

**A BRIEF STUDY ON R.C.V. SERVICE KISAN SEVA KENDRA INDIAN
OILCORPORATION LIMITED ASSAM OIL DIVISION MELURI, NAGALAND**

*A project report submitted in partial fulfilment of the requirement of the requirement
for the award of the degree of bachelor of commerce Nagaland University*

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DECLARATION

I declare that the project report entitled “A STUDY ON R.C.V SERVICE KISAN SEVA KENDRA INDIAN OIL COPRORATION LIMITED ASSAM OIL DIVISION MELURI, NAGALAND” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

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CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

NGIPLON RACHEL CHOHWANGLIM

Supervisor

ACKNOWLEDGEMENT

The works are incomplete without acknowledge on my part. So, it is my heart grateful to those who have supported me and contributed as well assisted me throughout the research of my work.

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CHAPTER 1
INTRODUCTION

1.1 BACKGROUND

R.C.V Service Kisan Seva Kendra (KSK) Indian Oil Corporation Limited (IOCL) Assam Oil Division (AOD) Meluri, Nagaland is a facility that sells fuel and engine lubricants for the motor vehicles. The most common fuels in this station is petrol and diesel fuel. R.C.V Service Kisan Seva Kendra (KSK) Indian Oil Corporation Limited (IOCL) Assam Oil Division (AOD) Meluri, Nagaland is an Indian oil, Assam Oil Division, was set up in the year 2009 by Mr. Rholetho Ngouri and Mr Chelekhu Nyusou . Under the rural retail outlet dealership also referred as (KSK) Under the Indian oil corporation limited (LOCL) with the initial investment to a rounding figure of 5000000 lakhs.

It is the only petrol\diesel pump which supply whole the area of pochury Meluri sub division, under phek district, nagaland and some part of Jessami Sub Division,Ukhrul District Manipur . India have more than 60,000 petrol pumps which are affiliated to different company like HPCL, LOCL, And BPCL where millions of fuel are dispensed to consume everyday.(KSK) is a retail outlet dealership which is one of the award winning retail outlet model pioneered by the Indian oil to cater to the need of customers in the rural segment.Today (KSK) outlet have emerged as dominant players in the rural markets, riding the rapid growth of upcoming second and third tied roads in the rural areas. The (KSK) comes with a fresh perspective enabling dealers to tap a huge demand driven in by the customer there. Till today it is continued, with a good expansion in development progress at Meluri Nagaland under Phek District. As it is the only sources found in Meluri under sub – division, so it contributes all over the Pochury community and some other places which is near to Meluri e.g. Jessami which is under Ukhrul District.

1.2 REVIEW OF LITERATURE

V Ramalakshmi (2016) in her case study “consumer attitudes towards petrol pump in Kanyakumari District”. Identified that the consumers satisfaction should be the ultimate goal of petrol retail outlet and this can be achieved by making variety of facilities set up near the pumps .as well by added specialties with available in retail outlet like food, wash room, recreation.

Parameshwari A (2017) in this study she made information and research over the consumer needs of daily preference and satisfaction of petrol and diesel products. The model made buyer behaviour stimulus –response model. It helps to identify the perception of the consumer towards purchasing a products and consumer feedback provides market reflection to the marketer which enables them to gain awareness about consumer preference and satisfaction level towards the services.

Rahim Asghar (2016) he has proposed about the consumer loyalty, consumer satisfaction and services quality of the products .Earning customer satisfactions is one of the major role and backbone for the business environment. Marketing is not only creating the new set up or the new customers engage into the business firm after earning new customer the company should satisfy the consumer needs and wants. The main and objective role is to maintain long term relationship for smooth run of the business and they should not fail to disappoint the consumers.

1.3 LIMITATION OF THE STUDY

1. Due to the limitation of the study has not made with clear figures.
2. Data was not able to pool because of the secrecy maintained by the company.
3. Due to the busy schedule of the workers and the owner, the overall performance could not be assessed
4. Due to reluctant and conspicuous behaviour of some respondent, it creates difficulty in getting full information.
5. There are some figures which have done approximately the number to avoid fractions and easy doing.

For collection of data extreme care is not taken due to lack of knowledge.

1.4 OBJECTIVES OF STUDY

Main objective of the study refers as below;

- 1) How they run the business sector whether they are progressing or not. As well to know how much they earned the profit during a specific year.
- 2) To know the expenses incurred in the business during the starting point till today how they utilize the expenditure of the sector.
- 3) To compare all the financial statements for 3 year of the business i.e 2019,2020,2021.in this very sectors of the business
- 4) To find out the strength and weakness of the business, this can be found only if they prepared the following transaction of the sectors through trading profit and loss account and the balance sheet.
- 5) To find out whether they are providing good products facilities or not. As it is the only place available in Meluri there is no competition, so it is very important to know about these issues.
- 6) To see whether they treat people gently/ friendly /cruel etc.
- 7) To know the detail of the service how, when, where, at, whom etc, it is also quite necessary to know where they bring the products and sold out.
- 8) it is also to find out, the number of employee at the current year.

1.5 RESEARCH QUESTION

1. What is the revenue generated by (KSK) for the periods of 2019 -2021?
2. What are the business prospects of (KSK)?
3. What are the challenges and problems face by the business?
4. What are the factors that affect the sales volume of retail fuel at Meluri?
4. What is the Loyalty of the customers?

SIGNIFICANT OF THE STUDY

This study determines the profitability of outlets in (KSK) and the finding of the positive response of the economic development. The study will contribute to the knowledge used by the researcher and the interested of third parties .The outcome of this studies will indicate the extent to which location and size influence fuel retail volumes and for the matters of profitability of the outlets .The information will serve for the site for the purpose of setting retail outlets.

1.6 RESEARCH METHODS

A data was collected on primary sources i.e. personal interview and discussions with workers regarding their activities so also by questionnaire typed and printed in a defined form or set of forms. In the project the main source of collecting of Data was through interview so also the questionnaire was designed and filled by individual aspect of respondents,. The secondary source of data is also collected from the internet source to know about the schemes relating to project to make more in details of the business sector.

SOURCE OF DATA

This study is based on the two types of data

- 1) Primary data information and'
- 2) Secondary data information

PRIMARY DATA:

It is the first hand information where the information and data are collected from personal interview. In this study the primary data was collected from the owner of t he R.C.V. Service and the employees through personal interview and inspecting of books of accounts. The interview was informally in mature in order to get more information as much as possible. It was a great opportunity to know the first hand information of their business sector.

SECONDARY DATA:

The secondary data are those data which have already been collected by someone for some purpose and availability for the present study. It is also called the second hand collection of data. Under this the following method are used for gathering information such as journal, website, publication, newspapers, internet, records and document.

SAMPLE SIZE:

The sample size of the project are four respondent out of which two respondent were selected randomly for personal interview and the questions been asked related to the project but in an unstructured manner. Two respondent were selected for questionnaires and the questions for the respondent were in an unstructured manner.

CHAPTER 2

ANALYSIS AND INTERPRETATION OF DATA

ANALYSIS OF NET PROFIT AND INTERPRETATION OF DATA

Analysis Net profit Data and interpretation is the process of assigning meaning to the collected information and determination the conclusion, significance and implication of the findings. It is a important and exciting step in the process of research. In all research studies, analysis follows data collection.

According to C.R. Kothari(1989), “the term analysis refers to the computation of measures along with the searching for patterns of relationship that exist among the data-groups”. Analysis involves estimating the values of unknown of own parameter of the population testing of hypotheses for the drawing inferences.

The aim of present study is to find out the profitability “R.C.V. Service Kisan Seva Kendra (KSK), Indian Oil Corporation Limited (IOCL), Assam Oil Division (AOD) Meluri, Nagaland”. The collected data are arranged properly, analyzed systematically and interpreted precisely

2.1 COMPARISON OF THREE CONSECUTIVE YEARS OF PROFIT.

TABLE 1

Year	Amount	Percentage
2019	1725440	21.3
2020	2909640	36
2021	3456480	42.7
Total	8091560	100

Source: Agency Report 2019-2021

Interpretation:

The above table shows that the business is making profit year after year continuously. This is the indicator of the company 23% of the net profit is earned in the year 2019, 33.3 %of the net profit is earned in the year 2020 last but not the least 43.7% of net profit is earned in the year 2021, which shows that it is suitable of the business.

CHART 1 SHOWING THE THREE CONSECUTIVE YEAR OF NET PROFIT IN AMOUNT

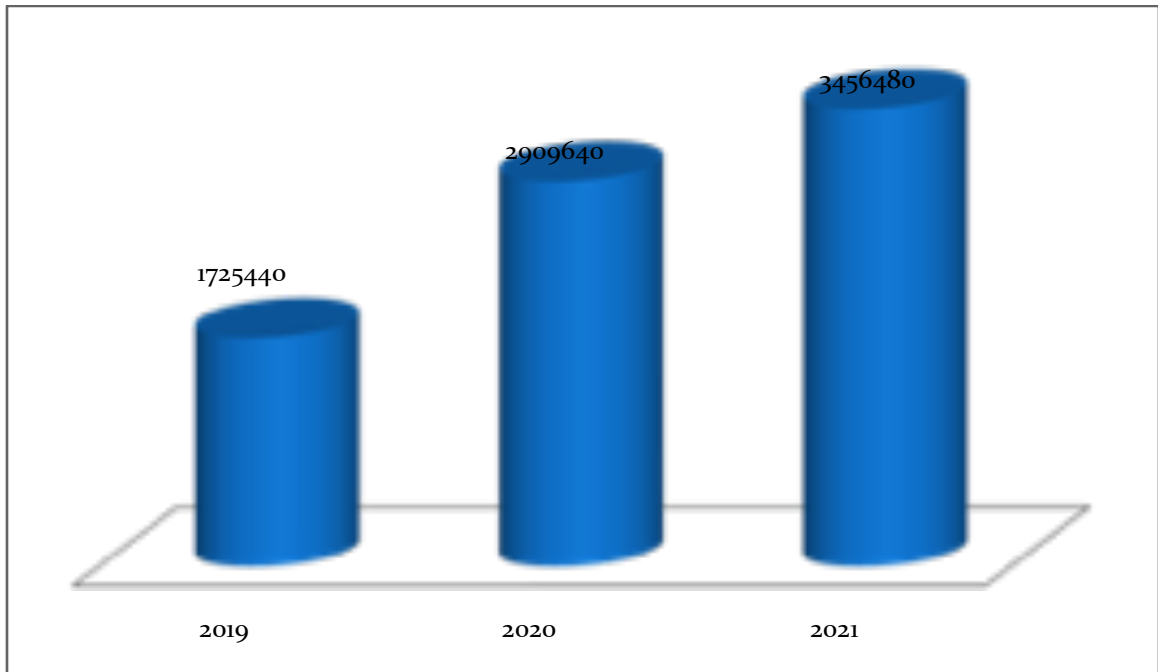
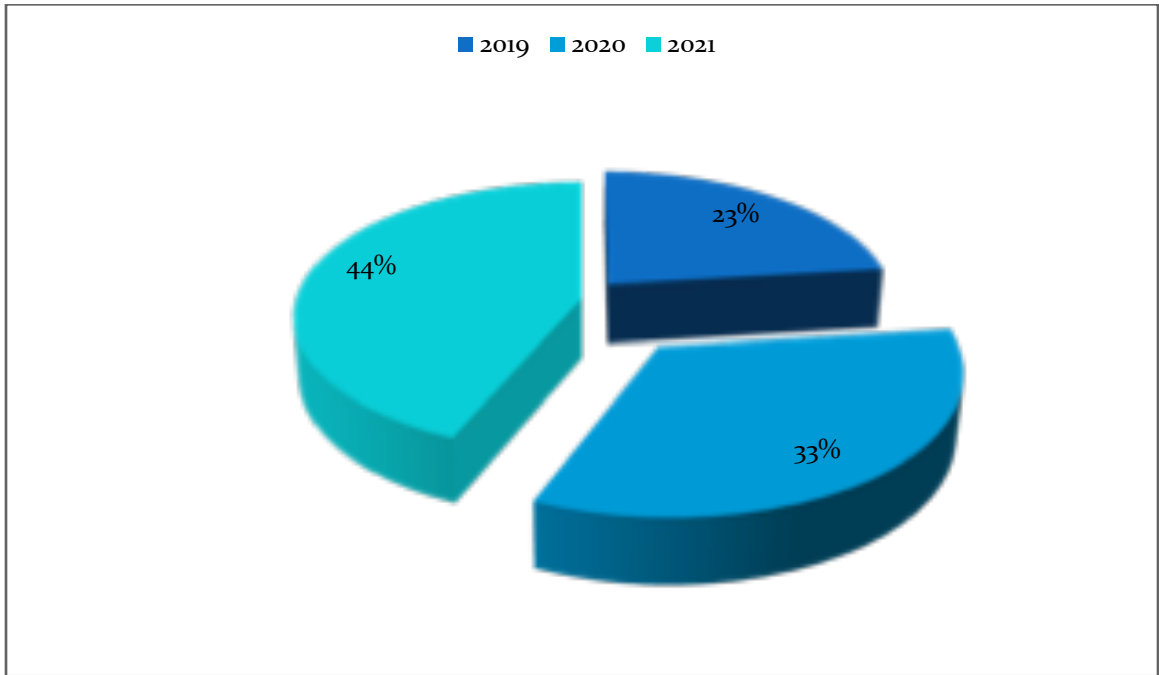


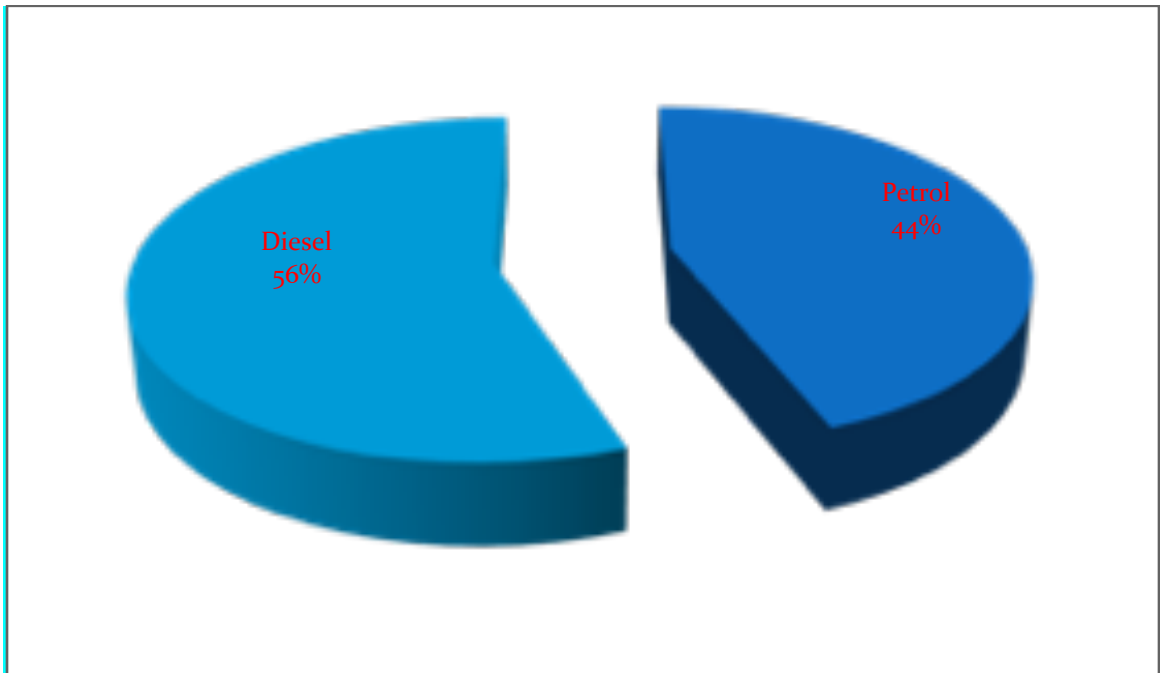
CHART 2 SHOWING THE NET PROFIT THROUGH PERCENTAGES



2.2 COMPARISON OF SALES VOLUME OF THREE CONSECUTIVE YEARS
TABLE 2

Years	Petrol per liter	Diesel per liter
2019	54000	75000
2020	70000	96000
2021	97040	107976
Total	221040	278976

CHART 3 COMPARISON OF SALES VOLUME OF THREE CONSECUTIVE YEARS IN PERCENTAGE OF AGGREGATE OF THREE YEARS .

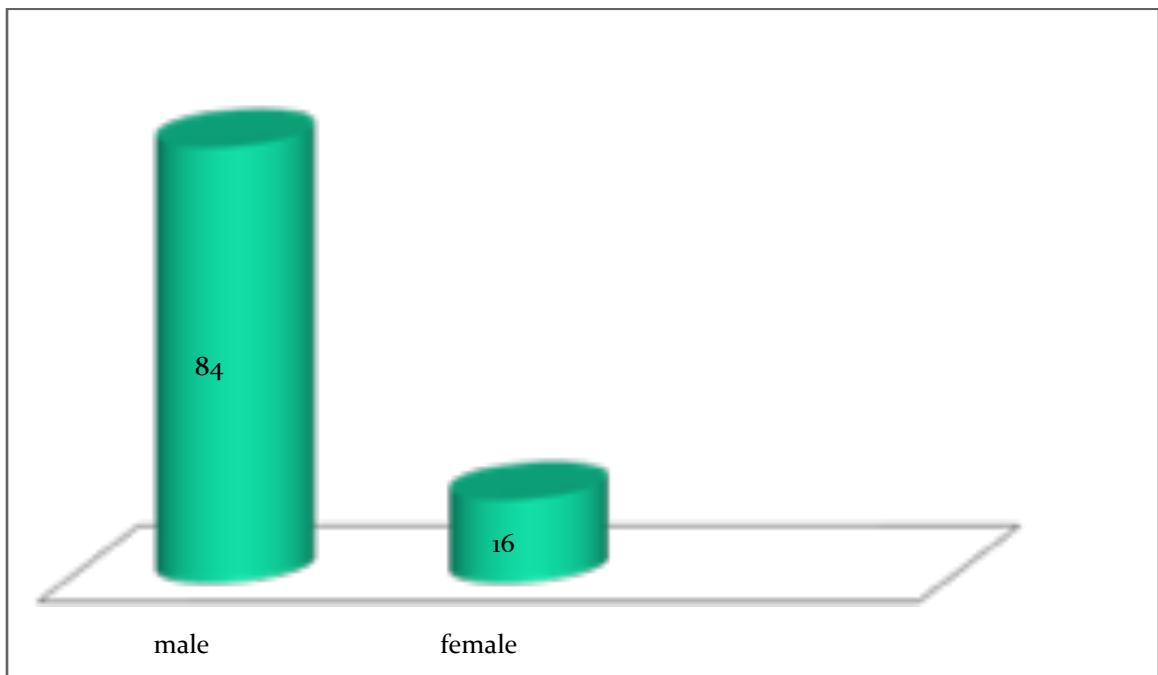


The above figure shows the demand of diesel and petrol annually. The demand of the diesel 56% demand whereas the demand of the petrol i.e. 44% which shows that the demand of the diesel is more as compared to the petrol by 12%.

GENDER TABLE 3 VISITATION OF PETROL PUMP

Gender	Number of persons	Percentage
Male	42	84
Female	8	16
Total	50	100

CHART 4 SHOWING GENDER AT PERCENTAGE.



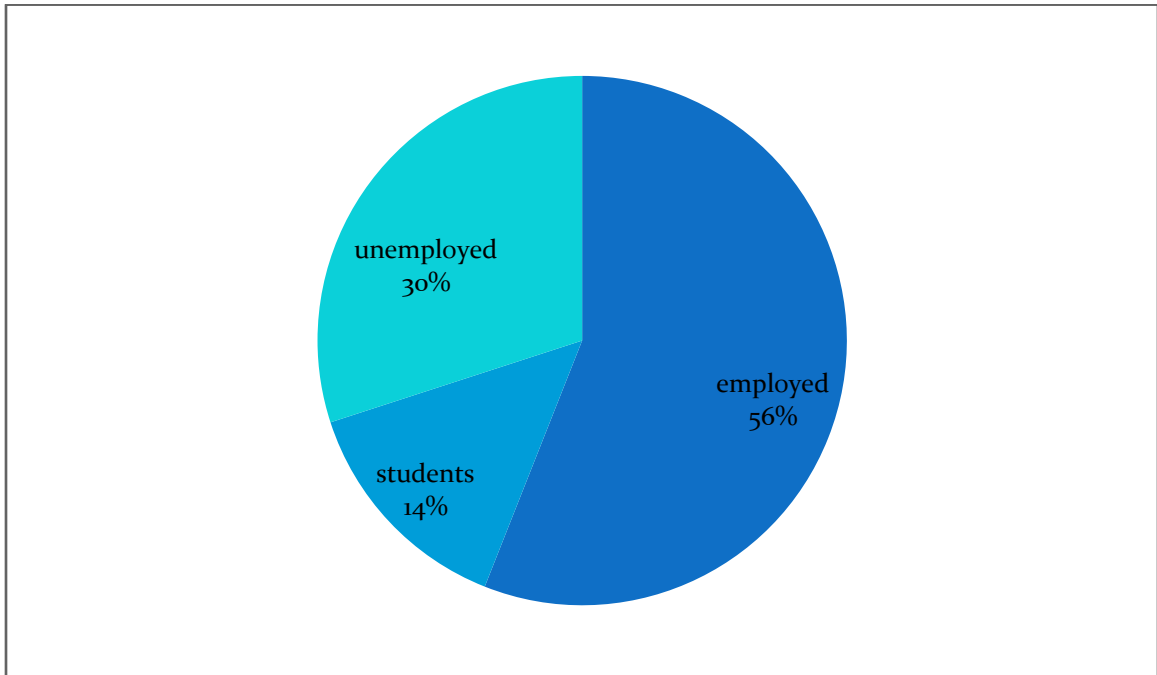
The above figure shows between male and female for filling the fuel at station, the male which is 84% and the female which is only 16%. This shows that the male is more by 68%.

3.3 VISITATION OF STATION FOR FUEL.

TABLE 4 CATEGORIES OF FILLING THE FUEL

Categories	Number of persons	Percentage
Employed	28	56
Student	7	14
Unemployed	15	30
Total	50	100

CHART 5 CATEGORIES OF FILLING THE FUEL SHOWING BY PERCENTAGE



As per the about chart shows the percentage of refilling the fuel, the employed that is 56% , the students that is 14% lastly but not the least unemployed that is 30% , which shows that the employed consumed for fuel as compared to students by 42% and unemployed by 26%.

CHAPTER 3

FINDING, SUGGESTION, FUTURE PLAN AND CONCLUSION

3.1 FINDING OF THE STUDY:

The outlet is also known for its rapid growth and development of the business. some of the finding of the study are mention particularly below :

1. There is a low market competition as it is the only petroleum found in Meluri Sub-Division
2. Cheaper labour force as compared to the others nearby places.
3. More customer with highly demanding as everyone is fully depending on it.
4. Suitable location of the business services, It is progress with a high rapidly.
5. Irregular of electricity. So they used different sources in order to generate when it is out of electricity.
6. Bad road condition, due with lack of stability.
7. Shortage of skill or unskilled labors for the running of business.
8. Shortage of storage capacity to hold at a specific point of time.

Mechanical failure and monetary/taxes demand from Naga Army

3.2 SUGGESTION OF THE STUDY

The research with a great reviewing and revising the whole study report which has enlarges the strength, weaknesses of the report. There is some suggestion to lift up the strength ,that can be definitely improve in the short and long running of the business , so that the business will built up their reputation of their business sector . Moreover, the business is located in a small village which is far away from the Kohima and Dimapur, there are some needs of improvement for their business structure and operation of the business sector.

Some of the important suggestions which can help to improve the business are as follows:

1. It will be very effective if the accounting reporting reports are made properly in a systematized manner.
2. Transportation systems need to be improved for delivery purpose.
3. To expand the storage capacity as there is highly in demanding.
4. The employers should employee the standard skilled for machine in order to regulate the function in a smooth manner.
5. More forces of labour to implement in business sector.
6. There is needed of improvement at their techniques and increase their machinery.
7. Regular supply of alternative sources of power to be more updated.

3.3 FUTURE PLAN OF THE BUSINESS:

There is not possibility or aim to be closed down the business as it is highly progress with good handsome of profit , it is so benefits lots of the proprietor and also to the people of Meluri village and its neighboring villages. They have with a great scope and aim to expand the whole business more and more in the future, in order to make the outlet more effectively in the business sector. They can fulfill the immediate bulky but what people needed is for day to day activities as it is located in a small village, despite of many factors affecting the business from the all places keeps on managing well due with a great of their effectiveness.

Thus, the business has no idea to shut downed in the future as the fact that the business demand and supply increase with the passage of time and future development in the specific area of the people.

3.4 CONCLUSION

The petrol pump outlet R.C.V Service Kisan Seva Kendra (KSK) India oil corporation Limited (IOCL) Assam oil Division (AOD) Meluri, Nagaland has been operated from more than 15 years. Their business is management was effective and the outlet has moved on with a good success for a particular sector. Though many steps are needed for the partnership firm to improve the outlet will be continue to service and prosper in the day to come. The growth and the general acceptance by the people signify that help in running the outlet of the business.

This business is performing very well, they have meets the employees needs. The business is not only reaching the need of the employees but the most important needs is to meet the customer's needs in day to day activities.

The business is not only earning profit as it is depending on their risk taking for the business. As it says if there is no risk there are no such profits. The more the risk the more the outlet of the profits of the business result.

Thus, it is always good to take risk to the size of the business and maintain its accounting records in systematic manner so as to make easier to find the errors of the business. Looking at the business performance can say in conclusion that their business running of the petrol pump is quite handful profitable business set up.

BIBLIOGRAPHY

The information in above statement were collected from various material used in the project have been derived from various sources i.e primary and secondary data

Primary data:

Through personal interviewed and questionnaires with the employees and people.

Secondary data:

Reference

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GALLERY



ANNEXURE AND QUESTIONNAIRE

The main purpose of this questionnaire is to analyze the R.C.V. Kisan Seva Kendra (KSK) Indian Oil Corporation Limited (IOCL) Assam Oil Division (AOD) Meluri , Nagaland .

All the answer will be strictly confidential and will not share with the third parties.

Thanks and Regards

1. Is your company partnership, private, semi government or government?

2. What is your initial investment?

3. How many liters of petrol and diesel are sold out in a day?

4. What is the range salary of your employees?

5. How many vehicles come to your station for refilling every month?

6. Which fuel demand more?

a) Petrol

b) Diesel

7. Are you keeping proper record of the business?

a) Yes

b) No

8. Are there any competitors in your business?

a) Yes

b) No

9. Where did you get the initial investment?
10. What is the monthly expenditure?
11. What is your next target?
12. How many number of are employees?
13. Is the business providing a great scope?
 - a) Yes
 - b) No
- 14) From which point your mind set target to this business?
- 15) are you thinking of expanding the business?
 - a) Yes
 - b) No
- 16) What is the estimated value of your business ?
- 17) Does the collection of tax is same every month and year?
 - a) Yes
 - b) No
- 19) What is your average customer in a day?
- 20) Number of employed for last three years?

21) Has the number of filling the fuel increased as compare to last year

a) Yes

b) No

c) Some how