Chapter VII

SUMMARY OF FINDINGS,
SUGGESTIONS AND CONCLUSION
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INTRODUCTION

The study was aimed at measuring the performance of Gandhi Ashram, Tiruchengode, a unit of khadi and village industries commission. For this purpose production performance, sales performance, financial performance and consumer usage performance were studied systematically. The extent of using Gandhi Ashrams’ products and the factors influencing in buying Gandhi Ashrams’ products by the consumers was studied. While doing such a study an attempt was also made to find the problems encountered by the consumers. The study was conducted in five districts (Erode, Namakkal, Salem, Karur and Trichirapally) of Tamil Nadu selecting 500 sample respondents. Field survey technique and personal interview method were adopted to collect the required information in addition to related secondary sources data. The data collected were subdued into suitable tabular forms for drawing inferences. Similarly, with the help of secondary data, simple tables were formed and the analysis of production, sales and financial performance were done systematically. Quantitative technique like percentage, range, standard deviation, two-way tables, chi-square test, multiple regression and Garrett ranking were applied wherever found necessary. The level of satisfaction, awareness, impact of advertisement and impact of personal selling were identified by means of scale scoring scheme; financial analysis were made with the help of ratio

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analysis; further, mean, standard deviation, Kurtosin, Range and CGR were employed appropriately. In this chapter an attempt has been made to recapitulate the key findings and conclusion. Based on findings a few suggestions have been made for the better reach out of Gandhi Ashram to the public and attain more prospective business.

FINDINGS

1. While Analyzing the production performance of textile items, it was learnt that Gandhi Ashrams’ production progress showed a good trend, particularly items like Khadi cotton, silk cotton, polyester cotton and tape cotton showed a good progress and high demand.

2. It is disheartening to note that the textile items such as warping, NMC sliver and polyester sliver showed a poor progress and showed a negative trend. While analyzing the trend of the polyester sliver it was noted that the performance was gradually downward since 1995-96. Similarly, the warping item showed slow down of its performance since 1997-98 and reached its worst situation in year 2005. The product reached its peak level of productivity in 1996-97 and from the subsequent year onwards it faced a down fall and did its worst in the year 2004-05.

3. The production performance textile items was not satisfactory because it reached the highest level of productivity in the year 1998-99 with 263.73 lakhs turnover. The same reached its worst with 91.55 lakhs turnover during 2004-05.

4. Production performance of eatable items was analysed and it was found that the eatable item honey had shown a good progress and still have a demand in the market. It showed a positive trend. The other
products such as butter, dates and honey-dates showed a poor progress and the trend analysis witnessed a negative trend for these three items. This is due to the entry of corporate sector such as Dabur for the products such as dates and they pose a big threat since they have got established brand. On the other hand, dates are very much attractively offered by gulf branded companies than Gandhi Ashram or other KVIC providers.

5. The edible oil and cake manufactured in Gandhi Ashram had witnessed a high productivity and its progress declined and reached its worst condition in 2004-05 with a negative trend. This poor progress of edible oil and cake was found to be due to the emergence of branded oils of the corporate sector with attractive advertisements.

6. It was found from the analysis that the production performance of steel furnitures showed a good progress due to its reputation created by the quality of the furniture items, this showed a positive growth since the millennium year.

7. Production progress of washing soap and toilet soap was analysed and was found that both of these products showed a fluctuating trend. After globalization, the survival of the products met with difficulties due to the new arrival of more toilet and washing soap from the MNC’s. The progress in 2005 showed a negative trend for its demand in the market.

8. The soap nut, Illuppu and Arappu powder witnessed a good progress throughout the study period of 1989-2005. Despite the numerous new arrivals of shampoos and Shika’s Gandhi Ashrams’ Arrappu powders reigning supreme.
9. It is learnt from the analysis that the agarpathi production progress showed a positive trend and it continuously showed good sales progress throughout the study period. This is the invincible impact of religious sentiments of the public.

10. The production of beds and pillows was studied and it was identified that there was good demand for beds, pillows of Gandhi Ashram. The study witnessed a steady production with a positive trend.

11. The handicraft items produced in Gandhi Ashram were taken up for study and was found that it had had a good demand and accordingly Gandhi Ashram concentrate in their productivity. There was an increased trend of the above since 1997. The trend analysis showed positive progress.

12. The production performance of Non-edible oil and oil cake was studied and it was noted that there was good demand for this item. The study witnessed steady growth throughout the study period. The trend analysis signalled positive remarks.

13. The stationary items produced in Gandhi Ashram maintain their standard and consequently a good demand. The trend analysis showed a positive trend with a steady growth.

14. The overall production of textile items showed a positive trend which reached its peak in 1998-99 with 413.96 lakh rupees turnover. The progress slowly decreased by every year and its showed 50 per cent short fall during 2004-05 when compared to the progress of 1998-99. Similarly, the over all production of non-textile items showed a good progress with slight fluctuation but it did not reach a peak progress like the textile items.
SALES PERFORMANCE

15. The organisational goal of an industry (i.e., profit) can be achieved through its sales. The sales progresses of Gandhi Ashrams’ products were studied on the basis of two broad categories such as textile items and non-textile items. While the sales performance of textile items was analysed, it was learnt that polyester Khadi and silk Khadi had got a good demand in the market. Products like cotton Khadi and tape cotton had also a good demand in the market. The demand for them till the millennium year started suffering a fall and faced more crises in 2005. On the other hand, textile items such as warping, sliver and polyester sliver witnessed poor progress and the annual growth rate showed negative trend.

16. Sales performance of eatable items, manufactured by Gandhi Ashram witnessed that it had achieved a marvelous progress and items like honey showed a positive sales trend with a high demand of the product. Whereas packed dates showed a poor progress the overall trend showed negative trend regarding its sales.

17. It is interesting to note the sales progress of edible-oil-cake. Initially the progress was slow and steady and it reached the maximum sales during the year 2003-04 with 58.13 lakhs turnover. But in the subsequent years the progress was slow. But overall it showed a positive trend in its sales progression.

18. It was evident from the analysis the steel furniture items showed a tremendous growth. The sales performance of steel furniture started increasing since the millennium year.
19. The sales progress of toilet soap and washing soap were studied and it was found that toilet soap showed a low volume of output and maintained a steadily sales; but the sales progress of washing soap showed a good output. Some how, the overall trend was negative since the sale progress got reduced from 2000-01 onwards.

20. The products such as soap nut, Illuppu and Arappu powder showed an appreciable sales progress throughout the study period. It showed a good production and sales progress with a positive trend.

21. Sales progress of agarpathi was studied and it was noted that the overall sales of agarpathi maintained a good sales progress and the trend was positive regarding its progress.

22. The sale progress of bed and pillows were analysed and it was found that it reached the highest sales volume during 1996-97 with 100 lakhs turnover. After the implementation of globalisation more arrivals of high quality of foam and rubber beds of MNC’s there came up a big threat to the Gandhi Ashram products and its progress got reduced drastically during 2004-05 when compared to the sales progress of 1996-97.

23. Gandhi Ashram concentrates in producing certain types of handicrafts products and these products have maintained a steady growth and they reached the maximum progress of 6.01 lakhs turnover in the year 2004-05.

24. Non-edible oil and oil cake manufactured have got a good market since the study area maintains a culture of using organic manure. This reflected in the positive sales progress and it witnessed a normal trend.
25. The stationary items produced by Gandhi Ashram was studied and it was pinpointed that the sales progress of stationary items showed a fluctuating trend and it maintained the same status from 1996-97 to the end of the study period.

26. The overall sales performance of textile items was studied and it is learnt that the sales progress was good upto 1999-2000 and by every year then on the progress got reduced continuously.

**FINANCIAL PERFORMANCE**

27. Financial performance of Gandhi Ashram was studied with the help of ratio analysis. The gross profit margin of Gandhi Ashram was analysed and it was concluded that the gross profit earned in both textiles and non-textile items showed a good profit which was a sign of efficient management of the organization. The net profit ratio analysis, however, highlighted that overall net profit for the study period was not upto the mark. The net profit showed a minimum progress of 0.16 during 2004 and a maximum of 4.64 during 1997 and after 1998 a sudden fall in net profit occurred and year by year thereafter the net profit margin got drastically reduced. This low and poor progress of net profit was found to be due to the accelerated implementation of LPG policy.

28. Return on total assets during the study period was analysed and it was identified that return on total assets showed a poor progress since 1999 onwards and recently it reached its worst condition.
29. The liquidity position of Gandhi Ashram was analysed with reference to current ratio, liquidity ratio etc. The current ratio should be maintained 2:1 as per standard norms. The analysis of the current ratio during the study period of Gandhi Ashram showed a high ratio which indicated a safety margin and the flows were absolutely uniform.

30. The analysis of liquidity ratio showed a satisfactory position because all the ratios during the study period were identified with the “satisfactory” nomenclature. The desirable standard of this ratio norm often considered “satisfactory”.

31. The cash position ratio was analysed and from the analysis it was inferred that this ratio showed equally satisfactory performance.

32. Long-term liquidity ratio was studied by selecting three ratios such as fixed assets ratio, proprietary and debt-equity ratio. The analysis of fixed assets ratio highlighted that the overall progress of sales and production of Gandhi Ashram had not reached an ideal condition of 0.67 and it implied that a portion of working capital was funded by long-term funds.

33. When the proprietary ratio was analysed it was found that except a short span of the study period 1999-2003, the proprietary ratio showed poor financial soundness of the company and it was felt necessary to take steps to safeguard the organization.

34. The debt-equity ratio analysis pinpointed that throughout the study period the debt-equity ratio showed a poor progress. Even for a single year it had not reached the ideal ratio of one.

35. Turnover ratio was studied by selecting five ratios viz. stock turnover ratio, debtor turnover ratio, fixed assets turnover ratio and working
capital turnover ratio. It was learnt from stock turnover ratio and working capital turnover ratio that a high inventory ratio was not found in textile items which was felt to be a dangerous trend and significant excessive inventory or over investment in inventory was found to be the reason. The non-textile items turnover ratio showed comparatively a better performance. A high ratio of non-textile items implied good inventory management which might be indicative of a under investment or very low level investment of inventory.

36. It was found from the debtor turnover ratio that the performance during the study period showed a low progress of its ratio and the debt collection period was long. It implied that repayments of debtors were unduly delayed.

37. The capital turnover ratio was studied and was found that low financial performance was witnessed from 1997-2005 which indicated over capitalization and ineffective use of capital.

38. From the analysis of fixed turnover ratio, it was noted that the efficiency in utilizing the fixed assets from 1991-98 generated high ratio and a low ratio was observed in 2005 which implied an under utilization of fixed assets.

39. When the working capital turnover ratio was analysed it was identified that a poor progress with a negative trend in growth rate was observed during the study period.

MARKETING PERFORMANCE

40. The marketing performance of Gandhi Ashram products were studied based on the buyers' behaviour. For this purpose, the socio-economic
and psychological variables were analysed. The age wise analysis of consumer buyer behaviour highlighted that old age respondents had perceived the maximum level of satisfaction in utilizing the Gandhi Ashram products. The Chi-square analysis also proved that there was a close relationship of age of the respondents and their level of satisfaction in using Gandhi Ashrams products.

41. Sex-wise analysis showed that male respondents had perceived maximum level of satisfaction than female respondents. Similarly, married respondents had perceived maximum level of satisfaction than the unmarried category. But the Chi-square analysis showed a result of ‘not significant’ at 1 percent and 5 percent level which indicated that there was no relationship between the selected factor sex and marital status of the respondents and their level of satisfaction.

42. The educational qualification of the respondents was analysed and it was found that the illiterate category of respondents had maximum level of satisfaction than the school-level and college-level educated respondents. The Chi-square analysis also proved that there was a close relationship between these two variables.

43. Occupation status of the selected respondents was studied and was found that incumbents of Government employees had perceived maximum level of satisfaction than the other categories. The Chi-square test also proved that there was a close relationship between the occupational status of the respondents and their level of satisfaction in using Gandhi Ashram products.

44. The experience gained by the respondents and their level of satisfaction in using Gandhi Ashram products were studied and was
found that the respondents who had above 20 years experience had perceived maximum level of satisfaction. The Chi-square test also proved that there was a close relationship between the experience gained by the respondents and their satisfaction level in Gandhi Ashram products.

45. It was evident from the analysis that the respondents earning below Rupees 50,000 income had perceived the maximum level of satisfaction than the medium and high income group category.

46. When the wealth position of the respondents was analysed it was learnt that the maximum level of satisfaction was perceived among the respondents having less than 5 lakhs worth wealth than the medium and high level wealth possessing group. The Chi-square test also proved that there was a close relationship between wealth of the respondents and their level of satisfaction.

47. The size of the family and level of satisfaction in using Gandhi Ashram products was studied and it was noted that the respondents having medium size family had perceived the maximum level of satisfaction than the small and large family type of consumers.

48. The level of awareness on Gandhi Ashram products among the respondents was studied and was found that the respondents having high awareness had perceived the maximum level of satisfaction than the low and medium awareness category. The Chi-square results also proved that there was significant relationship between these two variables.

49. Period of using Gandhi Ashram products was studied and was learnt that respondents using the products for a longer period had perceived the maximum level of satisfaction than the other category of
respondents. The Chi-square results also proved that there was a close relationship between the period of using Gandhi Ashram products and their level of satisfaction.

50. The sources of information about Gandhi Ashram products was studied and was found that most of them were informed through the salesmen of KVIC sales centres, (30.6%) and the elderly people in the family.

51. It was learnt from the analysis that the respondents’ knowledge on various types of textile products was represented mostly (98.5%) by cotton Khadi products. Similarly, among the non-textile items, the products like washing soap (47.6%) and agarpathi (15.4%) were known popularly among the consumers in the study area.

52. When the respondents opinion against difficulties faced in using Gandhi Ashrams products was analysed, it was found that a majority (77.2%) of respondents opined that they did not face any problem in using Gandhi Ashram products. But the remaining 22.8 percent, complained about the problems like high maintenance cost for Khadi vastra and it was represented by the majority of the respondents.

53. The respondents’ preferred period of purchasing Gandhi Ashram products was studied and was found that a majority (78.8%) of the respondents were purchasing during rebate time, and most of them preferred to buy cotton products because of the rich quality of Khadi vastra offered then.

54. Impact of LPG on KVIC products was studied and was found that 55.5% percent of the respondents were opposing the concept of LPG.
55. The advertisement practices by KVIC was studied and was found that majority (63.8) of respondents complained that they had not seen the advertisements of Gandhi Ashram’s products.

56. The respondents who had seen the advertisements mentioned mostly newspaper and magazines, and exhibition media with a representation of 53.0 percent 37.0 percent respectively.

57. The opinion on the attractiveness of advertisements was studied and it was found that the majority (61.4%) of respondents had complaints that it was not attractive.

58. It was learnt from the analysis that majority (60.2%) of the respondents did not purchase the goods based on the advertisements, and but when they were asked for their opinion to recommend others to buy KVIC products, majority (80.6%) of the respondents opined that they would strongly recommend others to buy the products.

59. The approach of sales persons to canvass the Gandhi Ashram products was studied and was found that 73.8 percent of them opined favourably about the canvassing and among these respondents, 59.1 percent of them mentioned that they were approached by sales persons working in various sales centres of KVIC units for canvassing.

60. The respondents were asked about their awareness on the information about the credit facilities provided and it was learnt that 55.8 percent of the respondents were informed about the full details of credit facilities. Similarly, they had also been informed about the details of sales promotion such as rebate and discounts. This opinion was expressed by 74.3 percent of the respondents.
During the study, the common problems faced by the customers using Gandhi Ashram products were identified and furnished below:

1. Poor response for complaints,
2. Lack of attractive advertisements
3. Poor marketing communication
4. General myth of inferior quality
5. Non-textile items not having high quality on par with branded products
6. High cost for Khadi vastra

SUGGESTIONS

1. In general, the textile items produced by Gandhi Ashram showed good progress in sales especially items such as warping, NMC sliver and polyester sliver, warping. NMC sliver and polyester sliver showed a negative trend. Hence, it is suggested that Gandhi Ashram should concentrate more on quality and special attention shall be paid towards impressive advertisements for products such as warping, NMC sliver and polyester sliver.

2. The overall production was found to be drastically affected during recent years, i.e., after 1998-99. To avoid this bottleneck situation, modern technology should be introduced by incorporating suggestions from resource experts from R&D division of KVIC located in various IIT’s in India.

3. The eatable items produced by Gandhi Ashram faced more crises due to the entry of corporates like Dabur and Lion etc., Hence, it is
suggested that Gandhi Ashram should concentrate on more attractive advertisements with attractive packings to increase the sales of honey, butter and honey-dates.

4. Edible oil and oil-cake items had almost lost its market due to the emergence of branded oils of corporates. Hence, the Gandhi Ashram should brace itself to meet the global competition and produce products, in style and content quality, on par with corporate giants.

5. The washing and toilet soap manufactured by Gandhi Ashram much attracted sizable portion of consumers initially, i.e. during 90’s, and now due to the MNC’s arrival it suffers a lot. Hence, it is suggested that the toilet soaps and washing soaps should improve the quality along with good and attractive wrapper. The present logo of Gandhi Ashram has created a negative impact among the customers. Hence, to create a positive impact in line with the trend of the day celebrities, cine stars leading sportsmen or models may be used to promote the product.

6. Soap nut powder and arappu powder witnessed a good progress despite the stiff competition in the market. In order to increase the production and sales performance, attractive packages like that of the competitors like Meera, Tiger and others shall be opted and advertisements are very much required for the same in the present stiff competitive scenario.

7. The overall production progress showed poor progress after 1998-99 and to increase the production performance it is suggested that more attention should be given to each items of textile products for its quality of yarn, blending, colour, printing and other features.
Similarly, due care should be taken for non-textile items to avoid the present fluctuating trend in its sales progress.

8. The sales progress of textile items like warping, NMC sliver and polyester sliver showed a poor sales progress. To avoid the negative sales trend, it is suggested that the sales persons working in various sales centres should create awareness along with the weavers through building a good rapport with the public in the surrounding area.

9. Previously, the eatable items like honey and dates had attained a good image and sales in the market, but recently the sales of dates showed a very poor performance due to direct import of dates from Gulf countries. Hence, Gandhi Ashram may have tie-up with Gulf countries through KVIC to generate good profit like its competitors by providing quality gulf-dates with a KVIC image and name as a marketed product.

10. The sales progress of beds and pillows has got drastically reduced during the current period due to the arrival of more high quality foam and rubber beds from MNC’s. At this juncture, Gandhi Ashram may highlight the special features its product and the benefits of using pure cotton beds and pillows in a tropical country like India than the foam beds which are meant for cold countries.

11. The sales of stationary items showed a fluctuating sales performance and this can be changed out through attractive colours for office files and improvement in the quality and choice of milky white papers for stationery items.

12. When the financial performance was analysed, the net profit margin showed a very poor progress after 1998. This was due to strong implementation of LPG policy and the village and cottage industries
in the rural areas suffered much and were unable to compete with foreign products produced by affluent countries. Hence, the Government of India may restrict the entry of certain items of foreign made goods to safeguard the village industries and village economy.

13. The return on total assets showed its worst condition from 1991 onwards. This can be avoided through careful utilization of total assets.

14. The long-term liquidity analysis showed that the fixed asset ratio had not reached the ideal condition of 0.67 even during a single year. Similarly, the proprietary ratio and debt-equity ratio showed a poor progress throughout the study period. Hence, it is warned that the Gandhi Ashram should take immediate steps to safeguard the organization from this situation and remedy it through careful assets handling.

15. The stock turnover ratio witnessed that high inventory ratio was not found for textile items, which was felt to be a dangerous one and it implied excessive or over investment in inventory. Hence, Gandhi Ashram should be very alert in increasing high inventory ratio which will imply good inventory management.

16. The debtor / turnover ratio witnessed a low progress and the debt collection period allowed is too long. In order to avoid delayed payment of debtors, the collection period may be shrinked in a feasible way and measures may be thought of to extradite sooner payments.

17. The capital turnover ratio indicated that Gandhi Ashram practiced over capitalization and ineffective use of capital since 1997. Hence, it
is suggested that using the capital should be planned efficiently and good capitalization should be practiced.

18. The under utilization of fixed assets was observed while analyzing the fixed turnover ratio. Hence, it is suggested that high fixed assets ratio can be generated through efficient utilization of fixed assets.

19. The capital turnover ratio showed a poor progress throughout the study period with a negative trend. In order to overcome the poor progress, efficient working capital management should be practised to wipeout the negative trend.

20. While analyzing the buying behaviour of the customers of Gandhi Ashram, it was found that female respondents had perceived poor satisfaction in using Gandhi Ashram products. Similarly, educated respondents working in private sector and businessmen were found to be having more satisfaction on Gandhi Ashram products. Hence, an effective canvassing should be made among the illiterate groups working in private sector organisation and people running their own business who have not come into the ring of Gandhi Ashram consumers.

21. Respondents having more experience (above 20 years) and old aged category have perceived maximum level of satisfaction than the middle level and low experienced respondents. To satisfy all these groups, Gandhi Ashram shall take necessary steps through mass canvassing programmes and convince the mind-set of the young and the middle category of respondent consumers.

22. The wealth position of the respondents and their level of satisfaction was studied and was found that respondents having high and medium wealth position should be approached specifically and convinced to
buy Gandhi Ashram products. If these people purchase it will naturally induce others, especially the low-wealth group people.

23. The family size of the respondents and their level of satisfaction in using Gandhi Ashram products were studied and was found that respondents having small and large family did not attain maximum satisfaction. Hence, it is suggested that their expectation may be studied through conducting a marketing research in the study area.

24. While analyzing the difficulties in using Gandhi Ashram Khadi cotton most of the respondents opined that high maintenance cost for Khadi Vastra was the major problem. R & D experts may be consulted in this regard to down size the intensity of the problem.

25. The present advertisements practiced by KVIC was found to be inadequate by a good majority of people. Hence, it is suggested that attractive advertisements with good word-jargons or slogans, music and an outstanding personality should be selected to impress the common people shall be employed in the advertisements. It is also recommended the audio visual media may fully be exploited.

26. The general problems faced by the customers in using Gandhi Ashram products was studied. It was learnt that the Gandhi Ahsram was non-responsive to the complaints of consumers. This attitude should be changed and complaints should be responded immediately and grievances be promptly be redressed.

27. There is a general myth among the customers that a product made in rural areas may not have a superior quality. This mental makeup should be wiped out through effective marketing campaign.

28. After globalization it is not advisable to practice the traditional methods of manufacturing for non-textile items. It is right time to use
modernization and the message of modernization according to the changing times and hygienic method of producing the products should be highlighted to the public during advertisements.

29. The advertisement should instill patriotism among the consumers and remind them through using Indian made, especially KVIC-Gandhi Ashram products they could very well serve the nation.

CONCLUSION

Poverty and unemployment are two aspects of the same problems namely gross mismanagement of the national economy. The mismanagement is primarily due to ideological differences in the country, lack of public participation in a constructive manner and administrative corruption. The characteristics transcend the present economic system. Often in developing countries, with the accelerated rate of growth of the economy especially at the earlier phases of its developmental activities, the dispirits in income widens and the intensity of unemployment increases. During the last hundred years or so, under Marx, Lenin, Mao’s theses of class conflict, the concept of socialism in its various shades of meanings, which was thought to be a solution to the teeming millions suffering under penury and psychological insecurity captured the mind of a large number of intellectuals. They were the persons who dazzled the universe by the mesmeric influence of “dialectical materialism” and scientific socialism. These policies attracted Rajaji and he came forward to do some constructive development for the rural poor who were suffering very much during 1920s.
The birth of Gandhi Ashram at Pudupalayam, Tiruchengode in 1925 in a dry and backward famine stricken area and scarce drinking water was a surprising and challenging one. There was frequent migration of villages to other areas seeking water, food and work. Some even migrated to Ceylon with the help of money-lenders. In addition to chronic poverty, illiteracy and diseases were the other distressing factors of these villagers. It was under such a discouraging environment, Mr. C. Rajaji conceived the idea of founding the Gandhi Ashram as a nerve centre for real rural upliftment. The great social reformers’ dream inclusive of Rajaji became successful and one can see real development in and around the rural belts of Gandhi Ashram today. The Gandhi Ashram performed well in realizing its ideal in an excellent way till 1996-97. After the implementation of Liberalization, Privatization and Globalization policy, the Gandhi Ashram products have directly affected due to the arrival of foreign goods and entry of corporate giants into the Indian market. Overall performance of Gandhi Ashram, however has started gradually decreasing and it is a big question mark whether the prevailing manageable condition would continue. This will reflect an adverse way the rural poor and they may again be forced towards poverty and unemployment and once again the rural people may migrate from poor villages to various countries / places to seek food and employment. This situation indicates the inefficient and ineffective management of the developmental policies of the Government. This will almost collapse the dreams of the great social reformer, Mr.C. Rajagopalachari. Hence, the Government should take immediate remedial action to safeguard the rural poors and the rural industries like Gandhi Ashram. When it fails to fulfil the demands of the rural poor and is unable to alleviate poverty and unable to provide employment, Governments
will be dethroned subsequently and resulting in political instability and consequently affecting the nations' economy and growth. Instead of upholding the myth of LPG the dimensions of adverse effects of LPG like the suffering of KVIC industries shall be thoroughly analysed to put an end to the misery of the rural poor who constitute the major population of our nation.

Areas of Future Research

1) A study on the economic aspect of demand and supply of Gandhi Ashram.
2) Production and marketing performance of Gandhi Ashram.
3) Comparative analysis of Gandhi Ashram and KVIC units.
4) Impact of Globalization on Gandhi Ashrams' products.
5) A study on quality of work life of employees of Gandhi Ashram.
6) Economic empowerment of the rural poor in and around Gandhi Ashram.