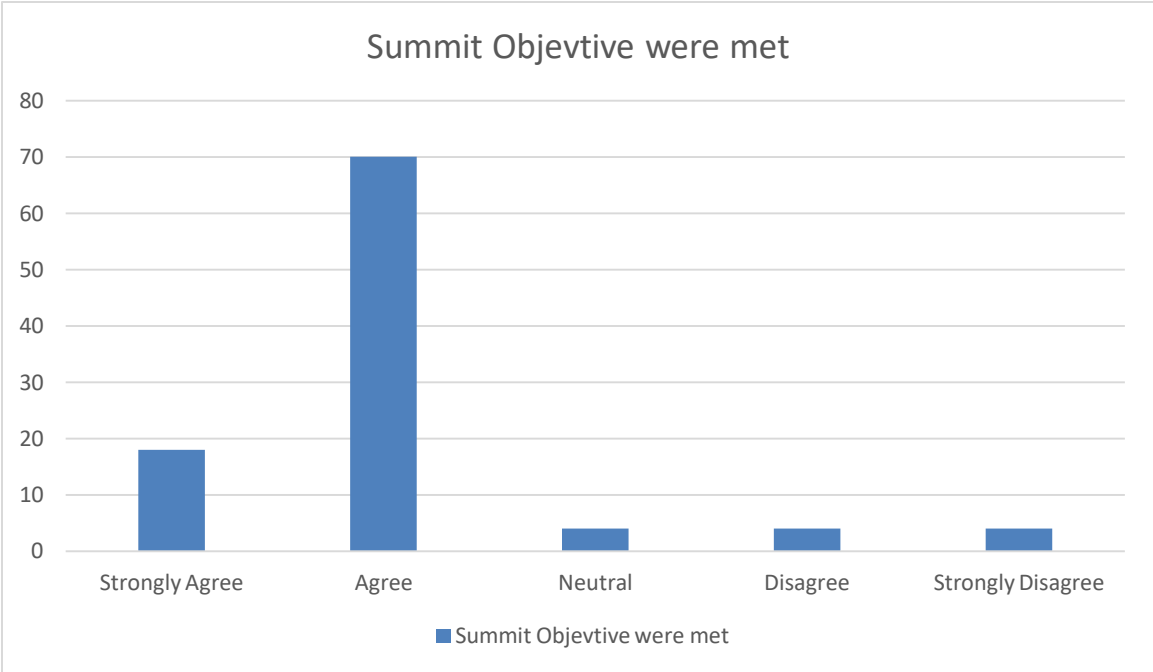
Interpretation: The Cultural Programs at summit was agreed by majority of the respondents.

Table no.4.18. Summit Objectives were met

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 9 | 18% |
| 2 | Agree | 35 | 70% |
| 3 | Neutral | 2 | 4% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 2 | 4% |

Data Analysis: The above data briefs that the Summit Objectives were met was agreed by 70% of the respondents, 18% strongly agree, 4% neutrally agree, 4% disagree and remaining 4% strongly disagree

Graph No .4.18. Summit Objectives were met



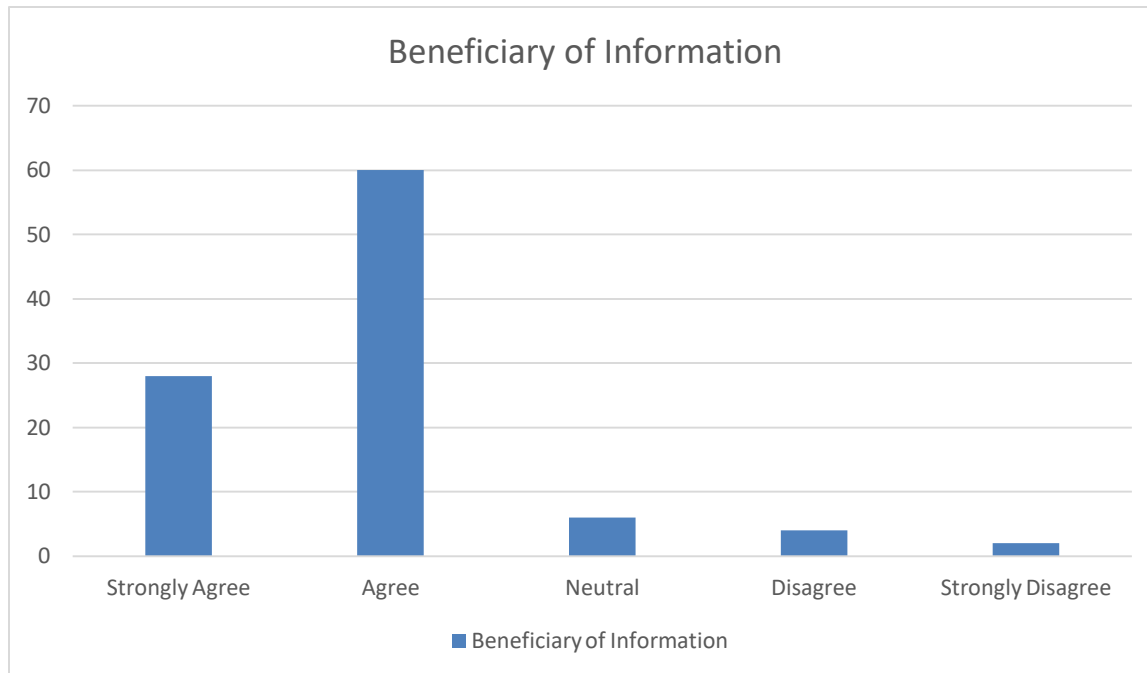
Interpretation: The Summit Objectives were met at summit was agreed by majority of the respondents

Table no 4.19. Beneficiary of Information

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 14 | 28% |
| 2 | Agree | 30 | 60% |
| 3 | Neutral | 3 | 6% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that the Beneficiary of Information obtained was agreed by 60% of the respondents, 28% strongly agree, 6% neutrally agree, 4% disagree and remaining 2% strongly disagree.

Graph No.4.19. Beneficiary of Information



Interpretation: The Beneficiary of Information obtained was agreed by majority of the respondents.

Table no.4.20. How likely are you to recommend Quality Summit to Industry Colleague?

| SI NO | PARTICULAR | NO OF RESPONDENTS | % |
|-------|-------------------|-------------------|-----|
| 1 | Strongly Agree | 12 | 24% |
| 2 | Agree | 32 | 64% |
| 3 | Neutral | 3 | 6% |
| 4 | Disagree | 2 | 4% |
| 5 | Strongly Disagree | 1 | 2% |

Data Analysis: The above data briefs that recommending was agreed by 64% of the respondents, 24% strongly agree, 6% neutrally agree, 4% disagree and remaining 2% strongly disagree

Graph No .4.20. How likely are you to recommend Quality Summit to Industry Colleague?



Interpretation: The recommendation of nationwide quality summit was agreed by majority of the respondents.

Hypothesis Testing

Ho: The summit objectives were not met and the beneficiary of information was not efficient to the delegates.

H1: The summit objectives were met and the beneficiary of information was efficient to the delegates.

Frequencies:

Scope for Networking

| | Observed N | Expected N | Residual |
|-------------------|------------|------------|----------|
| Strongly Disagree | 7 | 10.0 | -3.0 |
| Disagree | 28 | 10.0 | 18.0 |
| Neutral | 8 | 10.0 | -2.0 |
| Agree | 4 | 10.0 | -6.0 |
| Strongly Agree | 3 | 10.0 | -7.0 |
| Total | 50 | | |

Summit Objectives were met

| | Observed N | Expected N | Residual |
|-------------------|------------|------------|----------|
| Strongly Disagree | 9 | 10.0 | -1.0 |
| Disagree | 35 | 10.0 | 25.0 |
| Neutral | 2 | 10.0 | -8.0 |
| Agree | 2 | 10.0 | -8.0 |
| Strongly Agree | 2 | 10.0 | -8.0 |
| Total | 50 | | |

Analysis:

From the above table it is identified that the residual values are less than the expected values therefore rejecting the null hypothesis and accepting the Alternative hypothesis, Which means that there is a deliberate scope for networking and the summit objectives were met.

Test Statistics

| | Scope for Networking | Summit Objectives were met |
|-------------|----------------------|----------------------------|
| Chi-Square | 42.200 ^a | 81.800 ^a |
| df | 4 | 4 |
| Asymp. Sig. | .000 | .000 |

CHAPTER-5

FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1. Findings

Summary of findings

The inquiry at the core of the summit was all about a few sustenance firms new firmness found at the summit meetings, plans of action intended to enable makers to hold a bigger percent of the firms normally work at value focuses that make their firm exorbitant. Alternately, firms models, for example, versatile business environments programs that are intended to improve get to and the moderateness to produce for the most part source from extensive (inter)nationwide firm at firms environment.

Following is a summary of different topics and discoveries from the gathering, a considerable lot of which address issues firmly associated with the reasonable estimating difficulty. For extra data on these discoveries:

- Numerous sustenance firms new companies are searching for all encompassing approaches to characterize and quantify accomplishment as confirm by meeting members' energy for growing more impartial network connections, triple-primary concern, and better approaches for financing and organizing firms elements.
- Restricted budgetary proficiency and firms intuition among sustenance firms new firmness and security associations focuses to a requirement for more prominent budgetary and specialized help for sustenance firms new companies with social and ecological missions.
- Resource based and communitarian ways to deal with sustenance arranged network and financial improvement are supported in the present testing financial atmosphere.
- Improved correspondence inside nearby sustenance frameworks and crosswise over neighborhood through the advancement of "networks of training" and other pollinating and limit building procedures could result in progressively proficient utilization of assets, better and increasingly impartial production network on the board, and significant system advancement and information exchange.
- Projects intended to expand obtaining force can be valuable to firms brands and companies.
- Endeavors to determine this principal strain between rancher benefit and company's get to will require developments in private venture financing, obtaining rehearses, endowment structures, collection and dispersion coordination's, just as the improvement of innovative company for quality.

5.2. Conclusion

The summit Intended for new firmness and others attempting to build access to reasonable, solid sustenance, the Creation of Great Work gathering made a nationwide discussion to create what's more, sharpen field-tested strategies and analyze an assortment of issues relating to neighborhood firms and qualities of services.

Its extraordinary activity situated structure offers another gathering model that marries the generally tech-explicit start-up end of the week with a customary entire and workshops display The result was a gathering that pulled in people with a wide scope of individual and expert foundations Further, it effectively saddled their aptitude to vet firms thoughts, aspiring issues recognize best practices on points running from neighborhood nourishment showcasing and marking to hierarchical methodologies for expanding consideration and dispensing with prejudice in the sustenance framework.

5.3. Suggestions

The ventures and subjects featured in the procedures archive point to the critical propels we have made as of late toward creating nearby and local sustenance frameworks that are both increasingly proficient and progressively fair. All things considered, strains between rancher benefit furthermore, item moderateness keep on vexing those attempting to construct sustenance frameworks that are reasonable for all Further advancement will require developments in independent venture financing, obtaining rehearses, endowment structures, conglomeration and conveyance coordination, just as the advancement of innovative company with various quality approvals.

Bibliography

a. Questionnaire used

National Quality Summit-2018

Greetings from company IQ, Bengaluru

company has been a leading authority in Quality enhancement among Company and Institution We at company have been striving to provide the support systems and tools to the Industries Quality Summit 2018 was one such event We appreciate your presence at Quality Summit 2018 organized by company on 23rd-24th November 2018 at Taj, Bangalore.

In order to bring more versatile version with well designed robust action plans for future endeavors, your feedback in the survey is value added company is thankful and glad to seek your response.

We look forward hearing from you,

For company.

Name:

Years of Corporate Experience:

Company:

Areas of Interest:

| Rating Scale | 1 Very Poor | 2 Poor | 3 Satisfactory | 4 High | 5 Very High |
|--------------|-------------------|-----------|-------------------|-----------|-------------------|
|--------------|-------------------|-----------|-------------------|-----------|-------------------|

Designation:

Mobile No:

PART – A

| SI NO | Preface of Summit | 1 | 2 | 3 | 4 | 5 |
|----------|--|---|---|---|---|---|
| A | Choice of Venue | | | | | |
| B | QR Code Registration | | | | | |
| C | Newness in Delegate Kit (pen, bag, books etc ,) | | | | | |
| D | Selection of the Summit Theme | | | | | |
| E | Seating Arrangement/Layout Design | | | | | |

PART - B

| SI NO | Session Scheduling | 1 | 2 | 3 | 4 | 5 |
|-------|---------------------------------|---|---|---|---|---|
| A | Choice of Speakers | | | | | |
| B | Duration of each Session | | | | | |
| C | Format of Presentation | | | | | |
| D | Soliciting Audience Interaction | | | | | |
| E | Identification of Session Topic | | | | | |

PART - C

| SI NO | Logistic Comforts | 1 | 2 | 3 | 4 | 5 |
|-------|--|---|---|---|---|---|
| A | Conference Backdrop Design/Stage/ Slide Banner / Advertisement | | | | | |
| B | Planning and Schedule of Program flow (Time Management) | | | | | |
| C | Relevance of Stall and Fun Zone | | | | | |
| D | Gifts and Coupons | | | | | |
| E | Food and Beverages | | | | | |

PART - D

| SI NO | Prologue of Summit | 1 | 2 | 3 | 4 | 5 |
|-------|--------------------|---|---|---|---|---|
|-------|--------------------|---|---|---|---|---|

| | | | | | | |
|---|--|--|--|--|--|--|
| A | Scope for Networking | | | | | |
| B | Cultural Programmes | | | | | |
| C | Summit Objectives were met | | | | | |
| D | Beneficiary of Information | | | | | |
| E | How likely are you to recommend Quality Summit to Industry Colleague ? | | | | | |

Suggestion/Remarks:

- Areas for Improvement

- What do you like the most?

- Would you like to receive updates from company on Training Programs/Events?
 - Yes
 - No

b. Any others

www.cii.in

www.cii-iq.in

<https://cii.qualitysummit.in>



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: POORNIMA M

INTERNAL GUIDE: Prof. SUHAS PATEL

COMPANY NAME: CONFEDERATION OF INDIAN INDUSTRIES-IQ

| WEEK | WORK UNDERTAKEN | EXTERNAL GUIDE SIGNATURE | INTERNAL GUIDE SIGNATURE |
|---|--|--------------------------|--------------------------|
| 3 rd Jan 2019 – 9 th Jan 2019 | Industry Profile and Company Profile | | |
| 10 th Jan 2019 – 17 th Jan 2019 | Preparation of Research instrument for data collection | | |
| 18 th Jan 2019 – 25 th Jan 2019 | Data collection | | |
| 26 th Jan 2019 – 2 nd Feb 2019 | Analysis and finalization of report | | |
| 3 rd Feb 2019 – 9 th Feb 2019 | Findings and Suggestions | | |
| 10 th Feb 2019 – 16 th Feb 2019 | Conclusion and Final Report | | |



Company Seal



College Seal


HOD Signature

Head of the Department
Department of MBA
Acharya Institute of Technology
Devanahalli, Bangalore