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NEW MEDIA (SOCIAL MEDIA): FUTURE OF BRAND PROMOTION OR A SHORT TIME BUBBLE

ABSTRACT

Social media is a group of Internet-based applications that allows individuals to create, collaborate, and share content with one another. The study will investigate how marketers have realized social media's untapped potential by incorporating it as part of the larger social marketing strategy, and use it not only for promotion but also to improve corporate reputation & public relations. The study aims at looking how corporate and governments have used this tool for crisis management and to promote their brands. Social media, if used correctly, may help organizations increase their capacity for putting the consumer at the centre of the marketing process by providing real time solutions. The purpose of this study is also to investigate the different uses of social media, its limitations, and the differences from traditional media. The study will also comprise of investigating the exposure of social media amongst youth and the time spend on it for what purposes. This study has been conducted at Shanti Business School, Ahmedabad on 200 students pursuing their graduation as well as post-graduation courses.

Keywords: Branding, Crisis Management, Marketing, Social Media, Youth & Social Media

(1) Introduction

In the late 1990s, as broadband Internet became more popular, websites that allowed users to create and upload content began to appear. The first social network site (SixDegrees.com) appeared in 1997. From 2002 onward, a large number of social network sites were launched. Some – such as Friendster – enjoyed a surge of popularity, only to fade. Others developed niche communities: MySpace, for example, appealed to teenaged music aficionados.

By the late 2000s, social media had gained widespread acceptance and some services gained huge numbers of users. For example, in November 2012, Facebook announced it had 1 billion users worldwide, of whom 18 million were in Canada. In July 2012, Twitter had an estimated 517 million users, of whom 10 million were in Canada.

A number of factors have contributed to this rapid growth in social media participation. These include technological factors such as increased broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices; social factors such as the rapid uptake of social media by younger age groups; and economic factors such as the increasing affordability of computers and software, and growing commercial interest in social media sites.

Social Media is broadly classified into two main categories Virality& Mobile social media and business potential. Virality is defined as a greater likelihood that users will re-share content posted (by another user) to their social network. Many social media sites provide specific functionality to help users re-share content for example, Twitter's retweet button whereas mobile social media makes use of the location- and time-sensitivity aspects of it in order to engage into marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs.

Brand promotion is a marketing strategy used to relay messages about your company to consumers. It is used to stimulate awareness of your product or service, foster customer loyalty, increase sales, and boost company value.

The basic goal of brand promotion: let the public know what your company is selling and what your company stands for. People cannot buy what they don't know exists, and your brand promotion efforts communicate your company values and offers to help build relationships with customers and lets them know why they should choose you.

Use of social media in recent times by brands through the emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. This article argues that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another.

The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control is present.

Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. Methods by which this can be accomplished are delineated herein. They include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends.

The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. It is very important for businesses to understand the complexity of this new media and use it to the best. Various companies have done it extremely well, and in the paper we would like to decode the methodology of these companies to gain understanding of this complex tool. How companies have integrated the social media and not used the traditional media is very important part of the study. How companies have reached out to stakeholders during crisis and how it has helped in creating a positive image for both the internal & external stakeholders.

We will also discover how corporate have engaged in corporate social responsibility (CSR) activities, companies can not only generate favourable stakeholder attitudes and better support behaviours (e.g. purchase, seeking employment, investing in the company), but also, over the long run, build corporate image, strengthen stakeholder–company relationships, and enhance stakeholders' advocacy behaviours.

However, stakeholders' low awareness of unfavourable attributions towards companies' CSR activities remains critical impediments in companies' attempts to maximize business benefits from their CSR activities, highlighting a need for companies to communicate CSR more effectively to stakeholders.

(2) Literature Review

(2.1) Dreher, Sonja (2014)

In her article titled “Social media and the world of work” she explores the risks and benefits of employees' social media use for an organization's reputation, and delivers suggestions for a strategic management approach. She has mentioned that employees need to be aware about the uses of this complex tool and understand it with precise clarity for effective use. She has mentioned eight steps how an can maximize this tool which is a strategic management approach to employees' social media use, including research, internet access at the workplace, a strong commitment from the C-suite, the establishment of social media teams, the implementation of guidelines and policies, training and education, integration, as well as goal setting and measurement.

A special importance is given to employees of any organization who can become powerful brand ambassadors who shape reputation with everything they do and say online if they follow the above eight steps effectively.

(2.2) Schlagwein, Daniel&Prasarnphanich, Pattarawan (2014)

In the above two scholar's article titled "Social Media Around the GLOBE, " they give focus on building on the GLOBE study of cultural values, the article explores the impact of societal culture on organizational social media use.

The analysis reported in the article is based on data collected from the Fortune Global 500 organizations regarding their use of six different types of external social media. The results of the analysis indicate that societal culture has to be considered an important factor for organizational social media use.

(2.3) Pitt Leyland, Parent Micheal, Steyn Peter, Berthon Pierre, Money Arthur (2011)

These group of researchers published a paper titled "The Social Media Release(SMR) as a Corporate Communication Tool for Bloggers" talks about how social media is now a popular tool through which corporate are sending out media releases which are form of press release that is tailored to the users and community of social media services.

The global survey of 332 bloggers finds that bloggers' perceptions of the effectiveness of the SMR and the use of SMRs by companies positively affect their decisions to use SMRs now and in the future. We also find that bloggers' current use of SMRs influences their decisions to continue using SMRs. Implications on the use of SMRs as corporate communication tools are discussed.

(2.4) Agarwal, Shalabh, Mondal, Akash, Nath, Asoke (2011)

These professors from St.Xavier's College Calcutta, talks about how social media is the latest buzz word for corporate .Their paper is an initiative to explore the various opportunities of Social Media, study the presence of corporate in social network and suggest some concepts for the entry of organizations in the Social Media.

Human beings natural yearning for expression, communication and sharing has found a new media and a medium. The increased penetration of Internet connections, its growing accessibility through various portable devices, along with easily accessible collaborative platforms has generated a playing field for both consumers and organizations alike.

The web today has initiated a culture of active participation. Instead of the traditional "publish and view" perception, people today increasingly prefer to participate in the new-generation of user created and user-centric communities where they can engage, create content, be a part of communities, share experiences with their peers and leave a mark behind.

Today people can leave a comment on a writer's, a business magnet's or a celebrity's blog and expect a reply. The reasons for participation may vary but the action has resulted in a dynamic and growing Web where consumers of content have turned themselves into "prosumers" (provider + consumer); often sharing information not only among peers but with big media players and the organizations. The Web has evolved from being just a static content provider to providing platforms to people allowing them to participate. In this article the scholars are emphasizing how corporate and the consumers can connect with each other nowadays in real time with very less cost if the basic requirements are intact.

(2.5) Vernuccio, Maria (2014)

In her article Title – "Communicating Corporate Brands through Social Media:" An Exploratory Study she identifies and interprets the main emerging strategic approaches in communicating a corporate brand through social media (SM). A quantitative content analysis of the SM platforms of 60 major international corporate brands yielded data that were processed by hierarchical cluster analysis. The study identified four clusters, characterized by distinctive approaches in terms of interactivity and openness toward corporate brand building via SM. The findings highlighted that despite encouraging signs of effective use of SM for this purpose, the online corporate communication initiatives of more than a third of all companies are characterized as cautious.

Corporate branding strategists are advised to adopt conversational forms of corporate communication, to expand the range of SM used and to involve a broad range of stakeholders in the dialogue. This study adds to the limited body of academic research into the use of SM as part of corporate communication and corporate brand-building strategy.

(2.6) Roohani, Saeed&Attaran, Sharmin (2014)

In their paper titled “Social media: New challenges and opportunities for corporate governance.” They have found that the relationship between corporations and their stakeholders is changing with the advent and increased use of social media (SM). Stakeholders are more able and apt to deliver their levels of satisfaction via SM channels while companies must be able and willing to monitor their SM presence especially in times of crisis.

The article explores recent examples of when SM has affected corporate decision making and how adding SM standards to the corporate governance model can better prepare the board of directors for the new corporate governance environment.

(2.7) Raina M. Merchant, M.D., Stacy Elmer, M.A., and Nicole Lurie, M.D., M.S.P.H. (2011)

In their article titled “Integrating Social Media into Emergency-Preparedness Efforts” they talk about how social media are changing the way people communicate not only in their day-to-day lives, but also during disasters that threaten public health. Engaging with and using emerging social media may well place the emergency-management community, including medical and public health professionals, in a better position to respond to disasters. The effectiveness of our public health emergency system relies on routine attention to preparedness, agility in responding to daily stresses and catastrophes, and the resilience that promotes rapid recovery. Social media can enhance each of these component efforts.

Networking sites such as Facebook can help individuals, communities, and agencies share emergency plans and establish emergency networks. Web-based “buddy” systems, for example, might have allowed more at-risk people to receive medical attention and social services during the 1995 Chicago heat wave, when hundreds of people died of heat-related illness within a short period.

Integrating these networks into a community's preparedness activities for public health emergencies could help to build social capital and community resilience, making it easier for both professional responders and ordinary citizens to use familiar social media networks and tools in a crisis.

One of the most effective use of social media by using Location-based service applications (such as Foursquare and Loopt) offer another type of opportunity for improving preparedness, by enhancing people's awareness of crisis situations in their geographic area. Using global positioning system (GPS) software for mobile phones, these applications allow people to “check in” to a specific location and share information

about their immediate surroundings. With an additional click, perhaps off-duty nurses or paramedics who check in at a venue could also broadcast their professional background and willingness to help in the event of a nearby emergency.

Another example for effective use of Social Media by sharing images, texting, and tweeting, the public is already becoming part of a large response network, rather than remaining mere bystanders or casualties. During the first hour and a half of the 2007 massacre at Virginia Tech, students posted on-scene updates on Facebook which helped to word to reach out faster.

This shows us that it is a very powerful medium that can be used to for various purposes apart from just social interaction. This introduces us to the effective use of integrating the social media for an effective cause.

Limitations are also present such as, it is not always possible to know whether social media users are who they claim to be or whether the information they share is accurate. Although false messages that are broadcast widely are often rapidly corrected by other users, it is often difficult to separate real signals of a health crisis or a material need from background noise and opportunistic scams. Careful consideration must also be given to issues of privacy and the question of who should monitor data from social media (and for what).

(2.8) Hassan Zadeh, Amir&Sharda, Ramesh (2014)

These scholars in their paper titled “Modelling brand post popularity dynamics in online social networks.” They talk about how brands use “Crowd sourcing “as a method to increase customer engagement and reduce the brand gap and provide clarity of the brand.

Today's social media platforms are excellent vehicles for businesses to build and foster relationship with customers. Companies create official fan pages on social network websites to provide customers with information about their brands, products, promotions, and more. Customers can become fans of these pages, and like, reply, share or mark the brand post as favourite. Marketing departments are using these activities to crowd source marketing and increase brand awareness and popularity.

Understanding how crowd sourcing oriented marketing and promotion evolves would be helpful in managing such campaigns. In this paper, we adopt a multidimensional point process methodology to study crowd engagement activities and interactions. Specifically, we investigate the brand post popularity as a joint probability function of time and number of followers. One-dimensional and two-dimensional Hawkes point process models are calibrated to simulate popularity growth patterns of brand post contents on Twitter.

Our results suggest that the two-dimensional point process model provides a good model for understanding such crowd sourcing behaviour.

(2.9) Sivertzen, Anne-Mette, Nilsen, Eddy Ragnhild & Olafsen, Anja H. (2013)

These three scholars have researched on how social media is used not only in the branding of the products and services of the company but the company in creating niche to attract employees to work with them. In their paper titled “Employer branding: employer attractiveness and the use of social media.” The aim of the study is to investigate which factors employers should focus on in their employer branding strategies. The present study tested the employer attractiveness scale (EmpAt) and analyzed relationships between dimensions in this measurement scale and the use of social media in relation to corporate reputation and intentions to apply for a job.

The results of their research indicated indicate that several employer attributes are positive for corporate reputation, which again is related to attraction of potential employees. Specifically, the results suggest that innovation value, psychological value, application value, and the use of social media positively relate to corporate reputation, which in turn is positively linked to intentions to apply for a job.

Psychological value, which is the strongest predictor, is also directly related to intentions to apply for a job. Furthermore, the validation of the EmpAt scale resulted in different dimensions than in the original study. New dimensions and a re-arrangement of indicators are proposed. Originality/value – The research is original in the way it combines employer branding and social media, and this will be of value to employers in their recruitment processes.

(2.10) Brennan, Ross & Croft, Robin (2012)

“The use of social media in B2B marketing and branding: An exploratory study.” Is the paper published by these two scholars stressing on the use of this media in not just engaging end consumers but the intermediaries, and how that helps in building the brand positive image.

While the tools of social media are ubiquitous in contemporary consumer marketing, there is little evidence about the extent to which they have been adopted by business-to-business marketers. Although experts argue that B2B firms can and should use platforms such as Facebook and YouTube, almost all of the popular examples used in mainstream seminars, conferences and the practitioner press are of consumer brands.

The exploratory study used content analysis and text-mining to look at current B2B marketing practitioner literature on the subject, and examined ten large B2B technology companies to profile their use of social media.

They found that although large companies were extensive users of almost all the mainstream social media channels, the adoption of these tools was by no means universal. It seems that US-based firms are the furthest ahead in using social media for B2B marketing. The B2B social media pioneers are striving to use these tools to position themselves as 'thought leaders', to take a market-driving role in the sector and to build relationships with a range of stakeholder groups.

(3) Research Methodology

(3.1) Research Objectives

- To find out what Social media is all about, various uses, sites, limitations. A holistic study of the new media
- How demographics play a role in the choice of social media
- How different it is in comparison to the traditional media
- To understand how brands are using social media to reach out to target groups.
- To understand how corporate are using the social media to maintain corporate reputation with all its stakeholders

(3.2) Sampling

- Sampling Unit: Students of Shanti Business School
- Sample Size: Post Graduate Diploma in Management (PGDM) Students: 150
Bachelors of Business Administration (BBA) students: 50
- Sampling Technique: Non- Probability Technique with Convenience Sampling

(3.3) Data Collection Sources

- Primary Data: Collected through an investigator administered Questionnaire
- Secondary Data: Secondary data collection from the Internet, Journals, Books, and Newspapers

(3.4) Research Tool

- A structured investigator administered questionnaire was used as a research tool

(3.5) Research Design

- This study synthesizes of both the research designs i.e. Exploratory and Descriptive

(3.6) Scope of Study

- This study is limited to the students of Shanti Business School who are pursuing their graduation and post graduation courses at the institution in the city of Ahmedabad

(3.7) Limitation of the Study

- This study is limited to the students of only one institution i.e. Shanti Business School
- The samples which were selected for the study are based on convenience of the researchers thus the limitation of Convenience sampling can be evident in the study

(4) Data Analysis

4.1 Gender of Respondents (Refer Table I here)

From the above data, we can analyze that in the sample there are 138 Males and 62 Females.

4.2 Social media advertisements are overshadowing Traditional media of advertising (Refer Table II here)

From the table it can be inferred that 112 respondents have agreed that social media advertising has overshadow the traditional media of advertising and also 31 respondents are completely agree to the statement.

4.3 Reason for opening an Account on any social networking site (Refer Table III here)

From the table it can be inferred that out of total 200 samples 117 have opened an account on social media because it's a trend and they wanted to be with the trend. Next is word of mouth regarding the world of social media has prompted 59 respondents to open an account on social media.

4.4 Reasons for using social media (Refer Table IV here)

The given table indicates that 117 respondents use social media to be in touch with their friends and relatives, 73 respondents use social media to send and receive information and rest 10 respondents were of the view that they use social media to garner knowledge regarding latest products and services based on the experience of the people connected with them through social media.

4.5 Time spent on social media (Refer Table V here)

From the given table it can be inferred that 149 respondents were spending less than 1 hour on social media only 12 respondents were spending more than two hours on social media account

4.6 Activities on social networking sites (Refer Table VI here)

The given table shows that 75 respondents either follow or like the posts of others, 72 respondents share or post multimedia on their account, and 49 respondents use social media for chatting with their friends and relatives.

4.7 Future of Brand Promotion is Social Media (Refer Table VII here)

From the given table it can be inferred that 117 respondents have agreed that looking to the trend and growing popularity of social media the future of Brand promotion is social media, 57 respondents were completely agree to the statement that the future of brand promotion is social media.

4.8 Social media has made the brands more transparent with their communication (Refer Table VIII here)

Given table presents that 112 respondents are of the view that new media has made the brands more transparent in their communication strategy, 24 respondents completely agree to this statement.

4.9 Do you watch advertisements on your social networking sites (Refer Table IX HERE)

From the table it is clear that 124 respondents out of 200 respondents watch advertisements on their social networking sites, 21 respondents were not sure and they selected the option can't say, 55 respondents clearly stated no to the question of watching advertisements on their social media platforms.

4.10 What is your immediate reaction after watching an advertisement on Social Media?

(Refer Table X here)

From the given table it can be inferred that 85 respondents were of the view that they remained neutral after watching an ad on their social media network. 55 respondents were of the view that they browse through the offerings in inquire further after watching an ad on their social networking site.

(5) Key Findings and Conclusion

This study has provided certain useful insights on the behaviour of students when it comes to social media, students are highly influenced by the word of mouth communication they receive from their friends and relatives and this WOM prompts them to have an account on social networking sites. Social media is in trend now a days and college going crowd wants to be at par with this trend of social media and therefore

they have accounts on multiple social media platforms. In this study respondents were of the view that social media has empowered people and therefore corporate are cautious in their communication with the target audience.

The growing reach of internet and with it social media is becoming the future of marketing communication because the number of people who are signing in on various social platforms are increasing day by day and thus it becomes a strong reason for the attention of marketers towards social media.

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List of Tables

Gender (Table- I)

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Male	138	69.0	69.0	69.0
	Female	62	31.0	31.0	100.0
	Total	200	100.0	100.0	

**Social media advertisements are overshadowing Traditional media of advertising
(Table- II)**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Completely disagree	1	.5	.5	.5
	Disagree	20	10.0	10.0	10.5
	Neither agree nor disagree	36	18.0	18.0	28.5
	Agree	112	56.0	56.0	84.5
	Completely agree	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

Reason for opening an account (Table- III)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Word of Mouth	59	29.5	29.5	29.5
Professional needs	24	12.0	12.0	41.5
Following a trend	117	58.5	58.5	100.0
Total	200	100.0	100.0	

Reasons for using Social networking site (Table- IV)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Networking with friends, relatives, colleagues	117	58.5	58.5	58.5
Share and receive info from various sources	73	36.5	36.5	95.0
Garner knowledge about products & services	10	5.0	5.0	100.0
Total	200	100.0	100.0	

Time spent on account (Table- V)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More than 2 hrs	12	6.0	6.0	6.0
1 - 2 hrs	39	19.5	19.5	25.5
less than 1 hr	149	74.5	74.5	100.0
Total	200	100.0	100.0	

Activities on Social networking site**(Table- VI)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chatting	49	24.5	24.5	24.5
Share / Post multimedia	72	36.0	36.0	60.5
Playing games	4	2.0	2.0	62.5
Following / Liking	75	37.5	37.5	100.0
Total	200	100.0	100.0	

Future of Brand Promotion on Social Media**(Table- VII)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	9	4.5	4.5	4.5
Neither agree nor disagree	17	8.5	8.5	13.0
Agree	117	58.5	58.5	71.5
Completely Agree	57	28.5	28.5	100.0
Total	200	100.0	100.0	

Has Social Media made the brands more transparent with their communication?**(Table- VIII)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Completely Disagree	1	.5	.5	.5
Disagree	13	6.5	6.5	7.0
Neither agree nor disagree	50	25.0	25.0	32.0
Agree	112	56.0	56.0	88.0
Completely Agree	24	12.0	12.0	100.0
Total	200	100.0	100.0	

Do you watch advertisement on your social networking sites?**(Table- IX)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	124	62.0	62.0	62.0
no	55	27.5	27.5	89.5
can't say	21	10.5	10.5	100.0
Total	200	100.0	100.0	

What is the immediate reaction after watching AD on social media**(Table- X)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral reaction	85	42.5	42.5	42.5
Enquire further	36	18.0	18.0	60.5
Browse through the offerings	55	27.5	27.5	88.0
Share the Ad	24	12.0	12.0	100.0
Total	200	100.0	100.0	

PRASHANT PAREEK
Faculty Member (Communication)
Shanti Business School,
Ahmedabad, Gujarat

DEBJYOTI SARKAR
2nd year Post Graduate Diploma in Management- Communication (PGDM-C)
Shanti Business School,
Ahmedabad, Gujarat

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