CHAPTER-1 Introduction

1.1 Introduction:

With reference to [54] it is been investigated that the spreadsheet medium could be used by the users to solve Management Science Problems and to improve decision-making. But, according to volume 26 of above mentioned reference: Londa Leon, Zbigniew Prazasnyski, Kala Chand under the Department of Finance and Computer Information Systems, College of Business Administration, Loyola Marymount University, 7101 W. 80th Street, Los Angeles, California, have found in their investigations that users are solving management Science problems using spreadsheet, especially those who are already spreadsheet experts. Management Science Models developed in spreadsheet can be found across many functional areas of business, through in varying degrees. Some functional areas still prefer traditional methods for implementing management sciences tools, while other areas, which are well known for using the spreadsheets
environment, show more use of spreadsheets in accomplishing such tasks. Overall, there appears to be a growing acceptance of spreadsheet in management sciences modeling.

However, possible limitation of a spreadsheet implementation addressed in the survey were the inadequacy of spreadsheet to handle large applications.

a) The lack of computational speed.

b) The limitation of spreadsheet in handling complex logic.

c) The need for excessive macro writing.

d) The need for the applications to be linked with other external modules.

The majority of users feel that the main limitation of spreadsheet in their present form are their inability to handle complex applications, their lack of computational speed, and the need for excessive amount of programming or macro writing.
Finally research candidates asked the respondents in their survey to indicate if they felt that a spreadsheet implementation would have improved some aspects of their nonspreadsheet applications. None of the users think that spreadsheet would have provided the better interactive environment or would have helped in getting better presentation quality of the solution.

This may be stem from the fact that computing environment in general, especially in PC-based applications, is getting more user friendly, the interfaces are becoming easier to learn and use, and almost all of the applications developed nowadays features pull-down menus, on line help facility and easily obtainable outputs.

Spreadsheet no longer retain exclusive rights to the interactive environment, to good presentation quality or to easy ways of obtaining outputs. Future research in this direction needs to be carried out.
1.1.1 Traditional Approach:
Different types of information are needed by people at different levels in an organization. MIS is a network of computer based data processing procedures developed in an organization and integrated as necessary to provide timely and effectively information to support decision making. An MIS can help improve managerial planning by giving managers (a) faster signal of problems, (b) more time to devote to planning, and (c) the ability to evaluate more alternatives.

1.2 Management Information System: Concepts
Management has been defined in a variety of ways, but for our purposes it comprises the processes or activities that describe what managers do in the operation of their organization: To Plan, organize, initiate, implement and control operations.

They plan by setting strategies and goals and selecting the best course of action to achieve the plan. They organize the
tasks necessary for the operational plan, set these tasks up into homogeneous groups, and assign authority delegation. They control the performance of the work by setting performance standards and avoiding deviations from standard.

Data must be distinguished from information and this distinction is clear and important for our purpose. Data are facts and figures that are not currently being used in a decision process usually take the form of historical records that are recorded and filed without immediate intent to retrieve for decision making.

A system can be described simply as a set of elements joined together for a common objective. A system is a part of larger system with which we are concerned. All systems are parts of larger system. For our purpose the organization is the system, and the parts (division, departments, functions, units, etc.) are the subsystem.
The system concept of computerbased MIS is to optimizing the output of the organization by connecting the operating subsystems through the medium of information exchange.

1.2.1 Importance of MIS:

- MIS supports decision making in both structured and unstructured problem environments.
- MIS supports decision making at all levels of the organization.
- MIS are intended to be woven into the fabric of the organization, not standing alone.
- MIS supports all aspects of the decision making process.
- MIS are made of people, computers, procedure, database interactive query facilities, and so on. They intended to be evolutionary/adaptive and easy for people to use.
1.2.2 Frame Work of M.I.S.:

1. Management information system may be defined as a formal method of making available to management the accurate and timely information necessary to facilitate the decision making process and enable the organization planning, control and operational functions to be carried out effectively.

2. Conceptually a management information system can exist without computers, but it is the power of computers which makes MIS feasible.

3. Organization have always had some kind of management information system even if computerized MIS was not recognized as such. In the past, these systems were of a highly informal nature in their setup and utilization.

4. Not until the advent of computers, with their ability to process and condense large quantities of data, did the design of computerized MIS.
5. Now-a-days the questions is not whether the computer should be used in Management information system, but the extent to which information use should be computerized.

6. The computerized system provides information on the past, present and projected future and on related events inside and outside the organization.

7. The purpose of MIS is to and decision making and not to automate the decision making process itself. Secondly MIS should forms only on those decisions whose benefit/cost ratio in attractive.

8. When computers were first introduced into organization they were used mainly to process data for a few organizational functions usually accounting and billing. As the speed and case of processing data grew other data processing and information management tasks were computerized.
9. The growth of EDP departments spurred managers to plan their organization information systems more rationally. These efforts led to the emergence of the concept of computer based information systems (CBIS), which became better known as Computer based MIS or simply MIS.

10. Recent advance in computers have made it possible for EDP/MIS experts, and then for managers, to gain on-line or real-time access to data based in CBISs.

11. The near future will witness the widespread use of expert systems using artificial intelligence to diagnose problems, recommend strategies to revert or solve these problems. In effect, the expert systems acts like a human expert in analyzing unstructured situations.

12. An MIS is a network of computer based data processing procedures developed is an organizations and integrated as necessary to provide timely and effective information to support decision making.
1.2.3 Topology of Computers Based MIS:

1. To provide the desired information available in the right form at the right time.

2. To supply the desired information at a reasonable cost.

3. To keep the information up to date.

4. To store important and confidential information properly.

5. To increase the productivity and efficiency of the respective organizations.

6. To regularize and maintain disciplinary systems of work.

7. To explore and project changes of future developments.

These are the properties for economic reasons:

1. Accuracy: Accuracy is the ratio of correct information to the total amount of information produced over a period.

2. Timeliness: Timeliness is another important information characteristic. It’s of little consolation to a manager to know that information that arrived too late to be of use was accurate.
3. Completeness: Most managers faced with a decision to make have been frustrated at some time by having supporting information that’s accurate, timely – and incomplete.

4. Conciseness: Many traditional information systems have been designed on the assumption that lack of completeness is the most critical problem facing managers.

1.2.4 Definition:

A Management Information System is

- An integral user machine system.
- For providing information.
- To support the operations, management analysis and
- In an organization.

1.2.5 The System Utilizes

- Computer hardware and software.
- Manual procedures.
- Models for analysis, planning control and decision.
- A database.
1.3 Research Motivation and Objectives:

Many managers began to realize that they were not able to cope with rapidly changing conditions merely by using the routine reports that their traditional systems were producing. Their information did not possess the properties mentioned above, and it was no longer adequate to meet their needs.

Responding to these management needs, a new computer-oriented management information system is required which must be more responsive and more comprehensive than the EDP that had existed just a few years earlier. There is initially talk of designing a completed integrated “total system” built around a single online data base that would instantly give managers all the information they needed to make their decisions.

The objective of this thesis is to find out how computers support the MIS by reducing the uncertainties occurring in organizations specially in Shree Baidynath Ayurved Bhawan Ltd., Jhansi. Uncertainties which are found are
1. Incompleteness
2. Irrelevance and
3. Indeterminacy

is to be removed by computers to support the managers for taking the effective decisions.

1.4 Baidyanath Profiles

Ayurveda the science of life is the traditional system of medicine in India since centuries. With the advent of modern allopathic medicines Ayurveda receded into the background so much that the traditional users started loosing confidence in this system & began adopting modern medicines. One basic reason for Ayurveda suffering a set back due to the onslaught of modern medicine was that Ayurved had remained confined only to few learned Vaidyas who did not pass on the wealth of knowledge to their successors, on account of which the number of practitioners of the system started dwindling rapidly. Under these circumstances Pandit Ramnarayan Sharma, a learned Ayurvedic scholar himself
could visualize the main causes of the falling popularity of Ayurved & decided to take it upon himself the uphill task of rebuilding the popularity of Ayurved brick by brick to re-establish Ayurved as a major system of medicine in India competent to take care of the Indian masses effectively economically and without the side effects common to the system of modern medicine.

Pandit Ramnarayan Sharma made a small beginning by starting the manufacture of Ayurvedic medicines at Baidyanath Dham in Bihar in the year 1918. What began as a tiny sapling has grown into a big & reputed Institution called SHREE BAIKYANATH AYURVED BHAWAN (P) LTD.


SHREE BAIKYANATH AYURVED BHAWAN is a name synonymous with superior quality, authentic Ayurved medicine over the length & breadth of India. This institution of Ayurved has been a forerunner in propagating Ayurved
through funding of education & research. SHREE BAIDYANATH AYURVED BHAWAN has more than 75 publications to its credit by virtue of which it has been able to take the knowledge of the learned scholars of this field to the coming generations of Ayurvedacharyas. BAIDYANATH also publishes a monthly journal called "SACHITRA AYURVEDA" which has created a niche for itself as a reputed journal dedicated to the cause of Ayurved, the journal is now in the 51st year of publication.

SHREE BAIDYANATH AYURVED BHAWAN has been bestowing an annual award of Rs. 1lac to learned Ayurved scholars in recognition of their services to Ayurved in particular & to the society at large. At SHREE BAIDYANATH AYURVED BHAWAN manufacturing Ayurvedic medicines is an Art and a Science. BAIDYANATH has preserved the traditional art of manufacturing medicines & synthesized the modern manufacturing techniques in the manufacturing process to
produce authentic Ayurved formulations of superior quality. BAIDYANATH manufactures over 700 Ayurvedic preparations comprising of about 50 well studied & researched patent medicines.

In Ayurveda the raw materials are of plant, animal & mineral origin, fully natural, nurtured by mother-earth for the living humanity. Though all modern instrumental & chemical procedures are used to analysis the natural raw materials, they are personally checked & studied by Ayurvedacharyas with more than 40 years of experience behind them. Considering all this there is little wonder that BAIDYANATH has emerged as the largest Ayurvedic medicines manufacturing company with a turn over of more than 100 million catering to needs of society within India. Lot of sales centres and over 75,000 agencies distribute the medicines to every nook and corner of India. Every day more & more news is pouring in about the achievement of Ayurveda in tracking some of the most
dreaded diseases which cannot be cured or controlled by modern medicines. BAIDYANATH believes that the answer lies in Ayurveda & it shall forever strive to discover remedies to mitigate pain & suffering of the people and usher in good health & resistance to disease.

1.4.1 About Ayurveda

The quest for good has been incessantly an urge of human being for ages and in order to satisfy himself man has endeavored to explore all possible avenues in search of health so far as the ayurvedic science is concerned IT has been serving mankind ever since its inception dating back to the vedic period The specialty of this science is that it only with the cure of disease but also with the maintaince of physical mental and social health of an individual and the society as a whole.

During its hey day it flourished and spread across oceans. Scholars from abroad used to flock at the universities of taxtila & nalanda. Great teachers Physicians and thinkers like
Charak and Sushrut prospered that Ayurveda had reached the summit of its glory.

The foundation of the science of ayurveda rests on the inherent spirituality of man. Charak, an expounder of the ayurvedic system, has stated that a study of human constitution and an understanding of the aetiology of physical and mental disease is not possible through a purely empirical endeavor, completely divorced from its meta empirical moorings.

Ayurveda has laid a great emphasis for taking man’s psychosomatic constitutions as a whole in solving various problem of health and disease. Ancient authors of ayurveda has given a great importance to personal hygienic methods & other related measures to keep themselves in sound health throughout life. They have described three types of psychosomatic constitutions as vatic, paittik & kaphaja & three types of psychic personalities as sattvik, rajasik & tamasik.
By assessing these somatic and psychic constitutions in each person, one prescribes the way of life including diet, exercise, sleep etc. during illness also the management is individualized depending upon one's physical & psychic constitution such an individual approach to treatment is completely lacking in modern Medicine.

Here one should also remember that it is not necessary to individualise the treatment in acute infectious diseases since in such situation the clinical manifestations & management mostly remain the same in all the cases. On the other hand as mentioned in the Ayurvedic texts in most of the psychosomatic disorders there are always varied manifestation and hence the treatment will have to be individualized to get prompt recovery.

Ayurveda has many unique methods of treatment with Herbal remedies, Mineral preparations, Panchkarma (i.e. Purificatory therapy), Rasayan, Rejuvenative therapy, Yogic practices etc. We urge all the modern medical scientists to make an earnest
study of the ancient indian medical literature by which they will be able to make a full scientific inquiry into the nature of ever increasing pyschosomatic disorders & their effective management as described in Ayurved about 2500 years ago.

1.4.2 Name of Products:

1. Baidyanath Bhasmas And Pisti
2. BaidyanathKupipakwaRasayans
5. Baidyanath Bati, Golian (Pills) 6. Baidyanath Parpati
9. Baidyanath Avleh, Modak & Pak
10. Baidyanath Perfumed Hair oil
13. Baidyanath Prawahi Quath (Kadha)
14. Baidyanath Kshar & Lavan
15. Anya Upayogi Dravya Samuh
16. Anupan(Vehicle ) (Adjuvant)
17. Baidyanath Patent & Proprietary Allopathic Medicines


1.4.3 Name of Depots

1. HYDERABAD

20-1-11/1 Galbhavedhi Bahroopia Gali

Purana Pul, Hyderabad(A.P.) Ph: 040-24522068 Fax

:24411109

2. BANGALORE

City Office : 2 BVK Lyeger Road, Bangalore - 560053,

Ph : 080-26716040, 26702274

3. MUMBAI

Kulkami Wadi, J.M. Road, Hill No. 5, Aslafa Village,

Ghatkopar (W) ,Mumbai 400084 Ph: 25141171

4. AHMEDDABAD

34/51 Adarsh Co-operative Industrial Estate

Rakhial, Near Chakudia Mahadeo,

Ahmedabad 380023 Ph: 079-22743867 Telefax - 079-

22761872
5. JAIPUR
C-112 Tilak Nagar, Shivaji Marg, Jaipur (Raj). Ph : 0141-2624518

6. NEW DELHI
M/s Salil Enterprises (C&F Agent)
"Rishyamook", 85-A Panchquian Road,
New Delhi -110001 Ph: 011-23346845,23346824 Tele - 23742452

7. AMBALA CITY
M/s P.K. Jaggi Enterprises (C&F Agent)
Dhoolkot Mazari Village, Near King Fisher, King Vihar,
Ambala City, Ph:(Off.) -0171-2643222,Godown-2521886
Fax-0171-2521887

8. ZEERAKPUR
M/s Shree Baidhyanath Ayurved Bhawan Pvt. Ltd.
Village -Pabhat, Near Choice Restaurant
Zeerakpur(Roopnagar)
Punjab, Ph :0172-5070180 Telefax 01762-286159
9. AGRA

A-26 Jatni ka Bagh, Jeevani Mandi, Belan ganj,
Agra(U.P.)

Ph: 2622082, 2622135

10. HALDWANI

Behind Old I.T.I. Shripuram, Bareilly Road,
Haldwani(Nainital)

Ph: 05946-245131, 250514

11. GHAZIABAD

M/s Mahalaxmi Enterprises (C& F Agent)

Patel Marg, Ghaziabad Ph : 201001

Ph: 2730213 telefax -0120-2730434

12. Datia

Civil Lines, Datia(M.P.) Pin- 475661

Ph: 07522-236226, 500026, 501973
1.5 Organization of Thesis

Basically this research work contains 6 chapters, each divided into several sections (progressively numbered 1.1, 1.2, 1.3,...etc.) to accomplish the research question raised by this thesis. The first chapter contains the basic concepts of Computer Based Management Information System and the research motivation along with object of the thesis. Then after a surveyed Company -A Baidynath Ayurved Company-An introduction and profiles is made.

The Chapter-2 contains the content analysis of the IT literature regarding concrete applications of Computers in organizations to support the managers by reducing the uncertainties occurred in organizations through IT/Computers evaluation in organizations (paradigms) and its applications (metaphors) is discussed here.

Chapter-3 contains the Case Study of Baidynath Auryedic Company-Analyzing the role of computers and how it really reduces the uncertainties occurred in Baidynath. Here
Baidynath data model, methodology used, Working style, Architecture, and analysis techniques along with the conclusion at last is made.

Chapter-4 is the cost Benefit evaluation: Cost invested in installing the computers in Baidynath then in what time this invested money is recovered and what are the other benefits computers project of the Baidynath company provides to managers is discussed here.

Chapter-5 This chapter basically measures the security architecture used in Baidynath Company. Chapter also discusses how the database security, Network security, operating system security and general security is maintained by the company to support the Baidynath CBMIS.

Chapter-6 this chapter discusses the how the final results of IT-literature survey with respect to research question matches practically with the Baidynath Company whose a case study is made. Here how the computers can more support the Baidynath if little changes be made is also discussed.
References to the literature are given in full detail at the end of this thesis and in the text they have been referred to by putting within the square brackets [ ].