

DEMOGRAPHICS

AGE: 32 Years

GENDER: MALE

MARITAL STATUS: MARRIED
(1 CHILD)

LOCATION: CHHATTISGARH

OCCUPATION

: GUARD

ANNUAL INCOME

25000 Rs (Monthly)

EDUCATION

12th Standard Pass

RAJESH SINGH [GUARD]

BACKGROUND

Rajesh is native of chhattisgarh been working as guard from past 10 years. Belongs to Lower-middle class family. Hardworking individual, takes his work seriously.

PERSONALITY

Disiplined & focused individual. Punctual, takes pride in his work. Patient, Can handle stressful situations.

BUYING PROCESS

Rajesh is involved in decision-making process when it comes to purchasing security equipment & Tools for organization. He provides his input on what equipment would be most useful for the organization.

Why They Buy: Buy's security equipment to ensure that the org is well protected & improve quality of security services provided.

BUYER PERSONA

Business Goal

Wants to ensure that security services provided to the organisation are of high quality and any security threats are identified & mitigated in a timely manner.

Personal Goal

Save Enough money to Buy a house for his family. Wants to provide GOOD EDUCATION to his childrens and ensure they have a bright future.

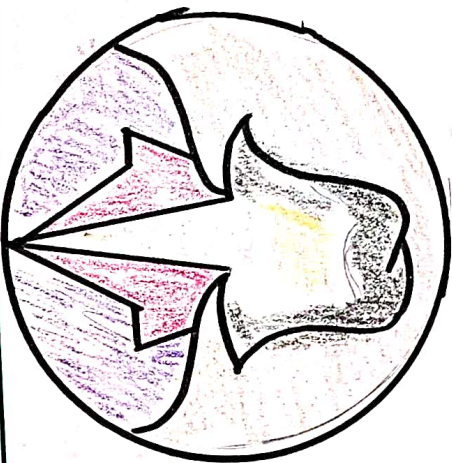
Initiatives

Rajesh is always looking to improve the security services he provides. He Regularly attends training Sessions and workshops to improve his skills and knowledge.

What they like to BUY

Security equipment, i.e durable, reliable & easy to use

Timings: 8-12 hours a day
Works in shifts & has a Rotating Schd.



DEMOGRAPHICS

AGE:- 45 years

GENDER:- female

MARITAL STATUS:- married

LOCATION:- Pune

OCCUPATION

WARDEN

ANNUAL INCOME

75000 Rs (Monthly)

EDUCATION

Masters in Sociology

SHALINI DESAI [WARDEN]

BACKGROUND

Native of PUNE, Been working as a warden for past 15 years.

Comes from middle class family, completed Master's degree in Sociology from a reputed university.

Has worked in many schools colleges in Pune and has reputation of a strict warden and for treating students fairly.

PERSONALITY

Strict but fair, high expectations for her students & expects them to follow rules & regulation of the hostel.

Approachable & Available to listen to the problems of her students.

Calm & Compose, can handle difficult situation with ease.

BUYING PROCESS

Is Responsible to Buy various items required for hostel such as bedding, furniture and other essential items.

BUYER PERSONA

Business Goals

Wants to ensure that Hostel provides safe & comfortable stay for her students.

Wants to maintain hostel's reputation as a well managed & disciplined facility.

Personal Goals

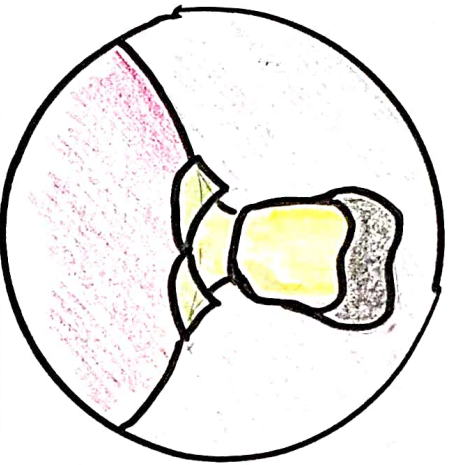
Motivate students to achieve their Academic goal. Wants to ensure that students receive good education & able to pursue their dreams.

Initiatives

Always looking to improve facilities provided, Regularly conducts surveys to get feedback from the user/student and implements changes

Timings

Works from Monday to Saturday and has a fixed schedule.



DEMOGRAPHICS

AGE: 42 years

GENDER: Male

MARITAL STATUS: Married

LOCATION: Bangalore

OCCUPATION

MESS INCHARGE

ANNUAL INCOME

75000Rs (Monthly)

EDUCATION

Bachelor's in Hotel Management

SANJAY PATEL [MESS INCHARGE]

BACKGROUND

He is a Mess Incharge, has been working in Hospitality Industry for past 20 years.

Comes from middle-class family complete his Bachelor's from a reputed Institute in Bangalore.

PERSONALITY

Friendly and Approachable.

Takes pride in quality of food served in mess and ensures that food is nutritious. Organised and can manage large scale operations with ease.

BUYING PROCESS

She likes to buy items that are of high quality and durable such as professional grade kitchen equipment and high end ingredients.

He typically sources his ingredients from trusted suppliers and local farmers.

BUYER PERSONA

Business Goals

Main goal is to ensure smooth functioning of mess and provide nutritious or hygienic food, ensure all students are happy and satisfied with food quality. Provide high quality catering service and expand his business.

Personal Goals

Maintain a healthy work-life balance and spend more time with his family.

Initiatives

By prioritizing delegating, setting realistic goals, managing time effectively taking breaks, communicating with colleagues.

Timings

During Meal Times also from moving from 7am to 9pm until dinner is finished.

INTERVIEW - RATESH SINGH

1. What is your profession?

Security Guard

2. Do you live in Joint family or Nuclear?

Nuclear

3. Are you married?

Yes

4. Have children?

Yes

4. How do you think increase in population is affecting India's economy?

I think it is putting strain on India's resources, which is affecting economy - vely, more people more demand leading to inflation.

5. Do you think govt. is doing enough to control population growth?

The govt. doing is not enough, need to do more to control it. There should be more awareness campaign and programs to educate people about imp. of family planning.

6. Impact of Population increase on Environment?

It is contributing to pollution and greenhouse gas emissions need to promote sustainable practices.

7. Effect on Health-care services in India?

As population increases, the demand for healthcare services also increases putting strain on them, leading to longer wait times and lower quality care.

8. Effect on Education Services in India?

As population increases demand for quality education also increases. putting strain on education resources. leading to overcrowded classrooms and lower quality of education.

10. Impact on Housing in India? Due to this increase in population.

As population increases, demand for housing also increases, this can lead to higher housing prices and overcrowding, especially in urban areas.

11. Are you aware of govt. policies regarding No. of childrens, and Benefits. Did you plan Accordingly?

Yes I know about them & their benefits and we did plan accordingly.

INTERVIEW - SHALINI DESAI

1. What is your Profession?

WARDEN

2. Do you live in Joint family or Nuclear?

JOINT Family

3. Are you married?

YES

4. Do you have Children?

YES

5. How do you think increase in population is affecting India?

It is putting pressure on govt. to provide more resources and infrastructure, which can be costly and can affect the overall economy.

6. Do you think govt. is doing enough to control the population growth?

I think the govt. needs to do more to control population growth. They need to work closely with communities and organisation to implement effective family planning problem.

7. What impacts it is having on the environment?

It is putting strain on natural resources such as water and forest. This can lead to environment degradation and impact the ecosystem negatively.

8. Effect on Health care services in India?

Affecting Health care by putting pressure on govt. to provide more resources and funding, This can lead to Budget cuts in the Area, which can -vely impact Health care services.

9. How do you think it is affecting education services in India?

Affecting by putting pressure on government to provide more resources and funding, leading to budget cuts, -vely impacting education services.

10. What affect is Increase in population having on Housing in India?

Due to Increase in population, demand for houses also increases, this is putting pressure on government to provide affordable Housing.

11. Do you know about govt. policies regarding population Increase and their benefits?

Yes I know and we are using their benefits as well.

INTERVIEW = SANTAY PATEL

1. What is your profession?

MESSE INCHARGE

2. Do you live in Joint family or Nuclear?

NUCLEAR

3. Are you married?

YES

4. Do you have children?

YES

5. How do you think Increase in population is affecting India's Economy?

As population increases, demand for food also increases leading to higher prices for food items.

7. What impact do you think increase in population is having on Environment?

As population grows we need more land and to build homes and cities, which can lead to deforestation and habitat destruction, can affect wildlife and contri. to climate change.

9. How does it affect Education Services in India?

As population increases demand for Teachers also increases, This can lead to shortage of Qualified Teachers, impacting quality of education.

6. Do you think govt. is doing enough to control population growth?

I think govt. needs to do more to address the root causes of population increase such as poverty, lack of education should invest more in education and job creation to empower people to make better decisions for their family.

8. How do you think population is affecting healthcare services?

It is affecting healthcare services by increasing the demand for healthcare workers, leading to shortage of healthcare workers, and impacting quality of care.

10. Impact of Increase in Population on Housing in India?

As Population Increases, Requirement of Land also increases for Housing. This causes exploitation of Natural resources, pollution of Land we need to control it and Achieve things in Sustainable manner.