

Socio-Demographic Profile Infrastructure of the Selected Talukas and Villages of Nagpur District

¹Sanjay Kumar Padhy & ²Dr.R.K.Sawlikar

¹Research Scholar, Department of Management, RTM University, Nagpur (India)

²Assistant Professor, S P College, Chandrapur, Maharashtra (India)

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ABSTRACT

This research paper is exploratory research that tries to explore the reasons for animated advertising and its impact on the brand awareness among the youths of Nagpur City taken for the study. Besides, the availability of time, money, skills of the research staff and the means of obtaining the information must be given due weightage while working out the relevant details of the research design such as experimental design, survey design, sample design and the like. This chapter deals with the overall background of Nagpur district. It describes the history, geographical information and socio-demographic profile infrastructure, administration divisions, occupations, literacy, agricultural pattern, culture and food habits of the selected talukas and villages of Nagpur district.

1. Introduction

Sampling Technique

Stratified Random sampling technique or cluster sampling technique will be adopted for collection of data after conducting the pilot study and testing the suitability of sampling. If the population from which a sample is to be drawn does not constitute a homogeneous group, then stratified sampling technique is applied so as to obtain a representative sample. In this technique, the population is stratified into a number of non-overlapping subpopulations or strata and sample items are selected from each stratum. If the items selected from each stratum is based on simple random sampling the entire procedure, first stratification and then simple random sampling, is known as *stratified random sampling*

Data Collection

Primary data: The primary data will be collected by the interview method by using a structured questionnaire. Data Collection will be from the 10 Educational Institutions of each zone in Nagpur City. The Products will be considered for this study is Mobile phones, Bikes and Body Sprays.

Secondary data: National international books in the areas of study, journals, magazines and websites will be used as the source of secondary.

Objectives

1. To understand the effectiveness of animation in advertisement.
2. To understand advertising and impact on brand awareness.
3. To study various message execution styles in advertisement.

2. History of Nagpur District

The name Nagpur appeared for the first time on record in 10th Century. Nagpur city was founded in 1702 A.D., by Gond

King 'Bakht Buland Shah' of Devagad, on the banks of Nag River. That is why; the city was named 'Nagpur'. The eldest son of 'Bakht Buland Shah', Raja Chand sultan ascended on the throne of Devagad in 1706, and shifted his capital from Devagad to Nagpur and ruled Nagpur for 33 years. After the death of Raja Chand Sultan at Nagpur, the city again went into obscurity and was gradually dominated by Bhonsle dynasty of Deor in 1742. In 1765 A.D., Nawabpur, Old Mangalwari, Shukrawari Tank, Hansapuri, Jaripatka, Rajabaksha, Rambagh and Itwari areas were established and developed in Nagpur during the Bhonsle period. In 1853, in the famous battle of Sitabuldi, the Marathas lost the city to Britishers. Nagpur was ultimately incorporated into British residency in 1853, and the Britishers ruled over Nagpur from 1853. In 1857, the effect of first India's freedom struggle was felt also at Nagpur, which laid down the foundation of many non-violent and non co-operation movements.

In 1861, Nagpur became capital of Central Provinces and in 1864; the Municipality of Nagpur was established. In 1867, between Nagpur to Mumbai (earlier Bombay), a new British train route 'Great Indian Peninsula (G.I.P) 'railway' was laid down which transformed the future of Nagpur for good. On 28th December 1891, the seventh All India Congress Session was organized at Lalbagh locality in Nag pur, in which P. Anandacharlu presided the session. The English daily 'The Hitvada' was founded in 1911 and the foundation stone of Vidhan Sabha was laid here in 1912. In 1920, 35th All India Congress Session was held for the second time at Nagpur for which a new colony-Congress Nagar, was laid down near Dhontoli Park. Finally, in 1942, Nagpur participated in 'Bharat Chodo Aandolan' in which Maganlal Bagdi's Lal sena actively participated. He was imprisoned and the freedom fighter Shankar was hanged and in 1947, All India Radio Station was founded at Nagpur. It is also interesting to mention here that Nagpur University was founded in 1923.

3. Geographical Profile of Nagpur District

Nagpur district is located in the Deccan Plateau and lies 312.42 mtrs above the mean sea level. Since it is located at geographical center of India, the zero milestone of India falls in this city. It is surrounded by Madhya Pradesh State in the north, Bhandara in the east, Chandrapur in the south, Wardha in the south-west and Amravati district in the north-west. The major highways NH-7 (VaranasiKanyakumari) and NH-6 (Mumbai-Sambalpur-Calcutta) and major railways trunk route (Mumbai, Chennai, Howrah and Delhi) pass through the city. Important Central and State Government offices and institutions are located in Nagpur. The Industrial area exists along the fringe areas like Kamptee, Hingna, Wadi, Khapri, Butibori and Kalmeshwar. Nagpur is 837 kms from Mumbai, 1094 kms south of Delhi, 1092 kms north of Chennai and 1140 kms west of Calcutta.

The town is dominated by the British fort built in 1818 on the twin hills of Sitabuldi in the centre of the city. There is Gorewada reservoir with a dam 2,350 ft. long which supplies water to the city. There are several old lakes like Shukrawari, Ambazari and Telankhedi in and around the city. Similarly, rivers like Kanhan and Pench flow through center of the region, the Wardha in the west, and the Wainganga in the east. Both these rivers merge as tributaries into river Godavari. The soil is fertile black (cotton) in the west and the north, and alluvial in the east.

Density

Density and its spatial distribution is an essential component of urban shape and is utilized generally for sprawl evaluations. Diminishment in density after some time is viewed as a sign of urban sprawl and density distribution characterizes the compactness of urban frame. All the more sensibly, the density calculations ought to be founded on the developed area (created area (Developed area/Built up area: Measures land area devoured by urban exercises inside a metropolitan area crosswise over administrative boundaries. It does exclude vast parks (>4Ha), airplane terminal, agricultural land, undeveloped vacant land and water bodies. In this investigation, such areas are deducted to compute developed area (created area), e.g., the areas under campuses of government restricted areas, educational and explore organizations (e.g., VNIT, NEERI and Central Jail) and so on.) as opposed to the administrative area of the city. This is on the grounds that a city may not possess the entire administrative area or may overflow the administrative area restricts or includes extensive undeveloped fixes inside administrative area; and thus may not speak to the genuine average population density. Three indicators are determined to comprehend the —Density design in the city: (I) Gross population density (ii) Average (developed area) density; (iii) Average land consumption per individual.

The aggregate area a work in progress Plan 2000 – 2011 of Nagpur is 235.21 square km, consists of the area under Nagpur Municipal Corporation (NMC) and area outside of NMC limits admeasuring 217.56 square km and 17.65 square km separately. For administrative purposes, the NMC area is isolated into 10 zones which are by and by subdivided into 136 wards. To comprehend Nagpur city's setting universally, a

comparison with comparative world urban areas is finished as for population size, density and urban area.

Gross Population Density & Average (Built up Area) Density

It is watched that in Nagpur, very nearly half zones and around 25% of aggregate 136 wards have gross population density underneath 100 pph. In some fringe wards density is as low as 20– 32 pph though inward and center area density is as high as 750– 1000 pph. According to UDPFI (Urban Development Plans Formulation and Implementation (UDPFI) Guidelines are arranged and distributed by Ministry of Urban Development, Government of India, New Delhi in 1996 to facilitate readiness of spatial improvement designs of urban focuses in India) guidelines, urban density of created area ought to be 100– 150 pph. Two dominant density ranges in Nagpur are of 75 – 150 and 250 – 400 pph and population is for the most part concentrated inside 5 km span from CG. The gross density expanded very nearly three times since 1971 while the average (builtup area) density expanded one and a half circumstances.

Land Use Split up

According to the Development Plan of Nagpur 2000 – 2011, out of the total area of 21,756 hectares accessible inside the Municipal Corporation limits, just 8340 hectares (38%) was told for improvement. Another around 38% of the land was kept under farming and backwoods cover and 4% was under nallahs (rivulets) and water bodies. According to Urban Development Plans Formulation and Implementation (UDPFI) guidelines, the land utilize distribution of developed land (as proposed in Development Plan) fits in with the guidelines on account of private use. By and by, a significant part of the agricultural green belt is infringed upon and developed as developed private sprawl. The city has vast farming land, backwoods cover and institutional open spaces which is compensating the deficit of land under parks and gardens (recreational spaces) which is just 2%. There is have to profit more land for recreational purposes from the extent of land reserved for open and semi-open utilize. This will build the extent and openness of commercial and recreational uses to help high density and compact improvement. Very nearly 660 Ha (i.e., around 8%) of developable vacant land is as yet accessible inside the NMC administrative limits that might be put to utilize.

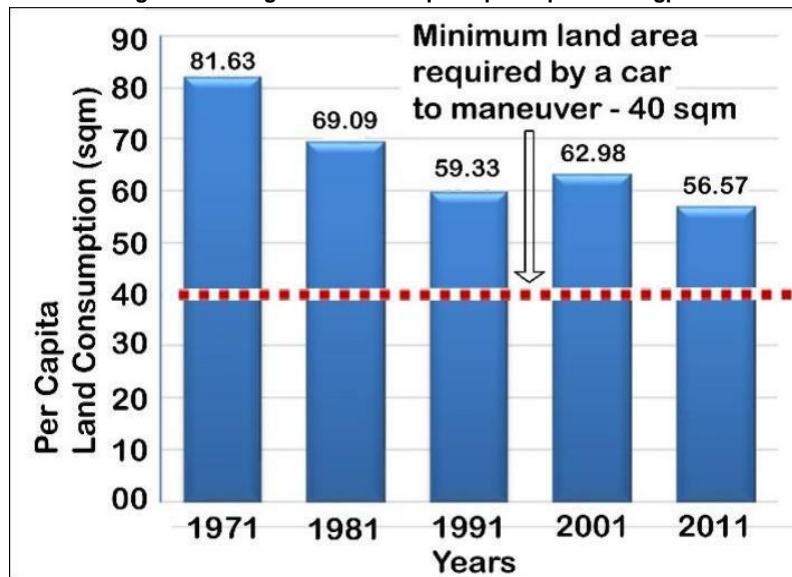
Average Land Consumption Per Capita

The land consumption per capita is specifically gotten from the density.. Without perfect figures for land consumption, benchmarks might be chosen by comparing space consumption by different utilizations, for this situation the vehicle mode is compared. The spotted line in Figure 1 demonstrates the measure of land space required by an auto to stop and to move which is 40 sqm. In 2011, the developed land area per individual in Nagpur was 56.57 sqm, so it might be gathered that in Nagpur an auto expends right around 70% space of a man. Singular utilization of auto as transport means will be more problematic in urban communities with lesser consumption of land per capita. In urban areas with swamp consumption per capita, for example, Nagpur or even in

different metropolitans around the globe like Shanghai, Moscow and Paris the auto is infringing on individuals' offer of room, which is spatially more disastrous in exceptionally thick urban areas. To carve for more space for vehicles, the

strategies for promoting dispersal of population will be received bringing about low population densities and sprawl. On the other hand, the choice of confining auto utilize will retain and advance compact developments.

Figure 1 Average land consumption per capita for Nagpur

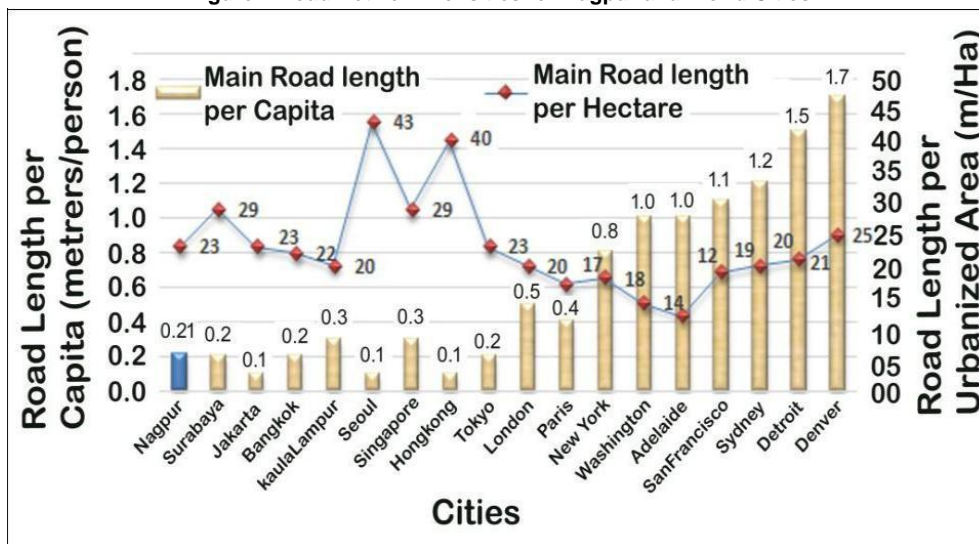


Road Network Density

The principle street arrange consists of the essential and optional street organize (blood vessel) and it essentially benefits major intra urban associations. Street Network Density evaluates infiltration of transport supply routes into the urban developed areas and their availability. This marker additionally evaluates the street limit and permeability of urban land. Higher estimation of street organize density and lower estimation of street length per individual shows reasonable urban shape as for transportation parameters. Higher street organize density may control congestion on streets by giving

more transport halls and course choices. Less street length per individual may show higher congestion levels if more dependence is on private modes i.e., autos. As the city spreads out with decrease in population density, the street arrange density may decay and street length per individual may increment. In Nagpur, the total length of significant streets is 500 km (in addition to 1500 km inside streets). The gross street arrange density computed is 22.98 m/ha (total street length/total developed of city) and developed area street organize density is 36.74 m/ha; street length per individual is 0.2078 m/individual.

Figure 2 Road Network Densities for Nagpur and World Cities



Congestion Index

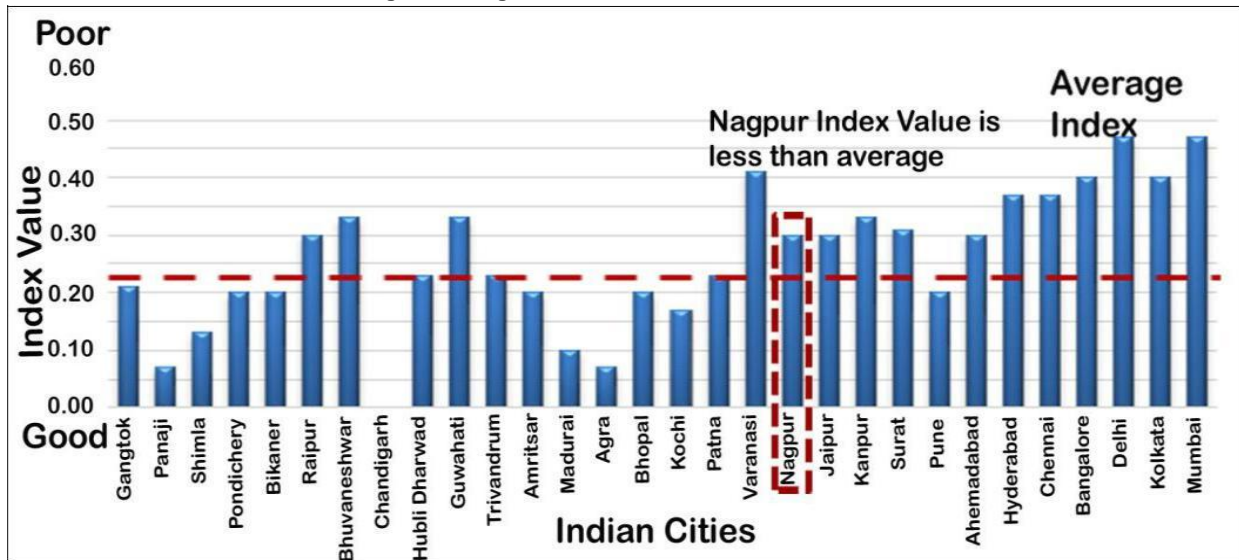
Congestion may prompt increment in travel time because of less travel speed which thus decreases street proficiency. In different terms, higher congestion decreases the portability i.e.,

how successfully clients can perform trips. Increment in congestion prompts lesser security, corrupting condition and constraining financial developments. Congestion and versatility resemble antonyms; regularly similar measures of viability can be utilized to screen them two.

The congestion list is planned as takes after: Congestion record = $1 - (A/M)$; where, M is Desirable Average trip speed on real street systems of a city amid top hour, which is accepted as 30 kmph, and An is Average adventure speed saw on significant passageways of the city amid crest hours. In an investigation by Wilber Smith and Associates, the list for the 30 Indian urban communities is displayed in Figure 3. Lower

file esteem demonstrates better portability and lower congestion levels. For Nagpur, the assessed estimation of congestion file is 0.24, which is near the average list esteem reflecting an average street arrange framework in the city. Chandigarh has the most reduced congestion list (esteem 0), reflecting the specific great quality of street organize.

Figure 3 Congestion Index for Indian Cities, Source



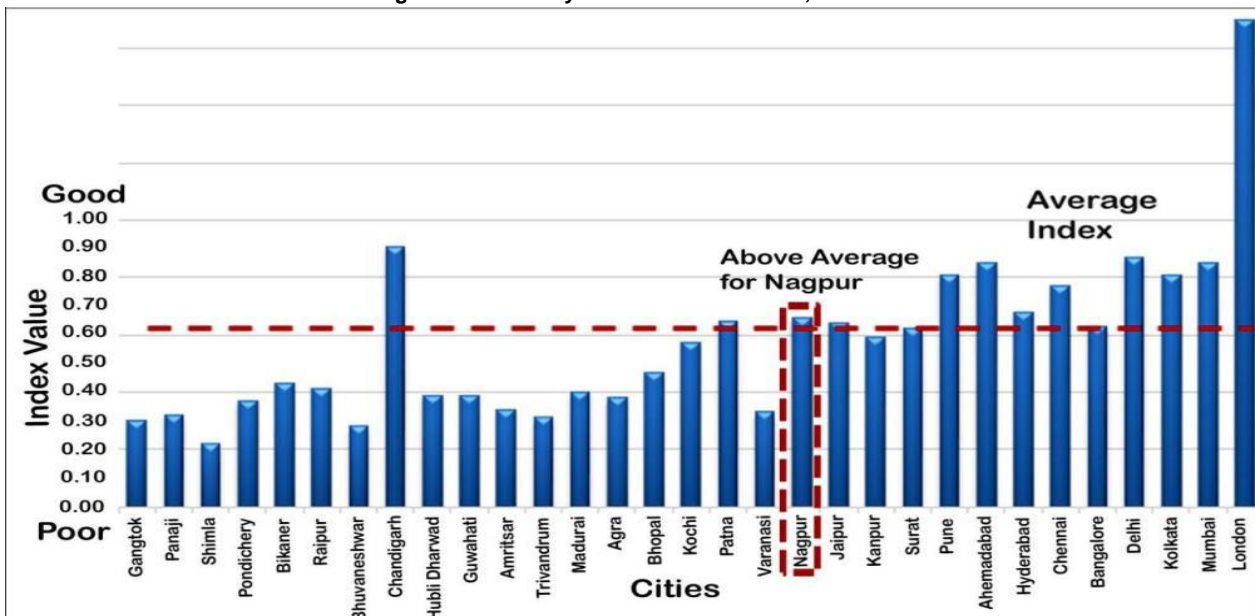
Walkability Index

Despite the fact that a noteworthy number of trips in Indian urban communities are made by foot (16%– 58%), walker framework and offices in Indian urban areas are inadequate and dismissed. A walkability index considering accessibility of trail on real halls and general office rating by people on foot is developed in an examination by Wilber Smith Associates and performance of person on foot foundation is assessed. It is communicated as: Walkability Index = $[(W1 \times Availability) + (W2 \times Facility \text{ rating})]$; where, W1 and W2 are Parametric weights (expected half for both), Availability is Footpath length/Length of significant streets in the city, and Facility

Rating is a Score estimated in light of assessment on accessible walker office.

Figure 4 demonstrates the walkability index ascertained for the 30 Indian urban areas where in higher index esteem shows better person on foot offices. For Nagpur, the assessed estimation of walkability index is 0.67, which is over the average index esteem reflecting that the city has better than expected or direct walker offices. However, it is far beneath the walkability index an incentive for London which is estimated at 1.5 to 1.7.

Figure 4 Walkability Index for Indian Cities, Source



Accessibility (Proximity)

Accessibility or closeness of a service, put, or planned action might be portrayed as how efficiently with less time and travel distance a man can reach there. It can be estimated as the distance to the closest place or movement, number of spots or exercises inside a given distance, and so on. Frequently, it is dependent on the accessibility of travel offices and the land utilizes arranging. This is an alternate way to deal with think about the productivity of transport arrange from the conventional one where transportation is seen just as engine vehicle traffic, per capita vehicle proprietorship, vehicle-kilometers, average traffic speed, roadway, level of service, and so on.

Two types of Accessibility lists are developed as a feature of the examination by Wilber Smith Associates; they are (i) Public Transport Accessibility Index and (ii) Service Accessibility Index.

Public Transport Accessibility Index

It is formulated as the backwards of the average distance (in km) required to be traveled to come to the closest transport stop/railroad station (suburban/metro) by residents. Higher the index implies better open transport accessibility. For Nagpur the index esteem is 1.05. i.e., same as the average an incentive for different Indian urban areas.

Service Accessibility Index

This index is based on the percentage of work trips completed within 15 min time and 30 min time for each city. Higher index indicates better service accessibility. In Nagpur, almost 35% of total work trips are made within 15 min and almost 78% of work trips are accessible within 30 min time. For Nagpur, index value is 0.78, which is above the average index value of 0.68 reflecting that the city has good service accessibility. This could be a result of moderate trip lengths due to medium city size.

Figure 5 Public Transport Accessibility Index, Source

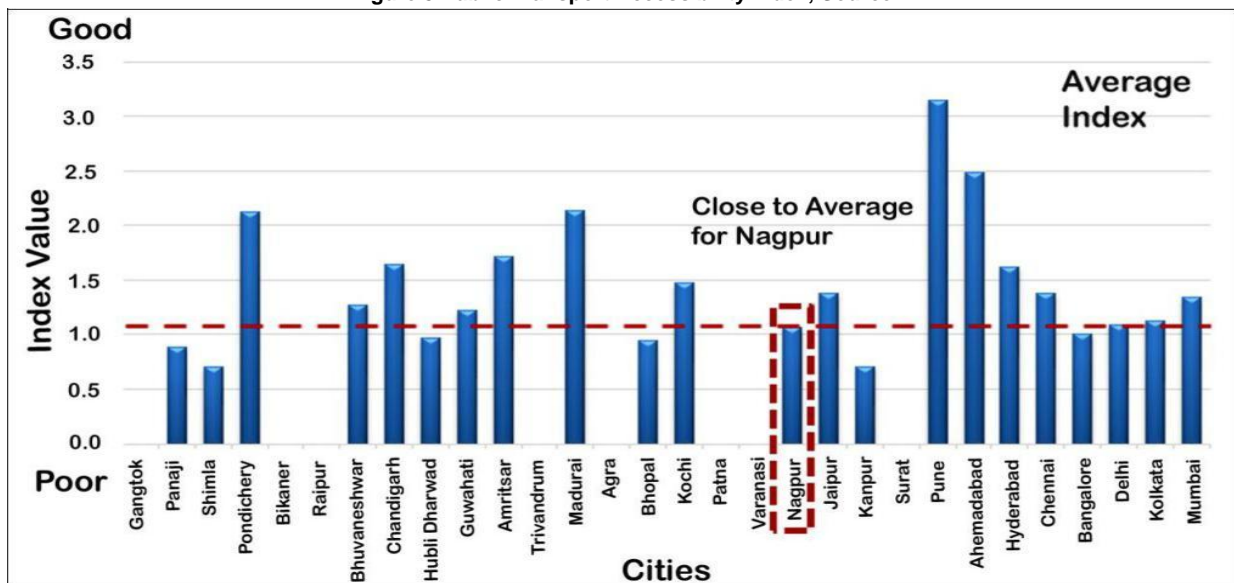
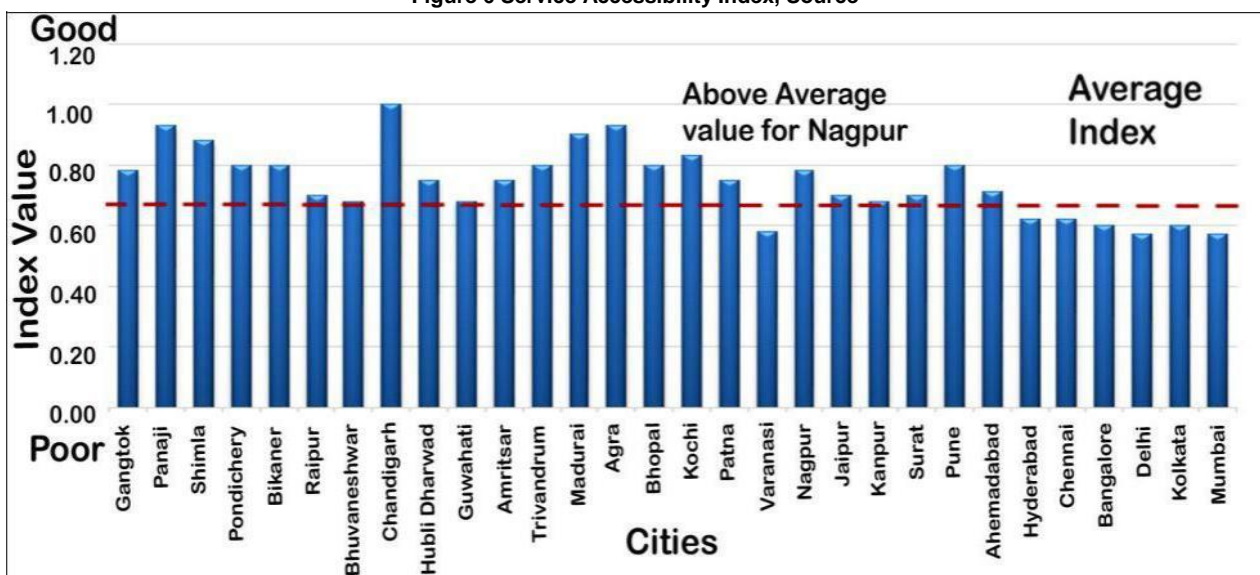


Figure 6 Service Accessibility Index, Source



Shape Performance

The state of a city can decide its compactness as intuition proposes that the more compact and round urban areas ought to have shorter travel distances. Scattering index (The scattering index (prior known as compactness index) was first characterized by Bertaud and Malpezzi in 1999 as: All else being equivalent, a city shape which diminishes the distance between individuals' home and the fundamental work environment and consumption will be more great to the working of labor and shopper markets. For a surrendered manufactured area, the shorter the average distance per individual to the fundamental work environment or the primary commercial areas, the better would be the performance of the

city shape is utilized to assess the shape performance of the city.

4. Conclusion

This paper explore the reasons for animated advertising and its impact on the brand awareness among the youths of Nagpur City taken for the study. This paper deals with the overall background of Nagpur district. It describes the history, geographical information and socio-demographic profile infrastructure, administration divisions, occupations, literacy, agricultural pattern, culture and food habits of the selected Talukas and villages of Nagpur district for the proposed study.

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