



e-ISSN:2582-7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 12, December 2024



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.521



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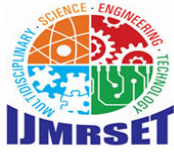
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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

# Tesla's Leadership and its Impact on Innovation and Growth

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**ABSTRACT:** Tesla's leadership, spearheaded by Elon Musk, has played a pivotal role in shaping the company's trajectory from a fledgling startup to a global leader in the electric vehicle (EV) market. The company's success has been largely attributed to Musk's visionary leadership, which blends technological innovation, ambition, and a commitment to sustainability. This paper explores Tesla's leadership by examining Musk's leadership style, organizational structure, and strategic decision-making processes. It also addresses leadership challenges, controversies, and the company's long-term prospects in a rapidly evolving industry. By analyzing Tesla's leadership dynamics, we gain insight into the intersection of visionary leadership and organizational success in the tech-driven automotive industry.

## I. INTRODUCTION

Tesla, Inc. is a name synonymous with innovation, disruption, and the pursuit of sustainability. Since its founding in 2003, the company has evolved from a small electric car manufacturer into one of the most valuable and influential automakers in the world. This transformation has largely been driven by the leadership of Elon Musk, who took over as CEO in 2008. Musk's leadership has been integral to Tesla's success in not only changing the automotive industry but also in promoting a broader agenda of environmental sustainability and renewable energy solutions.

Tesla's growth story is emblematic of how a visionary leader can leverage cutting-edge technology, unconventional business practices, and a compelling vision for the future to build a world-changing company. However, Tesla's leadership has not been without its challenges. Musk's management style, characterized by risk-taking and ambitious goals, has led to production delays, controversies, and regulatory scrutiny. This paper delves into Tesla's leadership, particularly Musk's role, and analyzes the company's organizational structure, leadership style, challenges, and long-term sustainability.

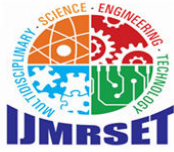
## II. LEADERSHIP VISION AND STRATEGY

Tesla's leadership vision is a core driver of its success. At the heart of Tesla's strategy is Elon Musk's overarching goal to accelerate the transition to sustainable energy. This mission permeates every aspect of Tesla's operations, from the development of electric vehicles to the creation of solar products and energy storage solutions. Tesla is not simply an automaker; it is a pioneer in green technology, creating a blueprint for sustainable living that integrates electric vehicles, renewable energy, and advanced battery technology.

### Defining Tesla's Mission: A Commitment to Sustainability

One of Tesla's core principles is its unwavering commitment to sustainability. The company's mission, "to accelerate the world's transition to sustainable energy," reflects its ambition to address pressing global issues like climate change and the overreliance on fossil fuels. Unlike many companies that focus solely on profits, Tesla's leadership has always framed the company's long-term goals within a broader context of societal and environmental impact.

Tesla's focus on sustainability is evident in its product lineup. From the Roadster to the Model S, Model 3, Model X, and Model Y, every Tesla vehicle is powered by electricity rather than gasoline, marking a major departure from traditional automakers. Additionally, Tesla has expanded into energy storage products like Powerwall and solar energy



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systems, all designed to integrate seamlessly into homes and businesses, enabling users to generate, store, and consume clean energy.

Tesla's commitment to sustainability extends beyond products—it is embedded in the company's operations. For example, Tesla's Gigafactories are designed with sustainability in mind, using renewable energy sources and efficient manufacturing processes to minimize waste. Tesla's leadership continues to push boundaries by not only reducing carbon emissions but also developing technologies that promote energy independence and reduce reliance on traditional energy infrastructure.

### A Vision for Disruption: Transforming the Automotive Industry

Tesla's leadership strategy can be viewed through the lens of disruption. Musk's strategy has always been about challenging the status quo and disrupting traditional industries. The automotive sector, long dominated by legacy companies such as Ford, General Motors, and Toyota, was slow to embrace electric vehicles. However, Tesla has redefined what is possible in the industry by pushing the envelope on innovation, technology, and performance.

Tesla's impact on the automotive industry has been profound. The introduction of the Model S in 2012 signaled the arrival of a high-performance, luxury electric car that could compete with traditional gasoline-powered vehicles. Unlike other electric vehicles on the market at the time, the Model S offered impressive performance, range, and style, helping to change the public perception of electric vehicles as slow, unattractive alternatives.

In addition to pushing boundaries with its vehicles, Tesla has also disrupted the way cars are sold and serviced. The company's direct-to-consumer sales model, bypassing traditional dealerships, has allowed Tesla to retain control over pricing, customer experience, and product information. This model has also led to the establishment of Tesla's own network of service centers and charging stations, creating a seamless and integrated ownership experience.

Musk's leadership has also led to the development of Tesla's Autopilot and Full Self-Driving (FSD) technologies, which have the potential to revolutionize the way people travel. While still in development, Tesla's self-driving technology represents a significant leap forward in the automotive industry, positioning the company as a leader in autonomous driving.

### The Role of Elon Musk as a Transformational Leader

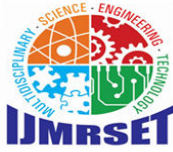
Elon Musk's leadership style is often categorized as transformational. This approach is defined by his ability to inspire and motivate employees to go above and beyond in pursuit of a common vision. Musk's leadership is deeply rooted in his personal drive to solve complex global problems, and he consistently sets ambitious goals that push the boundaries of what is possible.

### Visionary Leadership: Charting the Path to the Future

Musk's visionary leadership has been a cornerstone of Tesla's success. His ability to see beyond the immediate challenges and envision a future where electric vehicles, solar energy, and autonomous driving are the norm has been critical in shaping Tesla's strategy. Unlike many CEOs who focus on short-term financial goals, Musk's vision for Tesla spans decades. He understands that true innovation takes time, and he has demonstrated a willingness to make significant investments in long-term projects that may not pay off immediately.

Tesla's leadership under Musk has not only focused on creating exceptional products but also on changing the way the world thinks about energy consumption and transportation. Musk's ability to communicate this vision has been instrumental in attracting top talent to Tesla, as well as gaining support from investors and customers. His visionary thinking has enabled Tesla to grow exponentially and lead the way in the electric vehicle market.

Musk's leadership philosophy also includes an emphasis on solving some of the world's most pressing problems. For instance, his ambition to colonize Mars through SpaceX and create a sustainable energy future through Tesla showcases his broader vision to address issues such as climate change and humanity's survival. This long-term outlook shapes Tesla's operations, from expanding battery production to revolutionizing car manufacturing and energy systems.



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### Charismatic Leadership: Inspiring Innovation and Passion

Elon Musk's charisma is another key component of his leadership style. His personal magnetism and ability to inspire others have played a significant role in Tesla's success. Musk has the ability to generate excitement around Tesla's mission, inspiring employees, investors, and customers to believe in the company's vision and its potential for change. Musk's charisma extends beyond his public persona and into the company's culture. He has created an environment where innovation is not only encouraged but expected. Tesla employees often work in fast-paced, high-pressure conditions, but they are united by a shared belief in Musk's vision and a desire to make a difference. Tesla's culture is one of intense focus on problem-solving, with a relentless drive to achieve seemingly impossible goals. Musk's leadership has cultivated a strong sense of purpose within the company, motivating employees to push the limits of what is possible.

Tesla's leadership under Musk has not only been about technology and innovation but also about creating a sense of belonging and purpose among its employees. This has allowed the company to attract some of the brightest minds in the tech industry, many of whom have worked at companies like Google, Apple, and NASA.

### III. TESLA'S ORGANIZATIONAL STRUCTURE AND LEADERSHIP TEAM

Tesla's organizational structure is designed to align with the company's vision of innovation and disruption. Musk's leadership style is central to this structure, but Tesla also relies on a strong leadership team to execute its strategy and manage its day-to-day operations.

#### Leadership Team and Roles

Tesla's leadership team is composed of executives who oversee the company's operations across various areas, including product development, manufacturing, finance, and marketing. While Musk remains the central figure, the leadership team plays a crucial role in ensuring that the company's ambitious goals are met.

The Chief Financial Officer (CFO) manages Tesla's finances, including investments, earnings, and cash flow. The Chief Technology Officer (CTO) oversees the development of Tesla's innovative technologies, such as its electric powertrains, batteries, and autonomous driving systems. Tesla's Chief Operating Officer (COO) ensures that the company's operations run smoothly, coordinating the efforts of Tesla's various departments and ensuring that production targets are met.

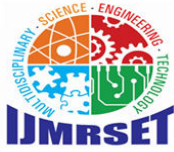
In addition to these roles, Tesla also has leadership positions dedicated to engineering, design, sales, and customer service. The leadership team works closely with Musk to implement Tesla's strategic goals and execute on the company's vision for the future.

#### Corporate Governance and Ethical Challenges

Tesla's corporate governance has been a point of contention, particularly given Musk's public persona and the controversies surrounding his behavior. While Musk's leadership has been largely successful, it has also led to ethical and legal challenges that could have implications for Tesla's long-term success.

The most notable example of governance issues came in 2018 when Musk tweeted that he had secured funding to take Tesla private at \$420 per share. The tweet caused a spike in Tesla's stock price and led to an investigation by the U.S. Securities and Exchange Commission (SEC), which ultimately filed charges against Musk for securities fraud. Musk reached a settlement with the SEC, agreeing to step down as Tesla's chairman and pay a hefty fine. While this controversy did not severely harm Tesla's stock price or reputation in the long run, it raised questions about Musk's communication style and its potential to damage the company.

Tesla's leadership model, with Musk at the helm, is highly centralized. While this allows for quick decision-making and a unified vision, it also exposes the company to the risks associated with having a single, dominant leader. Some critics argue that Tesla should implement more robust governance structures to ensure continuity and reduce the risks associated with Musk's individual leadership.



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### IV. FUTURE CHALLENGES AND OPPORTUNITIES FOR TESLA'S LEADERSHIP

Tesla's remarkable growth and success are deeply tied to its leadership, but the company must now contend with a rapidly evolving landscape. As the EV industry matures, new players, regulatory changes, and global economic trends pose both challenges and opportunities. Tesla's leadership must proactively adapt to these dynamics to secure its future.

Challenges Facing Tesla's Leadership

#### 1. Intensifying Competition:

Tesla's first-mover advantage in the EV market is diminishing as traditional automakers and new entrants aggressively pursue electric mobility. Companies like Ford, General Motors, Volkswagen, and Toyota have committed billions to electrification, and newer brands such as Rivian and Lucid Motors are targeting Tesla's market segments with premium offerings. For example, Volkswagen's ID.4 and ID. Buzz appeal to eco-conscious consumers in Europe and North America, directly challenging Tesla's Model Y. Additionally, Tesla must navigate pricing pressures as competitors introduce more affordable EVs. To counter this, Tesla's leadership must continue to innovate in vehicle design, performance, and software.

#### 2. Scaling and Localizing Production:

With gigafactories in the U.S., China, and Germany, Tesla has shown it can scale operations globally. However, scaling brings its own set of challenges, such as maintaining consistent quality across factories, managing local supply chains, and navigating geopolitical tensions. For instance, Tesla's Gigafactory Shanghai plays a critical role in its global supply chain, but U.S.-China trade tensions could disrupt operations. In addition, Tesla's efforts to open facilities in emerging markets like India face regulatory hurdles and demand volatility.

#### 3. Regulatory and Political Uncertainty:

Governments worldwide are increasingly mandating emission reductions and providing incentives for EV adoption. While this aligns with Tesla's mission, it also requires the company to stay compliant with a patchwork of regional regulations. In the U.S., shifting political climates can alter federal tax incentives, potentially impacting Tesla's pricing strategy. Similarly, in Europe, new safety and environmental standards may require costly adjustments to Tesla's vehicles. Adapting swiftly to these changes without compromising profitability will be crucial for Tesla's leadership.

#### 4. Sustaining Workforce Morale and Culture:

Tesla's fast-paced, results-driven culture has often been lauded as a driver of innovation. However, reports of long hours, high-pressure work environments, and employee turnover suggest challenges in maintaining workforce morale. Leadership must strike a balance between fostering innovation and ensuring employee well-being. Initiatives such as offering equity-based incentives and enhancing workplace flexibility could help attract and retain top talent.

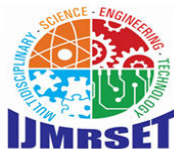
#### 5. Supply Chain Volatility:

The global supply chain crisis, exacerbated by the COVID-19 pandemic, has highlighted vulnerabilities in the availability of raw materials like lithium, cobalt, and nickel—essential for battery production. Tesla has already made strides by securing long-term supplier agreements and investing in mining partnerships, but leadership must also explore alternative materials and recycling technologies to mitigate these risks.

Opportunities for Tesla's Leadership

#### 1. Expanding into Emerging Markets:

Tesla's leadership can unlock significant growth by focusing on markets like India, Southeast Asia, and Africa. These regions represent untapped potential for affordable EV solutions. For instance, in India, Tesla could capitalize on government initiatives promoting electric mobility while addressing the demand for smaller, budget-friendly vehicles. Building localized production facilities and collaborating with local governments would enhance Tesla's competitiveness in these markets.



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### 2. Battery Technology Advancements:

Tesla's R&D investments in battery technology, such as the development of its 4680 battery cells, hold immense potential for cost reduction and performance improvement. These advancements could lower the cost of EVs, making them accessible to a broader audience. Moreover, Tesla's leadership in energy storage solutions, like the Megapack for grid-scale storage, positions the company as a key player in renewable energy integration.

### 3. Leadership in Autonomous Driving:

Tesla's Full Self-Driving (FSD) software represents one of its most ambitious ventures. While technical and regulatory challenges remain, a breakthrough in this area could revolutionize transportation. Autonomous ride-hailing services, for example, could create new revenue streams and transform urban mobility. Tesla's ability to lead this technological shift will depend on sustained investment in AI and partnerships with regulatory bodies.

### 4. Renewable Energy Ecosystem:

Beyond EVs, Tesla's solar and energy storage solutions represent a growing segment of its business. Products like the Powerwall and Solar Roof align with global trends toward decentralized, sustainable energy solutions. By scaling these offerings and integrating them with Tesla's vehicles, the company can position itself as a holistic energy provider.

### 5. Diversification into Adjacent Industries:

Tesla's innovative culture under Musk's leadership encourages exploration beyond traditional automotive ventures. Projects like the Tesla Bot (a humanoid robot) and the Hyperloop concept demonstrate the company's ambition to disrupt multiple industries. While these ventures are still in early stages, they reflect Tesla's potential to redefine sectors like logistics, robotics, and public transportation.

#### Leadership Lessons from Tesla

Tesla's rise to prominence offers profound insights into leadership in the modern era, particularly in industries undergoing disruption. From visionary thinking to embracing risk and fostering resilience, Tesla's leadership approach provides a wealth of lessons for companies aiming to redefine their industries.

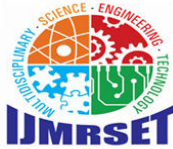
#### Vision and Purpose

One of the most striking aspects of Tesla's leadership is its unwavering commitment to a singular, ambitious vision: *to accelerate the world's transition to sustainable energy*. Elon Musk has consistently articulated this mission in interviews, shareholder meetings, and product launches, creating a unifying purpose for Tesla's employees, investors, and customers.

This clarity of purpose has enabled Tesla to:

- **Inspire Stakeholders:** Employees are motivated by a sense of higher purpose, contributing to something that goes beyond profit-making. For example, engineers working on Tesla's Gigafactories know they are directly impacting the adoption of green energy globally.
- **Attract Customers:** Consumers who purchase Tesla vehicles often cite the company's mission as a factor in their decision. By aligning its products with global sustainability goals, Tesla has cultivated a loyal customer base.
- **Secure Investment:** Despite periods of financial instability, Tesla's mission has resonated with investors, enabling the company to raise billions through equity and debt offerings. For instance, Tesla's bold goal to mass-produce electric vehicles attracted early support from venture capitalists like Draper Fisher Jurvetson, even when the broader market was skeptical.

The lesson here is that a compelling, purpose-driven mission can serve as a powerful differentiator in crowded markets. Companies can inspire loyalty and secure long-term support by demonstrating a commitment to solving meaningful problems.



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### Embracing Risk and Resilience

Tesla's leadership exemplifies a willingness to take calculated risks, even when the odds seem insurmountable. This risk-taking has been evident in several key milestones:

#### 1. **The Launch of the Model S:**

At a time when electric vehicles were largely dismissed as impractical, Tesla committed significant resources to developing the Model S, a luxury sedan with unprecedented range and performance. The vehicle's success not only validated Tesla's technology but also reshaped public perception of EVs.

#### 2. **Gigafactory Investments:**

Building Gigafactories was a massive financial gamble, requiring billions in capital expenditure. These facilities, designed to scale battery production and reduce costs, were instrumental in Tesla achieving economies of scale. Today, these Gigafactories are cornerstones of Tesla's operations, demonstrating the payoff of bold investments.

#### 3. **Resilience During Financial Crises:**

Tesla has faced near-bankruptcy multiple times. In 2008, during the financial crisis, Tesla struggled to secure funding for the Roadster. Musk invested much of his own money to keep the company afloat, famously stating that he was "all-in" on Tesla. Similarly, in 2019, Tesla faced cash flow issues while scaling Model 3 production. By addressing bottlenecks and rallying the workforce, the company emerged stronger.

The takeaway is that calculated risks, coupled with a strong belief in the mission, can lead to transformative outcomes. However, resilience and adaptability are equally critical for navigating setbacks.

### Customer-Centric Innovation

Tesla's leadership has consistently prioritized exceeding customer expectations. Unlike traditional automakers, which often rely on established playbooks, Tesla has embraced a customer-first approach that combines cutting-edge technology with an exceptional user experience.

#### 1. **Over-the-Air (OTA) Updates:**

Tesla revolutionized the automotive industry by enabling software updates for vehicles, akin to smartphones. This innovation not only enhances vehicle performance but also adds features post-purchase, ensuring that customers experience continuous value. For example, Tesla's OTA updates have included improvements in range, new entertainment options, and even self-driving enhancements.

#### 2. **Direct-to-Consumer Sales Model:**

By bypassing traditional dealerships, Tesla created a seamless purchasing experience. Customers can order a Tesla online in minutes, with transparent pricing and minimal hassle. This model has disrupted the dealership paradigm and set a new standard for automotive sales.

#### 3. **Designing Around Feedback:**

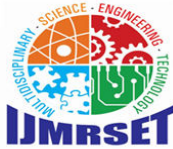
Tesla actively incorporates customer feedback into its product development. For instance, when early Model S owners requested greater rear-seat comfort, Tesla redesigned subsequent models to address this concern. These examples highlight the importance of listening to customers and leveraging technology to deliver innovative solutions that enhance satisfaction and loyalty.

### Integrating Mission and Profitability

Tesla has demonstrated that businesses can align financial success with societal impact. This integration has not only differentiated Tesla in the market but also positioned the company as a leader in corporate responsibility.

#### 1. **Sustainability as a Value Proposition:**

Tesla's solar products, such as the Solar Roof and Powerwall, enable homeowners to generate and store renewable energy, reducing dependence on fossil fuels. By offering sustainable solutions that are also cost-effective over time, Tesla has tapped into growing demand for green technologies.



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### 2. Innovative Financial Models:

To make its vehicles more accessible, Tesla introduced financing options like leasing and subscription models. These initiatives have broadened the customer base while maintaining strong margins.

### 3. Commitment to Ethical Practices:

While challenges remain in sourcing materials like cobalt, Tesla has taken steps to promote ethical sourcing and transparency in its supply chain. The company's emphasis on sustainability resonates with socially conscious investors and consumers.

The lesson is that businesses can achieve lasting success by embedding social responsibility into their core operations.

### Fostering Agility and Continuous Improvement

Tesla's leadership thrives on agility—its ability to adapt swiftly to challenges and capitalize on opportunities. This approach is evident in various facets of its operations:

#### 1. Iterative Product Development:

Unlike traditional automakers that follow fixed production cycles, Tesla iterates on its designs continuously. For instance, Tesla has made incremental updates to the Model 3 and Model Y to improve efficiency, performance, and user experience.

#### 2. Pivoting During Crises:

During the COVID-19 pandemic, Tesla adapted its operations to produce ventilators and other medical supplies. This pivot not only showcased the company's versatility but also enhanced its reputation as a socially responsible brand.

#### 3. Experimenting with New Markets:

Tesla's leadership is not afraid to experiment. For example, the introduction of Tesla Energy marked a significant diversification beyond automotive products. Similarly, the Tesla Bot project demonstrates the company's willingness to explore uncharted territory.

These examples underscore the importance of fostering a culture of innovation and adaptability, enabling organizations to thrive in dynamic environments.

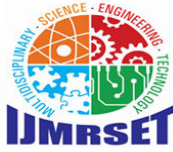
## V. CONCLUSION

Tesla's leadership, spearheaded by Elon Musk, represents a unique blend of visionary thinking, innovation, and resilience. The company's ability to disrupt industries, inspire global audiences, and lead the charge toward a sustainable future underscores the importance of bold leadership in addressing global challenges. As Tesla continues to evolve, its leadership faces both significant challenges and exciting opportunities.

By addressing competition, scaling production, and fostering a positive organizational culture, Tesla can sustain its growth trajectory. Simultaneously, by capitalizing on advancements in battery technology, autonomous driving, and renewable energy, the company has the potential to expand its influence far beyond the automotive industry. Tesla's leadership serves as a testament to the transformative power of vision-driven management, offering lessons for businesses across industries.

The road ahead for Tesla is both promising and complex. The extent to which the company can maintain its leadership in innovation and sustainability will ultimately depend on its ability to navigate uncertainties while staying true to its mission. Tesla's journey will likely continue to inspire and reshape industries, leaving a lasting legacy of leadership that drives meaningful change.





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