Research Methodology

Research Area

Nashik is a city in Maharashtra, India. Nashik is the third largest city of Maharashtra and also third most industrialized city in Maharashtra, fourth fastest growing city of India and 16th fastest growing city of the world.[2] It is the 11th most populated district in India with growth of 22.33% in last decade. It is also the 16th estimated fastest growing city in the world for period 2006-2020 by city mayor report..

Nashik today is the 4th fastest growing city of India and 16th in the world and has even been identified as a tier-1 metro. The city's population is more than 2.6 Million as per the 2011 Census. The city's economy is driven chiefly by the engineering and manufacturing industry (which has been around since the 1970s) as well as the progressive agriculture in area surrounding the city. Auto majors such as Mahindra & Mahindra, BOSCH and Original Equipment Manufacturers (OEMs) such as VIP, Samsonite, CEAT etc. have their plants here and have spawned a huge network of auto component suppliers and engineering ancillary services. It is also a pharmaceutical hub with presence GlaxoSmithKline, Glenmark Ltd., Mylan Laboratories Ltd. among others. In recent years, Nasik has also carved a niche for itself as India's "Napa Valley" and locally established wine brands such as "Sula" and "Zampa" have attained international acclaim.

Modern efforts are on to promote the growth of an export-oriented rose farming and wine industry in the district. It is home to an important thermal power plant (Eklaahare) and a National Treasury Printing Press (India Security Press at Nashik Road). There are five "Industrial Zones" in the Nashik area and its outskirts (Satpur, Ambad, Sinnar, Igatpuri and Dindori). Nashik has a number of sugar mills. It is also chief exporter of red onions and pomegranates. Nashik also has become a house of various malls like, City Center Mall, Pinnacle Mall, Shradha Mall etc. and big Multiplexes like Cinemax, Fame, Big Cinemas also are present in the city.
**Institutions**

Various Institutions Of National and State Importance are located in the city of Nashik. A few of them are:

- Yashwantrao Chavan Maharashtra Open University
- Maharashtra Police Academy
- Maharashtra University of Health Sciences
- India Security Press(ISP)
- Currency Note Press (CNP)
- Defence Ministries Fighter Plane (MIG) Production Unit HAL (Hindustan Aeronautics Limited)
- Thermal Power Station, Eklahare
- Maharashtra Engineering Research Institute (MERI)
- Government Polytechnic Nashik
- Nashik District Maratha Vidya Prasarak Samaj.

**Education**

Nashik has been the educational hub of North Maharashtra. The city has two state-run universities, the Yashwantrao Chavan Maharashtra Open University and the Maharashtra University of Health Sciences. Colleges in Nashik are affiliated to Pune University. Today the city houses a large number of private and governmental educational institutions offering higher education in Medicine, Engineering & Technology, Architecture, Pharmacy, Military Management among others. Bhonsala Military School is the oldest residential school in Nashik Indian Railway has also established its Advanced Training Institute for electrical engineers namely, Indian Railway Institute of Electrical Engineers IREEN here at Nashik. Nashik is also home to private institutions such as Divyadaan: Salesian Institute of Philosophy on Don Bosco Marg off College Road. Various Colleges and Universities like Gokhale Education Society and KTHM College are located here.

**Research Design**

**Sample Size**

A multistage stratified sampling method will be adopted to make comprehensive study. Sample size is all Management institutes in Nasik From each institutes 1. Concern person, 2. 5 Professors 3. 5 Person from staff 4. 30 students will be selected for stratified sampling.
Source of Data

In order to test the specific objective of investigation, present study will include primary and secondary information.

(a) Primary Information

1. By concerning guide and management institutes we will prepare schedule to do the research.

2. Personal in depth interview with connivance sample to those person in institutes who had been actively involved in the execution of marketing tool

3. Pretested questionnaire and covering latter mail to non probability sample. After one fall up reminder later will be send to receive maximum number of responses.

4. On the basis of collected data and the observation. Different management colleges observation will be tabulated and will be compiled.

5. At last all observations analysis will be perform.

(b) Secondary Information

Secondary Information will be compiled from following offices:

1. List of institutes from Pune university literature.
2. Economic Survey of India
3. Data from AICTE & UGC.
4. HRD Ministry year 2010-2011 reports
5. Various books and publication from library

Selection of the Study Area
As marketing in service sector is now establish fact. Marketing of educational institutes and that to of image building of institutes very little research has been done to contribute in this area and extend to this area topic has selected. Nasik is educational hub of North Maharashtra development in management institutes must be studied which contributes larger area of development in higher education sector.

Analysis of Data

Detailed description of the analytical tools employed in the study is given below.

Simple conventional method of tabular analysis will used to study the Image building. Average and percentage worked out to examine the roles played by the marketing tools and factors influencing Image building of Management institutes, Perceived impression in the Image building of Management institutes.

Tentative Work Plan

(I) First Year
(a) Collection of Review of Literature
(b) Preparation of Schedule and Questionnaire
(c) Collection of Primary and Secondary Data
(II) Second Year

(A) First Six Months  
(a) Preparation of Master sheet  
(b) Analysis of Data

(B) Second Six Months  
(a) Interpretation of Data  
(b) Submission of the study