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## EDITORIAL

The dynamic era of business and IT has always been a challenging domain. Research and development in one area have a crucial effect on the other. It has been our persistent effort to come up with various domains of potential research in these two bodies of knowledge. This issue highlight some of the contemporary aspects in the arena of management & IT. Issues such as intense competition in Indian FMCG sector, Growth of Rural India and its potential as a profitable market in future, Growing role of social media and its impact in marketing communications, Role of Predictive Apriori algorithm in weather forecast, have been covered in this issue of MERI-Journal of Management & IT.

The response to our request to authors for contribution has been overwhelming. In spite of our best efforts, some of the articles/papers could not be included in the present issue. Our sincere thanks to all the contributors for their support and interest.

We once again request all academician and researcher to send unpublished articles/papers for publication in our Journal.

**Prof. Lalit Aggarwal**  
Chief Editor

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# Mapping the Various Marketing Communications Objectives with the Right Social Media Platform in India: A Case of Skoda Auto India.

Monika Sharma

## ABSTRACT

*The basic purpose of this study was to analyze how companies use effectively various Social media channels particularly popular social media channel Facebook as a social media platform for achieving different marketing communications objectives. To leverage social media marketing business, need to map specific business objectives & engagement with specific social media channels. The study helped to gain knowledge about the current trends of companies using Facebook as a platform for marketing communications / promotion and what kind of benefits they have achieved. By studying social media and marketing theories and combining these with case studies of the company's social media marketing campaigns, I have compiled a set of recommendations for corporate social media usage. To supplement I have documented what I have studied and analyzed the companies, that for what marketing objective and which social media channels/ platforms/ tools were used and what was the impact and outcome of the usage of social media marketing. This research will probably be most useful to other Indian companies who have begun to think about social media and how it will give them instances on how to use Facebook as a marketing and communications channel.*

**Key Words:** Digital Marketing, Facebook, Social Media, Social Media Marketing, Facebook, Blogs, Twitter, Internet, Information Communication Technology(ICT), Social Media Platforms(SMP).

# **Predictive Apriori algorithm to Predict Tornadic/ Non-Tornadic Circulations Based on various weather attributes.**

**Gurbrinder Kaur**

## **ABSTRACT**

*Over the last decade or so, predicting the weather and climate has emerged as one of the most important areas of scientific Research. This is partly because the increase in skill of current weather forecasts has made society more and more dependent on them day to day for a whole range of decision making. And it is partly because climate change is now widely accepted and the realization is growing rapidly that it will affect every person in the world either directly or indirectly.*

**Keywords:** False Alarm Ratio (FAR), Mesocyclone Detection Algorithm (MDA), Numerical Weather Prediction (NWP), Receiver Operating Characteristic (ROC), Probability of Detection (POD).



# Unlocking the Wealth in Rural Markets by FMCG

Dr.Ritu

## ABSTRACT

*This massive growth of the rural market in India has shifted marketable battlefields for the FMCG companies from urban to rural. The rural market today is offering unlimited opportunities to the businesses to reach out to nearly one-third of the country's population. Internet penetration has made information accessible for the Indian rural consumers which is influencing their purchase decisions. The focus of these consumers is shifting towards value-based purchases instead of price-based buying. They are now considering price in comparison with utility, value, and features of the products. Companies which earlier treated the rural market as a clearance ground for their lower end products are now realizing the need to focus on the requirements of the rural customers. India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2 per cent since 2000. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to cross US\$ 20 billion mark by US\$ 100 billion by 2025. The hinterlands in India consist of about 650,000 villages. These villages are inhabited by about 850 million consumers making up for about 70 per cent of population and contributing around half of the country's Gross Domestic Product (GDP). Rural consumers are particularly aspiring or striving to purchase branded, high quality products. Consequently, businesses in India are optimistic about growth of the country's rural consumer markets, which is expected to be faster than urban consumer markets. The better networking among rural consumers and their tendency to proactively seek information via multitude sources to be better informed while making purchase decisions. Importantly, the wider reach of media and telecommunication services has provided information to India's rural consumers and is influencing their purchase decisions. In line with general trend, rural consumers are evolving towards a broader notion of value provided by products and services which involves aspects of price combined with utility, aesthetics and features, and not just low prices. Consumption patterns in these rural areas are gradually changing to increasingly resemble the consumption patterns of urban areas. Some of India's largest consumer companies serve one third of their consumers from rural India. Owing to a favorable changing consumption trend as well as the potential size of the market, rural India provides a large and attractive investment opportunity for private companies*

**Key Words:** Rural, GDP, Development

# The New Rural India - A Study

Manik Katyal  
Dr. Prabhat Srivastava

## ABSTRACT

*Rural areas house about 70 per cent of India's population contributing about 46 per cent to India's GDP. Rural areas were earlier underdeveloped. Significant changes have been observed in the rural economy over the past few decades. This paper analyzes the changes that improved the rural economy over the last two decades. It is a secondary research regarding the developments in infrastructure and the agricultural sector of rural areas and the social and cultural changes in the lives of the people residing there. These developments have been brought about with the help of government programs, increased education and awareness among people and intervention of technology in the agricultural practices. Education levels have also improved over the years. With such developments, the gap between the urban and rural areas, in terms of services and facilities will soon become very less.*

**Keywords:** Government Schemes, Rural Economy, Rural Infrastructure Development, Social and Cultural changes, Technological Advancements in Agriculture.

# Article 370 Ditched: A Master Strategy and Relief After 70 Years

Ms. Shikha Gupta

Dr. V. Pathak

## ABSTRACT

*Bhartiya Samvidhana is not merely a document that exhibits the framework demarcating political fundamental code, procedures, structure, powers, and duties of government institutions rather it's a supreme law of India. Article 370 of the Indian Constitution is a 'temporary provision' which gave special autonomous status to Jammu and Kashmir allowing it to have a separate **constitution**, a state flag and autonomy over the internal administration of the state. An outbreak of developments in Kashmir in first week of August has triggered panic and rumors among leaders, locals and the economy as a whole. 5<sup>th</sup> August, 2019 has been marked as "True Independence" as the Union government moved a resolution in the Rajya Sabha to erode Article 370 amid obstreperous protests from oppositions. The resolution was headed by Union home minister Amit Shah in the backdrop of growing turmoil in Jammu and Kashmir. The prime objective of this papers to resolve lots of debates and queries, starting from the background of the Article, towards reasoning for introduction of 370, reasoning in favor and against of scrapping the article that why it's so controversial topic in media. This strategic was done so perfectly as said by the popular actor Rajinikanth. He also defended his stand lauding PM Modi and Home Minister Amit Shah as Lord Krishna and Arjuna respectively. The paper concludes that whether the Union Government's move is just a politically crucial because it comes in the backdrop of vociferous protests by opposition parties or was its really supreme bliss to Indians prior Independence Day.*

**Keywords:** Constitution, Amendment, Resolution, Corruption, Provision, Strategic move.