

Project Dissertation Report on

AN ASSESSMENT OF EXPECTATIONS OF STAKEHOLDERS IN A RACING EVENT

Submitted by:

Omkar Anant Kamat

2K16/MBA/37

Under the guidance of:

Dr. Vikas Gupta

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi 110042



CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled “An assessment of expectations of stakeholders in a racing event”, is a bona fide work carried out by Mr. Omkar Anant Kamat, of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Master of Business Administration.

Signature of Guide

(Dr. Vikas Gupta)

Signature of HOD

(Dr. RajanYadav)

Place:

Date:

DECLARATION

I, Omkar Anant Kamat, student of MBA 2016-18, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the final project report on “An assessment of expectations of stakeholders in a racing event”, submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Omkar Anant Kamat

Place:

Date:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project at Delhi School of Management, Delhi Technological University. One of the most important tasks in every good study is its critical evaluation and feedback which was performed by my faculty guide Dr. Vikas Gupta. I am thankful to faculty mentor as well as my colleagues for investing their precious time to discuss and criticize this study in depth and explain the meaning of different concepts and how to think when it comes to problem discussions and theoretical discussions.

My sincere thanks go to my Institute and family, who supported and encouraged me.

Omkar Anant Kamat

2K16/MBA/37

TABLE OF CONTENTS

Sr. No.	Content	Page No.
1	Certificate from the Institute	ii
2	Declaration	iii
3	Acknowledgement	iv
4	Table of Content	v
5	List of Tables	vii
6	List of Figures	viii
1	Introduction	1
1.1	About college level racing event	1
1.2	Process of event organization	3
1.3	Objectives of project	6
2	Literature Review	7
2.1	Introduction and evolution of event management	7
2.2	Event marketing	8
2.3	Electronic marketing	9
2.4	Sponsor and budget	9
2.5	Stakeholders of the event	9
2.6	Trend in event management	10
2.7	Activities required in event management	10
2.8	Project view	11
2.9	Analysis of research topic in event management	13
3	Research Methodology	14
3.1	Research methodology	14
3.2	Research for data collection	15
3.3	Data collection for the project	16
4	Part 1-Analysis by stakeholders	18
4.1	Introduction	18
	Part 1- Analysis by responses	

4.2	Analysis of students	19
4.3	Analysis of sponsor	26
4.4	Analysis of organizers	31
4.5	Highlights of analysis	36
4.5.1	Analysis of students	36
4.5.2	Analysis of organizers	37
4.5.3	Analysis of sponsor	38
	Part 2- Analysis of stakeholders by personal interview	39
4.6	Organizer	38
4.7	conveyor	42
4.8	Investor	44
4.9	Students	45
4.10	Team	48
4.11	College	50
4.12	Government	51
4.13	Event governor	51
4.14	Companies for recruitment	53
4.15	Audience	54
4.16	Sponsor	55
4.17	Judges	56
4.18	Training Institute	57
4.19	Firm of spare parts	58
5	Conclusion	59
6	References	61
7	Annexure	62

Sr. No.	List of Tables	Page No.
1	Degree of acceptance of various outcomes for students	20
2	Degree of importance of various outcomes for students	23
3	Benefits from sponsorship	27
4	Degree of importance of various outcomes for sponsor	28
5	Level of satisfaction of organizers	32
6	Degree of importance of various outcomes for organizer	34

Sr. No.	List of Figures	Page No.
1	Flow chart of process of event organization	5
2	Graph of degree of acceptance for students	20
3	Graph of degree of importance for students	23
4	Graph of Benefits from sponsorship	28
5	Graph of degree of importance for sponsor	29
6	Graph of level of satisfaction of organizers	33
7	Graph of degree of importance for organizers	34

CHAPTER 1

INTRODUCTION

1.1 About college level racing event-

- There are so many events are organized at college level apart from racing. Students showcase their knowledge in such events. Also, students got opportunity to apply their technical knowledge in projects.
- There is no amusement or thrill in such individual project competitions. After that some technical organization pioneered college level racing event. Here students design and fabricate vehicle and then it actually competes with each other and winner is decided after the race. So, students get got platform to showcase their technical knowledge, managerial skills, team work and many things. Passion, dedication and efforts reflects in the work of students.
- There are more than 15 organizers in India who have taken initiative to launch racing event at student level. Mechanical department of majority colleges have their racing team and they participate in such event every year. The main purpose of organizing such events is to encourage students to apply their theoretical knowledge to develop actual vehicle. Some people enter in organizing part just to earn profit.
- The technical racing event for educational purpose is organized by SAE International. Short description about SAE international is as follows-

It is started initially in united states the Society of Automotive Engineers. Their principle emphasis is on logistics industries. It also worked in transport industries. Their sub domains are automotive, aerospace, and commercial vehicles. It has more than 1.38 lakh members who are working around the world. The membership is granted to individuals only instead of companies. It supports many educational projects and arrange certification coerces to engineering students to improve their knowledge and skills. Also, they arrange many design competitions.

- The event organized by SAE international are BAJA and SUPRA. The off-road vehicle is manufactured for BAJA competition and formula car is manufactured for SUPRA competition. Comparatively BAJA is simple than SUPRA. Short description of BAJA is as follows-

Baja also arrange same type of competitions to the students which include manufacturing and designing of vehicle. The diploma and engineering students can participate in such competition. There are so many real-world engineering design problems. Such competitions simulate problems and challenges related to such problem. The students perform much work under single projects such as design, manufacture, trial testing, marketing promotion etc. The rulebook designed by SAE should be strictly followed by teams otherwise team will be disqualified at any time of the event. Student generates their financial support and manages their academic studies. The team design and manufacture prototype as per the vehicle specifications. Safety of driver and vehicle is strictly checked by organizers.

- The cost required to manufacture vehicles of competitions organized by SAE that is BAJA or SUPRA is about 8-10 lakh. This is huge cost which is not afforded by all colleges and students for single project. So, colleges like IITs, NITs spend huge amount on such project because they have financial capacity and it increases the reputation of college.
- Students should have good technical knowledge to build formula or BAJA vehicle. So ISNEE started the racing for mediocre students in college who is unable to participate in SAE competitions.
- So, the ISNEE start to organized event with same concept but different vehicle. They organized competition of GO kart which cost 80 thousand. This amount is affordable for almost all engineering colleges.
- This colleges start to participate and it is beneficial for college to project such things as co-curricular activity. Students have keen interest in automobile start to work on such project and make it successful.

- ISNEE capture this lower market which is huge in number. So the trend of Go karting is set among the students.

Short description of ISNEE is s follow-

Indian Society of New Era Engineers (ISNEE) is an organization started by passionate engineering students after their education. They provide a platform to all the students of engineering and diploma candidates to showcase their technical knowledge along with managerial skills. Their main objective is to impart skill in students to think practically on any engineering problem. To survive in such competitive world, a thorough engineer should have professional knowledge theoretically as well as practically, students get theoretical knowledge in their academic syllabus and they will get practical knowledge in such competitions.

- Now near about fifteen organizers are organizing such events in India and it is becoming trend to organize such events. No one is there to govern this event organizing and so many unethical things are being carried out in such events. Some engineering colleges also organized such events in their college during fest. They do not have racing track but still they organize such competition and make internal roads in college campus as track.

1.2 Process of event organization-

- Organizers decide to do an event.
- Organizer searches the experience person as role of conveyor.
- Conveyors plays an important role in entire event because he took many important decision and answerable for those decision.
- Organizers and conveyor together finalize the rulebook, date, place and many other technical things for the event. Then they form various teams for various tasks.
- One team makes proper presentation and start to approach investors and sponsor. They need to contact many firms and people because the conversion rate is low.

- When some company or firm is interested to invest in event than organizer will have interaction with them for financial discussion. Similar process is followed for sponsor.
- The marketing team approaches various colleges and interacts with faculty members and students.
- They work to attract maximum teams and achieve the target set by organizer and conveyor.
- The government permission, audience invitation, judges' invitation, media etc things are managed by conveyor. Conveyor invites all of them and take care the other required things for their hospitality.
- The organizer approaches company to visit event place for recruitment.
- We will see those things in flow chart-



Fig 1.1 Flow chart of process of event organization

1.3 Objectives of the project-

- The main objective is to study and analyze event and its business model in the perspective of all stake holders related to racing event.
- The assessment of expectations of various stakeholders related to racing event.
- The observation of various attitudes of students towards racing event because passionate engineers participate in such events and they took huge efforts to win the competition. There intension is to get knowledge but racing becomes the craze in recent days apart from leaning.
- To study the transformation of educational event to profit making business.
- To study the conflicts between organizers and conveyor.
- To study the expectations of sponsors from event and organizers.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction and evolution of event management-

- The event management series gives brief introduction about the pioneer of event marketing and evolution of event marketing. (The book, Event Marketing- the Wiley Event Management Series (2002) by Metin Argan)
- Event should be market in such a way that it should attract maximum audience. At least it should be reached to every person who interested in it and people should know that such event is existing and it is happening on particular day at particular place.

There are three E's of event marketing which are as follows-

Entertainment, Excitement and Enterprise.

- That Event management is one of the big industries in the world. (Huseyin Kose, research analyst at Anadolu universities,2012)
- Event means people come together to create, operate and participate in an experience.
- The specific group of people gathers at specific place and decided time to pass some message and feel the experience.
- It is the moment apart from day to day life. There is organization behind every successful event. The management, ticketing, promotion, public relation, security, technical support etc all such things are managed by organizers.
- There are various departments working in one event like sponsorship, marketing, advertising, logistics, hospitality etc.

- To manage the flow of information among various departments is one of the important parts in event management. Event is organized for people and it brings them together and makes them have good time.
- There are various types of event like scientific, cultural, corporate, institutional, sports, ceremonies etc. the different event has different strategies and steps of implementation.

2.2 Event Marketing-

- That there are 5 w's of event marketing which are as follows-

Why, Who, Where, When and What.

(‘special event management and event marketing’ by Huseyin Kose,2012)

There are various essential elements about audience attitude which should be considered while designing the questionnaires. There is the relation between internal and external event marketing. These parts should be studied and considered by event manager while designing the marketing strategies. In this book, author discussed about comparison between relative values of public relations to advertising

- It is very important to work according to decided vision and mission to convert efforts into increased revenue and sale. Eventually the things will be monetizing as number of customer gets increase.
- There is the gap between internal and external communication and market. It is the important task of manager to understand this gap and minimize it.
- Every event has some unique characteristics. Manager should advertise those features to attract the customer. Event marketing faces many challenges. Marketing person overcome those challenges and build proper marketing structure.
- Politics is the considered part of big projects because many people works on same project and everyone has different way of thinking and working attitude.
- The paper is about various dimensions applied while managing and marketing of sports event. It is very important that how we use event management strategies and various concepts to make event successful.

- In the part of event marketing, author of paper discusses about micro and macro environment of the event. Various factors are affecting on the environment of the event and event manager should consider those entire factors before planning the event. The internal environment and 7 p's of marketing also plays an important role in the successful marketing of the event.

2.3 Electronic Marketing-

- To develop effective electronic marketing plan is very important in these days. Majority crowd is very active on social media and it is the simplest way to target such people through various sources. So, identify the various sources for e-marketing champion and design perfect strategy for it.
- Design attractive website and promote it on social media platforms like facebook, instagram, twitter, linkedin etc. Design online marketing champion and create pages and events on it. Promote the pages on paid basis which will target required market. It is easy to find out return on electronic marketing.
- To organize successful event, organizers should have good relation with media. It is also important in future prospective also. Media coverage builds the good impression of event on sponsor and other stake holders.
- Various promotional methods are described properly in the book. These methods are direct mail, broacher, advertising, public relation, media conference etc

2.4 Sponsor and budget-

- It will be very easy to make event successful if we have strong financial support. So, identify the potential sponsor for event. Approach them in proper manner and present your event plans in front of them. Convince them that this event is beneficial for them if they sponsor the event.

- There are so many departments in the event. Allocate the budget for each department and make it flexible in case of any requirement. Budget allocation is very important part of the event management and to identify various resources to fund the budget.

2.5 Stakeholders of the event-

- Stakeholders of an event have personal and compelling interest in the success of that event which will monetize for them in future.
- As event organizing is not individual task. So, organizers include many members as stakeholders according to their benefits for event to make it successful.
- There are two types of stakeholders, one is internal stakeholders and other is external stakeholders. Every stakeholder has different interest and perspective towards the event.
- Events have many stakeholders and they rely on event and its marketing to get more coverage. The successful and well-organized event attracts many people and its good impression helpful for stakeholders in long term perspective. The other stakeholders who do not have monetary benefits from the success of event are also benefitted in some and other ways once the event is successful.

2.6 Trend in event management-

- Identifying trend is very important in the event marketing. Check, identify and analyze the field or trend which have bright future and enter in this trend.
- Every generation have different test of event. Some years ago, the event of singing or dancing has been organized by people but now a day's sunburn, racing mania etc events are organized by organizer. So, trend is changing continuously.
- See the future of the event and change in audience behaviors. Design marketing plan according to their behavior so that event will be brand. There are very few events are successfully organized by organizers every year.

Otherwise events are just organized for some years and then organizers need to stop it.

2.7 Activities required in the event management-

- Ticketing is one of the important and complex tasks in event. The complexity depends upon the nature and level of the event.
- Event manager also think about transportation activity. Sometime some part of the event if held on the road and some time the majority or entire event is held at road. For example, marathon running event which is totally done on road. So, event manager should manage traffic problem which is created due to event.
- Also, event manager should take all required permissions from government.
- Human resource activity is one of the core parts of event management. The selection of staff, judges, volunteers etc is the part of activity.
- The special teams required at the place of event to manage various things in proper and disciplined manner. These things also carried out as human resource management.
- The risk in sports event is even more than other events. It is the task of event manager to arrange proper medical facilities at the place of event in case of any emergency. The risk in human loss should be more important than financial and other losses.
- The papers also tell us about planning before the event, determining the objectives, facilities decision, transportation, budgeting and human resources.
- Many things effect on management of event such as location of the event, purpose of the event, potential participants, budget, requirement of the event, feasibility study, risk and responsibility.

- Income, expenses and financing should be roughly decided before event. Sponsor should be decided and roughly finalized before event because money is important factors required at the start of event.

2.8 Project views-

- The project is divided into parts like global view, Indian view and explanation of various concepts, primary data and case study.
- In universal view, he focusses of various term to manage event successfully like emails, sms, goggle map, sorted data, customized report, process and discount, multiple warehouses, maitiple user login, hire invoices etc
- My main focus on the data given in Indian view of event management.
- The event management gain import ants in India after 90's, before that it is considered as challenging topic.
- Leadership, commitment, mental and physical devotion are the important factors required to manage any event.
- The terminology is not new in India. Indians are managing so many events from past like family functions which includes wedding, naming ceremony etc and religious functions, festivals. But due to lack of management, resources and improper material handling problem results into wastage of many things and also increase cost and time.
- Audiences judge the event weather it is hit or flop in just 5 minutes. So, the efforts given by so many people for 3-4 months will be evaluated in five minutes at the end of the event.
- Event management becomes important area of study as it has binary results in many cases. Forming communities and allocating work for individual communities is the initial work carried out by event manager.
- Various concepts used to do successful events like Public relations, human recourses, planning, logistics, human skills, controlling, accounts,

organizing etc. Event manager is performing one of the important roles in all activities, so he must have flexibility in terms of working pattern.

- The main objectives of the event are to establish a committee and sub-committees to properly plan and execute events, to encourage involvement of group members, to study technical aspects and logistics while planning the event and to study the major players in industry.
- This project on event Management paper gives brief information about event planning models, event planning process and their steps. It tells about successful strategies for event management. After the implementation of required strategy, it tells about evaluation and correcting required in strategy. This part plays an important role in knowledge up gradation and it helps in future events.

2.9 An Analysis of Research Topics in Event Management Research is presented (2016) By Kwangsoo Park says about on research carried out by their team.

- Event management is one of the growing fields in world and lots of research papers and study is done by various scholars around the world. Some important international journals are-
 1. Event Management
 2. Journal of Convention & Event Tourism
 3. International Journal of Event and Festival Management
 4. International Journal of Event Management Research.

- There are so much research papers and journals but they are unsuccessful to draw attention of new students. This paper is published to find out trend of topics of research published in journal and scope for future research and also it carried out time to time progress of research trend in discipline.
- Here they want to analyze the topics of article in four different journals by various keywords like Event, festival, Olympic, World cup, convention, exhibit wedding etc. they do not consider the part like Book reviews, short communications, conference reports or editors' notes in the analysis of report. The main focus of study is on title and abstract of paper but the overall content analysis is performed on data by quantitative method.
- The result of the paper is presented in tabular form regarding no of event management papers increases over the year, frequency of published articles and top thirty words used in event management journals.
- Limitation of this research is only four journals selected to carry out this research. To do accurate analysis and cover wide range of event management domain, they should select as many as possible journals. So that majority part will be carried out in research paper.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology-

- Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.
- Research plays an important role in solving various operational and planning problems of business and industry.

- Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.
- I have used many research methods in this project. I have done research to select the topic for project, necessity of the project, who will get benefit by this project and then I have done research to collect actual information of the project.
- There are two main types of research which are primary research and secondary research.
 1. Primary research (field research) involves gathering new data that has not been collected before. For example, surveys using questionnaires or interviews with groups of people in a focus group.
 2. Secondary research (desk research) involves gathering existing data that has already been produced. For example, researching the internet, newspapers and company reports.
- This type of research which includes data about racing competitions at college level has not been done before by anyone. So majority data collected by me is primary data. But there are so many research papers available on formula racing and event management. I have used that information as secondary research.

3.2 Research for data collection-

- The main technique used to collect data in this paper is personal semi structure interviewing and observation.
- The data is collected by various resources such as observation, online sources, data providing firms etc. We will get primary or secondary data which can be used to carry research.
- Here the main focus is on various dimensions of event management such as ticketing, transportation, human resources (volunteers and trained staff),

budgeting, marketing and PR and risk management which data is also stored and utilized by event manager.

- Market research is very important before organizing the event. First see that weather audience want such type of event or there is positive wave for such type of event. If audience do not want such event or they will not take interest in such event than event will surely fail in future.
- After market research, the marketer should do market analysis which means finding information about your target audience. Find out who are your target audience i.e. their age group, sex, qualification, profession, knowledge level, income, status, likings, disliking, personality, customs, traditions, religion, lifestyle etc.
- After deciding target audience for event, organizer should study their religious and regional rituals, beliefs, custom, and traditions. It is very important because it should not be hurt by our event activity.
- After that do proper analysis of your competitors. Competitor analysis means finding information about competitors who organizing same event or working in same domain. Find out who are your competitors.i.e. their age, sex, qualifications, knowledge level, experience in organizing events, turnover, market value, PR (media and corporate contacts) and market share. Find out how they promote and execute their events.
- Before planning an event, event manager should have qualitative and quantitative data. First event should be conducted on paper and then it will implement actually by considering all factors and risk.
- The qualitative research is more time consuming but it should have carried out in project. Mostly questionnaires are not trusted and it gets filled by friends and relatives which are not interested in such activities. Qualitative research is also known as risk taker research; here we are not aware about response of the person.

3.3 Data collection for the project-

- I had visited many racing competitions held in India by various organizers. I see the business model operated by organizers under the name of educational event.
- I interact with participants of the event. I understood their problems and expectations from other stakeholders.
- In similar way, I have interaction with various other stakeholders of the event.
- I decided to work on this project after collecting data by direct interview with individual and with group of people.
- After that I thoroughly analyze the event management and decided the important stakeholders for project.
- There are three main stakeholders in the event which are students, organizers and sponsors. So, I designed questionnaires for these three stakeholders.
- I got data of eighty-two students, twenty organizers and twenty sponsors which I utilized to do analysis of their behavior.
- I send my questionnaires to various students in India. I took contact information of captains through social networking and then I send it to captains and request him to send in their whatsapp group made for racing. So that I got information of various students with different academic year, different colleges, different states and different working culture.
- The other stakeholders are not as important as students, organizers and sponsors. There are possibilities of different responses on same question by students, organizers and sponsors. But other stakeholders may have less possibilities to get different answer on same questions. So, I select two- three people as representative of stakeholders. I asked them various things regarding event, their way of thinking, expectations from other etc.
- I write down their analysis according to our interaction. As I have personally interacted with many stakeholders and I have played role of every stake holders. So, I have idea about it and I took some primary data to endorse my thinking and analysis.
- In this way I collected primary data for my project.

- I have gone through many papers and data of organizers which is already available. I took much information as secondary data.
- I have collected qualitative data from many stakeholders. I ask direct question to them and took their interview as they are less in number. So, I got opinions and views of stakeholders on various aspects of event. This qualitative data is very important to come on some conclusion because qualitative data is more trustworthy.
- Another collection of data is done by questionnaires to analyze the sentiment of large number of people.
- I know the reason behind every question in questionnaires. So, I comprehend the answer and data of responses once I got the filled questionnaires.
- I conclude the project after analysis of data and all stakeholders.

CHAPTER 4

ANALYSIS OF STAKEHOLDERS

4.1 Introduction-

A stakeholder is anyone like individuals, group or organizations who have interest in the business and affected by the activity of the business.

There are two types of shareholders- internal stakeholders and external stakeholders

Internal stakeholders of the event-

1. Organizer
2. Conveyor
3. investor

External stakeholders of the event-

1. Students
2. college (Faculty)
3. Team
4. Government
5. Governor
6. Audience
7. Sponsor
8. judges
9. Recruiter

We will discuss about all stakeholders and their role in details. Before that we see the process of event organization, so that we can understand that which stakeholder approaches other.

PART 1- ANALYSIS BY RESPONSES

4.2 Analysis of students-

- I got eighty two responses from various students from different colleges, different team, different academic year, different domain and different states of the country.
- More than thirty teams from different colleges filled the form.
- Majority of the students are from final year of engineering. No student from first year filled the form. Students do not have knowledge to build the vehicle in first year. In many colleges students do not enter in their department in first year, it is common for all branches. Fifty nine percent students are from final year, twenty eight percent students are from third year and remaining is from second year. This distribution is usually seen in the team also.
- There are different departments in the team like steering, breaking, transmission, management, electric etc. I got responses from all departments apart from captain, vice-captain and driver. This question is just to see diversity in responses.
- Above are general questions to get basic information about the students. Then I ask students about the acceptance of various outcomes which are as follows. I assigned values for outcomes like highly agree carries 5 points while highly disagree carries 1 point. I calculate mean value for each question and represent it for the simplification of chart. It will indicate importance of each question in the perspective of students.

Sr. No.	Question	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Mean Value
1	Increase my technical knowledge	49	27	6	0	0	4.51
2	Transparent and ethical governance of the event	35	28	16	1	2	4.13
3	It was a great learning opportunity than just a money-making business	34	33	11	2	2	4.14
4	The recruitment opportunity provided by sponsors was helpful for students	20	25	32	4	1	3.71

5	Certificate will help me in future	16	42	18	5	1	3.82
6	Money spend by me is worth the experience	29	27	21	4	1	3.95
7	Organizers were very cooperative	17	34	20	10	1	3.7
8	Preparing for the event caused loss to my study	20	30	21	9	2	3.71
9	Faculty encourages us to participate in such event	18	25	25	9	5	3.5
10	I will easily get sponsorship to design and fabricate my vehicle	20	25	24	9	4	3.59

Table 4.1- Degree of acceptance of various outcomes for students

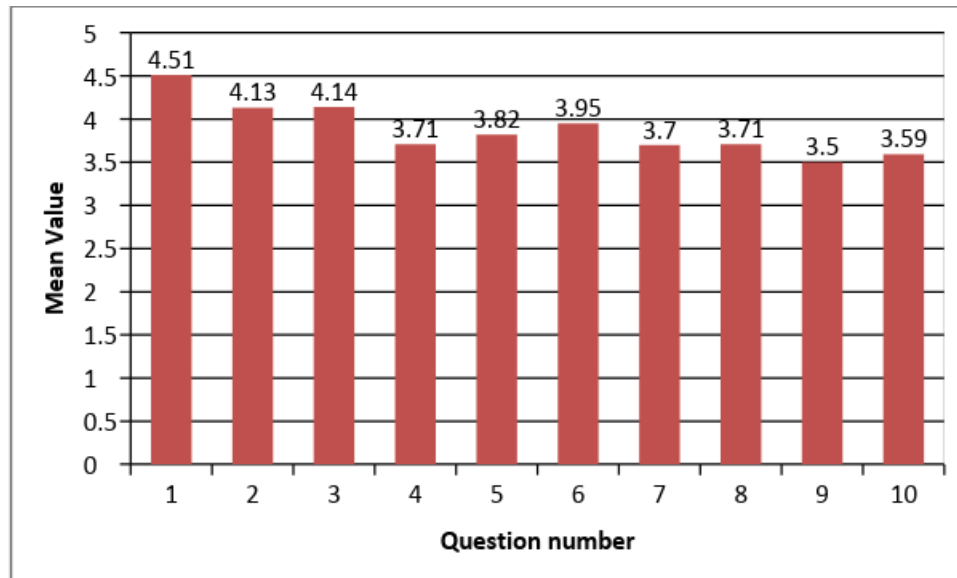


Fig 4.1 Graph of degree of acceptance for students

1. Majority students are highly agreeing to that event increases their technical knowledge. Even event is the business for majority stake holders of the event thought it is satisfying their basic purpose that it is increasing in the knowledge of students.
2. Majority is happy with the transparency and ethical governance of the event but considerable students are neutral and disagree with it. There are lots of unethical practices happening in the event by organizers and

conveyor. This result reflects that there should be improvement in the ethical governance. Some students who know about unethical practices but they do not show because they do not suffer any loss due to this but this result provide the scope of improvement for organizers.

3. For majority students it is the great learning experience and very few students say that it was just money-making business. Engineering students do not have business-oriented mind at that age and majority students are participate to get knowledge and exposure. So, it is not money-making program for students. Those who see the event as money making program may be become organizers in future.
4. Students are not happy for the recruitment program provided by the sponsor. The sponsor from technical domain arranges these facilities for students and they select very few students. Students are not happy because number of application is much higher than the number of vacancies. Very few students who have good knowledge of design are able to covert this opportunity. There is huge supply of mechanical and automobile engineers and requirement is very low. So, companies and organizers are not able to do anything but students are not happy with recruitment.
5. Students are not highly agreed with the benefits of certificate in the future but they think that it will be useful in some or other way. It is very useful for students who want to do post-graduation from other country. It increases weightage of the resume but many students are unhappy because so many organizers are organizing such events. Many students have such certificate at the time of interview and this increased number reduces the value of the certificate. So, some students are unhappy for the benefit of certificate.
6. Majority students do not get such opportunity to showcase their knowledge. There are very few technical events who give such

experience of actual racing. So, students think that the money spent by them is worth to their experience. By the number of neutral students and my personal opinion is that such events are overrated by students due to lack of actual information.

7. Students are not highly agreed with statement that organizers are cooperative but they are agreed to it. Students keep so many expectations from organizers which is not possible to fulfill. Sometime organizers need to keep some harsh decision which is not in favor of students but they have to take such decisions. If breaking of team is not perfect then organizers do not allow them to participate in race and students think that they are not cooperative but, in such case, organizers need to think about safety issues of driver and other teams also. Organizers need to improve in some cases and they should cooperate students as much as possible.
8. Majority students say that preparation for the event is reason to loss of academics. Students need to spend two months for fabrication and design of vehicle. It is not possible for student to concentrate on academic study and event at the same time and which results in loss of study. Some intelligent students are able to manage both things but it is not possible for everyone and even college and organizers are not expecting such things from students.
9. Majority students are agreed and neutral to question that faculty are encourage to participate in event. Teachers always want that their student do something new and creative which increases their knowledge. They also agree that student get good platform in such event but sometime they show oppose because it effect on academic studies of student which we have discussed in above question. Success at such event always make happy and proud.

10. Students are optimistic for the sponsorship to fabricate vehicle. Many engineering colleges have good connections with many companies and local firms. So, students can approach such companies with reference which becomes easy to get sponsorship. It is difficult for students from low level colleges to get sponsorship. They are pessimistic on this. Then I asked students about importance of various outcomes of an event. Then as assign value for importance and calculate mean value.

The outcomes are as follows-

Sr. No.	Question	Very Important	Fairly Important	Slightly Important	Not imp at all	Mean Value
1	Location of the event	62	16	4	0	2.76
2	Hospitality for the event	53	24	5	0	3.07
3	Disciple and timeliness at the place of event	38	37	7	0	4.05
4	Cooperation from college administration and faculty	35	32	15	0	3.86
5	Funding to fabricate vehicle	37	30	13	2	4.49
6	Knowledge and understanding of judges	43	25	13	1	4.2
7	Opportunities given by companies invited for recruitment	37	35	9	1	4.12
8	Designed rulebook	35	37	10	0	3.68
9	Treatment by organizer, conveyor and volunteer towards student	51	23	7	1	3.68

Table 4.2- Degree of importance of various outcomes for students

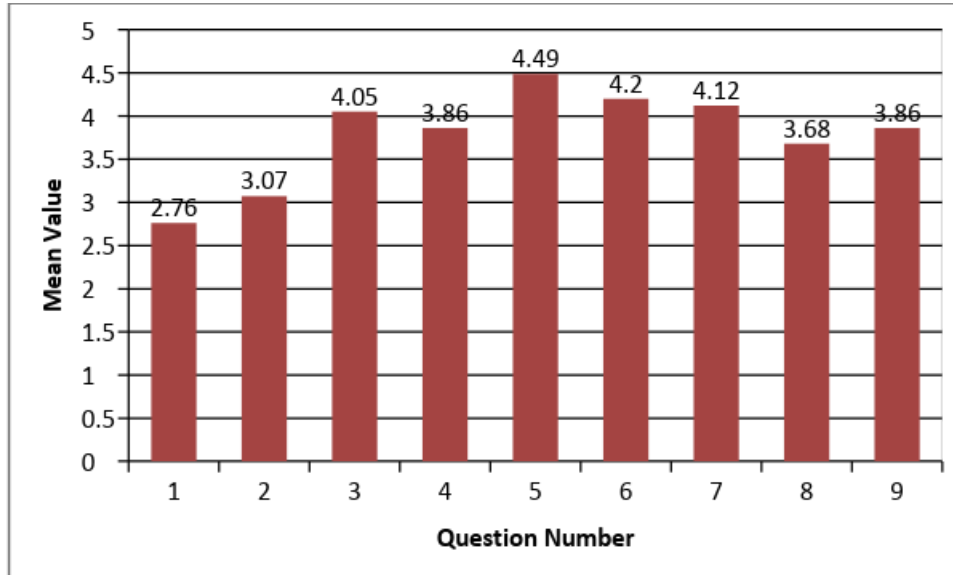


Fig 4.2 Graph of degree of importance for students

1. Location of the event is one of the important factors for students. There are almost twenty-five students in the team. Five to six among them are girls. Students want that the location should have good availability of transportation, lodging and food. Students want that city of the event should have direct connectivity from major cities of the India. Teams are travelling with vehicle with them. So, it should be comfortable for them to travel in new city with different regional language.
2. Hospitality for the event is important concern for many students. Organizers and other stake holders doing business to earn profit from such event. So, if we see practically, students are the customer of this business. So, organizers and event manager should provide good hospitality for the students. Few years ago, students are not treated well by organizers because there is very less competition in the field of racing. But now a day, lots of organizers entered into this

business. So, the students are treated well by organizers. Now it will become a professional relationship with students as customer.

3. Discipline and timeliness is very important and fairly important for majority students. Partiality will reduce as discipline and timeliness will increase. Every students or every team do not have friendly relation with organizers. So, they want that everything should happen with discipline and on proper time which is specified in the mail. Some teams take advantage of their friendly relation with organizers and do some unethical behavior.
4. College administration cooperate students as much as possible and every student will be happy if their college and faculty provide full cooperation to the students. The students from second and third year are expecting cooperation from the college and faculty. There is not much restriction and pressure on last year students from college and faculty. So, they are not expecting much cooperation.
5. For majority students funding to fabricate vehicle is important. Then the number is in reducing order. It is depending upon which type of vehicle is fabricated by team. Go-kart is not costly and affordable by students but baha or formula racing vehicles are costly and need sponsorship by companies. Majority responses are the team member of go-kart racing team, so funding is not big challenge for them.
6. Knowledge and understanding of the judges is very important for majority students. I got one response in previous question which shows that majority students are participate to gain knowledge. The judges will good knowledge in automobile field and huge experience in same domain will help a lot to students. In case of innovation implemented in the vehicle, judges guide properly and sort many problems occurred during the implementation of the innovation. So

knowledge of judges plays important role in event if the students want to get solve their problems.

7. It is important for students that opportunity should be given by companies for recruitment. I have already discussed about placemat seen in mechanical and automobile sector. Students do not get good opportunity from colleges. So, they participate in such event and try to get job in good and reputed company. So majority students are optimistic towards placement process at the place of event.
8. Rulebook is important at the initial stage of the event. Students read the rulebook and then start other process of design and fabrication. The entire event will be carry forward by the rules and regulation given in rulebook. The students and team should be required to follows everything given in rulebook strictly. So, it is important for majority of the students.
9. Treatment by higher management is important for students. Even they are organizing the event, they should treat students with respect and dignity. Few years ago, students are not treated well by organizers because there is very less competition in the field of racing. But now a day, lots of organizers entered into this business. So, the students are treated well by organizers.

This is the analysis of importance of various outcomes of an event.

4.3 Analysis of sponsor-

- I got twenty responses from companies of different domain with different turnover.
- The companies include educational classes, food stalls, industrial companies, automobile showroom, consultancy firm and trading firms.
- The turnover of the company varies from 1 cr to 25 cr. The question about turnover of the company is not compulsory because many small-scale

companies do not want to share their turnover with others. So only 8 companies share their turnover with me. I ask this question because I just want to check the range of sponsor. Some big players do not fill the form but the biggest sponsor for event have turnover about 500 cr.

- The companies have sponsored number of event ranging from zero to twenty plus. It depends upon the type of firm. The food stalls sponsored the event and kept their stall at the time of event. These things give them good returns at the time of event. Some educational classes give sponsorship because they get good number of footfall at the time of event. The industrial companies sponsor because they want to launch their products. So according to purpose of company, they sponsor event at various places.
- The average sponsorship budget is also varying from not specific budget to 3 lakh per annum. It depends upon the turnover of the company and purpose of the sponsorship. Some companies have huge turnover but do not give sponsorship for such event because it is useless for them. Better they spend money on advertising which will give good returns. Some small-scale companies spend their money on sponsorship instead of marketing because marketing is costly for them. So, budget allocation is varying from company to company and it reflects in this result.
- I had provided four options for question that source through which you identify sponsorship opportunity. Majority know about this opportunity from friends and family means by mouth publicity. Majority organizers have their own event sponsorship team which I will discuss in the analysis of organizers. This team took great efforts and approach as many companies as possible. So sponsor get to know about this opportunity from sponsorship team. Social media also plays good role in the advertising of sponsorship opportunity. Many people spend good number of time on social media. This reflects from these results. Only two among twenty see this in news paper. So we can say that print media is less effective medium for such activity.

- I ask the sponsor to scale the benefits they see from sponsorship. Increase in sell after the event is very important for majority sponsor. The event is just for three to four days. So any sponsor want that people should remember the brand of company and visit it after the event. They want that people should be their loyal customer for lifetime. The response varies from company to company. The coaching classes are not interested in corporate relations but they are interested in brand image and after event sell. The industrial company may not interest in sale at the time of event but they are interested in the corporate relations. As I took responses from variety of sponsor, I get proper blended results as per their company profile.
- The responses of sponsors are as follows where 5 being most benefitted and 1 being least benefitted. I assign value from one to five for degree of satisfaction to calculate mean value.

Sr. No.	Benefits	1-Least Benefitted	2	3	4	5- Most Benefitted	Mean Value
1	Increase in brand image	2	1	2	6	9	4.15
2	Increase in sale at event	2	2	4	6	6	3.8
3	Increase in after event sell	2	1	1	4	12	3.1
4	Increase in corporate relations	2	1	3	7	7	2.65

Table 4.3 Benefits from sponsorship

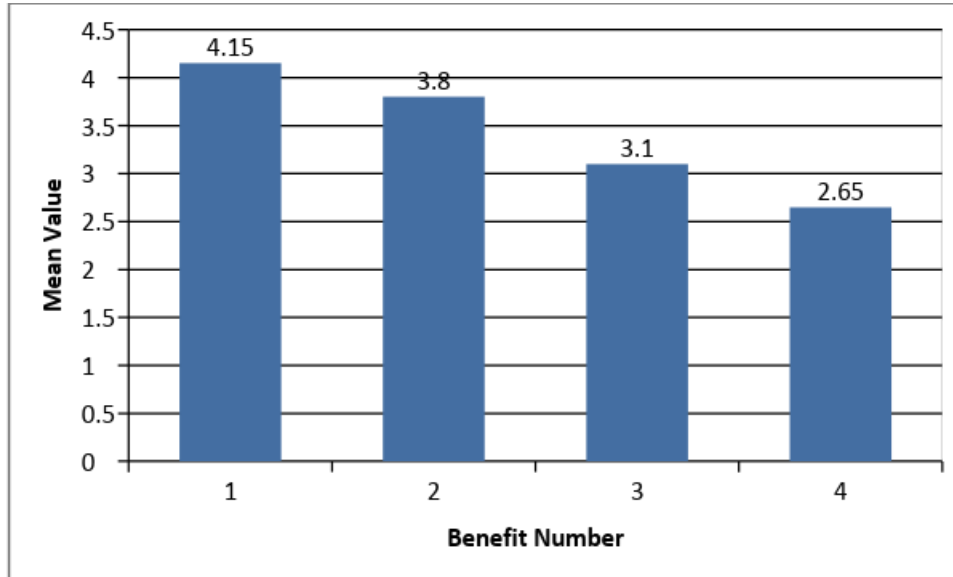


Fig 4.3 Graph of benefits from sponsorship

- Then I asked sponsor to rate the importance of various outcomes of an event as a sponsor. The results are as follows. I assign value for different importance to calculate mean value.

Sr. No.	Question	Very Imp.	Fairly Imp.	Slightly Imp.	Not imp at all	Mean Value
1	Hording on entrance	7	9	3	1	3.1
2	Logo on banners	4	6	9	1	2.65
3	Size of stall/kiosk provided by organizers	12	5	3	0	3.45
4	Footfall of participants	16	2	1	1	3.65
5	Provision to showcase your product	7	8	3	2	3
6	Time slot to interact with students from stage	6	8	5	1	2.95
7	Time slot for product launch	3	6	9	2	2.5
8	Promotion through emails of students	9	7	2	2	3.15
9	Promotion on websites	6	6	8	0	2.9
10	Data of students after event	16	3	0	1	3.7
11	Good relation with organizers after event	12	5	3	0	3.45
12	Advertising in the media news	4	9	6	1	2.8
13	Name on the trophies	3	0	14	3	2.15
14	Some extra benefits for next event	4	12	3	1	2.95
15	Deserving participants for recruitment	5	5	8	2	2.65

Table 4.4- Degree of importance of various outcomes for sponsor

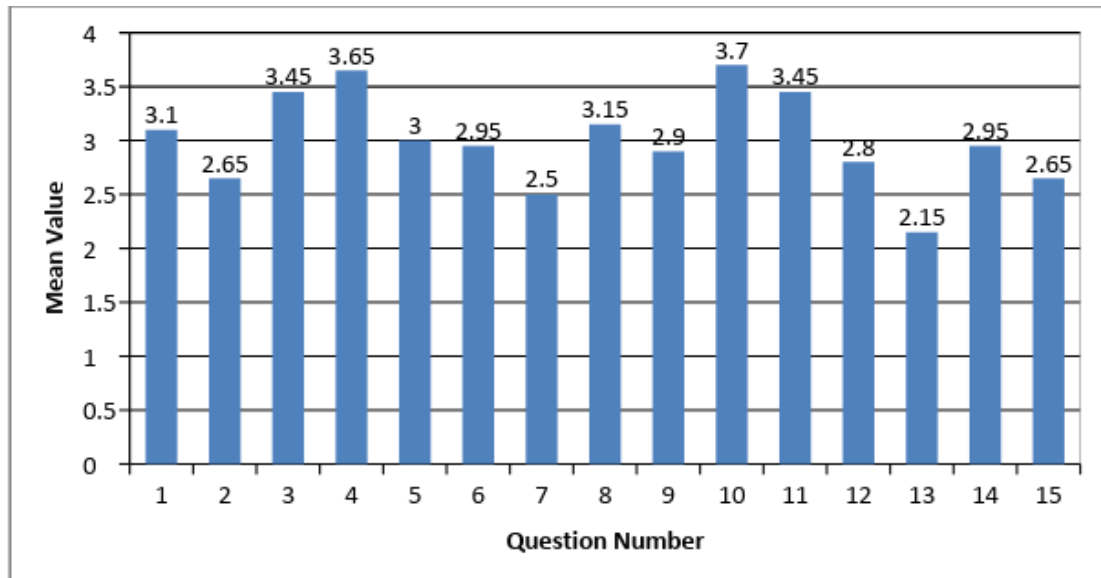


Fig 4.4 Graph of degree of importance for sponsor

1. Hoarding on the entrance is important for many sponsors. Everyone sees the hoarding when visits the event place. So, it is the prime location for advertising. But such company should ready to pay more than others. The sponsor wishes to see their name on hoarding of main gate but it not required for everyone. It depends upon nature of the company. So even many sponsors say that it is important for them, I think if we compare their wish with price for that place than many sponsors may change their mind.
2. Logo on banner is not much important for every sponsor. So many banners are there at the place of event. Also, there are so many names on banners and people do not read it with proper attention. So, it is not important for many companies.
3. Size of stall or kiosk is important for many sponsors. this is the place for that company where they arrange their products, they can decorate it and create proper ambiance. So it i always good for company if they

get more place to present their company. Event manager utilizes places very wisely. So, there is value for every place in the perspective of organizers. So, they allow limited space for each sponsor.

4. Footfall of the participants is very important for almost every sponsor. Actually, it is the intension behind this sponsorship. Many people should visit the stall and they should know about product and services offered by company. So, increase in footfall will helpful them in marketing point of view. and increase brand name in people.
5. Importance of provision to showcase products is relative. Some sponsor offered only services. Sponsor reply to this question as per the profile of the company.
6. Some companies or coaching classes want time to interact with students. They want to give the demo of their product or they want to convince for their services. This reply also different according to the nature of the company.
7. Those sponsors who have product and they want to launch it, are interested in the time slot to launch the product. The service providers are not interested in it at all. So, this also depends upon nature of the company.
8. Promotion through emails is important for many companies. As companies are aware about the new trends of marketing. So, they tried through emails marketing as well. So, it becomes important for sponsor.
9. Some companies are interested in the promotion on the websites. This website is not permanent and their views are not regular. No one is interested in to check website after the event. So, this marketing is not very important for many sponsors.

10. Almost everyone wants the data of the student after event. Now a day data is very valuable. Company can use it for remarketing after the event. So, companies are interested in the data.
11. Majority sponsor are interested to maintain good relation with organizers after the event. It depends upon the nature of the owner of the company. Mostly people from the professional fields know the important of networking and contacts. So, no one wants to spoil relation after the contract is over. Some sponsor says that it is not much important for them. They also maintain the good relation with sponsor but it is not important thing for them.
12. Advertising in the media and news is fairly important for many sponsors. If the organizers want to do than sponsors will be happy. If it is not possible for sponsor than it is not mandatory for sponsor. So, it is not major concern for sponsor.
13. Name on the trophies is not much important to sponsor. It will not increase reach to many people. Trophies will be kept in showcase of college or home. It will not perfect place for marketing. So majority sponsors are not interested in it.
14. The company gives sponsorship for this event than they can expect some extra benefits for next event. It is part of unwritten contact. It will make bond between organizers and sponsors during the time of event as they spend time together. So previous sponsors get extra benefits from the side of organizers in next event.
15. Only the industrial sponsors are interested in the process of recruitment. If they are expecting good talent from the students than it is important part for them. Apart from such sponsors, recruitment is not important thing for them.

4.4 Analysis of organizers-

- I got twenty responses of various organizers.
- All of them have experience in organizing the event. The range of event organized before is from one to seven. The organizers with less experience have entered in this business recently. So the responses of newly entered is different from experienced organizers.
- The organizers have experience from one year to five year. Half of the organizers have three to four years of experience.
- Majority organizers have said that their event is dependent on sponsors. As it is the business for them, they will always be expecting more and more sponsorship. Those organizers have connecting business to this event and he is benefitted by this business, are not dependent on sponsor. But everyone wants high profit from this event. So, they will show that they are relied on sponsor.
- Sponsorship team is one of the important team in event management. Everyone required cash in hand to arrange many things. So, organizers keep separate team which approach various companies and told them about sponsorship opportunity. I have already discussed the response that sources through which sponsor know about event. Many sponsors respond that they know because of sponsorship team. So, this is the important role of team in the event.
- The twenty percent organizers organize event because it is their single income source. These organizers are depending on sponsor but majority organizers have other income source. These sources may be related business to the racing and event.
- Then I asked organizers to mark their level of satisfaction from sponsors. The responses are as follows where 5 being most Satisfied and 1 being least Satisfied. I assign values for responses to calculate mean value.

Sr. No.	Question	1-Least Satisfied	2	3	4	5- Most satisfied	Mean Value
1	Cooperation by sponsors at the time of event	0	0	5	11	4	3.95
2	Response of students towards sponsors	0	0	4	9	7	4.21

3	Recruitment opportunity with sponsored company	0	0	4	13	3	4
4	Facilities provided to students by sponsor	0	2	6	6	7	3.95
5	Payment method of sponsors	0	0	7	12	1	3.68

Table 4.5- Level of satisfaction of organizers

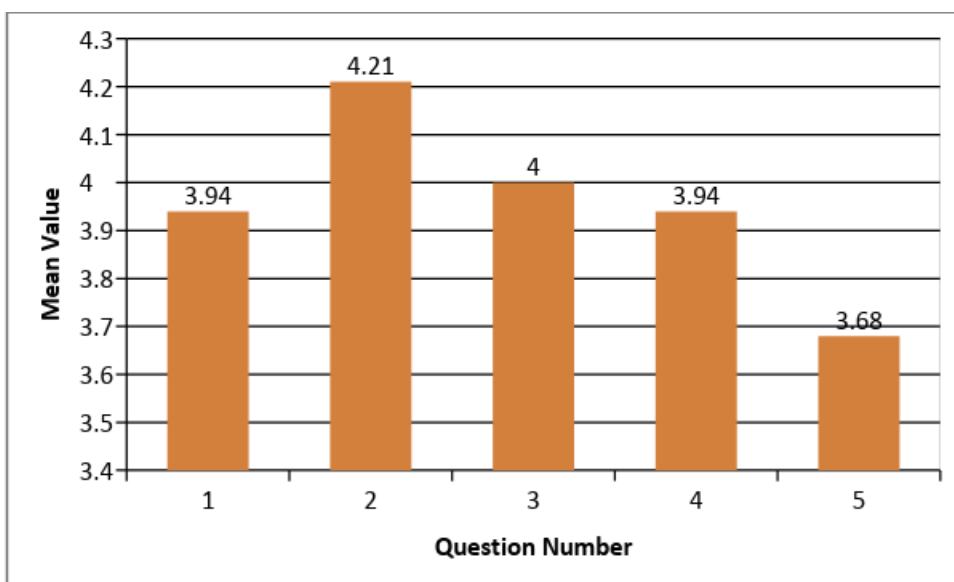


Fig 4.5- Graph of level of satisfaction of organizers

1. Majority organizers are satisfied for the cooperation from sponsors at the time of event. Sponsors expecting some extra benefits for advertising etc things happen at the time of event. Organizers handle those issues in proper manner. Both organizers and sponsors are thinking for long term business relationship, so they cooperative each other in all possible way.
2. Organizers are happy for the responses of students towards sponsors. Event is organized for three days and every student in not engaged for entire three days. Whenever students get free time, they visit stalls and kiosk present at event. So sponsor get good footfall at the time of event

and organizers are happy for that. It would good indication for the retention of sponsor for next event.

3. Organizers are satisfied for the recruitment opportunity offered by sponsors. Actually organizers know the current market condition. So they are not expecting anything from sponsor. the sponsor companied higher some students at the place of event and organizers are satisfied for that.
 4. Sponsor provides all possible facilities, services and information to students. It will help company to increase their brand image in the mind of students. But students expecting more from company and sometime it are not practical. These companies from students make organizers slightly unsatisfied towards sponsors.
 5. Organizers are not very satisfied with payment method but they are satisfied. Sponsor gives decided amount to the organizers. Due to some genuine reason or intentionally they do delay in payment. So the organizers are not totally satisfied for payment method. Organizers have planned something about utilization of money and if money is not get by specific person than it affect on further schedule. Apart from this, the organizers are happy for payment process and method.
- Then I asked organizers about importance of various outcomes of the event. The responses are as follows. I assign values for responses to calculate means value which is represented in graph.

Sr. No.	Question	Very Important	Fairly Important	Slightly Important	Not imp at all	Mean Value
1	After event relationship with sponsor	10	9	1	0	3.42
2	Brand image of sponsor	15	5	0	0	3.74
3	Recruitment and selection of students	7	8	5	0	3.11
4	Company should be related to the theme of the event	2	6	11	1	2.47
5	Rules and regulations of sponsor's kiosk	2	11	7	0	2.74
6	Audience satisfaction at sponsor's kiosk	2	12	5	0	2.84

Table 4.6- Degree of importance of various outcomes for organizer

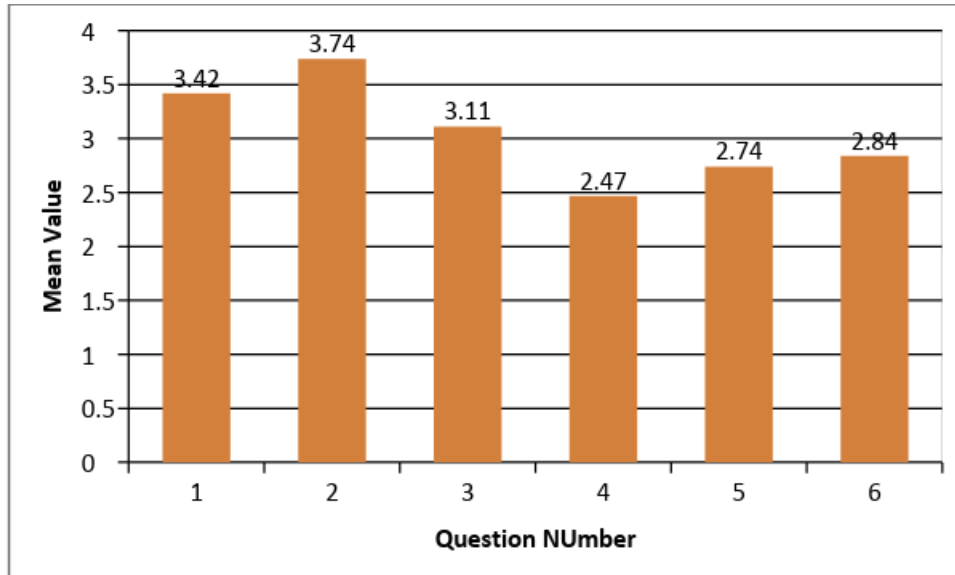


Fig 4.6- Graph of degree of importance for organizers

1. Organizers also want to maintain long term relation with sponsor. They both have good professional experience and they know the importance of contacts and networking. So, organizers think that after event relation is important for them.
2. Brand image of sponsor is important factor for organizers. It will create good image of event in the minds of students and audience if event is sponsored by good company. It also increases the credibility of the event. So, organizers give importance to the brand image of the company.
3. Recruitment of the student is one of the important factors for organizers. As I have already discussed the job scenario for mechanical and automobile engineering students. So many students

participate in the event because they can give interview in good companies. So, organizers consider it as important thing because good placement will attract many students in next event.

4. Majority organizers do not think that Sponsor Company should be related to the theme of the company. If it is related then well and good. Organizers want good brand name but they are interested in money. So if some company want to sponsor and it is not related to the theme of the event then it does not make any difference for organizers.
5. Organizers have already decided some rules and regulations about stalls and kiosk with sponsors. If sponsors want to do something extra which is not discussed with organizers then sponsors ask organizers about it. If the things are acceptable then organizers allow them because both want to maintain the relation for long term business. So, these things are not serious for organizers.
6. Audience satisfaction at stall or kiosk is fairly important for organizers. Audience is not the direct stakeholder of the event, so it will not affect on event if audience is not happy with sponsors. But organizers take care about audience because they are useful for mouth publicity and as it increases the audience and ultimately footfall at the place of event increases.
7. The four colors indicate importance of outcome which is as follows. The questionnaires are attached in annexure.

4.5 Highlights of analysis-

4.5.1 Analysis of Students-

- Majority students are from final year of engineering.
- Majority students belong to Maharashtra state.

- Almost all students are agreed that event increases their technical knowledge.
- Three to four students are not happy with governance of event and thinks that it is the money-making business.
- Some are agreeing and majority are neutral on the placement opportunity provided by organizers.
- Half of the students think that certificate is important for future.
- Five students think that money spend by them is not worth. Rest are equally highly agree, agree and neutral.
- Ten students say that organizers were not cooperative and event causes loss in academic studies.
- Students have mixed feeling about encouragement by faculty. It changes from college to college. Similar reaction for sponsorship to fabricate vehicle which also varies from college to college.
- Location, hospitality and treatment by organizers, conveyor are very important for students.
- Discipline, timeliness, cooperation from college, faculty and funding to fabricate vehicle is highly important and fairly important for almost 35 students.
- I got similar response for knowledge of judges, opportunities for recruitments and rulebook design.

4.5.2 Analysis of organizers-

- Almost 95 percent organizers have engaged their sponsorship team and 80 percent organizers have their other income source.
- Almost 75 percent of organizers are satisfied for cooperation of sponsor, response of students towards sponsors and recruitments opportunity provided by sponsors.

- Sentiments of sponsors are equally distributed for facilities provided by sponsors to students.
- 75 percent of organizers are neutral and just satisfied for the payment methods.
- After event relationship and brand image of sponsor is important for 75 percent of organizers.
- Recruitment is important but organizers have mixed sentiments about their importance.
- Rules and regulation of sponsors are fairly important for majority organizer. Similar number of people thinks that it is not important that company should related to theme of the event.
- Audience satisfaction is fairly important for organizers.

4.5.3 Analysis of Sponsor-

- Only eight sponsors tell about turnover of the company.
- Majority identify sponsorship opportunity from social media, friends, family and sponsorship team.
- Increase in after event sells and increase in brand image is important for many sponsors.
- Increase the sale at the event place and corporate relation has mixed sentiments among sponsors.
- Size of kiosk, footfall of students, data of students and relation with organizers after event is very important for many sponsors.
- Hoarding on entrance, logo on banners, logo on trophies, provision to showcase products, timeslot to launch products, timeslots to interact students, promotion through mails and website etc. things have mixed sentiments because it depends upon the nature of company and products of company.
- I have written detailed analysis of each question in report.

PART 2- ANALYSIS BY PERSONAL INTERVIEW

4.6 Organizer-

There are two types of organizers, one is only money oriented and other is money oriented with some educational intension.

In the business point of view, to earn maximum profit and goodwill are the ultimate task from any activity. Both types of organizers are doing event to earn maximum profit and which is huge in amounts.

First we will discuss the business model of events-

Expenditure-

	diture	nt
	noney	00
	Rent	00

	stage set up	00
	ates and trophies	00
		00
	rs	00
	ng and advertising	00
	members	00
	laneous	00
		000

Earning-

The entry fee per team is 28000.

Breakeven point for organizer in terms of team is,

$$2250000/28000= 80.35 \text{ ie } 81$$

If the organizer does not get any sponsor and he is able to attract 81 teams to participate in events than organizers will not get any profit.

The target which can be easily achieved for event is 120 and organizer can manage event with 200 teams.

Organizer can get sponsorship worth fifteen to twenty lakh because of good commercial network and there is good advantage for sponsor in terms of marketing and advertising.

We will consider the lowest team and sponsorship for event.

Net earnings of organizer-

	ngs	nt
	120 (teams) * 28000 (entry fee)	00
	orships	00
	talls	0
	ng classes	0
		00

Net Profit for organizer is,

$$5160000 - 2250000 = 2910000$$

- This is actual business model which is followed by many organizers at start of this trend. We will discuss who is started the trend and who is the pioneer of this.
- Now, the profit percentage may reduce to 20 lakh due to many organizers are already entered in this business.
- Except very few organizers, no one consider it as an educational event. The intension is just to make money and that is why many unethical practices followed by organizers.
- Organizers have good political connections and commercial contacts which help them to do event successfully.
- The important task of the organizer is to select conveyor who manage entire event but final decision making is in the hand of organizers. This decision making is reasons for making controversies and creates dilemma for conveyor.
- In the perspective of organizers- Event is just an earning program than learning of the students.
- Also some organizers have their own firm or business of automotive spare parts or training institute of related fields. So such organizers organize event for their

personal commercial intension and they are least interested in monetary profit by such events.

- But such organizers also have indirect commercial intension to earn maximum profit.

Unethical Practices followed by Organizers-

- There is one organizer from Bhopal, MP. Some controversy happens at the time of race and management cancel the final race which decides winner. Now, organizer should arrange actual race or he should distribute prizes on the basis on current score board.

But the organizer is not distributing the prize money yet. Students have some problems and they have to do college work and academic studies. No one think about past events, once academic year is completed. Just it affect on the goodwill of organizers as students pass the message to coming batch regarding not to participate in this events.

- Organizers take the entry fee to participate in the events. After that they make some programs compulsory like technical training program or driver training program. One renowned organizer from Meerut, UP got the sponsorship from Honda. He made the rule that engine should be buy from organizer otherwise team is not allowed to participate in event. The prize of engine is 50000 and new engine is useless for racing purpose.
- Do favor on selected teams, manage the judges and score board etc practices followed by organizers.

4.7 Conveyor-

- Event conveyor is the important person and plays an important role in all activity.

- He has good technical knowledge and management skills which make event successful.
- Mostly conveyor has percentage in the profit margin which is decided by organizer. Sometime the fix payment is given to conveyor or fix payment plus incentive is given.
- The organizer finalizes the rulebook which is set by conveyor. The event happens as per describe in rulebook.

Dilemma for conveyor-

- Conveyor need to face many problems as conveyor is important link between higher management and students.
- Conveyor is answerable to students and other stakeholders for the unethical practices followed by organizer.
- Conveyor is face of the event. So, all students and faculties are in touch with conveyor for any problem and he take major decision before the event and during the event.
- The governing body of the event is very strict for safety rules and conveyor is answerable to that body.
- Many times, the expectations of governing body, organizers and students are different on same issue. The conveyor handles such problems to control the situation.
- The marketing strategy is decided by conveyor which is directly effects on the number of entry.
- Conveyor attends the meeting with investor, sponsors. His presentation skills and confidence about success of event is responsible to get maximum investment and sponsorship.
- The judges are invited by conveyor with the permission of organizers. The conveyor faces dilemma when organizer want to give soft corner to specific team but judges are not agreeing to follow unethical practices.

- Conveyor does an interaction with media and other partners to cover entire event properly.

In this way, the important person in the event plays crucial role throughout the event.

- The conveyor manages the process of competition.

It includes-

- Pre-final round- the team gives and presentation on design report. The judges select the best teams among them for actual event. Only those selected teams are required to manufacture vehicle.
- Video submission- the videos of manufactured vehicle is needed to submit at conveyor. Also, the photographs of students while working on vehicle are also need to be submit. Conveyor checks the quality of fabrication and guides the students if they are going in wrong direction.
- Brake test- students need to submit video of brake test. The vehicle is directly disqualified if breaking is not perfect. Breaking is important according to safety point of view. Conveyor personally checks all videos of breaking test and give required suggestions to particular team.
- Acceleration test -Acceleration determines the time it takes the vehicle to accelerate along 50 meters flat course. Each team may take two attempts with same or different drivers. Scoring will be based on better of two attempts. The starting and stopping moment of vehicle will be judged by positional sensor devices. Scoring Formula- $\text{Acceleration score} = 100x \left[\frac{(T_{\text{longest}} - T_{\text{yours}})}{(T_{\text{longest}} - T_{\text{shortest}})} \right]$
- Skid pad-The skid pad layout may be a figure of 8 or S depending on the track condition. The minimum track width will be 3m and shortest turning radius 2.5m. The track used for this will be dry or wet and teams can use treads or slicks tires as per their will. Each team may make two attempts but with same or different drivers. Scoring will be based on the better of the two attempts. Timing will be measured by using either electronic system.

- Autocross-The autocross course will consist of zigzag path and having cones at continuously decreasing distances. The detailed path will be announced on prior to dynamic events. The vehicle will be staged such that the front wheels are 6 m behind the starting line. Each team may make two attempts but with same or different drivers. Scoring will be based on the better of the two attempts. Timing may be done using either electronic systems or stop watches.
- Maneuverability -This test will combine acceleration, deceleration, skid -pad (on dry track) and autocross test into one single heat. The time will start as soon as vehicle leaves the starting line of acceleration test and time will end as soon as vehicle touches finishing line of autocross test. The vehicle will have to clear all these tests without stopping vehicle. Teams for this test will be shortlisted on the basis of minimum time required for acceleration, skid pad and autocross test.
- Endurance- The Endurance Event is designed to evaluate the overall performance of the vehicle and to test the vehicle's reliability. The event will be run as a prequalifying session and final race. The trial run of 1 lap will be given only before the prequalifying session in which drivers will not be allowed to overtake. As soon as trial run over, the safety car will go out of course, kart will line up to their grid and as soon as checkered flag goes down and
- RACE WILL START

4.8 Investor-

- We need six to seven lakh in hand before starting any event. This money is raised from investor.
- People having own business or black money holders invest in such event to get good returns.

- The money is being invested in event for maximum four months which is small period of investment.
- The money is returned with extra amount as per decided at the time of meeting once the event is over.
- Investor takes all required information before investing in the event. Investor check the details of past event, profit earn from it, risk factor etc
- Investor is happy to invest because the return on investment is good but simultaneously he needs to think about risk because mostly organizers approach some known industrialist to invest in it. The investor is investing to maintain past commercial relation. So investor also considered all positive and negative aspects of event. Even after investor is willing to invest because of strong, clear profitable business model.
- Investor has interaction with organizers and conveyor. He is not interested in other aspects of event.
- Some investors take the advantage of huge footfall and ask to do marketing of their firms or products.
- It is sort of unwritten agreement that if organizer need financial support in any situation than investor do support to make event successful.
- Majority part of such transactions is done in cash or it is transaction of black money.
- The give and take of money is done on decided time to maintain long-term relations of investor and organizers.

4.9 Students-

- Student is the important stakeholder of the event. They are the customer of the service.
- There are 25 members in each team and every member in team have different attitude.
- Every team also has different attitude to see towards event.

- I have an interaction with many students from different colleges, states, age group, intelligence level and interest in automotive fields. We will see detail analysis.

Automotive projects before starting of racing events-

- The automotive racing events had started in the year of 2011. The SAE and BAJA is organizing such events which we have already discussed in detail.
- The selection process and difficulty level of such event is higher than other events. So it is not possible for every student to participate in such events.
- There are many students who worked on automotive project as their final year project because they have keen interest in automobile sector.
- Very few colleges have automobile branch but almost every college have Mechanical and production branches. Students from such colleges worked on their project under the guidance of faculty.
- Some example of such automotive final year projects is as follow-
 - Zero turning vehicle- this is concept car. This vehicle has four different steering configurations and driver can shift steering configuration as per requirement. In one configuration. The vehicle turns in 360 degree this is known as zero turning vehicles.
 - Mono wheel- this is the vehicle with single wheel. The vehicle is manufactured to attain maximum fuel efficiency.
 - Discussion vehicle- This is circular vehicle. Five people sit on the circumference of the vehicle. One person has steering system and everyone have pedal at their legs. This is not for road transport. It is used in university to travel from one department to another.
- So, interested students in automobile sector do such projects in their college.
- Then they start to participate in BAJA and formula racing but problems faced by students are already discussed.

- Than ISNEE started the event for mediocre students and they launch National Go Kart Championship (NGKC) as the first event of ISNEE.

The short description of NGKC is as follow-

In year 2011, ISNEE launched first event named as NGKC. More than 150 teams are participated in this event. The event is organized by young energetic engineers after their graduation. They all have already showed their skills and talents in various competitions like BAJA and formula. NGKC is started to provide platform for engineers to show case their talent and also the main purpose behind such events is to earn money. NGKC and ISNEE took financial advantage in this sector being as a pioneer. Now ISNEE also organized Quad torc, formula green. ISNEE planned to launch another design challenge in which the participating teams are supposed to manufacture (Design and Fabricated) a formula vehicle which is fueled by electric power.

Student's perspective towards events-

- Majority students want to learn new things and advanced technologies which are not taught in current college syllabus. They want to interact with new people and discuss on various ideas of automotive fields.
- Some students are not at all interested in educational part. They want to participate in competition to win the race and prize money is income source for them.
- Some students are not interested in educational part as well as prize money. The riding is passion for such students and they just want to ride the vehicle. Such students are driver of the team.
- Students are very disappointed for the unethical things followed by organizers. We have already discussed those things.
- Students are also not happy for the things that organizers make business of one educational event.

- After completing all the process of registration, organizers compulsate to buy engine or body works from specific person only. Or they charge extra for those things. Organizers have one connecting firm which sells all racing material and automotive components. Organizers make it compulsory to buy specific thing from their connecting firm only.
- These things are highly money oriented and organizers are misusing the student's situation.
- Students are not happy for the partiality done by conveyor or organizers or judges.
- Students are the customer of this business but still students are not treated with respect.
- But students are happy for the platform they have got to showcase their talent. Many students made their career due to such opportunity.
- Many students got placed in reputed firms as design engineers, some started their own training institute etc.

4.10 Team-

- Students are the important stakeholders of the event. Team is formed by students and every team have different attitude to see towards the event. So we will see the analysis of teams also.
- Teams from different engineering college, different states etc have different attitude to see towards the event.
- Teams from higher engineering colleges have focused on innovations in the vehicle. They work on research and development. They have good design of all parts. Such teams have proper educational attitude.
- Some teams from average engineering college have not so much interested in deep study part. They fabricate vehicle better than other intellectual teams. Such teams focus on practice of driver and they took advantage of their strong points.

- Majority teams are from Maharashtra and Tamilnadu. The teams from south are financially strong. They have got good sponsorship to build the vehicle. So, they do not have winning attitude while event.
- Teams from Maharashtra or Madhya Pradesh are not financially strong. Their colleges are also not supportive in terms of finance. So, such students contribute to manufacture the vehicle. They have winning attitude because they know they can get their money back if and only if they win the race.
- This is major difference between students from south India and others. The students from south India are technically strong than other but 90 percent winner of competitions is belonging to Maharashtra.
- Some teams are made by college and send to competition. The event for such students is just academic part compulsate by colleges. Such teams neither win the race nor learn anything from it.
- Financial problem motivates them to win the race. The racing attitude and risky driving make them winner.
- We will do the analysis of member in team of 25-

There is one captain, one vice-captain, two drivers.

There are six departments and every student are divided in one or more than one departments.

Name of departments are as follows-

- Design Department
- Manufacturing Department
- Steering Department
- Breaking Department
- Transmission Department
- Exhaust, aesthetics and ergonomics Department
- Some students work in many departments and they are technically sound.
- Every department have one head and others working as per his instructions.

- Some students want to learn new things and concepts. They work hard but they are not so intelligent to grasp things faster. Such students work with the head of department.
- Some students are not technically strong and they even do not want to learn. They just work as labor in team.
- Basically, one technically sound person is enough to run that department properly. Two intellectual students cannot work together without dispute. So, one head and with him other students just to follow instructions given by head is perfect team.
- So every team and students from every team have different attitude to see all the stakeholders of the event. So we see the analysis of teams and team members.

4.11 College-

- Colleges take good advantage of such activities when their team participate and win in events.
- Some colleges give financial support to their team to manufacture the vehicle.
- Majority colleges allow students to use college lab and workshop for fabrication work.
- Faculties personally involved in such activities and govern it properly. They also use their industrial contacts to support financially in terms of sponsorship.
- Such activities are very useful for colleges in marketing point of view.
- Such events are organized at various places of nation. So, it increases the publicity of college in various regions.
- Colleges put their stall in automobile exhibition or industrial exhibition for the purpose of marketing.
- Actually, there are many departments in engineering college. Electronics, telecommunication, civil departments also involved in various activities. Even refrigeration, air conditioning, thermal departments from mechanical engineering also involved in various activities. But their projects are not

entertaining. People need some technical knowledge to understand their projects. Racing projects are visible and entertaining. That is the reason behind the special attention towards such events. So, colleges give special importance to such activities.

- Some faculties are against such activities because it effects on academics of students. Many times, the dates of event clashes with unit test or other important functions of colleges. So, it becomes difficult for faculties to manage things.
- College motivates such activities because it motivates junior students to involve in such activities and start preparation of it.
- Many accreditation committee's visits colleges, many renowned people visit various departments or parents visit during parents meet etc. appreciates such activities of colleges and it will increase the goodwill of college.
- College and faculties play important role in event as it is educational event and organizers need permission of colleges.

4.12 Government--

- There are not any strict laws of government as it is college level educational event.
- The event organizer needs to take police permission and permission from local municipality authority.
- Government does not know about turnover of such events. It is considered as educational event for study purpose. So, police and municipal authority allows permission without any conditions.
- Most of the racing tracks are out of the city. So, it will not disturb traffic or local residential people.
- Recently organizers registered their firm and took GST number to make it legal.
- Organizers need to pay entertainment tax in professional events but this is educational event and nothing is against laws of government. So, organizers do

not pay entertainment tax but they pay income tax and other required taxes as per norms.

- Organizers are responsible for any type of misbehavior happens during the time of events. So, organizers hire private security guards and bouncers to maintain the discipline.

4.13 Event Governor-

- It is not compulsory that event should organize with any governing body but organizers do tie ups with reputed governing body to increase credibility of event like FMSCI, IMA.
- Governing bodies have their own image and brand. They have their own rules and regulations. Once organizers do tie ups such bodies than event should be followed by their rules and regulations.
- Such governing bodies do not involve rulebook design or management of event. They strictly check the safety of vehicle and driver.
- If the vehicle or driver is not safe according to governing body than no one can allow such team on track and organizers or conveyor cannot request or pressurize the governing body.
- Participants feel secure if there is governing body like FMSCI is involved in an event.
- The presence on the certificate of the event increases the value of certificate.
- We will see the short description of FMSCI-

Federation of Motor Sports Clubs of India (FMSCI) is recognized by the Government of India, Ministry of Youth Affairs and Sports as the only National Sports Federation (NSF) for the promotion and governance of motorsports in India. It is Private Limited, non-profit company founded in 1971. It was set up with the main objective to standardize rules and regulations for motor sporting events across India. It is long standing

member of Federation International Automobile (FIA) and Federation International Motorcycle (FIM)

Functions of FMSCI-

- Promotion of motor sports at the grass roots level, and to raise the standard of Indian motor sports to international levels
- Training and deputation of sporting and technical officials to ensure safe, fair and orderly conduct of motor sports
- Formulation of sporting/technical rules and regulations for various types of motor sports
- Issue of competition licenses and organizing permits to clubs to organize motor sporting events
- Dispute redressed via the Indian Motor Sports Appeal Court (IMSAC) comprising competent persons with legal and sporting background

4.14 Companies for recruitment -

- Organizers invite some companies at the time of events for recruitment.
- It is advantage for both, the organizers and companies.
- The students from mechanical engineering department are participating in such events. Current job scenario for mechanical engineers is worst. Companies visit to few colleges and it is very difficult to get off campus job without reference.
- So, organizers get an opportunity to provide platform for such students where they can showcase their skills and get job.
- So, organizers try to invite maximum companies and use it for marketing purpose. On event job opportunity attracts many students.
- Most of the company visits event for recruitment wants design engineer. When such companies visit engineering colleges, they need to follow entire process of recruitments to search proper person. The strength of mechanical

branch is above hundred in all colleges. So, it is time consuming and costly task for companies to visit engineering college for single design engineer profile.

- Such companies visit event place. The basic theme of event is to design and manufacture of vehicle. So, the participants have good knowledge in design and they have used all the design software.
- Such students have already worked on real problem statement and result of their work is in front of recruiter.
- Recruiters can take actual knowledge-based interview and select the best candidate among all designers.
- The difference between recruitment process in college and recruitment process in event is-

In college, 150 students will apply and only 15-20 percent among them is good for design profile. But at event place, 400-500 students will apply and 90 percent among them is good for design profile.

So, companies get best talent at the event place and that is the reason behind their visit to event.

- Organizers demand for sponsorship from such companies and companies also ready to support financially for events.

4.15 Audience-

- Audience is very less on such events because the place of event is far from city and no proper travelling facilities provided by organizers.
- Organizers also do not provide proper sitting arrangement for audience.
- So, the parents of students and some people who are really interested in racing attend the event.
- Many people want to attend the race and it is required to increase footfall for marketing point of view.

- So, organizers should provide proper sitting arrangement and encourage people to attend the event.
- One perception of audience is that they cannot sit near the track as it is not safe. The track is long in length so that they cannot see properly from long distance. So even they want to see the event, they cannot.
- Audience is expecting that event should be show on projector in some room with proper sitting arrangement.
- The drone and advance cameras are used for the event. So, it is possible to show live race on screen.
- The advantage of increased number of audience can be used for marketing purpose.
- Sponsor and owner of various stalls like foods and educational will happy for the increase number of audience. It will increase the cost of per stall in future event and sponsor also happy for the result.
- Also, audience are expecting some funny games like virtual driving etc. the audience feels to drive virtual car by observing entire ambience on event.

4.16 Sponsor-

- Sponsors are spending huge money on event and they get stall at the place of event.
- Sponsors want that directly or indirectly there should be good return on investment.
- So increased number of footfall is always beneficial for sponsors. Mostly organizers search such companies which is relevant to racing event. So, participants and audience do visit their stall.
- There are different packages of sponsors and they get benefitted as per their sponsorship amount.

- The display of logo on banners, display of logo on certificates and all vehicles, advertising on social pages or arrange some events to market their products. In so many ways we can increase reach of sponsors.
- Benefits of sponsor-
 - Their name will be highlighted for all the events organized in that year.
 - They can launch their product during the event. Organizers can give slot of two hours for that company. The total authority of stage will be in hand of sponsor.
 - The events are held at different regions of India. So they can target customer of different mentality.
 - Sponsor will get the database of event students. So that they can target them individually for marketing purpose.
 - Their logo will be displayed on many places like-
 - ❖ Hoarding on entrance gate
 - ❖ Hoarding on pits
 - ❖ Registration desk
 - ❖ Podium
 - ❖ Umbrella near stall side
 - ❖ T-shirt of the volunteers
 - ❖ On body works of each vehicle
 - The information of the company will be displayed on the website of event.
 - Their name will be on the trophies and certificate of the event.
- Sponsor is happy for the benefits they are getting from event. They will be also on banners displayed in city. So local sponsor gets advantage of these things.
- Organizer approaches Company to sponsor the event and teams approaches the company to sponsor the vehicle.

4.17 Judges-

- Judges are invited by conveyor by using his existing contacts.
- Judges come from various sectors like teaching staff of engineering college, past team captains of BAJA or supra, employees of ARAI (Automotive Research Association of India), experienced person in automotive sector or engineers in automotive companies.
- Judges are paid for entire event which decided by conveyor before the event.
- Judges get respectable amount for their work and they are also happy for their compensation.
- Organizers provide all facilities of accommodation and food for judges because they are renowned personality of their area.
- Judges are not happy for the performance of the students and the way the events are conducted by organizers.
- Judges want that student should get knowledge and experience from such events which will helpful for them in future when they are actually working in company on specific problem statement.
- But the organizers are highly money oriented and students also participate in event to get championship and prize money.
- Judges want that all parts should be design by students and they should know technical information about their work. But many already manufactured parts are used by students.
- Sometimes the decision of judges is changed by conveyor or organizers for their personal benefits. Judges are not happy for such unethical behavior. But they are paid employees of event, their task is over once they judge the vehicle technically and submit their report to conveyor.
- Many times, there are clashes between judges on some decision. As every judge belongs from different background. So, they have different way of thinking towards event. This difference in way of thinking reflects from their decision.

- There are clashes between judges of governing body and judges invited by organizers.
- Sometimes judges are also involved in unethical practices which are not known to conveyor or organizers. So, after such cases, organizers keep one technical person from volunteers to observe judging.
- Judges improve reputation of events. some judges from various renowned institute becomes the reason for many teams to participate in event.

4.18 Training Institutes-

- Some organizers have their own training institute and some organizers have done tie ups with training institute.
- Some colleges participate in the event for first time. So, they need the assistance to manufacture their vehicle.
- So, organizers arrange paid workshop for students. Some organizers made it compulsory to make money but some organizer keep it optional.
- Organizers sell data of teams to independent training institute. Then such institute contacts team and tell them about their packages.
- Such institute also teaches various design software to the students.
- Some colleges invite such training institute to take workshop in their college. So that interest will be developed among the students and they will create something new.
- So, this business of training institute depends upon the events organized in local area.

4.19 Firm of spare parts-

- The organizers have their own firm with different owner and face.
- This firm provides the material and spare part required to vehicle.
- Once organizer gets the data of teams, they contact those teams on behalf of spare part firm.

- Than organizers send them the quotation of all parts and told them to contacts if anything is required.
- The organizers personally suggest students to buy from particular firm which is genuine according to organizers. But this is the firm owned by organizers.
- The spare part firm also provide ready vehicle as per rulebook to participants. This vehicle also manufactured by organizers.
- In such way the economy developed by events is captured by very few people.

This is the analysis of major stakeholders of event.

CHAPTER 5

CONCLUSION

- Many stakeholders are present in any event and every stakeholder has different expectations, working attitude, ethics. All stakeholders should be cooperative and understand the role, attitude of other stakeholders to make event successful.
- Ethical behavior plays an important role in any event and event organizer should govern event in ethical manner. If organizers want to organize event for long term than he must organize it in ethical manner.

- The attitude and working culture of organizers becomes working culture of other stakeholders who are working directly in the event like conveyors, volunteers, judges etc.
- Apart from earning money, maintaining good relation and increasing network are also important results from event. According to the responses of the stakeholders, every stakeholder wants to maintain long term business relations with each other.
- Majority students want to participate in event to get knowledge of the automotive sectors but on the other hand students looking event as amusement and money-making business.
- Sponsors are not interested in any activities of the event. They just want maximum number of footfalls to their kiosk. They want that visitors should convert into customer of their product and service which will increase their revenue.
- Sponsors are very much interested in the data of students which reflects the growing importance of data in current market.
- Colleges and faculty are supportive and encourage students to participate in such activities but on the other hand they want that it should not affect on academic performance of the students.
- Governing body is in the favor of organizers and they are not working as per their expected duties.
- The stakeholders who appointed for some duties for per day payment basic are not serious about long term business.
- So many competitors have entered in market and organizing racing event which effect on the value of certificate.
- Majority of the stakeholders are money oriented and it financially effects on student. If student thinks that he learns knowledge is worth for what he spends then event is good business otherwise it is unfairness for the students.

CHAPTER 6

REFERENCES

- Ongoing 2b/3a inhibition In Myocardial infarction Evaluation.

J Klijn - <http://isrctn.org/> - 2012

- Eckerstein, A. (2002). Evaluation of Event Marketing, *International Management Master*

Thesis: 25, Goteborg University.

- A project on event management, Amey Patil.

Mumbai University (2014)

- Special event management and event marketing, (2012)

Huseyin Kose, School of Physical Education and Sports, Anadolu University.

Mehpare Tokay Argan, Bozuyuk Vocational School, Bilecik University.

Metin Argan, School of Physical Education and Sports, Anadolu University.

- ‘An Analysis of Research Topics in Event Management Research’, 2016

Kwangsoo Park. Department of Apparel, Design, & Hospitality Management North

Dakota State University.

CHAPTER 7

ANNEXURE

