**Research Methodology**

Research is the process of getting the truth. It is include the identification of study area for collecting the data analyzing the data and finding and get the conclusion or truth. And through research we are getting new knowledge through. Research we get a solution of any particular problem. And research is the scientific and systematic process for obtain the knowledge. Research methodology refers to provide the method or help to solve any particular problem. And through the research methodology we can research easily only we need data like as secondary or primary these both data collection are very helpful to research.

**Research Design**

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

**Type of Research**

The researcher will use descriptive research design, which we will use in our research.

**Data Collection**

Data collection is the process to get information about our problem of research and through data collection help in research. The purpose of data collection is to have proper information & knowledge and it helpful to prepare the research report.

**Secondary Data**

The researcher will collect the data from secondary sources such as research journals, magazines, books, annual reports (industry), database (year wise), newspapers etc. Secondary data/information will be more useful to understand the basics of the topic and through the halving of plenty of information, researcher could have deep knowledge.

**Primary data**

The researcher will collect the primary data/information through structured questionnaire (survey method) through the various respondents. The employees those who are working in private & public organizations, they will be the respondent. Directly, researcher will collect the information from the employees as well. Primary information is more reliable.
information in comparison to secondary and it provides the reality about the situations which is existing in the society.

Sampling

The researcher could use convenience (non-probability) sampling (as per requirement of the study) for collecting the data/information.

Population

The area of study shall be Kanpur and researcher shall interact with the employee of Kanpur those who in private and public organizations.

Sampling Techniques

The research shall we use convenience sampling for data collection or other techniques.

Sample Size

The researcher shall have been taking of 500 employees from private and public organizations for collecting the information.

Statistical Tools and Technique

Eventually, after collecting the data/information the researcher shall apply following statistical tools & techniques for analyzing the data- mean, standard deviation, regression, correlation, ANOVA, paired sample t-test and factor analysis etc.