



Dr. D. Y. PATIL EDUCATIONAL FEDERATION
Dr. D. Y. Patil Institute of Management and Entrepreneur Development
Approved by AICTE, Affiliated to SPPU Pune

Address: - Sr. No. 27/A/1/2C, Near Talegaon Railway Station, Towards HP Service Station, Varale, Talegaon, Pune, Maharashtra 410507. **Website:** dypatilef.com. dypatilimed.com **E- mail-** director.dypimed@dypatilef.com

Dr. D. Y. Patil
Founder Dr. D Y Patil Group

Dr. Sushant Patil
President

Dr. Priyanka A. Singh
Director

CRITERION VI
GOVERNANCE
LEADERSHIP & MANAGEMENT

6.3.2 Percentage of teachers provided with financial support to attend conferences/workshops and towards membership fees of professional bodies during the last five years

Index for Supportive Documents

Sr.no	Content
1.	Summary of financial support provided
2.	List of faculty who have received Financial support
3.	Certificates/papers and corresponding vouchers
4.	Finance Policy
5.	Audited statement in which staff welfare Expenses is highlighted




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DR.D.Y.P.I.M.E.D.
Varale, Maval, Pune 410 507



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Dr. D. Y. Patil

Founder Dr. D Y Patil Group

Dr. Sushant Patil

President

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Director

6.3.2 Percentage of teachers provided with financial support to attend conferences/workshop and towards membership fee of professional bodies during the last five years

Year	2022-23	2021-22	2020-21	2019-20	2018-19
No of Faculty provided with Financial Support	11	11	8	17	5

Priyanka A. Singh
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2019-2020	Prof. Shewale Pankaj Supadu	Strategies for Marketing Mix of 4P's for Competitive Advantage	500
2019-2020	Prof. Deblani Guha	4 days webinar on "Effective Research Paper Writing Skills"	500
2019-2020	Prof. Nitin Navgire,	4 days webinar on "Effective Research Paper Writing Skills"	500
2018-2019	Dr. Rajesh Kumar Jha	Impact Of Low Frequency Trading On Equity Market With Reference To B.S.E. In India	500
2018-2019	Dr. Ravikumar Chaurasiya	Challenging the "one-size-fits-all" approach to BBS: A Perceptual Analysis of Employees in Dairy Industry	500
2018-2019	Dr. Ratikant Ray	Presented paper in the international conference organised by Department Of Commerce & Research Center , Narayangaon , Pune ,Maharashtra India	500
2018-2019	Prof Sachin Bidave	2 days National Level Seminar on New Nacc Accreditation Process And Benefits sponsored by Savitribai Phule Pune University under quality improvement program and organised by Dr. Vithalrao Vike Patil foundation Insitute of Business Management and Rural Development, Ahmednagar	500
2018-2019	Prof. Shewale Pankaj Supadu	A Study On Customer Satisfaction And Perception Towards D-Mart	500


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18-19



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**Dr.D.Y.Patil Institute Management &
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27/A/1A/2C, Village Varale, Tal- Maval Dist - Pune

C. B. No.

Vr. No. C

Date: 29/06/2018

CASH PAYMENT VOUCHER

Debit A/c Staff welfare expenses

Pay to Mr. / Mrs. / M/s. I Rajesh Kumar Tha

Particulars	Amount	
	Rs.	Ps.
on account of a study of Healthcare television advertisement & its impact on adult female viewers with special reference to Pune city,	500/-	
Rupees in words: <u>five hundred rupees</u>	500/-	

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A Study of Healthcare Television Advertisement & Its Impact on Adult Female Viewers with Special Reference to Pune City (2017-2018)

S. M. Jadhav^{*1}, Rajesh Kumar Jha^{*2}

Dr. D. Y. Patil Institute of Management & Entrepreneur Development, Varale, Talegaon, India

shantilsl.jadhav@gmail.com

rajeshkjha@gmail.com

Abstract

Talking into account the current lifestyles that have resulted in aggravated more problems like severe mental stress, tension, psychological imbalance, ever ambitiousness giddier approach toward life, nucleus families, style pattern etc. It has been adversely impacted working women since last more than 3 decades. To sustain in this competitive world working women have to strike balance between work & life. With this objective to envisaged success in their carrier women always are conscious & over conscious about their personal life and body care. The present market is flooded with a number of products of healthcare/ beauty care products which are propagated by campaigns through different media like print & electronic & television media. Women consumers get tempted & buy such products and use those products which are advertised in television media.

The present study attempts to find out the impact of deceptive advertisement on adult working women buying behavior. However, it is also observed that 50% of these products have only tall claims about the outcome like reduction in weight within 3 to 6 months, reducing hair loss in few days and more hair growth etc. Actually, they don't bring the expected outcome. After using these the women customers realize & Health the real loss and their money, patience, and health. Interacting with a number of customers narrowed down the target research only to these two products i.e. Weight loss and haircare.

Keywords: - Consumer Protection, Deceptive Advertisements, Pune, Television Commercials, Working Women

I. INTRODUCTION

Television advertising is one most popular media to advertise their products/services for most of the businesses. The topic is current & appealing. Everybody come across various advertisements in various Media. Television advertising is the most influencing one. Due to cutthroat competition, most of the business exaggerates their products and services. This leads to misleading and unfair competition. Indian women in today's scenario are career conscious. While playing multiple roles they remain unaware of personal health. There is a general tendency among women both they ignore common problems and not to visit doctors. Due to a busy schedule and disposable income and high medication cost, most of them take home remedies. Television media is influencing their personal decision to believe with celebrity endorsement made by the business.

Thus their need to study effects of deceptive television advertisement on their health care. With extensive literature, survey hypothesis was formulated to find out the following

1. How television advertisement fascinated adult working women's attention?
2. To find out the impact of television advertisement on adult working women buying behaviour.
3. What are various themes used by the business to influence women buying behaviour?
4. What are the issues involved in after consumption of personal care products?
5. Are they aware of the regulatory mechanism of resolving losses they incurred?
6. The role of government legislation in solving issues generated by misleading television advertisement.
7. Types of claims offered by the business to attract working women.
8. The role of celebrities in influencing women's buying behaviour.
9. Types of products required by adult working women's.
10. What happens after consumption of products/services?

1.1 Research Objectives

1. To study awareness amongst working women regarding misleading/deceptive television advertisements of health care products.
2. To ascertain whether working women customers get tempted to buy & use the products which are advertised on television.
3. To study the impact deceptive advertisement on buying behaviour working women.
4. To ascertain whether working is aware of any legal provisions in case of getting compensation or justice when they are deceived by television advertisement.
5. To suggest a suitable solution to reduce the misleading practice of misleading television advertisement.





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CASH PAYMENT VOUCHER

Debit A/c _____

Pay to Mr. / Mrs. / M/s. Dr. Rajesh Kumar Jha

Particulars	Amount	
	Rs.	Ps.
on account of _____		
<u>Customer Satisfaction Survey</u>	<u>500 = 00</u>	
<u>& Mystery Shopping - An Integrated</u>		
<u>Approach.</u>		
Rupees in words : <u>Five Hundred only</u>		
	<u>500 = 00</u>	

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"Customer Satisfaction Survey & Mystery Shopping"- An Integrated Approach

S. M. Jadhav

Assistant Professor

Dr. D. Y. Patil Institute of Management & Entrepreneur
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Dr. Rajesh Kumar Jha

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Abstract

Rising number of service firms in India and its slowing growth has forced many firms to rethink the way they are operating. Every service providing organization wants to understand customer expectations, feeling, motivations and information's to serve customers better. Organizations are using different tools to check quality, efficiency, service, and reliability and employee integrity. Traditionally customer satisfaction survey is used to measure customer satisfaction. Recent research reveals that Mistry shopping is also a tool to measure customer satisfaction? A dilemma in front of organizations is to use customer satisfaction surveys, mystery shopping or both methods. This paper focuses on mystery shopping and customer satisfaction survey. Can one set of data is enough to measure customer satisfaction? Advantages, disadvantages & limitations of each method are discussed. The purpose of this study is to combine customer satisfaction survey & mystery shopping in order to acquire a more precise method to both customer satisfaction and employee integrity.

This study applies to a selected hypermarket in Pune. Observational method and data were collected from customers during their visit in store. The researcher himself acts as a mystery shopper.

Key Words - *Mystery Shopping, Customer Satisfaction Survey, Quality Service*

I-Introduction

Steady economic growth, changing the demographic pattern, more disposable income are driving factors for retail players to invest in the organized retail sector. Foreign players and Indian Players have opened retail stores even in a smaller destination. Due to a wide use of the Internet and Smartphone users' customer are more knowledgeable and demanding than ever. To gain and retain a customer is the primary motto of all retail organizations. To check quality, efficiency, service delivery and reliability of retail store organizations are often using various tools to measure customer satisfaction. Following are methods used by Organizations

1. Customer Satisfaction Surveys
 - A. In-App Surveys
 - B. Telephonic Surveys
 - C. Email Surveys
2. Customer Satisfaction Score (CSAT)
3. Net Promoter Score(NPS)
4. Customer Effort Score (CES)
5. Social Media Monitoring &
6. Mystery Shopping


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In this research paper customer satisfaction Survey & mystery shopping is considered to conduct research.



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Date : 25/06/2020

CASH PAYMENT VOUCHER

Debit A/c _____

Pay to Mr. / Mrs. / M/s. Dr. Ravikumar Chaurasiya

Particulars	Amount	
	Rs.	Ps.
on account of _____		
Aryabhatta college webinar on Future of Management Education Post Covid-19" organised by the department of mgmt. studies	500	00
Rupees in words : <u>Five Hundred Only</u>		
	500	00

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The Department of Management Studies
Aryabhata College
Delhi University

Organized National Webinar On
'Future of Management Education Post COVID-19'
Certificate of Participation

This is to certify that Ms./Mr./Dr./Prof. Ravi H. Chourasiya has participated in webinar on topic " Future of Management Education post COVID-19 " organized by The Department of Management Studies of Aryabhata College, on '15 May, 2020'.

PROF. MANOJ SINHA
Principal, Aryabhata College

DR. JK SINGH
Teacher in Charge

Sr. no. 54

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C. B. No.

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Date: 26/06/2024

CASH PAYMENT VOUCHER

Debit A/c Start welfare expenses

Pay to Mr. / Mrs. / M/s. Shantilal M. Jadhav

Particulars	Amount	
	Rs.	Ps.
on account of <u>Being cash paid for participated in FDP on research perspective in futuristic computing technologies.</u>	<u>500/-</u>	
Rupees in words : <u>five hundred only</u>	<u>500/-</u>	

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C. B. No.

Vr. No. C

Date : 27/06/2020

CASH PAYMENT VOUCHER

Debit A/c _____

Pay to Mr. / Mrs. / M/s. Ramteke shubhangi Prashant

Particulars	Amount	
	Rs.	Ps.
on account of _____		
<u>Novel Technology for processing mushrooms and its marketing strategies</u>	<u>500 = 00</u>	
Rupees in words : <u>Five Hundred only.</u>		
	<u>500 = 00</u>	

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C. B. No.
Vr. No. C
Date : 27/6 /2023

CASH PAYMENT VOUCHER

Debit A/c _____

Pay to Mr. / Mrs. / M/s. Prof. Harini Pawar

Particulars	Amount	
	Rs.	Ps.
on account of <u>Participated in 5 days online International Faculty Development Program</u>	<u>500 =</u>	<u>00</u>
Rupees in words : <u>Five hundred only</u>	<u>500 =</u>	<u>00</u>

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27/A/1A/2C, Village Varale, Tal- Maval Dist - Pune

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Vr. No. C

Date: 25/06/2024

CASH PAYMENT VOUCHER

Debit A/c staff welfare expenses

Pay to Mr. / Mrs. / M/s. Ravi Kumar Chavhan

Particulars	Amount	
	Rs.	Ps.
on account of <u>National webinar on 'National education Policy 2020'</u>	500/-	
Rupees in words: <u>five hundred only</u> <u>only.</u>	500/-	

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Journal of Emerging Technologies and Innovative Research

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Is hereby awarding this certificate to

Prof. Dr. Ravi H. Chourasiya

In recognition of the publication of the paper entitled

Challenging the “one-size-fits-all” approach to BBS: A Perceptual Analysis of Employees in Dairy Industry

Published In JETIR (www.jetir.org) ISSN UGC Approved (Journal No: 63975) & 7.95 Impact Factor

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Pavitra P

EDITOR

JETIR1802291



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AUDITED FINANCIAL STATEMENTS

FOR THE PERIOD

1-4-2018 TO 31-3-2019

OF

DR D Y PATIL EDUCATIONAL FEDERATION

**DR D Y PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR
DEVELOPMENT**

27/A/1/2C Varale Tal Maval Dist Pune



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Dr D Y Patil Educational Federation
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27/A/1/2C Varale Tal Maval Dist Pune

BALANCE SHEET
AS ON 31ST MARCH 2019

LIABILITIES AND ASSETS	SCHEDULE	AMOUNT (Rs)
<u>SOURCES OF FUNDS</u>		
CURRENT LIABILITIES		
Deposits from Students	A	161000.00
Sundry Creditors	B	4105654.35
Other Liabilities	C	537557.34
BRANCH / DIVISION		
Dr.D.Y.Patil Educational Federation		59284421.00
Dr.D.Y.Patil College of Engineering & Innovation		4929461.00
Dr.D.Y.Patil Junior College of Science		46000.00
Dr.D.Y.Patil Academic Excellence School		30000.00
Total		69094093.69
<u>APPLICATION OF FUNDS</u>		
FIXED ASSETS		
	D	16209807.03
CURRENT ASSETS		
Loans & Advances	E	44314.00
Advances to Creditors	F	508474.00
Sundry Debtors	G	10778272.50
CASH & BANK BALANCES		
Cash in Hand		32946.68
Cash at Bank	H	900720.31
Excess of Expenditure over Income		
Opening Balance		33066155.00
Current Year's Income		7765904.17
		40832059.17
Total		69306593.69

DR D Y PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT

ROHAN R PAWAR
M. NO. 173876

Swamj
R R PAWAR & CO.
Chartered Accountants
FRN - 152950W



[Signature]
Director
Date: / / 2019

[Signature]
DIRECTOR
DR.D.Y.P.I.M.E.D.
Varale, Maval, Pune 410 507

Dr D Y Patil Educational Federation
DR D Y PATIL INSTITUTE OF MANAGEMENT & ENTREPRENEUR DEVELOPMENT
 27/A/1/2C Varale Tal Maval Dist Pune
INCOME & EXPENDITURE ACCOUNT
 FOR THE PERIOD 01/04/2018 TO 31/03/2019

PARTICULARS	SCHEDULE	Amount (Rs)	Amount (Rs)
<u>INCOME</u>			
Income From Fees			16946500.00
Tuition Fees & Development Fees		16946500.00	
Other Income			1498.00
Bank Interest			
Excess of Expenditure over Income			7765904.17
Total			24713902.17
<u>EXPENDITURE</u>			
Expenditure in respect of properties			
Repairs & Maintenance Expenses	I	2688116.00	4800093.00
Depreciation on Fixed Assets	D	2111977.00	
Establishment Expenses			
Donation Paid			0.00
Expenditure on Educational objects			
Expenditure on objects of the trust	J		19913809.17
Total			24713902.17

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ROHAN R PAWAR
 M. NO. 173876

[Signature]
 R R PAWAR & CO.
 Chartered Accountants
 FRN - 152950W



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27/A/1/2C Varale Tal Maval Dist Pune

Schedules forming part of Balance Sheet & Income & Expenditure Account for the period
01/04/2018 to 31/03/2019

Sr No	Particulars	Amount (Rs)
SHCEDULE A - DEPOSITS FROM STUDENTS		
1	Opening Balance(Caution money deposite)	161000.00
2	Add :- Additions during the year	0.00
3	Less :- Refunded during the year	0.00
Total		161000.00
SHCEDULE B - SUNDRY CREDITORS		
1	Ashwini Stationery And Xerox	7574.50
2	Aspire India Facility Servcies pvt Ltd	597432.00
3	IBL Petrol	200000.00
4	Jyothy Fabric Services	1036.19
5	Kawyaa Swapnapurti Services	1703226.00
6	Kisan Baburao Mene	3500.00
7	Mahesh Printers	14400.00
8	Mukund Inamdar	60000.00
9	Narendra Chaya Tours	7922.00
10	Nice Housekeeping Services	216000.00
11	P C Patil And Associates	28750.00
12	Pankaj Shewale	82000.00
13	Pawan Hardware & Plywood	4700.00
14	Prachiti Publicity	0.66
15	Priti Agarwal	45000.00
16	Ravi Chourasiya	150000.00
17	Ravi Shingha	6000.00
18	Rupa Rani	57230.00
19	Sagar Narote	48000.00
20	Simple Sharma	60000.00
21	SK Travels	102111.00
22	Smriti Jha	683372.00
23	Sun Infotech	27400.00
Total		4105654.35




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Schedules forming part of Balance Sheet & Income & Expenditure Account for the period
 01/04/2018 to 31/03/2019

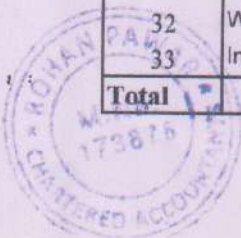
Sr No	Particulars	Amount (Rs)
SHCHEDULE C - OTHER LIABILITIES		
1	Eligibility Fees	550.00
2	University Examination Expenses	-72893.00
3	Audit Fees Payable	28750.00
4	Duties & Taxes	-493948.66
5	Other Payable	1075099.00
Total		537557.34
SHCHEDULE E - LOANS & ADVANCES		
1	Loans & Advances to Staff	44314.00
Total		44314.00
SHCHEDULE F - ADVANCES TO CREDITORS		
1	Aakaar Exquisites	10.00
2	Ganesh Limbaji Chavan	9090.00
3	Gamour Holidays Pvt Ltd	100000.00
4	Khandge Service Station	200000.00
5	Om Sai Medicals	7644.00
6	Phoenix Medical	2000.00
7	Poona Sweet Mart	7100.00
8	Salve Baban Keruji	5250.00
9	Shree Ganesh Ent	10204.00
10	Smartlink Broadband Services	124790.00
11	The Pride	18750.00
12	Tushar Bhaskar Shelar	18700.00
13	V Corp	4936.00
Total		508474.00
SHCHEDULE G - SUNDRY DEBTORS		
1	Sundry Debtors	10778272.50
Total		10778272.50
SHCHEDULE H - CASH AT BANK		
1	Bank of Maharashtra A/c.60213666755(Talegaon)	82900.13
2	HDFC Bank	1920520.82
3	The Cosmos Co-Op Bank Ltd	-1102700.64
Total		900720.31

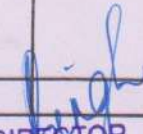



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27/A/1/2C Varale Tal Maval Dist Pune
Schedules forming part of Balance Sheet & Income & Expenditure Account for the
period 01/04/2018 to 31/03/2019

Sr. No.	Particulars	Amount (Rs)
SHCEDULE I - REPAIRS & MAINTENANCE		
1	Repair & Maintainace Expenses	779924.00
2	Repair to Furniture Expenses	1162302.00
3	Reparis to Computer Expenses	745890.00
Total		2688116.00
SHCEDULE J - EXPDITURE OBJECT OF THE TRUST		
1	Salary Paid	12000486.00
2	Account Manangement Service	812826.00
3	Advertisement Expenses	331856.00
4	Affiliation & Registration Expenses	273374.00
5	Audit Fees	30750.00
6	Bank Charges	3762.67
7	College Activity	1442.00
8	Computer Expenses	650.00
9	Concession	44053.00
10	Consultancy Charges	955400.00
11	Cultural Activity Expenses	36930.00
12	Dress Expenses	31480.00
13	Electrical Equipment	65400.00
14	Electricity Expenses	108120.00
15	Exam Expenses	32260.00
16	Gardening Expenses	434490.00
17	Housekeeping Expenses	662753.00
18	Insurance	167000.00
19	Marketing Expenses	1633998.00
20	Medical Expences	20000.00
21	New Paper Journals	15323.00
22	Office & Miscellenious Expenses	28073.00
23	Placement Expenses	995.00
24	Power & Fuel Expenses	200000.00
25	Printing & Stationery Expenses	121378.50
26	Prof. & Legal Expenses	40000.00
27	Promotional Expenses	56443.00
28	Staff Activities & Welfare Expenses	885458.00
29	Student Welfare Expenses	626930.00
30	Tea & Refreshment Expenses	35350.00
31	Traveling Expenses	43328.00
32	Workshop Expenses	1000.00
33	Internet Expenses	212500.00
Total		19913809.17




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27/A/1/2C Varale Tal Maval Dist Pune

Schedule D :- Fixed Assets For the period 31/03/2019

Sr No.	Name of Assets	Rate of Depreciation	Opening WDV as on 1.4.2018	Additions before 30.09.2018	Additions after 01.10.2018	Deletions	Total as on 31.3.2019	Depreciation for the Year	Closing W.D.V. as on 31.3.2019
1	Library Books	40%	35266.75	485840.00		0.00	521106.75	208443.00	312663.75
2	Computer hardware & Software	40%	118671.00	245890.00	117496.00	0.00	482057.00	169324.00	312733.00
3	Furnitures & Fixtures	10%	758120.50	160340.00	190350.00	0.00	1108810.50	101364.00	1007446.50
4	Office & Electrical Equipments	15%	90845.00	206888.00	120890.00	0.00	418623.00	53727.00	364896.00
5	Building	10%	15791186.78			0.00	15791186.78	1579119.00	14212067.78
Total			16794090.03	1098958.00	428736.00	0.00	18321784.03	2111977.00	16209807.03



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