

Summer Internship Project Report

On

**“Comparative Analysis of different Video-conferencing Platforms
for E-Learning”**

By

Kopal Dosi

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Under the Supervision of

Dr Upasana Singh

(Submitted in partial fulfilment of the requirements for MBA degree)

Institute of Management

JK Lakshmipat University, Jaipur

(2019-20)

DECLARATION

I Kopal Dosi student of JK Lakshmipat University, Jaipur batch 2019-20 declare that every part of the project report “Comparative Analysis of different Video-Conferencing platforms for E-Learning” at JK Lakshmi cement submitted by me is original

I was in regular contact with my faculty guide and contacted many time for discussing the project.

Date of project submission_____

Signature

Dr Upasana Singh

CERTIFICATE

It is certified that the Summer Internship Report titled “Comparative analysis of different Video-Conferencing platforms for E-Learning” submitted by Kopal Dosi is an original piece of research work carried out by the candidate under my supervision.

Signature

Dr Upasana Singh

ACKNOWLEDGEMENT

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Kopal Dosi

Pinnacle MBA

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EXECUTIVE SUMMARY

The report outlines a comparative analysis of 6 different Video-conferencing platforms for E-Learning i.e. Zoom, Jio Meet, Cisco Webx, GoToMeetings, Google Meet and Microsoft Teams which are being majorly used by the organizations for various purpose like corporate meetings, discussions, training and development post Covid-19 pandemic.

Learning is all about interactions we have across all aspects of our lives, we talk to various people, and we listen to them and then apply the insights of it in our lives.

However since the Covid-19 pandemic the mode of learning has been changed. When movement was restricted organisation became adaptive, some took time but now majority of the organisations have the E-learning facility with them.

Learning and Development have changed post Covid-19 .Now people have switched to online learning options. Traditional learning has been abandoned by online learning favouring a real life approach to the learners. The use of online learning tools have increased predominantly since the Covid-19 pandemic. Now digital and virtual learning programmes are on a rise.

Various delivering platforms have been used by various organizations. Moreover there are various features that differentiates one platform from the other and various things that need to be taken care of while using such platforms

Through this report I have analysed various E-learning Platforms, examined there features, its pros and cons on the basis of pricing, maximum participants allowed, security features, time limit, web access, cost effectiveness and other features.

INDUSTRIAL AND COMPANY OVERVIEW

JK Organization

JK Organisation is multinational group head-quartered in India with a heritage of more than 125 years. It has multi-product, multi-business and multi- location operations with its impression in various countries all across the globe. The companies in the JK Organisation manufactures and sells a large range of products in various areas such as Tyres and tubes, Cement, Oil Seals, Paper, Hybrid Seeds, Power Transmission System, Food and dairy products etc.

JK Organisation has various companies for different business. Most of these are public limited companies. All products of the Group are strong brand names and have reputed market leaders in their particular segment. It has built through the use of latest technology, innovation and continuous research and development. The JK Organisation has immensely set up reputed Research and Development institutes in India.

JK Organisation has nationwide sales and service network of more than 10,000 distributors and has a large number of retailers and service centres.

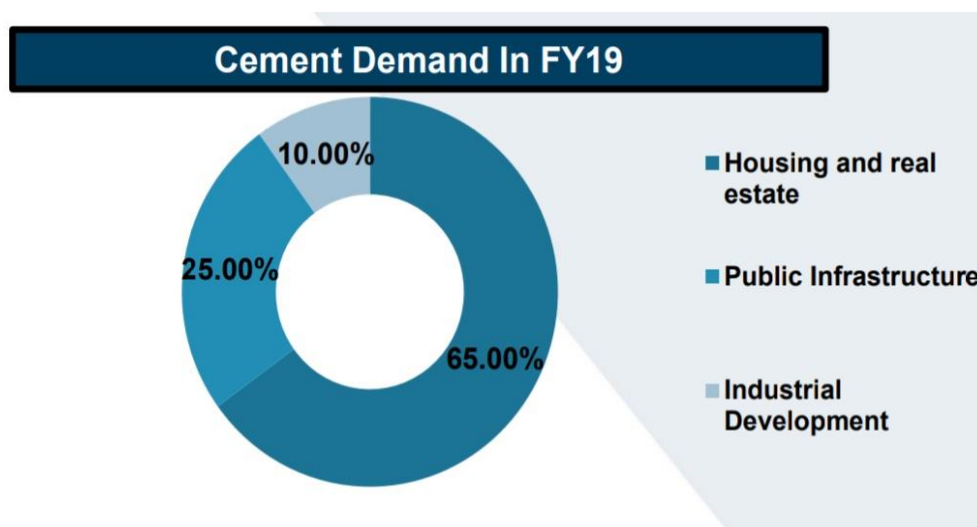
It exports over 80 countries over 6 continents and has oversees manufacturing operations in Indonesia, Romania, UAE, Mexico and Portugal.

CEMENT INDUSTRY IN INDIA

India is the second largest producer of cement in the world and accounts for over 8% of the global capacity. Its overall cement production capacity is nearly 460 million tonnes. Out of the total capacity 98% lies with the private sector and rest with the public sector.

The Indian Cement industry is dominated only by a few companies. The top 20 companies make for around 70 per cent of the total cement production.

The demand of the cement industry is rising constantly majorly because of sectors like Housing and real estate, public infrastructure and industrial development etc.



India has a lot of scope in the infrastructure sector and the government of India is constantly trying to boost the economic growth through it. Some of the initiatives such as development of the smart cities are expected to provide a major expansion to the sector. It is also attempting to widen the capacity of railways to ease the transportation of cement and its cost.

Inspite of being the second largest cement producer in the world, the cement Industry of India comes in the list of lowest per capita consumption of cement with only 125 Kg. A major reason for it is the rural poor people who cannot afford to have a proper infrastructure.

Out of the total 210 Cement plants in India 77 are in the states of Andhra Pradesh, Rajasthan and Tamil Nadu. India's cement industry is a vital part for its economy. It provides employment to more than a million people directly and indirectly. It has attracted investors from both India as well as foreign.

It is expected that the cement industry will firmly grow and more than 50 million tons will be produced annually to meet the high demand in the real estate sector. There will be an increase of around 9 to 10 % which will immensely affect the overall GDP of the country. An important factor which contributes majorly to its growth is the readily available raw material such as coal and limestone.

JK Lakshmi Cement Ltd

Part of the JK Organisation, JK Lakshmi Cement is a leading manufacturer of cement in India. It has set a new benchmark in the cement industry in India. It was set up in 1982 in a village Sirohi, Rajasthan.

The company has an annual turnover of Rs 4000 Crores and a massive production of 13.30 million tonnes per annum.

It partners India's leading corporations such as Reliance, L&T, NTPC and Essar. It is the brand choice across all sections of customers such as roads and bridges, housing projects, airports as well as factories. All this have been possible due to its world class technology, through its innovative products, eminence in manufacturing by being the least cost producer, powerful marketing tactics and network and the capability to grow.

Their continuous focus on product quality, innovation and customer satisfaction has led them to make a remarkable name in the Cement Industry despite the constantly evolving challenges in the Industry.

They have a network in the states of Madhya Pradesh, Gujarat, Rajasthan, Punjab, Delhi, Uttarakhand, Chhattisgarh, Jammu & Kashmir, Maharashtra, Haryana and West Bengal.

It specialises in manufacturing Cement, Gypsum Plaster and ready Mix concrete (RMC)

JK Lakshmi cement's innovative ideas were

- The concept of coloured bags for product differentiation
- A waste heat recovery power plant
- OPC 43 grade cement in North India

Some of the value added products fulfilling consumer needs from JK Lakshmi cement are:

- Ready Mix Concrete (RMC) under the brand name “JK Lakshmi Power Mix RMC”
- India’s first premium branded Plaster of Paris (POP), JK LakshmiPat
- OPC 43 grade cement in North India

HR policy of JK Lakshmi Cement

The HR policy of JK Lakshmi Cement Limited is to accomplish organizational excellence by developing a culture of high performance and continuous improvement by encouraging a varied culture and environment which eventually promotes transparency, continuous learning, innovation and quality of life.

There are two major HR strategies which are being followed in JK Lakshmi cement

- Effective people polices that can deliver the strategy across all business
- An HR function which can implement policy and strategy and can also influence business.

Vision, Mission and Core Values

Vision

- To be an innovative and profitably growing company
- To become a relevant player in the mind of consumers

Mission

- To achieve operational excellence
- Achieve growth in Sales and Profit
- To create superior value for the customer through Brand Positioning
- To be a socially responsible corporate citizen
- To be a workplace of choice- attract, retain and grow talent pool of change leaders

Core Values

- Caring for people
- Integrity, openness, fairness and trust
- Commitment to excellence

Phases of Cement Manufacturing Process

Production of cement completes after passing of raw material from six phases

- 1) Raw Material extraction/ Quarry
- 2) Grinding, Proportioning and Blending
- 3) Pre-heater Phase
- 4) Kiln Phase
- 5) Cooling and Final Grinding
- 6) Packing& Shipping

The Cement manufacturing process begins with the mining of limestone that is excavated from the mines. Then this limestone is crushed and is taken out for grinding in raw mills. The coal plays an important role to heat the raw material in the manufacturing process.

After receiving the raw material from the mining, the limestone is transmitted to raw material for grinding into fine powder and is blended into a right proportion.

This fine powder of limestone is then heated at a very high temperature of 1450 degree C for clinkerisation and to heat this powder at such high temperature coal is being used.

The clinkered raw material is then delivered to store in the form of concrete silo. This blended raw material is called the kiln feed which is then into preheater. The material formed

in the kiln is known as clinker. These hot clinkers are then cooled down and stored in a clinker store or can be passed directly to the cement mill.

At this stage the clinker and gypsum both are mixed together and then sent for further grinding process to form a grey powder and this grey powder is called cement which is then dispatched in the market for further sale.

Raw material used in cement Manufacturing

- Lime Stone
- Red-Ocher
- Kiln feed
- Raw Coal
- Fine coal
- Clinker
- Gypsum
- Fly Ash
- OPC Cement
- PPC Cement

Types of Cement

There are mainly two types of cement

- 1) **Ordinary Portland Cement**- It is the most common grey cement widely used and is the basic form of cement. It has high strength and high level of setting. It is mainly made up of Clinker and Gypsum and has components like Iron, Magnesium, Silica and Sulphur trioxide.
- 2) **Portland Pozzolana Cement**: It mainly helps in the prevention of cracks and thus it finds great usage when casting of huge volumes of concrete is required. It is mostly requires when the construction is on the mass scale and extra durability is needed. This kind of cement is mainly made up of Clinker, gypsum and pozzolana and has components like fly ash, coal waste and burnt clay.

Application of Cement

- High/Low Buildings
- Bungalows
- Dams/ Canal
- Ports/Harbours
- Industrial Structures
- Highways/Roads
- Foundations
- Piling Work

OBJECTIVES

The objective of this research is to

- To make a comparative analysis of 6 different E-Learning platforms i.e. Zoom, Jio Meet, Cisco Webx, GoToMeetings, Google Meet and Microsoft teams”
- To know the different video conferencing platforms people are using during COVID-19, how frequently they are using, its features, challenges pertaining to it, pros and cons etc.

METHODOLOGY

Both primary and secondary data were chosen to collect the information regarding the report.

To know the insights of various people and to collect data about various video conferencing platform that people are using interview method was conducted.

The interview was conducted on 25 people between the age 22-40 years and majority of them have completed their Bachelor's Degree. The interview consisted of 10 questions pertaining to different video conferencing platforms people are using during COVID-19, how frequently they are using, its features, challenges, its pros and cons etc.

Collection of Primary Data:

- This data includes Interviewing 25 people between the age group 22-40

Collection of Secondary Data:

- This data includes collecting data from various sources like journals, articles, social media sites, business magazines and reviews of people on various social media platforms and sites.

ANALYSIS & RESULT

COMPARATIVE ANALYSIS

Since the covid-19 pandemic business were forced to work remotely and are relying heavily on video conferencing platforms since a lot of people are working from home. Video conferencing has in a way become the way of life post lockdown for individuals as well as for organisations.

With companies looking for tools that can support and help their staff in their workplace roles and help them maintain contact with their colleagues for meeting, training and development and for various other purposes, the need for video conferencing apps as well as security concerns have increased significantly.

Therefore there are various platforms that are competing at the same time and each comes with its own list of pros and cons and some variation in their features.

Following is the comparative analysis of 6 different E-Learning platforms i.e. Zoom, Jio Meet, Cisco Webx, GoToMeetings, Google Meet and Microsoft teams which are being majorly used by the individuals and organizations for various purpose like corporate meetings, discussions, training and development post Covid-19 pandemic.

1) ZOOM

Founder- Eric Yaun

Launch of Video Conferencing- 2013

ZOOM is an American communication technology company. It has its headquarters in San Jose. It offers a free basic plan that can host up to 100 participants.

It is one of the fastest growing video conferencing platforms. Zoom has one of the easiest interfaces to be used, making it a top choice among all users. It also offers a good combination of tools and features and access to a good video experience. However some recent security issues have thrown some multiple questions at ZOOM as being not a credible video conferencing platform.

Following are the plans for ZOOM:-

	Basic	Pro / For individuals (p/m)	Business/ (p/m)	Enterprise (p/m)
Price	Free	\$14.99	\$19.99	\$19.99
Participants	100	100	300	1000
Duration	40 min	24 hours	24 hours	24 hours

Pros

- User friendly
- Free version is available
- Has options to enable various backgrounds while video calling

Cons

- Security Concerns, have a lot of privacy issues
- Has a 40 minute time limit in the free version
- The paid version becomes a bit expensive for larger enterprises

2) **JioMeet**

Founder- Mukesh Ambani

Launch of Video Conferencing- 2020

Paid Version- Not available

Jio Meet is a new Indian based video conferencing app from Reliance Jio. It is used for both personal and business purposes. It mostly resembles to ZOOM as its UI exactly matches the ZOOM interface. It is free for all users. It can support up to 100 participants in one meeting and allows conducting a meeting of 24 hours without any interruption.

Pros

- It is free for all unlike any other platform
- Also uses mobile number to login and video calls
- Can be used to host 24 hours long meetings
- Have a direct web access

Cons

- Does not allow setting up a password for its meeting. Once we create a meeting, a password is generated that can be shared
- There is no way to send a private message to the host
- There is no option of Co-host
- No virtual Backgrounds are available

- Restricts with only 100 participants

3) Cisco Webx

Founder- Subrah Iyer and Min Zhu

Launch of Video Conferencing- 2017

Cisco Webx is an American company that develops videoconferencing apps. It has its headquarters in California. It provides free access to all its users in all countries where it is available. It can organise events, webinars and video conferences. It is more popular in small and medium term enterprises and offers various services that makes it easier for businesses to communicate with data protection.

Following are the plans for Webx:-

	Basic	Pro / For individuals (p/m)	Business/ (p/m)	Enterprise (p/m)
Price	Free	\$13.5	\$17.95	\$26.95
Participants	200	50	100	200
Duration	50 min	24 hours	24 hours	24 hours

Pros

- It has an option to provide feedback
- Up to 25 attendees can attend
- Data protection is available

- Free version is available
- Virtual backgrounds are available
- Free trial is available for 30 days

Cons

- Have some issues in its desktop app
- Priced high as compared to other platforms
- The default browser chosen is Internet Explorer, so we need to change the browser settings if one prefers Chrome or Firefox
- Has a 50 minute time limit
- Does not have a direct web access

4) GoToMeeting

Founder- Kias Schsuser, Oliver Christiansen and Malte Muenke

Launch of video conferencing- 2004

GoToMeeting is an online web conferencing tool that allows users to host meeting online for free. It is one of the first video conferencing services. It can be used from any browser and offers various features. GoToMeeting features are more convenient for business and enterprises.

Following are the plans for GoToMeeting:-

	Basic	Pro / For individuals (p/m)	Business/ (p/m)	Enterprise (p/m)
Price	Free	\$12	\$16	Customised
Participants	3	150	250	3000
Duration	40 min	24 hours	24 hours	24 hours

Pros

- Free version is available
- Virtual backgrounds are available
- Have a direct web access
- Has a free 30 day trial

Cons

- It lacks some advanced options like polling
- Requires a good connection
- Has a 40 minutes time limit
- Does not have the option to raise hands virtually

5) Google Meet

Launch of video conferencing- 2017

Founder- Larry Page

Google Meet is a video communication service which is being developed by Google. Until recently Google Meet was available to only a G-Suit user which means that only Customers who had the subscription for it can use Google Meet. But now with the demand for virtual collaborations it is free for all users. Now anyone can access Google Meet who is having a Gmail account.

Following are the plans for Google Meet:-

	Basic	Business	Enterprise
Price	Free	\$10	\$20
Participants	100	150	250
Duration	60 min (24 hours till Sept 30, 2020)	24 hours	24 hours

Pros

- Direct web access
- Free version is available
- Virtual backgrounds are available
- Give trials of 14 days

Cons

- Does not allow recording of the screen (only available till the pandemic)
- Gmail account is necessary

- Have a 60 minute time limit in the free version

6) Microsoft Teams

Founder- Bill Gates and Paul Allen

Launch of video conferencing- 2017

Microsoft Teams is another platform which is available free with many features like combining meetings, chats, calls and file sharing. It is the one of the most popular business collaboration tool in the market and has its full integration with Office 365.

Following are the plan for Microsoft Team:-

	Basic	Pro / For individuals (p/m)	Business/ (p/m)	Enterprise (p/m)
Price	Free	\$5	\$12.50	\$20
Participants	250	10,000	10	10
Duration	24 hours	24 hours	24 hours	24 hours

Pros

- Free for all users (only till the coronavirus pandemic)
- Can be used to host a meeting of 24 hours
- Virtual backgrounds are available

Cons

- Less user friendly
- Does not have a direct web access
- No free trial is available
- Does not have the option to virtually raise hands

Analysis of paid version of all platforms

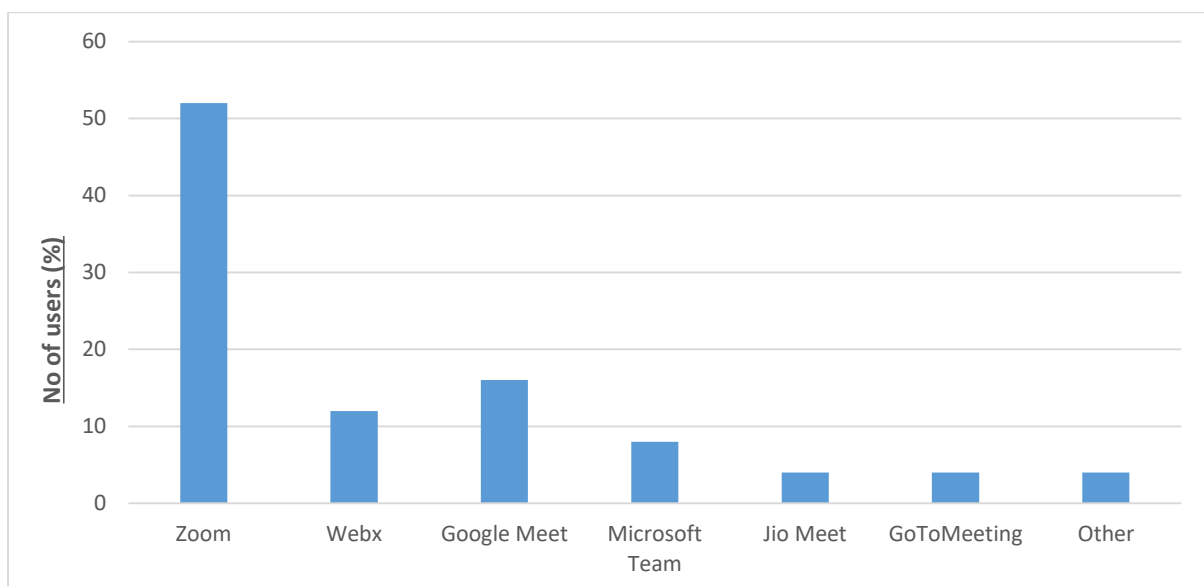
	Basic	Pro / For individuals (p/m)	Business/ (p/m)	Enterprise (p/m)
Zoom	Free	\$14.99	\$19.99	\$19.99
Jio Meet	Free	-	-	-
Cisco WebX	Free	\$13.5	\$17.95	\$26.95
GoTo Meeting	Free	\$12	\$16	Customised
Google Meet	Free	\$10	\$20	-
Microsoft Team	Free	\$5	\$12.50	\$20

ANALYSIS OF THE INTERVIEW

The following data is mainly obtained from the primary research. The data obtained from the respondents have been analysed to conduct a percentage analysis to determine the views of various people about the video conferencing platforms they are using and problems faced by them.

The analysis provides the current views of various people and problems faced by them during COVID-19 pandemic and provides various insights that is open for interpretation in many ways.

Figure1.1- Video conferencing platforms currently used by people

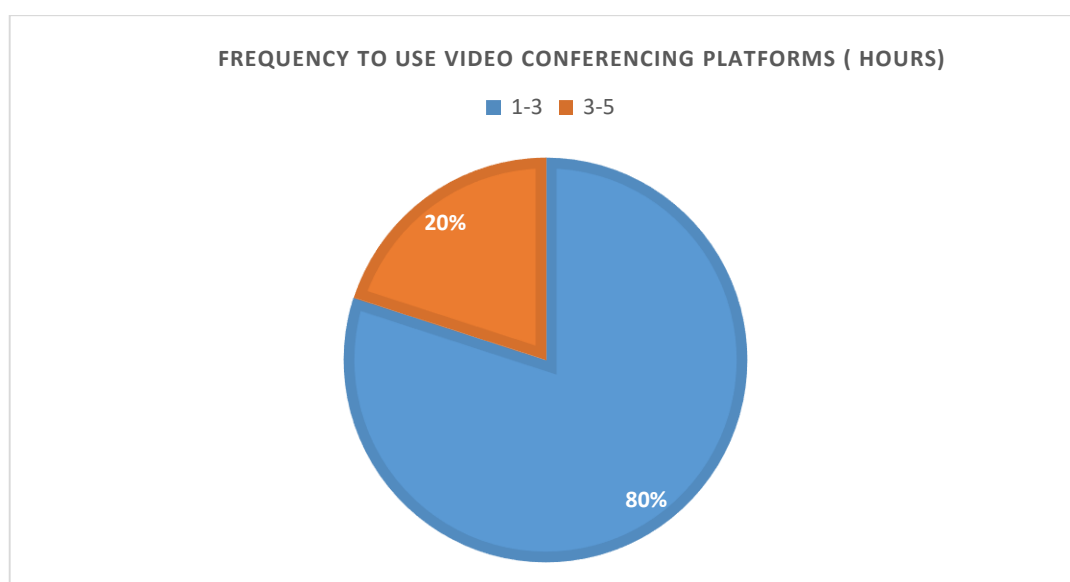


From the above figure we can say that around 52% of the participants prefer to use ZOOM. Moreover 16% of the participants use Google Meet, whereas 12% use Webx and 8% uses

Microsoft Team. However only 4% of the total participants are using Jio Meet, GoToMeeting and other platforms. Therefore we can say that majority of the people prefer ZOOM for Video Conferencing purposes.

The main reason behind the popularity of ZOOM can be that people think it is a very user friendly platform. They also think that it has many features like breakout rooms, screen sharing, good video and audio quality etc. Majority of the people do not feel comfortable with other apps like Google Meet, Microsoft Teams or any other app once they have used ZOOM. People have become habitual of the platform they are using and therefore they don't want to switch to any other app. Moreover majority of the people find that ZOOM is being recommended to them by most of the people for learning purpose.

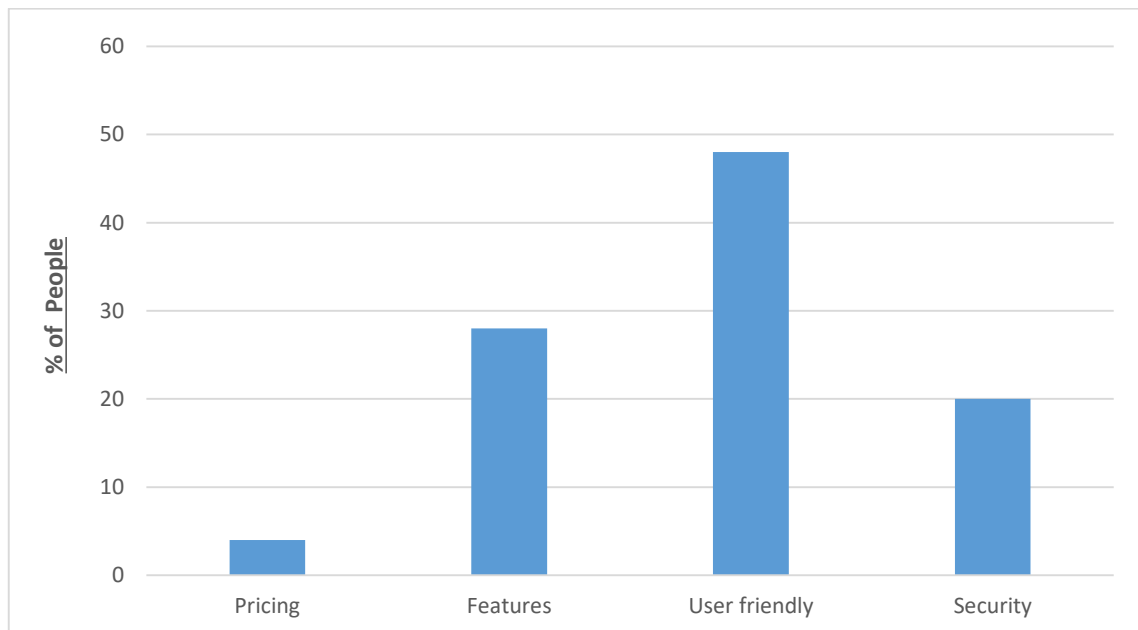
Figure1.2- Frequency of using Video Conferencing platforms



From the above figure we can say that around 80% of the participants use video-conferencing platforms for around 1-3 hours per day whereas around 20% of the participants use these platforms for around 3-5 hours per day.

It is mainly because mostly people are using these platforms for their meetings or for training and development purpose which hardly last for 1 to 3 hours.

Figure 1.3- Factors attracting video conferencing platforms

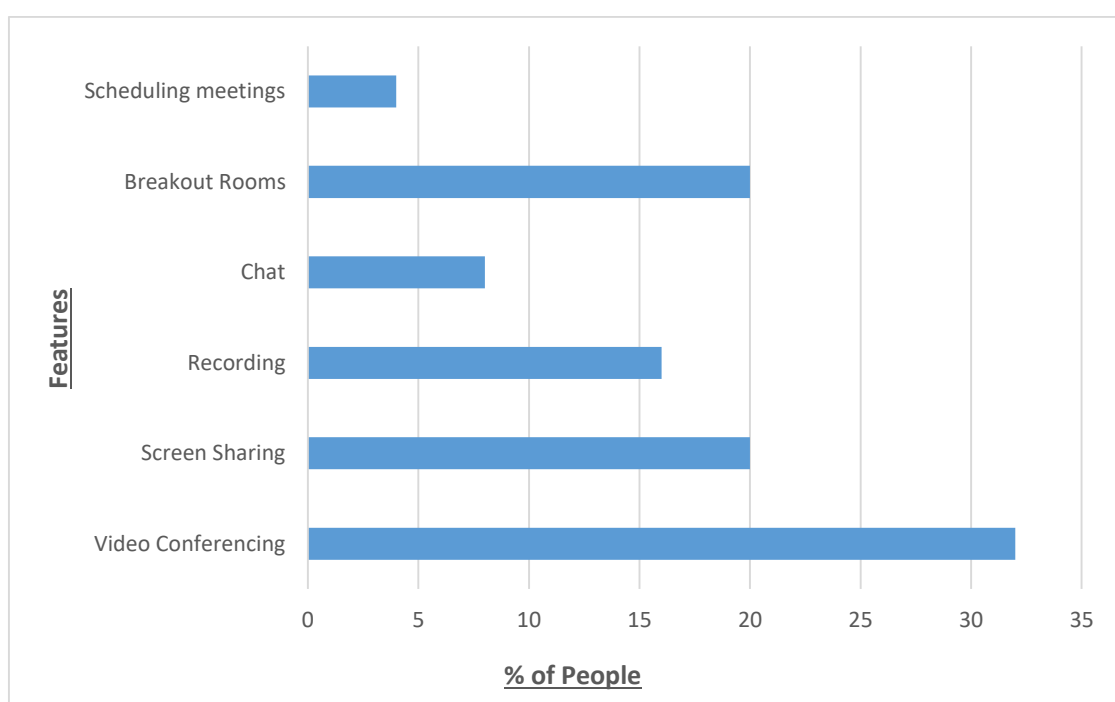


From the above figure we can say that 48% of the participants believes that being a user friendly platform attracts them the most to choose a video conferencing tool for virtual meetings, whereas around 28% of the participants believe that the features of a particular platform or the platform which they are using matters them the most to choose a platform for virtual meeting. Moreover around 20% of the participants believes security and privacy should be the main factor to consider while opting for virtual meetings and only 1% of the total participants believes to consider pricing as the main factor while choosing a virtual platform.

The main reason behind people being comfortable with a user friendly platform can be that most of the people are not techno savvy, therefore it becomes vital for people to use a

platform which is easy to use and friendly enough so that they can meet their day to day to work requirement without any kind of hindrance. Moreover factors like features are secondary to most of the people because they don't see much requirement to use all features in their day to day lives.

Figure 1.4- Existing features mostly liked by the participants

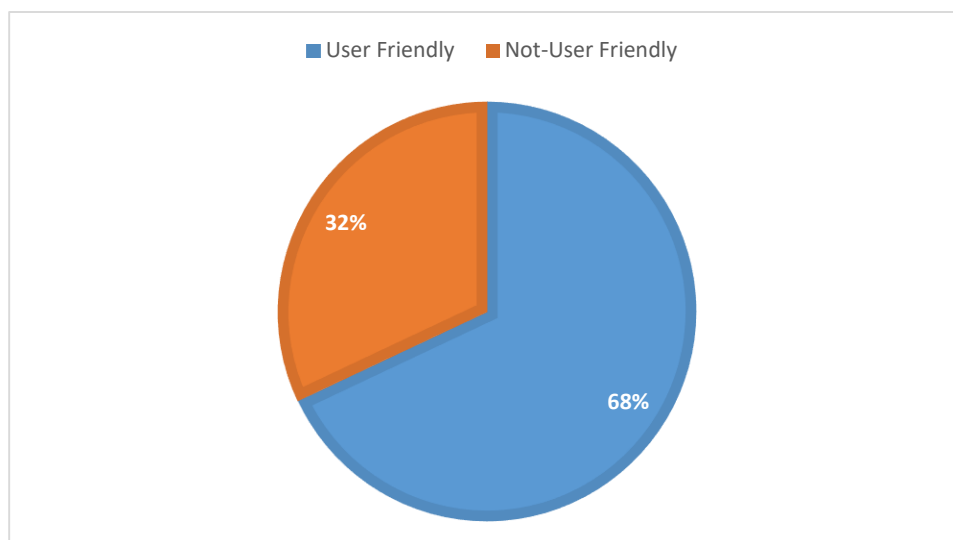


From the above figure we can say that around 32% people likes video conferencing as the best feature on virtual meeting platforms, whereas 20% people finds screen sharing and breakout rooms as the best feature. Moreover around 20% people like recording of the screen as a useful feature, 8% people believes chat as a useful feature and only 4% of the total participants thinks scheduling meetings as the best feature on the video conferencing platforms.

Most of the people find video conferencing as the best existing feature because they believe that they are able to see the visual cues in the body language of the people. They are able to

see their expressions of satisfaction, concern and understanding in a better way and therefore finds a more engaging level of communication. It makes people more aware and attentive. Another feature mostly liked by the people are the breakout rooms. It is because people find themselves more comfortable in breakout rooms especially while discussions, moreover it helps people in collaborating their work or project. It is also very useful in one on one training sessions as well. Other features liked by the users are recording and screen sharing as they believe that it helps them to increase the collaboration and share important files, presentations and documents through it.

Figure 1.5- Whether the platform is user friendly or not

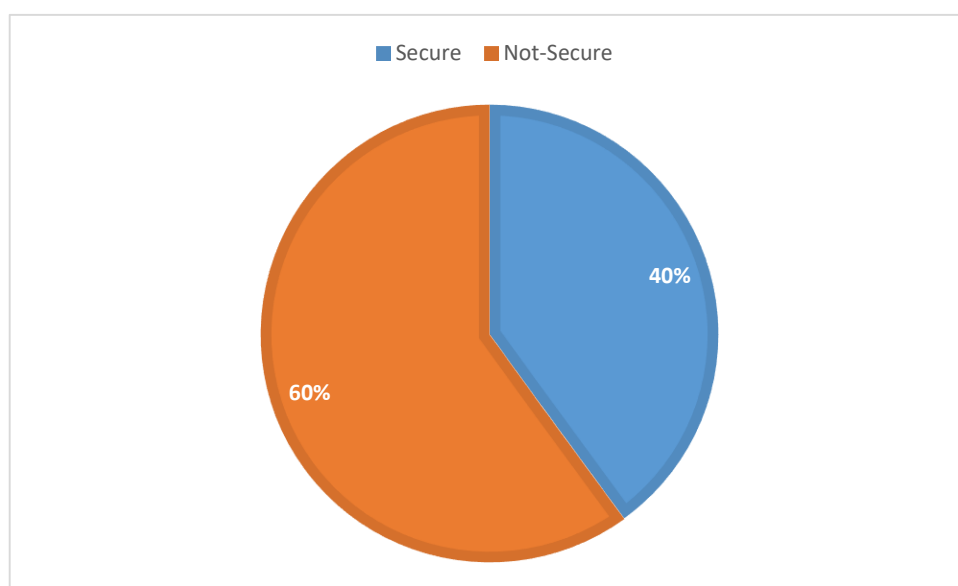


From the above figure we can say that majority of the respondents i.e. around 68% of the respondents believes that the video-conferencing platform they are using is user friendly while only 32% of the participants believes that it not user friendly.

The main reason behind people believing their platform to be user friendly and being comfortable with it might be that majority of the people are of the view that all the features

they are using of the particular platform such as ZOOM are available on the screen itself. They also think that the user interface of ZOOM is far better than any other video-conferencing platform. Moreover they have become habitual of the platform they are using and thus finds it user friendly for their day to day work.

Figure 1.6- Whether the platform is secure enough or not.

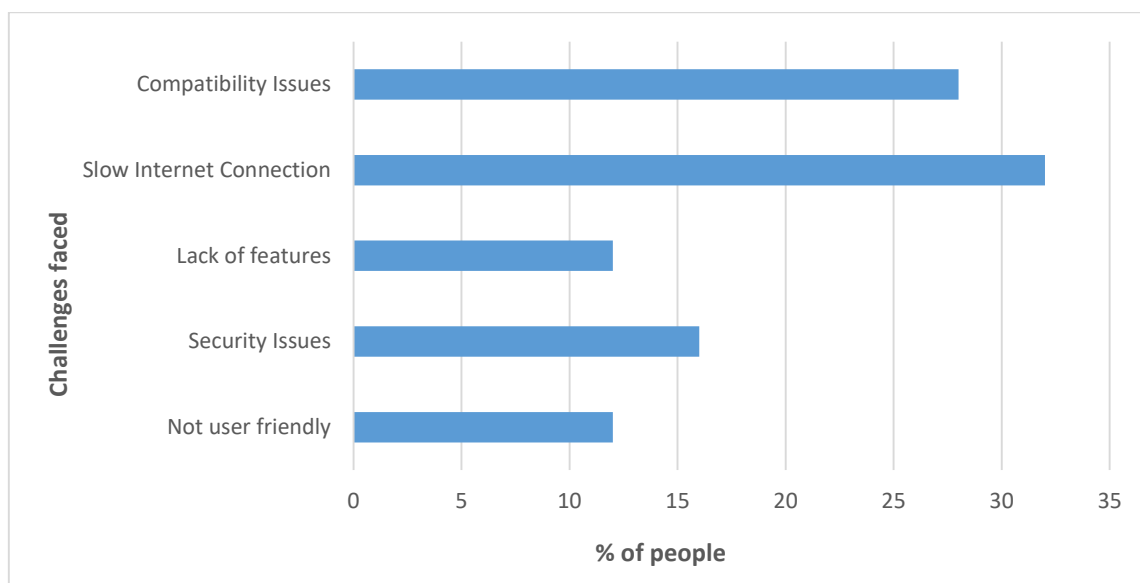


From the above figure we can say that only 40% of the participants believes that the platform they are using is secured enough whereas majority of the participants i.e. around 60% of the participants believes that the platform they are using is not secure enough,

Majority of the people believing that the platform they are using is not secure enough are referring to ZOOM. It is mainly because they are a bit sceptical about using the platform since the news of the Zoom bombing i.e. leaking of passwords and hackers hijacking video calls midway through conferences. Therefore they feared of leaking personal data, however at the same time they also believe that the probability of getting their data leaked is very less, and hence they are still using these platforms because they believe that they are habitual of

the platform they are using as it is quit user friendly. Moreover they also believe that there is no such platform that is 100% secured and ZOOM is now doing a lot to address and fix its security issues.

Figure 1.7- Major challenges in using various Video conferencing platforms

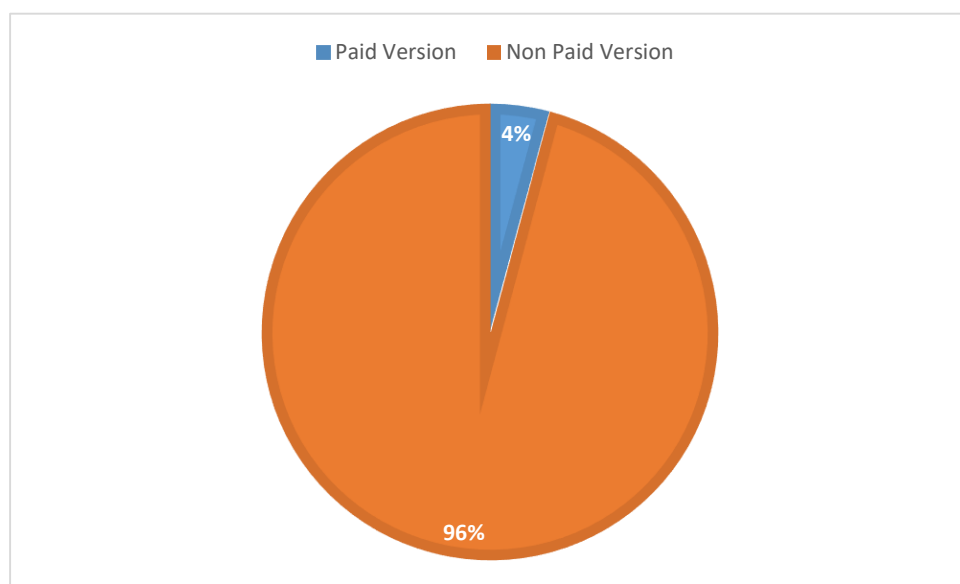


From the above figure we can say that majority of the respondents i.e. around 32% of the people believes that slow internet connection is the main challenge they are facing while using video-conferencing platforms. 24% of the participants believes that compatibility issues is the main challenge for them while using such platforms 16% people believe that security issues are the main challenge faced while using the virtual platforms. Whereas around 12% people believe that and lack of features and lack of user friendly is the main challenge faced by them.

The major reason for the internet issues people are facing is due to the lack of technology. Many people live in areas where high speed internet connection is rare, moreover many are still only dependent upon their mobile data and hence struggle for Wi-Fi connection. Poor

internet connection can lead to issues like poor audio and video quality including low sound, breaking of voice, echo and delay in the voice which can become a major hindrance for the users. Another major challenge faced by the users are compatibility issues such as any unknown error occurring caused by the operating system, browsers, software or the computer. Whereas other issues such as lack of features is due to unavailability of some features like polling in a particular platform.

Figure 1.8- Percentage of people using the paid version of different platforms



From the above figure we can say that only 4% of the total participants are using the paid version of a video conferencing platform, however 96% of the participants are using the unpaid version.

This is mainly because most of the people are not well versed with the online platform and don't think that the features of the paid version will benefit them much, therefore free versions are more preferred and used for the learning purpose. Moreover, the features offered

in the free version are more than enough for the people who are using the platform and hardly few people require more features than the free version. Another reason why people are not using the paid version and are not spending much on it might be that people are not willing to spend at the individual end, they want the organisation to take the initiative for it to buy a particular platform for them.

CONCLUSION

The project report outlines the comparative analysis of 6 different E-Learning platforms i.e. Zoom, Jio Meet, Cisco Webx, GoToMeetings, Google Meet and Microsoft teams and also examines the different video conferencing platforms people are using during COVID-19, how frequently they are using, its features, challenges pertaining to it, pros and cons etc.

The report states about what we have learned throughout our internship. It presents a small brief about the company and industry overview in which it talks about the cement sector in India, JK Organisation, and JK Lakshmi Cement.

It also gives a small overview about the phases of Cement manufacturing process in which it majorly talks about the Types of Cement and its application

Through the analysis we can say that Zoom is the most user friendly platform which is used by majority of the people, however it has many security and privacy issues.

Moreover Jio Meet seems to be the upcoming preference for smaller organisations and enterprises as it provides same features as any other platform is providing at absolutely free of cost. However since it is a new platform it is not being explored and used by majority of the people.

Recommendations

1. Companies should leverage more collaboration and virtual communication tool.
2. For larger enterprises or for having meeting with more than 100 participants Webx can be considered as a good option as it has all the desirable features and does not have any security issues as well.
3. Jio Meet seems to be the upcoming preference for smaller organisations and enterprises as it provides same features as any other platform is providing at absolutely free of cost. However since it is a new platform it is not being experienced by majority of the people.

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