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Trend and Growth of World Traffic Handled and Freight Earning of India

D Amutha

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Abstract

Port is a catalyst for growth and facilitates increase in foreign exchange earnings. The present study attempts to discuss the trend and growth of world maritime nations, volume of cargo and container traffic handled by the major ports of the world and traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14. The objectives of the present study are:

- 1. To study the world maritimenations.
- 2. To find out the volume of cargo and container traffic handled by the major ports of the world and
- 3. To examine the trend and growth of world maritimenations, volume of cargo and container traffic handled by the major ports of the world and traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14.

The study based on secondary data from 2001–02 to 2013–14. The secondary data collected from Administrative reports, various publications of Port Trust, the reports of the Department of Economics and Statistics and Ministry of Shipping, Government of India, journals, books, edited books, reports, documents, theses and websites. The tools used for the study were percentage analysis, mean, standard deviation, compound growth rate and coefficient of variation. It is found that the trend coefficient was found to be statistically significant for world maritimenations, volume of cargo and containertraffic handled by the major ports of the world and traffic and freight earning in India. It indicates, on average, it had increased by 7.3 percent for world maritimenations, 8.1 percent for cargo and containertraffic handled by the major ports, and 4.1 percent for traffic and freight earning per annum. The growth rates are found to be 13.68 percent, 5.82 percent, and 6.91 percent for world maritimenations, cargo and container traffic handled by the major ports of the world and traffic and freight earning in India.

Keywords: Shipping and transport; Economic development; Foreign exchange; Cargo hinterland, Freight earning.

Introduction

Ports play a vital role in India's overall economic development. Shipping and transport is an integral

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part of the production process and therefore has a direct bearing on a country's economy and development.¹

A fully integrated safe transport network which supports social and economic regeneration and ensures good access for all which, is operated to the highest standards to protect the environment and ensure good quality of life.² Transportation, especially from water to land, combined with the fact that water transportation is generally cheaper than land transportation where time is not an important consideration, are important in explaining the location of many cities.³

The total ton-miles by sea are more than twice the total ton-miles by road, railway and air put together.⁴ A strong and vast cargo hinterland, which generates large volumes of export and import cargo for the port forms its real backbone of support.⁵ Maritime ports are situated at an interface between land and sea.⁶ In industrial progress extensive areas are devoted to maritime industrial development (MEDAs).⁷ Ministry of Shipping reports that around 95 percent of India's trade by volume and 70 percent by value take place through maritime transport.⁸

A port is a location on a coast or a shore that contains one or more harbours where ships can dock.⁹ Ports are the major transport hubs which facilitates cargoes import and export across globe by crossing the geographical boundaries.¹⁰ A major port on its own national territory of a country is the best possible guarantee of economic and political independence.¹¹

The ports have developed over the ages from primitive facilities in ancient times, to multipurpose ports that handle a variety of cargoes to specialized ports. ¹² The Government of India took the responsibility of developing the ports in order to enhance Trade and Commerce. ¹³ Port and shipping are very important from the point of view of foreign trade as they export commodities, which earn valuable foreign exchange and import essential inputs for development of the country. ¹⁴

In this context, the present study attempts to discuss the trend and growth of world maritimenations, volume of cargo and container traffic handled by the major ports of the world and traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14.

Objectives

The objectives of the present study are:

- 1. To study the world maritimenations.
- To find out the volume of cargo and container traffic handled by the major ports of the world and
- 3. To examine the trend and growth of world maritimenations, volume of cargo and containertraffic handled by the major ports of the world and traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14.

Materials and Methods

The study based on secondary data from 2001–02 to 2013–14. The secondary data collected from Administrative reports, various publications of Port Trust, the reports of the Department of Economics and Statistics and Ministry of Shipping, Government of India, journals, books, edited books, reports, documents, theses and websites. The tools used for the study were percentage analysis, mean, standard deviation, compound growth rate and coefficient of variation.

Results and Discussion

Greater transport efficiency is the instrumental driving force behind the growth of world economy. In addition, the evolving political and economic environment has increased the proportion of intercontinental trade flows, leading to considerable changes in transport, logistics and supply chain management. In this regard, the logistical environment for sea trade has changed considerably within the last 15 years. That is, technology, finance, travel and consumption based services have led to the unprecedented growth of cargo and container movements.

This in turn has led to changes in maritime transport and logistics chains, and associated power structures. The worldwide economic down turn of 2008–2009 has also had an impact on ports and allied maritime sectors. While it exalted Asian countries including China, India and Persia, along with Russia and Brazil, in terms of global production and supply linkage, it caused recede of power of western economies, in particular that of Anglo Saxon ones. For example, no port in America is able to witness at least half the cargo and container traffic of Shanghai (in China) or Singapore. Most ports and ship owners therein experienced decreasing freight volumes or through puts. India is shaded at the 14th place.

The greatest maritimenations upon earth are listed in Table 1.

The table clearly demonstrates the dominance of China and other Asian economies in maritime trade. The list of major ports of the world further reinforces this argument. Table 1 presents the details about major ports of the world. The top 50 maritimenation's performance of the port sector, on an average over a period China was found to be higher than other maritime nations upon the world.

Table 1: Topmaritime Nations of the World (Lakh TEU's)

Rank	Country	2010	2011	2012	2013	Mean (X)	Standard Deviation (S.D)
1.	China	1,088.00	1,302.90	1,438.97	1,550.17	1345.01	198.95267
2.	United States	373.54	423.38	429.99	430.98	414.4725	27.49608
3.	Singapore	265.93	291.79	307.28	324.22	297.305	24.75698
4.	Hong Kong SA	210.40	236.99	243.84	231.00	230.5575	14.42593
5.	Korea, Rep.	157.00	185.43	208.34	214.54	191.3275	26.08578
6.	Malaysia	159.23	182.67	201.39	208.67	187.99	22.08063
7.	Japan	162.86	180.98	194.18	184.76	180.695	13.12171
8.	United Arab Emirates	144.25	151.77	167.80	172.12	158.985	13.15813
9.	Germany	132.96	148.22	172.19	160.56	153.4825	16.8219
10.	Spain	118.03	126.13	138.37	147.15	132.42	12.89718
11.	Netherlands	100.66	113.45	120.73	121.04	113.97	9.5413
12.	Belgium	97.01	109.85	110.34	107.29	106.1225	6.22046
13.	Italy	95.32	97.87	95.29	99.41	96.9725	2.02554
14.	India	80.14	97.53	99.79	98.26	93.93	9.24144
15.	Indonesia	72.55	84.83	89.66	93.25	85.0725	9.03306
16.	United Kingdom	76.71	85.90	89.21	92.78	86.15	6.89194
17.	Brazil	65.90	81.39	85.36	88.64	80.3225	10.06157
18.	Egypt	62.50	67.09	77.37	80.47	71.8575	8.46276
19.	Thailand	58.98	66.49	71.71	73.72	67.725	6.57826
20.	Panama	45.97	60.03	69.11	71.88	61.7475	11.67266
21.	Australia	62.00	66.68	70.12	71.83	67.6575	4.3373
22.	Vietnam	49.37	59.84	63.35	65.89	59.6125	7.2649
23.	Saudi Arabia	44.31	53.13	56.95	65.57	54.99	8.81854
24.	Turkey	45.22	55.74	59.90	62.30	55.79	7.54983
25.	Philippines	43.07	49.47	52.64	57.21	50.5975	5.93946
26.	France	44.91	53.47	53.63	56.34	52.0875	4.96289
27.	Canada	41.92	48.30	50.59	52.96	48.4425	4.74633
28.	Sri Lanka	34.64	40.00	42.63	44.33	40.4	4.23302
29.	South Africa	37.26	38.06	39.90	44.24	39.865	3.11908
30.	Mexico	28.74	36.94	40.80	42.44	37.23	6.11155
31.	Russian Federation	24.28	32.00	34.49	39.43	32.55	6.31911
32.	Chile	27.96	31.72	34.50	35.88	32.515	3.49492
33.	Oman	37.68	38.93	36.33	32.93	36.4675	2.5863
34.	Greece	9.35	11.65	19.74	30.39	17.7825	9.51307
35.	Iran	22.06	25.93	27.40	28.50	25.9725	2.8128
36.	New Zealand	23.25	24.63	25.17	27.99	25.26	1.99148
37.	Malta	23.24	24.63	24.45	26.28	24.62	1.2518
38.	Israel						2.20523
		20.33	22.82	23.94	25.58	23.1675	
39.	Colombia Pakistan	20.57	24.44	24.03	24.99	23.5075	1.99744 0.92799
40.		20.58	21.49	21.93	22.81	21.7025	
41.	Argentina	16.27	20.22	21.59	22.45	20.1325	2.73384
42.	Jamaica	16.90	18.92	20.00	20.80	19.155	1.68921
43.	Portugal	12.33	16.22	17.58	19.16	16.3225	2.92023
44.	Peru	12.33	15.34	18.15	18.87	16.1725	2.98021
45.	Morocco	12.22	20.58	20.83	18.00	17.9075	4.00164
46.	Sweden	12.51	13.91	15.15	15.60	14.2925	1.38666
47.	Dominican Republic	12.63	13.83	14.61	15.20	14.0675	1.11051
48.	Bangladesh	11.82	13.56	14.32	14.89	13.6475	1.3346
49.	Finland	11.26	12.48	13.27	13.88	12.7225	1.13097

 $Sources: Containerisation\ International\ Year\ Book,\ 2014\ and\ World\ Development\ Indicators,\ 2014$

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The average amount over the period from 2010 to 2013 was 198.95267 lakh TEU.

The volume of cargo and container traffic handled by the major ports of the world is given in Table 2.

The Table 2 describes the volume of cargo and container traffic handled by the major

ports of the world such as Shanghai, Singapore, Rotterdam, Guangzhou, Ningbo, Tianjin, Qingdao, Qinhuangdao, Hong Kong, Busan, S. Louisiana, Houston, Shenzhen, Dalian, Port Hedland, Nagoya, Antwerp, Port Kelang, Dampier, Chiba, Ulsan, Inchon, Tubarao, Dubai Ports and Yokohama respectively.

Table 2: Major Ports of the World

Cargo Volume wise (Metric, Freight or Revenue Tonne)		Rank		ainer Traffic ise (TEU)		
Port	Country	Volume (Tonne)		Port	Country	TEU
Shanghai	China	5,34,371	1.	Shanghai	China	2,90,69,00
Singapore	Singapore	5,01,566	2.	Singapore	Singapore	2,84,31,10
Rotterdam	Holland	4,29,926	3.	HongKong	China	2,36,69,24
Guangzhou	China	4,25,600	4.	Shenzhen	China	2,25,09,70
Ningbo	China	4,08,150	5.	Busan	S.Korea	1,41,94,33
Tianjin	China	4,00,000	6.	Ningbo	China	1,31,44,00
Qingdao	China	3,50,120	7.	Guangzhou	China	1,24,86,90
Qinhuangdao	China	2,76,282	8.	Qingdao	China	1,20,12,00
Hong Kong	China	2,67,815	9.	DubaiPorts	UAE	1,15,75,77
Busan	S. Korea	2,62,963	10.	Rotterdam	Holland	1,11,45,80
S. Louisiana	USA	2,14,337	11.	Tianjin	China	1,00,80,00
Houston	USA	2,06,055	12.	Kaohsiung	Taiwan	91,21,211
Shenzhen	China	2,04,860	13.	PortKelang	Malaysia	88,71,745
Dalian	China	2,00,000	14.	Antwerp	Belgium	84,68,475
Port Hedland	Australia	1,98,997	15.	Hamburg	Germany	78,95,736
Nagoya	Japan	1,85,703	16.	LosAngeles	USA	78,31,902
Antwerp	Belgium	1,78,167	17.	TanjungPelepas	Malaysia	62,98,734
PortKelang	Malasyia	1,68,558	18.	LongBeach	USA	62,63,499
Dampier	Australia	1,65,025	19.	Xiamen	China	58,24,256
Chiba	Japan	1,55,256	20.	NewYork/Jersey	USA	52,92,023
Ulsan	S.Korea	1,50,993	21.	Dalian	China	52,42,000
Inchon	S.Korea	1,49,077	22.	LaemChabang	Thailand	50,68,076
Tubarao	Brazil	1,32,031	23.	Bremen	Germany	48,88,655
DubaiPorts	UAE	1,30,518	24.	TanjungPriok	Indonesia	47,14,857
Yokohama	Japan	1,29,640	25.	Tokyo	Japan	42,84,944

Source: The National Marine Transport Agency of Brazil (ANTAQ), 2012.

Table 3: Traffic and Freight Earning of Central Inland Water Transport Corporation (CIWTC)

Period	Traffic Carried ('000 Tonnes)	Tonne Km Performed (Lakh)	Total Earnings (Rs. Lakh)
2001-02	68	269	462
2002-03	86	392	560
2003-04	66	315	497
2004-05	54	242	479
2005-06	85	143	489
2006-07	220	257	578
2007-08	200	238	405
2008-09	74	110	409
2009-10	189	165	434
2010-11	49	44	260
2011-12	31	26	168
2012-13	21	2	153
2013-14	8	0.15	175
CGR	-15.18%	-43.80%	-7.20%
Average	88.5385	169.4731	389.9231
SD	69.56605	127.64613	149.91634

Source: Transport Research Wing, M/o Road Transport and Highways

Traffic and freight earning of central inland water transport corporation (CIWTC)

The details of the traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14 are presented in Table 3.

The Table 3 reveals that the growth of the traffic of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14 decreased to 68 tonnes to 8 tonnes. The tonne km of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14 decreased to 269 lakh to 0.15 lakh. The earnings of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14 decreased to 462 lakh to 175 lakh. The CAGR analysis reveals the traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14 showed negative growth with -15.18 percent, -43.80 per cent and -7.20 per cent respectively.

It is also inferred from Table 3 that the performance of growth of the earnings of central inland water transport corporation (CIWTC) of India from the period 2001–02 to 2013–14, on an average over a period was found to be higher than traffic performance. The average amount over the period from 2001–02 to 2013–14 was Rs. 389.9231 lakhs. The average amount of traffic carried over the period from 2001–02 to 2013–14 was 88.5385 tonnes.

The trend and growth of world maritimenations, volume of cargo and containertraffic handled by the major ports of the world and traffic and freight earning of central inland water transport corporation (CIWTC) of India from the period 2001-02 to 2013-14 are shown in Table 4.

Table 4: Trend and Growth of World Maritimenations, Volume of Cargo and Containertraffic Handled by the Major Ports of the World and traffic and Freight Earningin India

Particulars	Trend Coefficient		R ²	Compound Growth
	a	b		Rate in Percent
Top Maritime Nations of the World	8.3417	0.073*(8.1934)	0.639	13.68
Major ports of the world	6.9502	0.081*(9.6431)	0.942	5.82
Traffic and freight earning	6.1341	0.041*(5.8472)	0.707	6.91

Figures in brackets represent 't' values

It found from Table 4 that the trend coefficient was found to be statistically significant for world maritimenations, volume of cargo and containertraffic handled by the major ports of the world and traffic and freight earning in India. It indicates, on average, it had increased by 7.3 percent forworld maritimenations, 8.1 percent for cargo and containertraffic handled by the major ports, and 4.1 percent for traffic and freight earning per annum. The growth rates are found to be 13.68 percent, 5.82 percent, and 6.91 percent for world maritimenations, cargo and container traffic handled by the major ports of the world and traffic and freight earning in India.

The value of R² indicates that the variations inworld maritimenations (0.639), cargo and container traffic handled by the major ports of the world (0.942), and traffic and freight earning in India (0.707) explain variations in dependent variables to the extent of 64 percent, 94 percent and 71 percent respectively.

Conclusion

The maritime sector was growing at a sharperstep and those plans took into thought the potential growth rates. But, inappropriately, with the global slow down and recession, the major global economies have taken a somersault in every sector. Shipping and Ports are no exclusion. Accordingly, cargo traffic which had been growing at a rate of about 11% annually has shown lower growth rates. Although India has prospered in efficientlyongoing the slowdown with the important strong suit of the economy and the systems and with the numerous policy measures, attaining the previous growth rates still left overs a task for the economy. The present economic displays obviously point to a healthy growth of the Indian economy.

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^{*}Significant at 5 percent level.

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An Empirical Study on Consumer Buying Behavior for Hatchback Cars

Susanta Kumar Nayak¹, Anil T Gaikwad²

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Abstract

The title of this research paper encompasses the consumer behaviour toward the buying of Hatchbcak cars especially Maruti Suzuki. As Automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have increased at the rate 58% per annum in June 2014-15 over the corresponding period in the previous year. Further competition is heating up in the sector with a host of new players coming in and other like Porsche, Bentley, Audi and BMW all set to venture in the Indian markets. Two important characteristics about cars helps us to make better understanding of automobile industry in our county. First 4 Wheels are durable products, we generally buy a car with expectation of keeping it for an extensive period of time; even, and we can also purchase a utilized or a new car, since it is an industry with a well - developed secondary market. In this research the researcher uses Radom Sampling technique. The total population in this study is 250 units and the sample size is 152 unit, confidence level 95% and margin of error is 5%. As this Research design is a descriptive type, the Sample unit is specified under Geographical sample unit that is in Kolhapur city and Sampling unit-18 years and above men and women who own Hatchback cars in the rage of 7 to 9 lakhs. Since Indian Automobile market is continuously in the prowl of surging as a major car manufacturer, people are purchasing car as there is increase of income of common people as well as change in tastes and preferences of consumers. It is important for the car manufacturers and car dealers to be able to understand the different factors affecting the extent in car purchasing behaviour. People are more conscious about the on spot information provided about various cars who serves according to the needs and wants of the customer. The type of technology used and the wider reach of the service stations also affect the most on car purchasing decision. While government obligations and various policies like import duties, custom exemptions is seen as second most affecting driver of purchase of cars.

Key words: Consumer Behavior; Hatchback Cars; Automobile Industry; Demographic profile segment.

Introduction

The concept of the "Consumer Buying Behaviour is of prime importance in marketing has evolved over the year. It is important to understand consumer

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buying behaviour as it pays a vital role in creating an impact on purchase of products. The human wants are unlimited and always expect more and more, car Models are no exception to this behaviour. This lead to constant modification of car Models and it is features and today we see a new model coming into market practically every quarter. The market is a very import place to study the behaviour of consumer. As one of the measurement of performance of the quality management system.

The Organization shall monitor information relating to customer perception as to whether the organization has met customer requirements. Trends in customer satisfaction and key indications of customer dissatisfaction shall be document and supported by objective information. In Today's scenario consumer it helps the dealer and

manufacture to know how to make changes in existing items or product, which types of items are required / demanded in the market and how to draw buyer's interest to purchase their items.

The automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have increased at the rate 58% per annum in June 2014–15 over the corresponding period in the previous year. Further competition is heating up in the sector with a host of new players coming in and other like Porsche, Bentley, Audi and BMW all set to venture in the Indian markets. One factor that could help the companies in the marketing of their product is by knowing and creating a personal for their brands.

This personality sketching will help in knowing what a customer (or a potential Customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the customer satisfaction will serve the same purpose of determining the consumer behaviour. Thus, by measuring the "Willingness of existing users of car to recommend it to others" will help the car manufactures to chalk out the entire Customer Behaviour.

Significance and Importance of Study

India is an upcoming market for world auto giants. As make in India concept initiated and due to low work cost numerous multinational companies are capitalizing their business in India market. As automobile industry grows very quickly from the middle ear of liberalization i.e. in 1990's. India is one of the biggest democratic country in the word where its own automobile sector has having a huge demands. This demand also invites the other giant automobile manufacturers across world to come invest in Indian car industry. Two important characteristics about cars helps us to make better understanding of automobile industry in our county. First 4 Wheels are durable products, we generally buy a car with expectation of keeping it for an extensive period of time; even, and we can also purchase a utilized or a new car, since it is an industry with a well - developed secondary market.

Importance of the Study

Following are the importance of this research:

1. To get the information about customer buying about Hatchback Car.

- 2. To get the knowledge about customer and skill development, efficiency of marketing.
- 3. To increase the productivity of the product.
- 4. To focus on relationship between customer and management levels like Top level, Middle level and lower level.
- 5. This study report is important for understanding the level of satisfaction of customer.

Objectives of Study

- 1. To study the changes in behaviour pattern due to customer buying behaviour.
- 2. To study the reason for purchasing a specific brand.
- To examine the impact of customer buying to Hatchback car.
- 4. To assess car holders perception and behaviour concerning to the buying and usage of cars.
- To examine the effectiveness of customer buying behaviour in overall development of skills of marketing business strategies.
- To study the satisfaction level of the customer on overall performance and after sale service of their cars.
- 7. To study different promotional scheme they expect for purchasing new car.

Hypotheses

- i. H0: The customer buying behaviour patterns are changed significantly due to the specific brand of car specifications.
 - H1: The customer buying behaviour patterns are not changed significantly due to the specific brand of car specifications.
- ii. H0: The satisfaction level of Customers buying Hatchback cars are highly correlated between sales services and marketing business strategies.
 - H1: The satisfaction level of Customers buying Hatchback cars are not highly correlated between sales services and marketing business strategies.

Materials and Methods

Research methodology in ways is a written game plan for conducting research. Research methodology has many dimension. It includes not only the research methods but also considers the logic behind the methods used in the content of the study and complains why only a particular method of technique has been used.

Primary Data Collections

The primary data has made by the researcher with help of various interviews of number of customer, for interview the accurate and well prepared questionnaires is very important.

Secondary Data Collections

Secondary data means use of various sources means it is already like company profile, office records, magazines, network etc. To evaluate the objective of the study, secondary data was collected using internet and primary data using survey method. The data required for the study was collected from the retailers and distributors by personal interview method using well- structured schedule and by customers using questionnaire.

Sample Design

A sample design is made up of two elements. Sampling method, is refers to the rules and procedures by which elements of rules the population are included in the simple.

In this research the researcher uses Radom Sampling technique. The total population in this study is 250 units and the sample size is 152 unit, confidence level 95% and margin of error is 5%. As this Research design is a descriptive type, the Sample unit is specified under Geographical sample unit that is in Kolhapur city and Sampling unit-18 years and above men and women who own Hatchback cars in the rage of 7 to 9 lakhs.

Scope of the Study

- Study report is helps to customer for getting awareness about various facilities in Hatchback cars.
- This study is helpful organization for understanding the current situation of productivity of the product which is provided by organization.

Hatchback Cars Market in India

India's hatchback market can be broadly divided into three segment Micro, Mini and Compact. Tata Nano is currently the only micro car in the market. Costing less than 200,000 rupees the model was

market as "The world's cheapest Car "The mini segment includes a mix of classic models such as the Maruti Suzuki Alto and Hyundai's Santro Xing as well as newer cars like Hyndai Eon. They are typically priced from 100,000-200,000 rupees. Tata launched India's first compact car with the Indica in 1998. Maruti Suzuki entered the segment with the Swift in 2005. Since then compact cars have become one of the auto industry's most competitive and fastest growing segments. Competition has intensified within the hatchback sector and consumer have had a much greater choice of modes ever since international carmakers became more active within India's auto market. While Indian consumers are very cost-focused car makers cannot compete on price alone. If they could Tata Nano would have been the bestselling car in India a position currently enjoyed by the Msruti Alto. Certain non-price based factors influence the buying despite commanding relatively high prices. Alto and Swift are the bestselling models despite commanding relatively high prices. This is due to their combination of contemporary design, fuel efficiency, after - sales service build quality and price which outstrips the offering of other players in the Hatchback car segment. India's hatchback market comprises 12 with three - Maruti Suzuki, Hyundai and Tata accounting for 80% of the market by volume. Foreign brands account for less than 3 percent of the market. The top four players namely Suzuki, Hyundai, Tata Motors and Mahindra and Mahindra constitute 80% car sales in India thereby marking it a highly consolidated market. Hatchback have been the bestselling cars in India since they were introduced in the early 1980s. The image of small compact cars is changing from that of the ideal vehicle for budget conscious middle - class consumers to something that is increasingly popular with wealthier buyers thanks to the introduction of more stylish customized models. Maruti continues to lead the hatchback segment with a 53% market about 800,000 vehicles last year despite the company facing major internal and external issues related to production and labor management. While other major players such as Hyundai and Tata lead in terms of innovation and vehicle performance they still lag far behind in terms of sales. International car giants including General Motors, Honda, Toyota and Volkswagen have entered the market but have yet to gain a foothold or compete effectively against the dominate local brands in Hatchback segment. Maruti took hold of the Hatchback cars market in the 1980s when it introduced the Maruti 800 a customized car aimed at India's mass market which dislodged Hindustan

Motor's Ambassador from pole position. Hyudai Motors India in 1998 became the first carmaker to seriously challenge Maruti's dominance by launching Santro which was a runaway success and became the segment's No. 1 seller within the year it was launched. Tata Motros announced India's first totally homegrown passenger car the Indica in the same year. Its rugged look was an instant hit. This enabled four model – Maruti Suzuki 800 and Alto, Tata Indica and Hyundai Santro – to practically own the Hatchback cars segment until the recent entry of foreign players.

Indian Automobile Industry

India had its date with this wonderful vehicle first time in 1898. Then for the next fifty years, cars were imported to satisfy domestic demand. Between 1910 and 20's the automobile industry made a humble beginning by setting up assembly plants in Mumbai, Calcutta and Chennai. The import/ assembly of vehicles grew consistently after the 1920's, crossing the 30,000 mark in 1930. In 1946, Premier Automobile Ltd (PAL) earned the distinction of of manufacturing the first car in the country by assembling 'Dodge DeSoto' and 'Plymouth' cars at its Kurla plant. Hindustan Motors (HM), which started as a manufacturer of auto components graduated to manufacture cars in 1949. Thanks to the Licence Raj which restricted foreign competitors to enter the Indian car market, Indian roads were ruled by Ambassador Car from Hindustan Motors and the Fiat from Premier Auto Ltd. for many of the initial years.

Collaborations led to limitations on import of technology through technical agreements. In the absence of adequate technology and purchasing power, the car industry grew at a snail's pace in the 60's. The demand for cars in 1960 was to the tune of 15,714. In the next two decades the number increased to 30,989 i.e. a CAGR of only 3.5 per cent. The other control imposed on carmakers related to production capacity and distribution. The GOI control even extended to fixation of prices for cars and dealer commissions. This triggered the start of a protracted legal battle in 1969 between some carmakers and GOI. Simply put, the three decades following the establishment of the passenger car industry in India and leading upto the early 1980s, proved to be the 'dark ages' for the consumer, as his choice throughout this period was limited tow to models viz. Ambassador and Padmini. It was only in 1985, after the entry of Maruti Udyog, that the car makers were given a free hand to fix the prices of cars, thus, effectively abolishing all controls relating to the pricing of the end product. In the early 80's, a series of liberal policy changes were announced marking another turning point for the automobile industry. The GOI entered the car business, with a 74% stake in Maruti Udyog Ltd (MUL), the joint venture with Suzuki Motors Ltd of Japan. The very face of the industry was changed for ever in 1983 with the entry of public sector Maruti Udyog in a joint venture with the Suzuki Corporation of Japan. Car sales grew by 42 per cent yoy in 1985 after Maruti 800 was launched. Thanks to MUL car sale registered a CAGR of 18.6% i.e. from 1981 to 1990. In 1985, the GOI announced its famous broad banding policy which gave new licenses to broad groups of automotive products like two and four-wheeled vehicles. Though a liberal move, the licensing system was still very much intact. MUL introduced 'Maruti 800' in 1983 providing a complete facelift to the Indian car industry. The car was launched as a "people's car" with a price tag of Rs 40,000. This changed the industry's profile dramatically. Maruti 800 was well accepted by middle income families in the country and its sales increased from 1,200 units in FY84 to more than 200,000 units in FY99. However in FY2000, this figure came down due to rising competition from Hyundai's 'Santro', Telco's Indica and Daewoo's 'Matiz'.

Structure of Indian Vehicles: The Indian automobile industry can be broadly classified into:

2/3 wheelers

Passenger Cars

Commercial Vehicles (LCV/ HCV/MCV)

UV (Utility Vehicles)

The models in the car market can be fitted to different segments as given below

Category	Models
Economy segment (upto Rs 0.25 mn)	Maruti Omni Maruti 800 etc.
Mid – Size segment (Rs 0.25-0.45 mn)	Flat Uno, Hyundai Santro, Tata Indica, Maruti Alto etc.
Luxury car segment (Rs 0.45 -1 mn)	Tata Indigo, Honda City, Mitsibushi Lancer, Ford Ikon, opel Astra, Hyndai Accent and others.
Super luxury segment (above Rs 1 mn)	Mercedes Benz and other imported Models

Increased urbanization, low pricing policies, improvement in products and technology have fuelled demand for 4 wheelers. The markets are clearly segmented between economy models and premium models. The easy availability of finance and increased levels of disposable incomes has led to higher demand for premium models. Rural areas have also become an exciting market to cater to.

The growth of the economy has also resulted in a shift in consumer preferences in each of the segment. Gradual shift can be seen in buyers from mopeds to economy scooters, from economy scooters to premium and from premium to motorcycles.

The passenger car segment has seen rapid growth on the back of rise in disposable income, increased availability of consumer finance, and reduction in excise and customs duties. Post-1991, this segment has seen maximum foreign investment. There is a clear segmentation of passenger cars based on price and size. While the lower and medium range cars (Maruti, Ford Cielo) have been moderately successful luxury cars such as Mercedes have found the going tough.

Demand for utility vehicles and tractors come from rural India. These vehicles have witnessed Steady demand growth over the past few years due to successive monsoons, better procurement prices, improved irrigation facilities and availability of finance.

Details of Maruti Suzuki

Maruti Suzuki provides a wide range of Hatchback cars and is also the choice of a majority of Indians. We visited its showroom, which is located at Kolhapur Udyamnagar on 20th Nohembar 2018 at 10.30 pm on entering the showroom, I spoke to one of the salesmen and told him that I've come from YCMOU MBA student and I study conducting a market research on the consumer buying behavior towards Hatchback Cars (7-9 lakhs). I asked him if he could answer a few questions, which would not take more than 10–15 minutes. He readily agreed and took us to his table.

Results

The researcher presented data which have been collected and analysis have been done and data interpretation are drawn as pert the objectives and hypothesis are concerned.

The researcher has conducted so many interviews and discussion with the reproduce and data collected base on some questionnaire which are stated below:

- a) Which Hatchback cars are offered by Maruti Suzuki within 7 to 9 lakhs?
- b) Out of the cars, which would you personally suggest to customers?
- c) Which of these car have recorded the most sales?

- d) So which aspect is given more importance?
- e) Which cars have recorded low sales? And why?
- f) What is the most sought after price range?
- g) Do customers come with a particular car in mind? Or does your opinion impact their purchase intention?
- h) So after they have bought the car suggested by you, have there been any complaints or are they satisfied with the performance?
- i) What time during the year do customer generally purchase a cars?
- j) Are there any complimentary accessories provided?
- k) So are customers in buying them?
- Do customer change their purchase intention if there is a discount on some other car?

As the consumers play a key role in the today's market; their preferences, attitude and perceptions are of utmost value to the marketers keeping all the objectives of the study in mind and to give a proper dimension to the study undertaken, a comprehensive consumer survey was undertaken with the aid of a well-framed questionnaire.

Demographic profile segment: The analysis on demographic profile has been done on the basis of Age group, Occupation and Monthly income:

Questions of Part A were targeted to those respondents who own a car. These questions were put forwarded to know the brand of possessed by them attributes they look for, payment patterns etc.

Q. No 1: Occupation Considered

Table 1: Occupation Considered

This question	Percentage	People
Service	30%	15
Business	40%	20
Students	20%	10
Others	10%	5

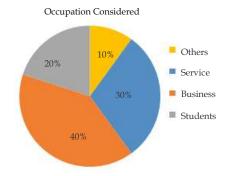


Fig. 1: Occupation Considered

Q. No 2: Age Group

The age group, which is one of the important roles in the buying behaviour of the custom extracted through this question. It was attempted to cover most of the age groups in various slabs.

Table 2: Age Group

Age Group	Percentage
20-25	2%
26–30	8%
31–35	24%
36-40	40%
Above 40 Years	26%

Age Group: The responses revealed that maximum number of car possessed by respondents in the age group of 36–40. Age group above 40 years followed it. The least was found to be in the age group of 20–25 years.

Q. No 3: Income Profile of the Respondents

Since the income of a respondent is also important in making decision to buy a car, therefore, this question was framed to extract their level of income. The slabs of income considered for the purpose were ranging from Rs.15,000/- (minimum) and above Rs.45,000/-.

Table 3: Income Profile of the Respondents

Income slab	Percentage
Rs.15,000 - Rs.25,000/-	44%
Rs.25,000 - Rs.35,000/-	30%
Rs.35,000 - Rs.45,000/-	18%
Above Rs.45,000/-	8%

Out of the total respondents, most of them were found to be in the income slab of Rs.15,000 – Rs.25,000/- followed by respondents in the age group of Rs.25,000 – Rs.35,000/-.



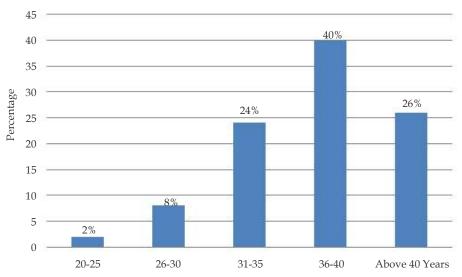


Fig. 2: Age Group

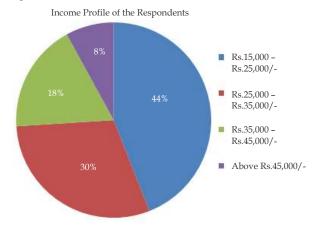


Fig. 3: Income Profile of the Respondents

Q. No. 4: Awareness on Brands

The respondents in response to this question revealed the awareness about the existing brands of cars in the market. To reveal it, they were given options of various brands that are playing in the market of Kolhapur.

Table 4: Awareness on Brands

Brands	Percentage
Hyundai	100%
Maruti	100%
Chevrolet	76%
Toyota	100%
Skoda	70%
Ford	100%
TATA	100%
Mahindra	100%

It is seemed that almost every brand is well aware by there respondent.

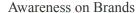
Q.No. 5: Media of Awareness

An endeavour was made to know the source of information or the awareness of different brands of existing cars in the market of Kolhapur, to the customers. To respond to this query, respondents were opted with various sources of media.

Table 5: Media of Awareness

Media	Percentage
Newspapers	82%
Magazines	64%
T.V. Advertisement	100%
Trade Fairs	20%
Friends	80%
Family Members	64%
Others	46

Of the different media, TV Advertisement ranked top in creating brand awareness among the Perceptual mind-set of the customers, which in turn effects the buying behaviour of a customer.



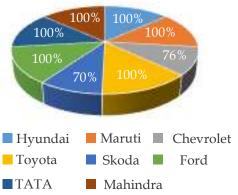


Fig. 4: Awareness on Brands

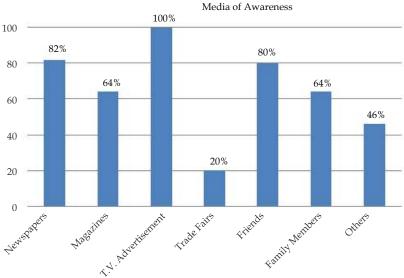


Fig. 5: Media of Awareness

Q No. 6: Most of the brands of cars existing in the market of Tezpur were given to choose from by the respondents. Accordingly, respondents made their responses favouring mostly for Maruti followed by Hyundai.

Table 6: Brands

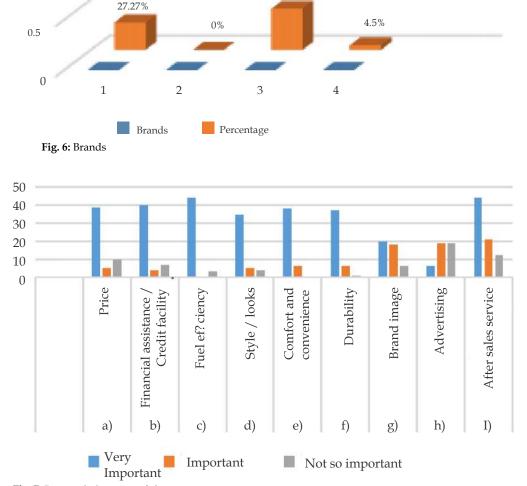
Brands	Percentage
Hyundai	27.27%
Fiat	0%
Maruti	40.90%
Chevrolet	4.5%

Q. No. 7. This question was attempted to etract the factors, which plays a major role in the buying behaviour of the customers. It was attempted to cover most of the factors to make this extract more effective and productive.

Table 7: Buying behaviour of the customers

Sl. No.	Attributes	Very Important	Important	Not so important
a)	Price	39	5	10
b)	Financial assistance / credit facility	40	4	7
c)	Fuel efficiency	44		3
d)	Style / looks	35	5	4
e)	Comfort and convenience	38	6	0
f)	Durability	37	6	1
g)	Brand image	20	18	6
h)	Advertising	6	19	19
i)	After sales service	44	21	12

In response to this question, as revealed by respondents, the attribute "fuel efficiency" and "after sales service" ranked top followed by "financial assistance.



40.90%

Fig. 7: Buying behaviour of the customers

Q. No. 8. A major factor "Influence", which induces a person to buy anything (herein referred to as car) was revealed by the respondents through their response to this question.

Table 8: Source of Influence

Source of Influence	Percentage
Self	48%
Family	28%
Friends	10%
Colleague	2%
Others	0%
Don't own a car	12%

From the responses obtained, it is found that self-motivation is the major role in purchasing a car. Of the 50 considered respondents

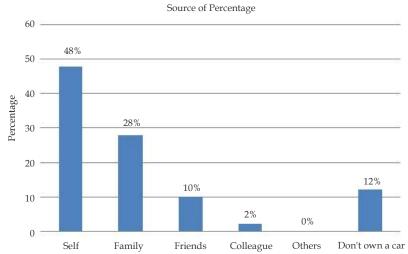
Q. No. 9. The price factor and payment mode also plays a pivotal role in the buying behaviour of a customer. Respondents, being customers to

respective companies, also looks for the most convenient mode of payment. Therefore, this question was designed to know their preferred mode of payment.

In response to this query with four different options like (a) Cash (b) Bank finance (c) Private finance (d) Others, respondents numbering 21 opted to go for Bank Finance, for the purpose of low and reducing balancing method of charging interest, whereas 19 respondents opted to go for private finance for their lesser paper work despite interest being flat. Of the rest 1 opted for cash and remaining 3 opted for other modes of purchase.

Table 9: Payment mode

Options	No of respondents
Cash	1
Bank finance	21
Private finance	19



No of respondents

Fig. 8: Source of Influence

19%

Cash

Bank Finance

Private Finance

Fig. 9: Payment mode

Q. No. 10. In terms of technical feature expectation of the respondents, it was found that all the technical feature are expected by the customers.

Table 10: Technical feature

Sl. No.	Technical features	Yes	No
1.	High engine power	100%	0%
2.	High fuel efficiency	95%	5%
3.	Brakes	100%	0%
4.	Tyres and Wheels	80%	20%
5.	Power Steering	98%	2%
6.	Suspension	100%	0%
7.	Power window	80%	20%

Q. No. 11. This question was targeted to extract if they recommend Maruti to others. To this response 10 respondents out 12 (possessing Maruti brands of cars) are recommending whereas remaining 2 are not doing so.

Table 11: Respondents for recommendation of Maruti to others.

Options	No of respondents
Yes	40
No	22

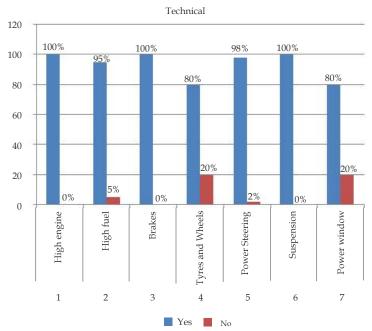


Fig. 10: Technical feature

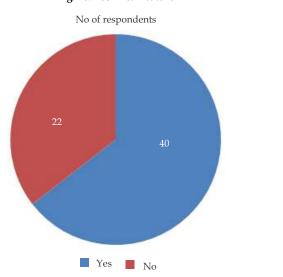


Fig. 11: Respondents for recommendation of Maruti to others

Q. No. 12. To know the specific model of cars that the respondents go for in near future are presented herein below in tabular form. The responses were obtained would like to in the form of an open-ended response.

Table 12: Model

Models	No of respondents
Hyundai's Santro l	2
Maruti's Wagon R	1
Maruti's 800	2
TATA's Indica	1

Q. No. 13. This question was attempted to extract the factors, which plays a major role in the buying behaviour of the customers. All the factors were found to be important for the respondents.

Table 13: Major role in the buying behaviour of the customers

Sl. No.	Attributes	Very Important	Important	Not so important
a)	Price		6	
b)	Financial assistance / credit facility		6	
c)	Fuel efficiency		6	
d)	Style / looks		6	
e)	Comfort and convenience		6	
f)	Durability		6	
g)	Brand image		6	
h)	Advertising		6	
i)	After sales service		6	



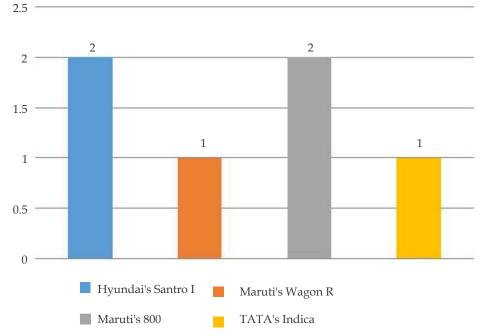


Fig. 12: Model

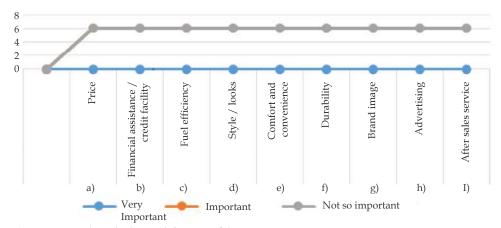


Fig. 13: Major role in the buying behaviour of the customers

Q. No. 14: The price factor and payment mode also plays a pivotal role in the buying behaviour of a customer. Respondents, being customers to respective companies, also looks for the most convenient mode of payment. Therefore, this question was designed to know their preferred mode of payment. In response to this query with four different options like (a) Cash (b) Bank finance (c) Private finance (d) Others, Out of a total of six respondents, one respondent preferred cash, two respondents preferred Bank finance and three respondents

Table 14: Preferred private finance Options

Preferred private finance Options	No of respondents
Cash	1
Bank finance	2
Private finance	3
Others	0

Q. No. 15: This question was framed to know about the respondents interest on the various promotional schemes, and was found that out of 6 respondents 100% were interested for the different promotional schemes which is shown in the following table.

Table 15: Respondents interest on the various promotional schemes

Options	No of respondents
Yes	6
No	0

Table 16: Scheme

Sl. No.	Scheme	Very Important	Important	Not so important
1	Price discount	6	_	_
2	Exchange offer	_	4	2
3	Free gift	_	3	3
4	Installment facility	4	2	_
5	Interest free installments	6	-	_

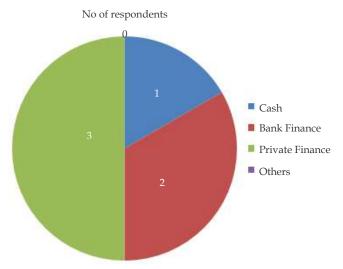
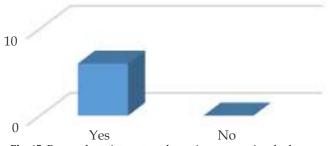


Fig. 14: Preferred private finance Options

No of respondents



 $\textbf{Fig. 15:} \ \textbf{Respondents interest on the various promotional schemes}$

Q. No. 17: Gender

Table 17: Gender

	Frequency	Percent	Valid percent	Cumulative Percent
Female	11	36.7	36.7	36.7
Male	19	63.3	63.3	100.0
Total	30	100.0	100.0	

Q.No.18. Rank the features in the order of important while marking purchase (1 Lest 7 Highest)

Table 18: Rank the features in the order of important while marking purchase

Features	1	2	3	4	5	6	7	Total
Mileage	0	0	1	2	1	13	13	30
Price	3	3	0	5	9	5	5	30
Safety	1	7	14	3	2	1	2	30
Brand Name	1	0	1	15	8	3	2	30
comfort	5	14	10	0	0	0	1	30
Interior Exterior Design	19	4	3	3	1	0	0	30
Fuel Efficiency	1	2	1	2	9	8	7	30

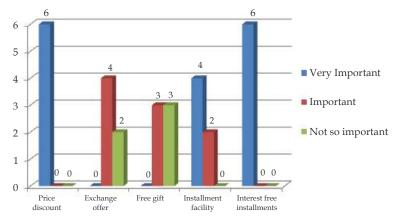


Fig. 16: Scheme

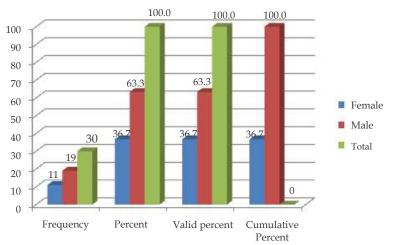


Fig. 17: Gender

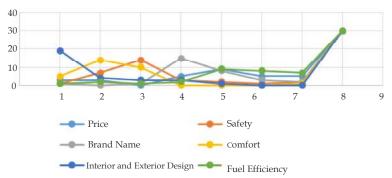


Fig. 18: Rank the features in the order of important while marking purchase

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The respondents ranked Interior and Exterior Design as the most important attribute influencing their purchasing decision. The next important attributes are Comfort, Safely and Band Name.

Q. No. 19. Please associate the automobile brand with the matching taglines wide Service Network

Table 19: Wide Service Network

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Chevrolet	10	33.3	33.3	33.3
Hyundai	6	20.0	20.0	53.3
Maruti	5	16.7	16.7	70.0
Toyota	8	26.7	26.7	96.7
Volkswagen	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Q. No. 20. Availability of Parts

Table 20: Availability of Parts

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Chevrolet	1	3.3	3.3	3.3
Hyundai	15	50.0	50.0	53.3
Maruti	12	40.0	40.0	93.0
Toyota	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Q No. 21. Value for Money

Table 21: Value for Money

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Hyundai	5	16.7	16.7	16.7
Maruti	20	66.7	66.7	83.3
Volkswagen	5	16.7	16.7	100.0
Total	30	100.0	100.0	

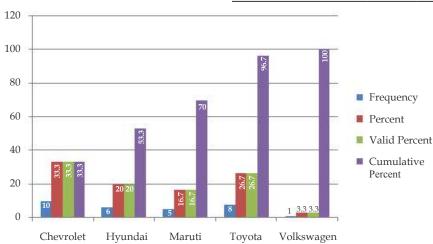


Fig. 19: Automobile brand

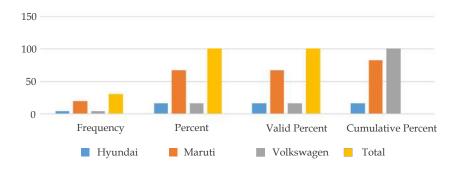
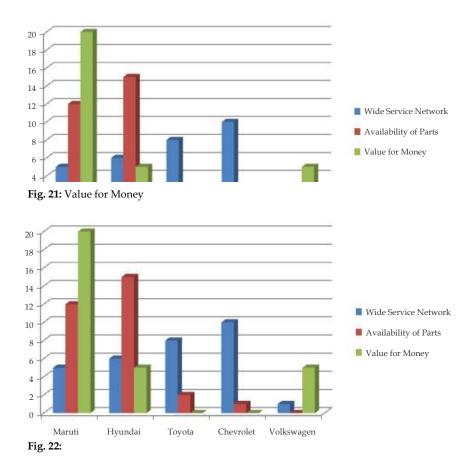


Fig. 20: Availability of Parts



Q No. 22. Respondents associated with different the tagline

Table 22: Respondents associated with different the tagline

	Wide Service Network	Availability of Parts	Value for Money
Maruti	5	12	20
Hyundai	6	15	5
Toyota	8	2	0
Chevrolet	10	1	0
Volkswagen	1	0	5

Out of the total people Surveyed:

Respondents associated Chevrolet with the tagline wide Service Network: 10 (33.33%).

Respondents associated Maruti with the tagline Value for Money: 20 (66.67%)

Respondents associated Hyundai with the tagline Availability of Parts: 15 (50.00%)

Discussion

Maruti 800: it is a city car manufactured by Maruti Suzuki in India. It is rebadged version of an old

model of Suzuki Alto. Over 2.5 million Maruti 800's have been sold since its lunch. The same car is sold in Pakistan as the Maruti Suzuki with a much older 1980s era Suzuki SS80 carburetor based engine. The 800 has undergone some minor face lifts but overall it still remains the same as it was in 1984. The car has reported slipping sales in recent times, mainly due to the introduction of the Alto at a comparable price. The car produces appr oximately 37 bhp (28 kW; 38 PS) of power and runs on 12 inch wheels. Curb weight is 650 kg (1,433 lb) and 4 passengers (including the driver) fit in. Top speed is in the region.

Maruti 800: the first choice for all those who want a «value for money car» that is little on pocket and big in performance. Maruti 800 is safe, economical and easy to drive car(with a small turning radius of 4.4 m) in congested road conditions. Since its launch in December 1984, Maruti 800 has gone through various changes in styling, structure and technology. For years Maruti 800 has remained the right opening car for people who look for low cost of ownership and fuel efficiency. It is a car perfectly made for the Indian roads. It goes in any location, be it in town, around town, highways, busy streets, narrow lanes anywhere and everywhere.

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In order to make the car more attractive, new engine has been installed in M800. The M800 E 2 AC has been a major success.

The engine produces approximately 37 bph (28 kW) of power. It consists of 4-gear, 4-stroke, and 800 cc water cooled engine having three two-valves-cylinders. The pistol displacement is 796cc. Maruti 800 has a fuel tank of capacity of 28 litters for petrol.

He presence of specially allocated crumble zone which absorbs the impact of accident, Maruti 800 ensures safe journey. It is equipped with front and rear seat belts to provide more safety. Vehicle to be launched by Maruti, one year after the 800, in 1984.

Wagon R: in 1993, and is and almost vertical and sides in order to maximise cabin space while staying within the kei car dimension restrictions. The Wagon R has been the best-selling kei car in Japan since 2003 and in 2008, Suzuki expected to produce its three-millionth Wagon R.

Alto: The Maruti Alto is the Indian-built Suzuki Alto version, manufactured by nameplate was very successfully being used to export the from India since around 1994 having captured over 40% market share in by 1998. It is the best-selling in India. Since 2006, It is India's largest selling car and crossed the 1 million production figure in February 2008 becoming the 3rd Maruti model to cross the million mark in India after and 4th overall joining Hyundai Santro. Besides being exported to Europe from 1994–2004, it has also been exported to several other countries.

Available with 1.3 (92 PS (68 kW; 91 hp)) and 1.5 (102 PS (75 kW; 101 hp)) L petrol engines, the new Swift is Suzuki's new "global car", produced in Maruti Suzuki Swift is rocking the hatchback car segment of India and has become the blockbuster model since its launch.

Estilo: The First Generation MR Wagon is currently sold in India as "Maruti Suzuki Estilo", where it was known until 2009 as the "Maruti Zen Estilo". This transition has brought about a steady decline in sales for this model though the redesign has brought significant improvement in performance and styling over the car's Japanese variants.

The first generation model went on sale on December 4, 2001, featuring (44 kW / 60 hp) versions, available with either 4-speed with Abased on the first-generation MR Wagon was presented in 2005, using technology co-developed with Maruti Suzuki Zen Estilo is a flamboyant model launched

by India's leading auto company Maruti Udyog Limited (MUL) replacing the Zen model.

A star: (Launched 2008) The 7th Generation is known in India as the Maruti Suzuki A-Star, but is also known as the Suzuki Celerio or Nissan Pixo in other places worldwide. It was generation Suzuki Alto and is exported worldwide. It is available in European markets as Nissan Pixo. The car was rolled out to the Indian customers in December 2008 and exports began in April 2009. A-Star means Alto-Star.

With a totally new body and engine, Maruti hopes to bring freshness to the Indian car market, of which it already holds a major share. Initial reviews have been positive. It has a fresh new dashboard, with a unique protruding tachometer besides the usual meter cowl (only in the ZXi trim). It is the fourth model after Swift, SX4 and Grand Vitara which has helped Maruti to make stylish cars, something which it was unknown for during older models.

Though the drive is comfortable for the front row, rear seating is a little small for taller passengers. The interiors have been reported to be a bit cramped as compared to its closest competitor. It has the new K10B series engine, which Suzuki says is technically highly developed and gives a balance of fuel efficiency and power.

Ritz: introduced in model year 2008 and jointly developed between— which will also market their and the in the lineup, and uses a shortened wheelbase version of its chassis. The car was launched diesel engine. Unlike its predecessor, the Wagon R+, the Splash has five seats as standard.

Ecco: (Launched 2010) When it comes to performance, the Maruti Suzuki Eeco is a thrilling surprise. Because under its hood, and in your hands lie unique features and unmatched benefits that add up to giving you a delightful driving experience.

Conclusion

Since Indian Automobile market is continuously in the prowl of surging as a major car manufacturer, people are purchasing car as there is increase of income of common people as well as change in tastes and preferences of consumers. It is important for the car manufacturers and car dealers to be able to understand the different factors affecting the extent in car purchasing behaviour. People aremore conscious about the on spot information provided about various cars who serves according to the needs

and wants of the customer. The type of technology used and the wider reach of the service stations also affect the most on car purchasing decision. While government obligations and various policies like import duties, custom exemptions is seen as second most affecting driver of purchase of cars. Factor 3 includes family needs; brand image; income level; special family programs/events like Anniversary, Birthday; insurance facility; credit card acceptance; car accessories affects customers car purchase decision causing a variance of 3.080. This shows that importance of family decisions, special occasions in family and the various services provided by car dealers. includes instalment payment facility; location of the car dealer shop; looks; availability of service station showing customers accessibility to the service provided. Factor 5 shows the impact of various promotional activities and extra care taken by car dealers. Factors 6 shows the impact of suggestion provided by family members and peers as well as price and after sales service provided. includes the infrastructural benefits of the shop and the variety of cars it stores. The last but not the least ones shows the impact of factors of technical specifications of the car and the festive season offers This study was conducted to find out the consumer buying behaviour of motorcars in special reference to the Maruti brand in Kolhapur. The findings and analysis revealed many advantages as well as disadvantages for the Maruti India Pvt Ltd Though the Maruti is the faster growing company and leading in the market facing a stiff competition from Hyundai and Tata motors in the Kolhapur. It has been observed that Maruti adopted many promotional strategies and company's marketing channel is also satisfactory. Now a days people are most aware about after sales service. The dealers also expect Maruti has over come this problem and facilities should be improved for meeting the after sales service requirement effectively. The majority of customers expect loan or instalment facilities. The Maruti has joined hand with State Bank Of India and many private bank to promote this facilities.

Suggestions

Based on the findings drawn from the project's analysis, certain recommendation need to be made as regards to the future course of action Maruti India Pvt Ltd., which can go a long way in improving the Brand Awareness of the Company in the Motorcars market. The main recommendations are:

Maruti should continue with its range of innovative products. At the same time try to add value to its existing products so that it can cater to

the present day requirements. As the study reveals that majority of customers are aged 20–40 years the needs and wants should be kept in mind while designing new products.

There should be proper synchronization between order placed an delivery. The distribution channel should be enhanced and the models should be readily available in the market.

As the buying decision of the buyer has influenced by himself, company should target them through demonstration and advertisement.

As the market for the financial institutions are increasing, the company should target them through demonstration and advertisement.

Facilities should be provide to the dealers so that they can extend them to the customers while purchasing this brand.

Limitation

The study suffers from many limitations of this report are enumerated as the following: Firstly, being the whole project dependent on primary data, the study has gained vulnerability. Secondly, the survey was restricted only 100 respondents in whole Kolhapur and as such may not be true representative of the entire Kolhapur. Thirdly, the major constrain was the time factor, as the study have to be finished within the stipulated time period. Fourthly, lack of interest and unenthusiastic response may have allowed biasness to creep this report. Finally, lack of conclusions, which have been drawn, are subject criticism at any stages of its analysis and presentation. This report may not provide the best possible market scenario and the efforts can always be made to have this project report more effective and useful

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Cyber Crimes and Globlization

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Abstract

The invention of fire and wheel were the two greatest inventions by earlier men. Later on it led to inventions like telegram, telephone, Computer etc. The advent of computer brought revolution in information technology sector, and now the world is in your hand within a click with help of Internet, the internet grown at a staggering rate. It's become part and parcel of our social life. Due to the development of computer and internet system, people can access the information throughout the world. Today, no part of the world can remain unaccessed of human being. Computer civilization has made great significant changes in information sector. Due to development of private sector in communication systems one person who resides in interior area can access an institution, knowledge and job prospective within a second. The purpose of information technology law is free flow of information with reasonable restrictions. Due to development information and technology, crimes have also increased. To check the cyber crime, IT laws have become essential. Why we need this is matter because Globalization brings opportunities with challenges and it's our collective responsibility to tackle it, because changes to society and technology have increased the dangers associated with inadequate controls on processing activities. The use of computer technology and the ability to transfer and publish our life became easier but on another side it's also create problems. Present paper focuses on cyber crime and globalization.

Keywords: Globalization; Cyber; Cyber crime and laws; Information technology, etc.

Introduction

"Necessity is mother of invention" the Invention of fire and wheel, two greatest invention by early men which later leads to modern men an invention of telegram, telephone, telescope, pen radio many more things without which use can't product or survive now a day, it is either medical or communication.

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Communication

Which change whole world scenario an invention of abacus to - birth of computer. In earlier time, human beings used birds, drums etc. to communicate message but now, with in a click we can reach to many people at many place at any time, without any time los. What is that things - internet? It's brings revolution in fields of communication. The computer, revolution has become part and parcel of social economic and political life. It makes life more fast and easy and more suitable for development of human civilization. The internet user is increasing day by day. Medical, education, politics, government, science, law, agriculture even music, art not escaping from this magic. And here, the problems arise as it is said that, "any things in excess becomes dangerous".

Computer and internet also brings challenges paperless contract, digital signature, online transition, and result into cybercrimes. Cracking computer becomes rite of passage for some teenager and students and day by day cyber phobia among computer user is increasing. As our life becomes easy and smart on the other hand it gives us as "cybercrimes".

What is cyber crime?

21st century, in which people makes contacts virtually, spending more time on internet and less time to talk face to face, through mobile technology with 3G & 4G speed, no doubt its save time and money and making our life luxurious but it also causes serious problems, which affect globally. The internet is fast becoming a way of life for millions of people.² However, it is also being transformed into a havens of criminals.³ Cyber space create lots of opportunities for knowledge, information but also give birth to disorder like cyber phobia. And we got confused about the term 'cybercrime'.

Generally we have picture about crime is that it is murder, killing, robbery, kidnapping etc but in cyberspace, it is all about hacking, forgery, cyber terrorism etc. as there is no uniform accepted definition. Cyber crime is that crime which violate cyber law and cyber jurisprudence. Cyber crime is the most dangerous of all crimes because of the magnitude of the loss, it is causing today and its potential.¹ The term cyber is derived from term 'cybernetics' which means science of communication and control over machine and man. In wider sense cyber crime is crime on the internet which includes hacking, terrorism, fraud, illegal gambling, and cyber stalking and cyber theft forgery, cyber pornography.⁴

Types of cyber crime

Cyber pornography

Broadly explaining, cyber pornography refers to stimulating sexual or other erotic activity over internet. This would include pornography web sites, magazines, pictures photos, writing etc. in recent times these have been incurable instances of promotion of pornography through use of computer. Information technology has made it much easier to create and distribute pornographic materials through the internet such material can be transmitted all over the world in a matter of seconds.⁵ Child pornography is different from other pornography and consequently receive more strength legal treatment.

Section 67B of information technology Act 2000;

discuss punishment for publishing or transmitting of material depicting children in sexually explicit act etc. in electronic form.⁶

Child abuse sexual violence against woman and other sexual crimes are the direct effect of pornographic images which also causing breaking of marriage tie, juvenile delinquency and sexual disease. In contemporary phenomenon World Wide Web has become the play ground and game room.⁴

Steganography

This technique is the secret data inside other files as usages files, sound or video files. The secret data can also be hidden in the files unallocated sector of a disk. This data become invisible for anyone who does not know the life name and password.⁷ Stenography mean hide the files which are out of reach of any person information hide in different files is known as steganography.

Trojan horse

It is a commonly used methods for committing computer based frond and very hard to detect. A Trojan horse is a malicious programmed that pretend to be beginning appreciation it's contains codes intended to descript computer system or E-commerce site. It is a program that contains hidden code allowing an outsider to assuming use privileges and steal passwords and files.⁷

Computer forgery

It is the altercation of computerization document. Since the advent of high resolution computerization color laser copier, a new generation of fraud dent counter testing was emerged. These copiers can modify existing documents the quality of which is indistinguishable from the original without referring to an expert for analysis.⁸

Computer sabotage

The use of internet to hinder the normal functioning of computer system through the internet introducing of worms, virus or logic banks referred to as computer sabotage. Computer sabotage can be used to gain economic advantages over a competition to promote the illegal activities, or steals data or program me for extortion purpose.¹

Computer defamation

The law of defamation is dangered to protect the reputation of an injured party by giving him the right to sue for damages. Cyber defamation in this context would imply defamation by anything which can be read, seen, or heard with help of computer.⁹

Computer is tool for transferring information one place to other place when information which defame in nature is cyber defamation.

Corporate Cybermear

It is false and disparaging rumors about a company, its management or its stock that is posted on the internet. This kind of criminal activity has been concern especially in stock market and financial sector where knowledge and information are the key factor for business.¹

Cryptography

Privacy and data security have been important issue since the dawn of computer age, but they did not originate with the computer age. Paper records and files can also threaten privacy or reveal other confidential or sensitive information. Long before computers were invented, most organizational kept their critical files under lock and key restricted access to them maintains security. Cryptography is the science and art of secret writing. Keeping information secret when applied in computer environment cryptography can protect data against unauthorized disclosure.¹

Encryption

Encryption is the process of encoding information so that it is secure from the internet user. It refers to any process that is intended to obscure the contents of the message.¹⁰ it is often describing in general media as scrambling of data to make it unintelligible. It is translation of data in secret code.¹⁰

Cyber Terrorism

The term cyber terrorism is coined by a senior research fellow in California Institute for security and intelligence Mr. Barry Collin in 1980 composed two term Cyberspace and terrorism. According to him cyberspace is the place where computers data move and computers function. In year, 1997 Mathews Devort Brian Honghton and Neal Pollard said, "Information Terrorism is the international abuse of digital information system, network or components towards an end that support or facilitates a terrorist campaign or action.⁴

The two prime concepts of cyber terrorism is, that Terrorist use the information, technology to attract their audience by creating violence through deferment of web sites, denial of service attack, hacking cracking, tampering with source code flowing virus etc. Where computer is used as target or weapon and which go against government and

national security. Another ids terrorized used of information technology i.e. cyber pornography, fraud, cyber theft spamming, etc.⁴

Cyber Warfare

Cyber war is that war which fought by internet between countries. When one country accesses the secret of other country by internet and uses that secret against that country is known as cyber warfare. In the era of information and communication technology one nation causes terrorist violence by using new technology against other nation. For example between India and Pakistan Net war, China and USA net war.⁷

Spamming Fake Information

Spamming which is fake information, junk mail to harass other and to damage or unauthorized access computer data or network.¹

Cyber Squatting

In popular term, cyber squatting is the term most frequently used to describe the deliberate, bad faith, abusive registration of a domain name in violation of rights in trade mark and service mark.¹

Obscenity

The word obscenity as the dictionaries tell us denotes the quality of being obscure which means offensive, to modesty or decency loud filthy repulsive. Loathsome, indecent and Lewd.¹¹

In Radian law Dictionary obscure has been defined as "a term applied to acts or words or representations that shock public ideas of sexual purity or modesty. The test for obscenity has been said to be whether words tend to be define the morals of persons who would see the publication of suggesting law thoughts and exciting sexual desires.¹²

Nature of Cyber Crime

Cyber Stalking

In very general terms stalking refers to harassing or threatening behavior that an individual engages in repeatedly towards another person.¹ Cyber stalking, is simply a extension of the physical form of stalking, is where the electronic mediums such as internet are used to pursue, or contact another in an unsolicited fashion.¹

Hacking

It is unauthorized access to computer and refer to access to the whole or any part of a computer system without permission. Hackers worldwide attempt to hack into remote computer for multiple purpose like eavesdropping data theft, fraud, destruction of data, causing damages to computer system, or for mere pleasure or personal satisfaction.¹

Cyber Fraud

The United Kingdom defined Cyber fraud as "any fraudulent behavior connected with computerization by which someone intends to gain financial advantage".4

According to D. Bainbridge, the phrase 'computer fraud' is used to describe stealing money or property by means of a computer that is using a computer to obtain dishonesty, property, including money and cheques, credit cards services, or to evade dishonestly some debts or liability, it involve dishonestly giving an instruction to a computer to transfer funds into a bank account or using a forged bank cards to obtain money from a ATM.¹³

International Initiative to Prevent and Control Cyber Terrorism

Cyber terrorism brought back the cold war situation again. The United Nations and European Union's always played and are playing significant roles to prevent and control menace.

- International Ministerial Conference. In July, 1997 the international ministerial conference on global information network was held in Bonn. International Organization and information Technology industries came together for the protection of Net users and to evolve standard of functioning system and self-regulation.
- Justice and Home Affair council. The Justice and Home Affair Council also came forward to establish practical cooperation between the countries worldwide at the investigative and procedural stage. For this end G-8 senior level group on the transnational organized crime was investigating mechanism to determine identity and prosecute cyber terrorism.

- The News Conference of G-8 Countries. In the year 1998, in March to prevent and control the high tech crime G-7 had taken initiatives and United Kingdom came toward to combat cyber crime.
- European Committee on Crime Problems.
- United States initiatives to prevent and control cyber terrorism.
- United Kingdom initiatives to fight Cyber Terrorism (2000).¹

Conclusion

Better education, health, food etc. are our basic needs, with these internet and computer also become today's needs, either students or businessmen, politician even a common man could not escape from internet, at the one side we are marching ahead with Sustainable Development Goals, and focusing on digital education and digitalization, at other end cyber space becoming place for crime like fraud, hacking, cyber terrorism. No doubt Globalization brings the world close to each other and creates opportunities, it brought many challenges. Cyber crime is one of the challenges which need attention from the world community. Without paying attention and action we can't reach to the development goals. This paper makes a small effort to bring attention towards cyber world and cyber crime.

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Historiography of Ancient Indian History From Quit India to New India

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Abstract

Historiography is the most modern discipline. It defines the various scientific methods to write the history. European historians have the credit to introduce in India. Ancient Indian History is the most complex period of history because the literary sources have their limits. Therefore, Archaeology plays an important role in writing of the history of said period. This article is an attempt to discuss the contribution of Archaeology in writing of history.

Key words: Brahmi; Historiography; Antiquity; Pre-historic and Post-historic.

Introduction

During the first half of the 17th century the Portuguese and Italian scholars took interest in the past of India but their work was limited to draw the magnificent architecture of rock-art caves and temples of western and south India. After these few work some of the Jesuit scholars attempted to understand the ancient language and literature of India and Father Hanxleden was successful in compiling the first Sanskrit grammar. He did all his work at Malabar from 1699 to 1732. (Basham, A.L., 1954, pp. 4-5). This process was systematically accelerated by Sir William Jones in 1783. It was the landmark in the historiography of ancient India. Therefore Sir William Jones founded the Asiatic Society of Bengal in 1784 and became the founder president of the society. Charles Wilkins, who was a senior administrative officer of East-India Company initiated the work and

in November 1784, he completed the translation of Bhagwat Geeta in English. Thus, it can be said that Jones and Wilkins were truly the father of Indology. In the journey of the study of ancient past of India the work of James Prinsep was a landmark when he deciphered the early Ashokan Brahmi in 1837. Alexander Cunningham also contributed to this work of James Prinsep. Cunningham was the most devoted scholar. All these early works on Indology compelled the then Government of India to establish a post of Archaeological Surveyor. In 1861 the Archaeological Survey of India came into existence and Alexander Cunningham became its first head. Lord Curzon came to India and he took over the position of viceroy.

Marshall Era

Lord Curzon had a deep interest in archaeological studies and to accelerate the process of scientific study he reformed and enlarged the Archaeological Survey of India and he appointed Sir John Hubert Marshall as Director General. He was a very talented and enthusiastic researcher. During his tenure the Great Harappan Civilization was discovered and the senior officers D.R. Sahani excavated the Harappa in 1921 and in the following year R.D. Banerji dug at Mohenjodaro and E. Mackey excavated the Chanhudaro. Sir John Hubert Marshall was the first archaeologist who took the lead and excavated Rajagriha and Bhita. In the words of Dilip.K. Chakrabarti, "For the first

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time, the early historic urban past of north India was being given a touch of reality by the archaeologist's spade (Chakrabarti 1999, pp. 14-15) Sir John Hurbert Marshall has also the credit to work at religious site of Sanchi. Besides these excavations, Aurel Stein explored in north and south Baluchistan. In addition to this, Aurel Stein discovered the Buddhist remains in the deserts of Central Asia in the first half of the twentieth century. During his tenure of Director General Johan H. Marshall initiated on the publication of Annual Reports from 1902 onwards. The 1904 is also a landmark in the historiography of India. In 1904 the Ancient Monuments Preservation Act came into existence. It was the first Act which was important from the point of view of restoration. Besides, in the same year, Vincent Smith a senior member of the Indian Civil Service had finalised his book on Ancient India. It was the first book which was written in a systematic way.

Even in the nineteenth century Sanskritist and a epigraphist like Drs. Bhau Daji, Bhagavan Lal Indraji, Rajendralal Mitra and R.G. Bhandarkar completed the very monumental work. (Basham. A.L. 1954, p. 8). In the same course, a number of scholars like Ram Krishna Gopal Bhandarkar, Vishvanath Kashinath Rajavade, Pandurang Vaman Kane, Hem Chandra Roy Choudhary, Romesh Chandra Majoomdar, K.A. Neelkanth Shashtri, Kashi Prasad Jaiswal and Anant Sadashiva Altekar did a remarkable work in the field of socio-political and economic history. Indirectly these workers helped a lot to the freedom movement of India. Their work raised the confidence and esteem of the middle class against the British Empire.

In all these historic works Kashi Prashad Jaiswal stands first, because his work could create an environment in favour of Freedom Movement by propagating the concept of Republics in Ancient India through his book Hindu Polity. Now the book is considered a classic work. (Sharma, R.S. 2018, pp. 10–11).

Gandhian Era

After the first world war Marshall retired from his post in 1928 and there were four Directors General – H. Hargreaves, D.R. Sahani, J.F. Blakiston and K.N. Dikshit before Mortimer Wheeler came in 1944. This was the period of political crisis because the Second World War continued and in India under the leadership of Mahatma Gandhi – the Quit India Movement was in its extreme. The period of 40's of the last century was the period of Nationalism and it also influenced the historiography of the said period.

A few examples are noteworthy to understand the impact of movement on historiography.

The national movement influenced the vast horizon of historical writing of the said period. A number of nationalist historians penned a number of voluminous books on the various aspects of social and economic institutions. The subject matter of the majority of these writings is Guild System, trade and commerce, irrigation system and on mercantile activities. On one hand the national approach to history enriched our knowledge of society and economy but on the other these writings also tried to hide the inequalities and unhealthy religious practises which were prevalent in society. For this they unnecessarily glorified the religion and vague philosophical thoughts. It was the most negative aspect of the nationalist approach which is still in practice though it has not much harmed the society.

During this period of quit India movement some of historians, who were influenced from socialism and materialistic approach of history writing, also penned the history. Among these historians A.N. Bose leads to all. In 1942–43 he wrote a book on Social and Rural Economy of northern India - 600 B.C. to 700 AD. This book narrates the events in a perfect traditional manner but in the concluding chapter Bose has discussed the various Marxists terms like class, class-consciousness and class-struggle. In his conclusive remarks, Bose has mentioned that everything was not healthy in ancient India and he confirms his conclusions are based on Buddhist Jatakas. According to him Jatakas reveal that the farmers were oppressed by the kings. During the same period B.N. Datta wrote a book on studies in Indian Social Polity and in 1949 Dange - a prominent leftist wrote a book on Primitive Communism to Slavery. In 1957 an eminent historian published a book on Northern India in the Gupta Period and he proposed his thesis that Gupta age was not the golden era of Indian history. In this contest the book on Economic life in Northern India - 700-1200 AD. stands foremost. The readings of all these historians had been written on economic aspects of history and they proposed a different theory than the nationalist historians. Surprisingly among these historians, Lallan Ji Gopal was the only scholar who was aware with the Marxist historiography.

After attaining the freedom from the yoke of British colonialism a new trend developed in the writing of history. Most of the historians of this period present the history from the point of view of social, economic and religious institutions. Among these historians AL. Basham stands first. The wonder that was India was published in

1954 from London. Basham writes, "the ancient civilization of India differs from those of Egypt, Mesopotamia and Greece in that its traditions have been preserved without a break down to the present day." (Basham, A.L., 1954, p.4). Further he writes, "Now the chief initiatives in Indology come from the Indians themselves. Indians are well on the way to completing the first critical edition of the gigantic Mahabharata, and have started work on the enormous Poona Sanskrit Dictionary, which when complete will probably be the greatest work of lexicography the world has ever seen. The Director-General of the Archaeological Department is now an Indian (Dr. A. Ghosh), and today the European Indologist cannot hope to be more than the helper and friendly critic of the India." (Basham, A.L. 1954, p.8) It was a major shift in the approach. In an another instance he writes that during her ancient times India had reached a higher level of kindness and gentleness to their mutual relationships than any other nation of antiquity (Basham, A.L. p.9). After attaining the freedom it was very important from the point of view of historiography.

In the first decade of independent India one of the great scholar D.D. Kosambi, though he was not a professional historian, laid the found of a new approach to study the history especially the history of Ancient India. Generally, the majority of Indian historians have a hesitation towards the interpretation of events on the basis of Marxist-Leninist approach of interpretation and has clearly declared that it is not proper to interpret the event of Indian history. As a scholar, Kosambi tried to reconstruct a history without political episodes. In his book 'An Introduction to the study of Indian history', he writes, 'For the purpose of this work, history is defined as presentation, in chronological order, of successive development needs in the means and relations of production (Kosambi D.D. 1956, p.1) The another theory on Indian history is very significant to study the socio-economic structure of Indian society especially the villages. Kosambi states that it is absolutely wrong to think that Indian villages were self-sufficient to fulfil the requirements of society because to fulfil the demand of salt and metal the Indian villages were dependent on traders only. The another contribution of Kosambi is to consider the Anthropology as an important source to interpret the history. (Kosambi, 1959, p.10).

During the period of Quit India Movement the Archaeological Survey of India faced many changes. Mortimer Wheeler worked as Director General of Archaeological Survey of India from 1947–1948. It was a period of political upheaval. Wheeler's

major contribution to Indian Archaeology is to train the archaeologists of Archaeological survey of India. Therefore, he involved the various archaeologists in his excavations at Taxila, Harappa, Arikamedu and Brahmagiri. On all these excavations he rigorously emphasized on the principles of stratigraphy. The methods and principles of excavation, which were laid down by him, all these are strictly followed in excavations even today. Another contribution of Mortimer Wheeler is to take the subject to the universities and enrich it by a wide application of natural-scientific techniques played a role in the development of the subject after independence (Chakrabarti, D.K. 2001, p.16). Mortimer Wheeler was the person who introduced a separate branch of pre-historic studies. Dilip K. Chakrabarti writes, "What fundamentally changed in the post-Independence period was the scale of government support to widen the base of archaeological research in country." Further he writes, "Compared to the pre-1947 scenario, the result of all these efforts has been spectacular. The pre-historic and proto-historic roots of every part of the country have now been put in sharp focus." (Chakrabarti D.K. 2001, p. 17).

Post Independence Era

In 1947, after the partition of India, the Archaeology of New India faced many problems. Partition of the country in 1947 took away almost all sites to Pakistan except the Kotla-Nihag-Khan in District Rupnagar of Punjab and Rangpur in Kathiawad. After Mortimer Wheeler N.P. Chakravarti became the Director General in 1948. During this time the National Museum was inaugurated in New-Delhi on 15th August 1949 to have the artefacts displayed at the Indian exhibition in the United Kingdom.

Madho Swarup Vats and Amalananda Ghosh succeeded Chakravrati. Ghosh remained Director-General until 1968. Ghosh's tenure is noted for the excavations of Indus Valley sites at Kalibangan, and Lothal. During this period the Ancient Monuments and Archaeological sites & Remains Act was passed in 1958 bringing the Archaeological survey under the aegis of the Ministry of Culture. Ghosh was succeeded by B.B. Lal, who conducted archaeological excavations at Ayodhya. During Lal's tenure the Antiquities and Art treasure Act 1972 was passed. Lal was succeeded by M.N. Deshpande and B.K. Taper who served from 1978 to 1981. During the free India some major developments took place in archaeological research and also in the survey. Now survey initiated the work of exploration and excavation in the north-west to the Gangetic plain on the one hard and the peninsular India on the other. Besides, V.D. Krishnaswami took the charge of the first official pre-historian of the Survey and Niranjan Prasad Chakravarti became the first chief epigraphist of free India. In addition to this Archaeological survey of India concentrated his efforts in about 550 princely states of British India. It was a major task for the survey in which Rajasthan was the major state. A number of archaeologists like M.G. Dikshit excavated Rangpur in Kathiawar peninsula of Gujarat, and A. Ghosh surveyed the remains of about twenty five sites along the dry bed of the Ghaggar in Bikaner. In 1951 another major break took place in Central India when Dr. H.D. Sankalia identified a clear chalcolithic horizon in central India and Maharashtra. In the same period B.B. Lal identified a new Ochre Washed Ware at Rajpur Parsu. Besides these excavations, the archaeological departments of Calcutta University, Deccan College, Allahabad University, Banaras Hindu University and M.S. University of Baroda did remarkable jobs in all the three major areas-Pre, Proto and Early historic archaeology. In 1974, H.D. Sankalia published his famous book on Prehistory, Proto-history of India and Pakistan and in 1973-74 D.P. Agrawal and Sheela Kusumgar introduced the radio-carbon dating in Indian Archaeology. In 1982 The 'Archaeology of India' came into major light. The book had been written by D.P. Agrawal. It was the major publication which raised many issues of Indian Archaeology and in the same year Bridget and Raymond Allchin published their book on the Rise of civilization in India and Pakistan which was a expanded and updated version of the Birth of Indian civilization.

In India, archaeology could not get the status of an independent discipline like Anthropology and Geology. After a long journey of more than 150 years, of Archaeological Survey of India, a good number universities of India conduct archaeological studies under the umbrella of Ancient Indian History Department. In Indian context historical and archaeological researches are playing their major role in fulfilling the gaps of history. On one hand archaeology exclusively provides the knowledge of Prehistory and Proto-history because these two periods do not have written documents and on the other hand in the study of ancient Indian history one cannot reconstruct the history singularly. For example the Greek sources, Kautilya Arthashastra and Buddhist and Brahmanical sources provide information about their polity, socio-economic and religious conditions. But for the information about their pottery, metallurgy and other aspect of material cultural history one will have to depend on archaeological researches. As it is known to all, how the Ashokan inscription, Northern Black polished Ware and the brick structures explain the material culture and even the religion of the Mauryan rulers. Only Archaeology enlightens us about their architecture, sculpture and magnificent pillars.

Thus, both the sources are complementary to each other and if we want to get the holistic knowledge of the different phases of Indian history, we will have to develop the approach of the corroboration of literary sources with the archaeological findings.

Conclusion

After independence a major shift has been taken place in historical studies, that is, to study the socio-economic, religious and administrative institution to understand the society during the various phases of history. Besides, the historians of present generation are more interested to understand the various scientific and technological developments which have taken place in different times. These kinds of studies are very useful to enhance the National Pride among the young generation and to get rid from the colonial approach of study.

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