

4.12	Perfect Binding Machine	
4.13	Case Making Machine	
4.14	Index Cutting	
4.15	Book Marking	
4.16	Corner Clips	
6.1	Channel options followed in diary distribution	

CHAPTER – 1

INTRODUCTION AND RESEARCH DESIGN

1.1 INTRODUCTION

Time management is very essential for the human beings. Everybody has to manage his/her time efficiently for the best accomplishment of activities. Naturally, there is a need of a product which will be useful for the best utility of time. Diary is a product which is useful for planning and execution of aspirations and social commitments. Apart from this, diary is useful for many segments of people depending upon their convenience, usage, purpose and needs.

Diary is a notebook containing a day-to-day account of personal experiences. Dairies are also known as journals. Maintaining a diary is a valuable activity for the young and the aged. It helps them to express their beliefs, their experiences and their desires. The reading of a diary which has been kept for several years helps the writer to

realize how his/her attitudes may have changed and how the mind has broadened. A diary also serves as a factual record of events that might otherwise be difficult for a person to recall.¹

The prestige of a gift depends upon the superiority of the user and the class of the given user is all reflected in the kind of diary that is chosen. At the end of the year, everybody shares their New Year greetings with their neighbours, relatives and friends. Dairy is one of the preferable presentation products. The gift of diary makes the prestigious presentation.²

‘Writing diaries may probably be as old as writing itself.’³ World history and that of many leaders would have gone unnoticed in the absence of diary jottings. People of India may not have adequate patriotism if the nations’ history was buried without any recorded words. People still remember and cherish the martyrs of India. The people of India cannot forget the life of Mahatma Gandhi, without reading his autobiography titled ‘My experiments with truth’. For searching the history of anybody else, the basic ingredient messages can be gathered from written diaries/papers/palm leaves or stories. As a result, young Indians could taste the fruits of messages in the form of books kept in libraries. Diary is the root cause for bringing the messages of past to the present. In fact, diary acts as the vehicle that brings the events relating to the past.

Diaries play a significant role in the time management of the people. Diary is very important because one can use it as a memory of the events in his/her life. Diaries are proven ways to rationalize one’s emotions and can even help in recovery for mental illness and bereavement. Writing a diary also helps the human beings to realize the value of each and every day making it extremely beneficial for personal development. Diary acts as a personal secretary for business executives and entrepreneurs, as a friend for housewives and daily users and as a guide for travelling salesman and general public.

¹The world Book – Encyclopaedia, ‘D’, Volume 5, copy right 1981, USA, World Book – Child Craft International Inc., page. No.150, 151

² Shadow and Light, “The Magazine of Printing World”, Vol. 1, 1998

³ Ibid.

Diary writing usually involves the unstructured, chronological recording of the events of a person's life. Journaling technique often helps in finding solution to a problem. Diary writing can improve personal health. Diary can be said as the portable calendar, since it contains all the days in a year. Another feature of a diary is being able to look back on specific days or time periods in an attempt to sort out personal feelings. Diary is produced in so many varieties in order to cater to the needs of the various people and to facilitate long run storage; thereby future reference can be made very easily if it is kept in a good condition.

1.2. Importance of Diaries

Diary is a notebook containing a day-by-day account of personal experiences. Keeping a diary or a journal is a life-long habit which is often started in childhood. Diary also encourages diarist (one who keeps or writes a diary) to write about events, goals, career aspirations and helps diarist to keep focused. These utilities of a diary resulted in the usage of diaries by many. Broadly, Diaries are used for the following three main purposes.

1.2.1 Personal Usage

Diary is a book used for a daily record of events, thoughts, appointments and many more. A few people purchase the diary for their personal purpose only. They utilize diary for noting their routine personal events. Daily Diary writing is a good habit. Through diary writing regularly, one can express his/her beliefs, happiness, sorrows, wants, preferences, desires and so on. The rereading of a diary which has been kept for several years helps the human being to realize how the attitudes that have been changed and how it broadens the mind. A diary also serves as a factual record of events that might otherwise be difficult for a person to recall.

1.2.2 Commercial Purposes

Sometimes, diaries are used for enhancing sales of a particular product by holding the advertisement pages of that product. For example, a series of Asian paints or a variety of Crompton Greaves fans in colourful pictures may be included as advertisement in the diaries. In case of LIC diaries, all the insurance schemes are explained in detail with an aim of marketing LIC policies to the needy. Traders and businessmen in Sivakasi, usually use the diaries for giving advertisement about their products. It is a common method of publicity. Generally, four pages, eight pages, 16 pages are used for special advertisement in a diary.

1.2.3 Compliment purposes

Diary is a complimentary product. Diaries are given as gift. If customers or industrialists purchase diaries for compliment purpose, the same will be given as gift to associates, relatives, employees, friends and the like. LIC gave the details of various life insurance schemes in the diaries and distribute the diaries to its agents and field officers as gift. Crackers industrialist or Match industrialist provides advertisement about their product varieties in the diaries. Then, after diary printing is over, they issue the same as compliment or gift to their employees, clients, suppliers of raw materials and to VIPs. Thus, diaries serve the dual purposes such as compliment and commercial.

1.3 Need and significance of the study

Diary production is an art. This involves various processes. Also, diary is normally produced on the basis of job order production system. Diaries have various processes like typesetting, printing and so on. Diaries can be purchased by different segments of people. Literate, elite and rich community group normally purchase diaries as an important gift article. The dignity of the donor is being reflected in a diary, so diary should be qualitative one. Some users purchase diary for their personal use only. Their needs should also be satisfied. Multiple needs of the users should be met. The needs, wants and desires of the customers are highly dynamic. Hence, there is a need to study the production

processes, economics of production and marketing of diary, market conditions, market potentials and user's attitude in detail.

1.4 Statement of the problem

Sivakasi has long been known as the printing capital of Tamil Nadu and an important printing hub in India. It satisfies 60 percent of the offset printing units needs in India. Sivakasi provides printing of books, magazines, cheque book, flight tickets, diaries, calendars, notebooks and other small spiral notebooks. Most of the leading printing units in Sivakasi also export children's drawing books, notebooks, diaries, magazines, greeting cards, calendars, trade labels, and stickers globally. Production of diaries is one among the printing services provided by the leading printing units in Sivakasi.

Diary is a seasonal product. It has its attraction and significance only during December and January. Also, within very short duration, September to December, diary production, with huge investment, is carried out by the diary printing units. Diary production involves various production processes such as pre-press, press and post-press operations. It needs imported raw materials, skilled labourers, imported machineries and huge amount of capital. Timely delivery of diaries is very much important. Above all, it needs to cope up with the dynamic market situations and heavy competition. To distribute the diaries nationally and globally, middlemen are needed and they are the intermediary between diary producers and users. Invariably, corporate buyers and trade buyers of diaries place orders during the month of October and November. But consumers or buyers expect diaries before January 1, the day of New Year. Consumers expect qualitative, attractive and innovative diaries. Middlemen are responsible to deliver the diaries in time. Then only, they can enjoy high commission on sales. In Sivakasi, there is a usual practice to obtain diaries by gift. Users purchase diaries for their daily diary-writing purpose.

Donors/Corporate/Businessmen distribute the diaries as gift to their employees with their product advertisement. Some of them pass on the diaries as compliments.

Hence, more varieties of diaries are to be produced for matching the needs and attitudes of varied segments of diary users.

To reach the target of stable growth and self sufficiency in diary production, it is essential to study the economics of diary production and marketing of diaries in Sivakasi. Sivakasi is a small industrial town, having more than 263 registered offset printing units and a few of them are leading and world famous diary printing units.⁴

In the present study, a sincere attempt is made to study the economics of production of diaries and marketing practices followed in marketing of diaries. The study also highlights **production trend, benefit cost ratio, return on investment and break-even point** of a printing unit in the production of diaries. The study narrates the marketing strategies followed by diary printing units, distribution channels, price trend and role of middlemen and their problems in the marketing of diaries. The study also shows the opinions of the consumers towards the various diaries.

The findings of the study would be useful to improve the productivity and marketing of diaries in Sivakasi. The results of the study will not only help the diary producers in making better decision on production and marketing of diaries but also will be of immense use for formulating policies on tariff, taxes, subsidies, price structure of diaries and marketing regulations. The findings of the study are expected to provide adequate information about consumer behaviour and their opinions indeed help the diary printing units to market the diaries globally.

1.5 Scope of the study

Scope of the study establishes boundaries within which the study is conducted. Printing units in Sivakasi are engaged in the printing of books, magazines, pictures, calendars and diaries. Production of diaries is one among the printed stationery in Sivakasi. As there is a heavy increase in the demand for diaries, the number of units is also increasing proportionately. Some of the printing units are also printers-cum-traders

⁴ Annual Report 2012-2013 of Sivakasi Master Printers Association, (SMPA)

in diary. The units, producing 30 varieties of diaries as per the clients' needs with continuous production throughout the years are considered for the purpose of the study.

The present study basically observes three types of diaries such as economic size, mini size and large size. The study covers cost of production, benefit-cost ratio, factors influencing diary production, problems of the producers of the diaries and marketing strategies followed by them. Further the study also includes the consumer behaviour towards diary features and usage.

1.6 REVIEW OF LITERATURE

The literature pertaining to the study on “Economics of Production and Marketing of Diaries in Sivakasi” is reviewed under the following headings.

- Previous studies related to diaries
- Review of literature related to Printing Technology
- Review of literature related to Printing Industries
- Review of literature related to Printing Services
- Review of literature related to Consumer Behaviour

1.6.1 Previous Studies related to Diaries

“Diary is a book used for a daily record of events, thoughts, appointments, and such other happenings. Most people regard their diaries as private. But some write them with the intention that they will one day be published.”⁵

Diary is a notebook containing a day-by-day account of personal experiences. Diary is derived from a Latin word “diarium” which means a day. Diary, the book in which a daily record of events or observations made by an individual is written. The ‘ephemeris’ of the Greeks, which was the original name of the ‘diarium’, consisted

⁵ Oxford Advanced Learners Dictionary, Encyclopedic edition 1992, Oxford University Press, 1992.

usually of memoranda of military records, tables of the heavenly bodies or money accounts ; it was not until after the renaissance that the diary came to have any literary value. Since then it has often been of service to the historian, not only in its supply of facts unrecorded in historical chronicles, but as a picture of character and of the daily life of its writer's time.⁶

A **diary** is a record, originally in handwritten format, with discrete entries arranged by [date](#) reporting on what has happened over the course of a day or any other period. A personal diary may include a person's experiences, and/or thoughts or feelings, including comment on current events outside the writer's direct experience. One who keeps a diary is known as a [diarist](#). Diaries undertaken for institutional purposes play a role in many aspects of human civilization, including government records, business [ledgers](#) and military [records](#).

Generally the term is today employed for personal diaries, normally intended to remain private or to have a limited circulation amongst friends or relatives. The word "journal" may be sometimes used for "diary," but generally a diary has, or intends to have, daily entries, whereas journal-writing can be less frequent. Although a diary may provide information for a [memoir](#), [autobiography](#) or [biography](#), it is generally written not with the intention of being published as it stands, but for the author's own use. By extension the term **diary** is also used to mean a printed publication of a written diary; and may also refer to other terms of journal including electronic formats.⁷

An article titled, 'What is a diary' explained the meaning of a diary and its uses to the people. A diary, or journal, is a permanent personal record that is kept of events, thoughts, and ideas associated with an individual. While some cultures think of diaries as being mainly a female pastime, the fact is that keeping a diary is an activity that people of both genders engage in regularly. Writing a diary is an excellent means of documenting

⁶ Everyman's Encyclopedia, Volume 4, Fifth edition, 1967, Twelve Volumes J.M.Dent & Sons Ltd, London. pp. 382-383

⁷ <http://en.wikipedia.org/wiki/Diary>

experiences and ideas that will have meaning later in life or possibly be of importance to the next generation. In many instances, keeping a diary is something that people choose to do in secret. The thoughts and ideas that are captured in the text of a diary are often considered private and confidential. For that reason, people who do choose to keep a diary over a number of years may only choose to share certain parts of the recorded text with people they know and trust to maintain that confidence.⁸

Alice Ladkin, in an article titled, “Importance of a Daily Diary” narrated the importance of diary writing. Daily diaries are proven ways to rationalise one’s own emotions, be truly honest with one and can even help in recovery from mental illness and bereavement. Writing a daily diary also helps anyone to realise the value of each and every day, making it extremely beneficial for personal development. The author pointed out that the practice of maintaining a diary is often suggested during recovery from a huge range of mental illnesses and is an entirely personal activity but vitally important for releasing every human’s unique and valuable individuality. She concluded that taking a short amount of time out of each day to sit down and reflect on the day’s events and how they made one to feel can be a fantastic way to consistently become relaxed.⁹

An article titled, “Importance of Writing a Diary”, explained the importance of diary writing. This web-published article described the significance of diary writing. A diary keeps track of every moment of life whether it be big or small. A diary is a place where people can write their personal thoughts into. A diary should contain all the important events that anyone had encountered in their lives. So that after years, When people look back at it, it would make them realize "how important that particular day had been" in their life. It makes them feel elated when people look back at the fun-filled moments. At the same time, it really make them to cry when they read about a sad day that they had encountered in their past. Though it is hard to remember every moment in heart, it would be better if one writes it in a diary and keep it safe. Diary writing is a

⁸ <http://www.wisegeek.com/what-is-a-diary.htm>

⁹ [http:// suite101.com](http://suite101.com), Suite101 is a web publication and it has its origin in Canada

favourite pass time too. When anyone gets bored, they can open their diary and could just feel the moment that happened many years ago.¹⁰

Tommy King, in an on-line article titled, “The importance of a diary for Businesses” explained about the importance of business diaries. In this article, the author suggested that through the use of business diary, one can run a business easily and business man can take informed decisions. He recommended two basic types of business diaries, one is traditional handwritten diaries and another is modern electronic diaries popularly known as digital diaries. Handwritten diaries can help a businessman keep a record of all the important details regarding the business, appointments and meetings, so that a businessman do not forget about them. The author also explained the advantages of keeping digital diaries.¹¹

Supriya, in her article titled, “Advantages of keeping a diary”, listed the various advantages of keeping a diary. The author narrated that a diary is a book kept to record daily events or a person's thoughts and impressions. If a person is in the habit of forgetting his appointments, or something that he is supposed to get or do, there is nothing better than to jot these down in his diary and his memory will be aided when the time comes for him to use it. A pocket diary is the most convenient to carry about everywhere. The author explained that diary is a powerful aid to maintain successful public and private relations.¹²

Don Matlock, in his article on, “The importance of Time Management and use of an effective diary” narrated the importance of time management practices and the effective use of diary in business. The author, from his experience, advised that an important part of achieving success in business has been through the effective use of detailed diary. From time management point of view, diary can be used to noting down details of phone

¹⁰ <http://redhot59.blogspot.in/2008/12/importance-of-writing-diary.html>

¹¹ <http://ezinearticles.com/?The-Importance-of-a-Diary-For-Businesses&id=3024287>

¹² <http://www.preservearticles.com/201108029819/851-words-essay-on-the-advantages-of-keeping-a-diary.html>

call, e-mail, letters or fax, meeting resolutions and so on. He also advised that a businessman, before starting his work on each Monday, ensure that his diary ahead for the week is complete, which would include all the work to be done for clients, all marketing calls to be made, all admin matters need to be done and all payments to be made for his business.¹³

1.6.2 Review of literature related to Printing Technology

Bharti (1998) in an article on, “Career Opportunities In Printing Technology” explained the career opportunities available in printing industry. She brought out the importance of print media in the country. Print media is one of the most flourishing sectors of the country. The young generation of today is seen choosing a career in print media as working in this sector gives promising opportunities to stride ahead very fast. But jobs in the print media also demand lot of hard work and patience. She suggested the various positions to be occupied, the remuneration to be earned and the leading institutions offering diploma, degree, master degree and Ph.D. in Printing Technology. She concluded that print will remain forever and it is evergreen and qualified printing professionals will be in demand in the coming years.¹⁴

Lalitha Jayaraman (1999) in her article titled, “Digital Technology – Its Impact on Printing Industry” explained that advancements in computers, lasers, electronics and communication have had a major impact, not only on most industries but also on Graphic Arts Industry because of digital printing. Pre-press Technology has always been considered as a necessary subsidiary of printing and publishing business. Digital pre-press technology is no longer about preparing content for print manufacture but rather a stepping stone for all forms of media. She has explained that major trends are driven by developments in scanners digital cameras, digital colour proofing, frequency modulated

¹³ <http://www.evancarmichael.com/Starting-A-Business/833/The-Importance-of-Time-Management-and-use-of-an-Effective-Diary.html>

¹⁴ Bharti, “Career Opportunities In Printing Technology”, *Employment News*, vol. VI, No. 10, 1999, pp. 26-29

screening, dry films, colour management systems, image setters, plate setters, hi-fi printing computer to print, digital presses, short run colour on demand printing, materials to match technology, eco friendly substitutes and others. Some people understand the changes in technology and adapt it and make the right investments and they have benefited the most. Still a few people wish to remain glued to tradition. Hence, she concluded that with improved efficiency and lower costs, printing industry should realize that the move to digital processes is not longer an option but an inevitable compulsion and conventional printing processes with suitable modifications will continue to prosper along with the digital.¹⁵

1.6.3 Review of literature related to printing industries

Prayagi (1999), in an article on, “Quality and Productivity improvements through standardization in the Printing Industry” defined Standardisation as the organisation of any printing or related process in such a way that every small or big technical operation is carried out in the perfect scientific manner required to produce the prints of high quality. The pre-requisite for the standardization is scientist bent of mind. She recommended that any lack of understanding of any of the material compositions can throw the print quality out of control. She also advocated that continuous staff technical training, teamwork, economics of production, quality control tools, basic understanding of electronic computers and understanding of the consumer’s quality expectations will bring the high quality in the entire printing operations.¹⁶

Vinayaga Sundram (2002) in his study analysed the scope of computerization in the printing industry of Sivakasi. He pointed out the benefits reaped by the printing units who applied computerization in their operation. He has analysed the problems of those

¹⁵ Lalitha Jayaraman, “Digital Technology – its impact on printing industry” *Souvenir 1999, Sivakasi Master Printer’s Association, Golden Jubilee Celebration 1948-1998 (50th Golden Jubilee Year)*

¹⁶ Kiran P. Prayagi, “Quality and Productivity improvements through Standardisation in the Printing Industry”, *Souvenir 1999, Sivakasi Master Printer’s Association, Golden Jubilee Celebration 1948-1998 (50th Golden Jubilee Year)*

printing units which were computerized in their operations. He concluded that current level of computerization is done in the right perspective and the abundant scope for computerization will be materialized in the long run since computerization is a must in the competitive era.¹⁷

Jeyasundar (2004) in his study analyzed the working conditions of labourers in printing units at Sivakasi. He studied the problems such as nature of employment, type of work, hours of work, number of working days, regular holidays, nature of their earnings and various amenities offered by the printing units. The study covered the analysis of precautionary steps taken in the printing industry to prevent accidents. He also analysed the legal norms and Labour Act provisions governing working conditions of labour to be followed by the printing units in Sivakasi.¹⁸

Neha Sharma (2004), in her article on, “Industries in Sivakasi” described the important features of three main industries namely fireworks, match making, and printing. She identified the crucial reasons as to why Sivakasi is such a concentrated industrial centre and it has hot and dry climate which is not conducive to agriculture. She also narrated the genesis of Matchbox industry, Fireworks industry, and Printing industry. Ultimately, she suggested that in an industrial town like Sivakasi, advancements in technology are essential in order to progress and gain that all important edge over the competition.¹⁹

Shenbaga murugan (2006), in his research, studied the new technologies developed in the printing industry in Sivakasi. He has brought out the factors which led to

¹⁷ C.Vinayaga Sundaram, “*Computerization in the Printing Industry with special reference to Sivakasi*”, Ph.D.Thesis, Madurai Kamaraj University, Madurai, May 2002

¹⁸ S.Jeyasundar, “*Working conditions of laborers in printing units at Sivakasi*”, M. Phil. Dissertation, Madurai Kamaraj university, Madurai, 2004

¹⁹ Neha Sharma, “Industries in Sivakasi”, *Sivakasi Times Magazine*, Oct. 2004, Issue no.24, page no.8

computerization in printing industries. He also observed the effect of computerization in printing units in Sivakasi. He suggested that quality improvement, productivity, Total Quality Management, Zero Defect Product, Customer Satisfaction can be brought into reality by standardization of the printing units through computerization and automation. Then only, Sivakasi Printing units can compete with others elsewhere.²⁰

Sankar Eswaran (2007) in an article titled “Indian Printing Industry is a Growing Industry” explained that total imports of printing industry during the last fiscal was around USD \$ 63 million. Turnover in the print media industry is estimated at USD \$ 2.1 billion. This trend along with some 600 million print media users stands to provide a powerful thrust to the Printing Industry in India. He has stated that the Printing Industry and its market are driven by the growth in Computer to Plate, newspapers and packaging. The growth rate in newspaper and packaging industries will witness a growth of over 25 percent. He concluded that Printing Industry in India is a living industry with technology opportunities and money.²¹

An article titled, “Sivakasi’s Nightingale now in the White House” described about Nightingale diaries and it’s manufacturer Srinivas Fine Arts (P) Ltd. Indo-Asian News Service founded and published that Nightingale is an idea that took flight in 1964 in a small town in Tamilnadu famous for its fireworks industry has now spread its wings all the way to the United States, Europe and the Gulf to bring home today over `2 billion a year in export earnings for the company. A thousand different kinds of Nightingale stationery products made by Srinivas Fine Arts (P) Ltd (SFA), a Sivakasi-based company, are distributed globally today. In that article J.Varatharajan, SFA’s national

²⁰ V.Shenbaga Murugan, “*Impact of computerization in Printing Industry in Sivakasi*” M.Phil., Dissertation, Ayya Nadar Janaki Ammal College, Sivakasi, May 2006.

²¹ A.R.Sankar Eswaran, “Indian printing industry is a growing industry”, *Print Focus – official Bi-monthly Journal of the Sivakasi Master Printer’s Association*, Vol.6, No.5, July-August 2007.

marketing manager said to the reporter that they were also supplying Nightingale stationery to the White House.²²

Sornaguru (2009) in his research identified the relationship between job satisfaction and working conditions of workers in the printing industry in Sivakasi. He has analyzed the relationship between job satisfaction, payment of wage, bonus, incentives, job satisfaction regarding hours worked, working environment, co-operation from the co-workers, leave availed by the workers, lunch time provided, fringe benefits offered, training, welfare facilities provided, and performance appraisal.²³

Subrahmanian (2009), in his lecture on, “Total Quality Management in Printing Industry” defined Total Quality Control is an effective system for integrating the quality development, Quality maintenance, and quality improvement efforts of the various groups in an printing organisation so as to enable marketing, engineering, production and service at the most economical levels which allow for full customer satisfaction. Total quality management can be summarized as a management system for a customer-focused organization that involves all employees in continual improvement. It uses strategy, data, effective communications and involvement of all level employees to integrate the quality discipline into the culture and activities of the organization.²⁴

Vimal Priyan and Karthihaiselvi (2011), in their study “Reasons for Clustering: A study with special reference to Printing Units at Sivakasi” analysed the reasons for clustering of printing units at Sivakasi. They narrated that, in Sivakasi, there are 450 registered printing units engaged in printing activities. They found that congenial climate, family business, and availability of raw materials are the main reasons for clustering of printing units at Sivakasi. They also concluded that Clustering of Printing

²² A report of IANS (*Indo – Asian News Service*), *Top stories – “Sivakasi’s Nightingale now in the white House”* on-line collection dated Wednesday Sep. 6, 2007 retrieved on Sep 20, 2007.

²³ S.Sornaguru, “*A study of Working Condition and Job Satisfaction of Workers in Printing Industry in Sivakasi*”, M.Phil, Dissertation, AyyaNadar Jannakiammal College, Sivakasi.May 2009.

²⁴ Subrahmanian, “Total Quality Management in Printing Industry” *Print Forum, Bi-monthly Journal*, Vol. XI, No.63, May-June 2009.

Industry will help the skilled workers and unskilled workers to contribute more towards the economic development of the country.²⁵

1.6.4 Review of literature related to Printing services

Mariappan (1984) has viewed a dimensioned outlook on calendar which is a product of printing units and he analysed the production and marketing strategies relating to calendars in Sivakasi and narrated the printing procedures of calendars and its problems. He also assessed the marketing practices, marketing problems faced by the middlemen in the marketing of calendars. He offered some remedial measures to overcome those problems.²⁶

Paul (1999) in his article “Paper properties that influence printability” highlighted that paper property which directly or indirectly affects the printability of paper. Printability can be defined as the extent to which properties of paper tend themselves to the true reproduction of copy by the printing process used. During printing process, paper, environment, equipment, consumable items and human skills are to be taken into consideration for achieving better printability of any grade of paper. He discussed some paper properties related to printing quality : (1) Compressibility and hardness (2) Porosity (3) Smoothness (4) Dimensional stability (5) Pick resistance (6) Physical strength properties (7) Optical characteristics (8) Printability characteristics (9) Moisture behaviour of printed papers. He concluded that for better printability of paper besides paper properties, printers should give due consideration regarding selection of ink, method of printing and maintaining the proper conditions of machine.²⁷

²⁵ J.Vimal Priyan and V.Karthihaiselvi “Reasons for Clustering: A study with special reference to Printing Units at Sivakasi”, *Indian Journal of Management Research*, Vol.X, No.2, April 2011, Page No.45.

²⁶ S.Mariappan, “*Production and Marketing of Calendars in Sivakasi*” M.Phil., Dissertation, Madurai Kamaraj University, Madurai, May 1984.

²⁷ S.K.Paul, Research and Development Manager, SESHASAYEE PAPER & BOARDS Limited, Erode, “*Paper properties that influence printability*”, *Souvenir 1999*, Sivakasi Master Printer’s Association, Golden Jubilee Celebration 1948-1998 (50th Golden Jubilee Year)

Dinamalar, a daily regional newspaper, in an article titled “2009 Organiser Diaries with Graph paper for Sales Agents in Sivakasi” described the features of organizer diaries. In Sivakasi, diary printing units are engaged in the production of new variety called Organizer Diaries with graph paper for selling agents in the trading activities. The same type of diary is used for five years with refill readymade papers after completing full one year because ring wire binding method was used in those diaries. It has inner pages like daily, monthly & yearly planners, appointment pages, Graph paper (to indicate trade development), personal profile, visiting cards holders *etc.* It has so many utilities like computer or laptop. Printing units in Sivakasi are engaged in new varieties of diaries as per the consumers’ tastes and preferences. Different varieties of diaries are produced by them by using foreign imported raw materials like artificial leather cloths, velvet cloth and UV-coated design cover.²⁸

Aakrit Agarwal (2009), in an article titled, “The art of book binding” described the nature, types and properties of book binding. He stressed that post-press planning is generally the key to smooth production. Post-press encompasses the production steps that occur after printing the ink on paper. Post-press typically falls into three broad categories binding, finishing and distribution. Binding includes cutting, folding and book binding. Finishing operations are foil stamping, embossing and foil embossing. Packaging, shipping and delivery are the distribution strategies. He described the four broad categories of book binding as (1) wire stitching, (2) adhesive binding, (3) mechanical binding and (4) case binding. He also described the nature and requirements for each binding technique.²⁹

A Sector-wise report published by FICCI on “Paper & Printing Sector” in the year 2010. In India, Printing and writing paper and case materials are produced for an equal

²⁸ Dinamalar dated Nov.10, 2008 “2009 Organiser Diaries with Graph paper for Sales Agents in Sivakasi”.

²⁹ Aakrit Agarwal, “The Art of Book Binding”, *Print Focus, Monthly Journal of the Madras Printers’ and Lithographers’ Association*, Vol.32, No.9/12 ; ISSN 0971 – 4847, Sep.2009.

share of 31% of the global production of paper and paper board. The printing industry in India has witnessed tremendous growth over the past few years, with India now almost at par with global printing standards. The overall printing market in India was valued at `57, 000 crores (\$12.6 billions) in 2006 and was forecasted to reach `1,13,000 crores (\$25.1 billions) by 2012. In the Indian printing sector, books and journals are among the principal export products, catering to around 120 countries worldwide. India is rapidly becoming one of the major manufacturers of printed paper products for global markets. Sivakasi, the industrial town, boasts of having the largest number of printing machines in the world next only to Guttenberg, Germany.³⁰

Lakshmana Swamy (1990) has highlighted the various problems of production and marketing of printed products like labels, calendars, notebooks, *etc.*, He identified some problems in the production side, *i.e.*, shortage of raw materials, labour and finance. He identified some printing procedures in which semi automation might be introduced. He also suggested that the commission payable to the intermediaries should be increased and he suggested some remedial measures to overcome the problems in production and marketing of printing services available in Sivakasi.³¹

Palaneeswari (1996) in her dissertation on “A study of Production and Marketing practices of Package Printing units in Sivakasi” identified the administrative problems of package printing units in Sivakasi like more legal formalities in licensing, problems relating to taxation and problems relating to excise duty. Package printing units refer to the printing units which are engaged in the printing of package materials in Sivakasi. They do not include those printing units which are producing only calendars and diaries. She found that majority of the package printing units in Sivakasi (59%) followed cost-oriented pricing method. 43% of the samples serve to the national market. Only 8% of

³⁰ Advantage Tamilnadu, January 2010, FICCI, (*Federation of Indian Chambers of Commerce and Industry*), ISBN 978-81-907465-0-2, page no.180 Executive Editor, D.V.Venkatagiri, Director, FICCI – TNSC Section IV, Sectoral Reports – prepared by Madras Consultancy Group, Chennai for FICCI.

³¹ C. Lakshmana Swamy, “*Problems of Printing Units in Sivakasi*”, M.Phil., Dissertation, Madurai Kamaraj University, Madurai. May 1990

the study participants produce packages for export commodities. In her study, she highlighted that the adoption of technological innovation is crucial for the growth of package printing units in the study area to surmount in the competitive world.³²

Dharmer (1999), in an article titled, “Printing through ages” explored the history of printing from ancient days of history of India. Many centuries ago Indians wrote in verses, art and science on palm leaves which were copied by the same manner. The Chinese were the foremost people to use paper. He also explored that in India, during Mogul dynasty, a few families known as ‘KAGZIS’ kept the art of hand-made paper making as secret. He described that Sivakasi, as a small industrial town, has a population of 1.5 lakhs and have a printing machinery worth of 100 crores of rupees installed in 400 printing units which are big and small and more than 50,000 people are engaged in the printing industry. They undertook printing of labels, cartons, calendars, magazines, books and notebooks by offset and packing materials such as butter paper and plastic bags by flexography and tin contains for oil, paint and food industry. He concluded that printing will remain as long as civilization exists. Hence, the printing industry will grow more and more with the advancement of printing science in future also.³³

Sravanthi Challapalli, in an article on, “Nightingale aims to give stationery a makeover” a senior editor in Business Line interviewed Mr.V.Balasubramanian who was the company’s (SFA) president. Srinivas Fine Arts (SFA), a sivakasi based company introduced Nightingale, a stationery brand; The Company would open 10 more offices throughout the country in the subsequent year. It has eight branches at present. The company, which focuses on the upper-end consumer, is also looking at developing stationery for specialized segments. The brand office stationery, notebooks and social stationery such as slam books. It also claims a certain level of innovation in having come out recently with a slew of customized and special interest diaries and calendars. He

³² T.Palaneeswari, “A study of production and marketing practices of package printing units in Sivakasi” M.Phil Dissertation, Madurai Kamaraj University, Madurai, 1996.

³³ P.Dharmer, “Printing through Ages” *Souvenir, Sivakasi Master Printer’s Association, Golden Jubilee Celebration 1948-1998 (50th Golden Jubilee Year)*, 1999.

concluded that SFA's group turnover is in excess of `160 crores. Apart from stationery and printing, the group has interests in paper distribution, paper trading, textiles, printing ink and hotels.³⁴

An article titled, "Nightingale: Experience the finest in paper" describes the features of the brand "Nightingale". Nightingale has carefully built one of the best brands in an industry dominated by unorganized sector. Nightingale is the brand owned by Srinivas Fine Arts Private Limited (SFA). SFA had a humble beginning in 1964 by Mr. R. Chockalingam and brothers, as a print trading company in Sivakasi. SFA has now become a global player with a presence in 5 continents. In 1990, SFA introduced the Nightingale brand to the world. In this article, it is concluded that besides quality, innovation is the factor that is crucial in branding a commodity. Innovations in Nightingale diaries like five year diary, undated diaries, theme-based diaries, personal journals like journal to write about dreams, and fashion diaries have made this brand a life style brand.³⁵

Sounthara priya (2006) in her thesis on "A study on Production and Marketing of Greeting Cards in Sivakasi" analysed the performance of greeting cards producers in Sivakasi. She found the market leader among the greeting card producers in the study area. She also identified the problems of greeting card agents in the execution of orders and the collection of dues from the customers. In her study, she suggested that the sales tax for greeting card is quite high and it increases the cost of sales. The small greeting card industry is not able to compete with the national level giants. So, the government should allow a tax concession especially to the small-scale greeting card manufacturing units. She concluded that Greeting card industry in Sivakasi can flourish in their field by

³⁴ Sravanthi Challapalli, "*Nightingale aims to give stationery a makeover*", Business Line, Wednesday, Dec.04, 2002 referred on March 3, 2008

³⁵ <http://marketing.practice.blogspot.in/2006/02/nightingale-experience-finest-in-paper.html>. Friday, Feb.10, 2006, retrieved on 09.11.2012 "*Nightingale: Experience the Finest in Paper*".

timely financial assistance from the commercial banks and sound credit policy of the units.³⁶

Mariammal (2010), in her thesis, analyzed the manufacturing process involved in the production of notebooks in Sivakasi. She explained the problems in selling notebooks in Sivakasi. She brought out the various problems faced by the sellers when dealing with producers, customers, market coverage and competition. She identified the market potentials for notebooks and attitude of notebooks users. Among the 13 notebooks manufacturers, 53.33% of the respondents gave the opinion that the cost of raw materials is high. Most of the notebooks manufacturers were doing their business in the form of partnership firm only. 86.67% of the respondents are not engaged in exporting their products. She also suggested that, in order to encourage export of notebooks the export promotional council and State Trading Corporation should offer various innovative schemes along with concessions, incentives and subsidies.³⁷

Senthilkumar (2012) in his article, “A study on Problems and Prospects of Calendar manufacturers” analysed the problems of calendar manufacturers in Sivakasi. Calendar is a seasonal business and it needs to cope up with the dynamic market situations. The author has used both primary and secondary data and he adopted convenient sampling technique. 80 printing units have been selected for the study. He analysed the problems of calendar manufacturers by using Ranking technique. He found that labour problem got the first rank and marketing problem got second rank and production problem secured the third rank. He also suggested that calendar manufacturers were in need of factoring services for managing receivables. Besides, providing financial management, TIIC (Tamil Nadu Industrial Investment Corporation) should launch hire purchase and leasing services to the calendar manufacturing units,

³⁶ M. Sountharapriya, “A study on Production and Marketing of Greeting Cards in Sivakasi”, M.Phil dissertation, Madurai Kamaraj University, Madurai, 2006.

³⁷ S.Mariammal, “A study of Production and Marketing of Notebooks in Sivakasi”, M.Phil., Thesis, May 2010, Ayya Nadar Janaki Ammal College, Sivakasi.

since there is an urgent need for introducing modern technology in printing units in Sivakasi.³⁸

1.6.5 Review of literature related to consumer behaviour

Ali, Kapoor and Moorthy (2010) in their work on **Singapore** “Buying Behaviour of Consumers for Food Products in an emerging Economy” found out that the preferences of the consumers clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging and non seasonal availability. The consumer’s preference of market place largely depends on the convenience in purchasing at the market place along with the availability of additional services, attraction of children, basic amenities and affordability. They suggested that most of the food and grocery items are purchased in loose form from the nearby outlets. Fruits and vegetables are mostly purchased daily or twice a week due to their perishable nature, whereas grocery items are less frequently purchased.³⁹

Research gap

The various studies enumerated above covered various dimensions of diary production and marketing. Based on the literature reviewed and inference drawn by an in-depth study, the researcher found that the earlier studies had not concentrated on economics of production and marketing of diaries in Sivakasi. This research gap

³⁸ M.J.Senthilkumar, “A study on Problems and Prospects of calendar Manufacturers” *Business Plus*, Vol.1, No.5, January 2012.

³⁹ Ali, Kapoor and Moorthy, “Buying Behaviour of Consumers for Food Products in an emerging Economy”, *British Food Journal*, Vol. 112, No. 2, Aug. 2010

prompted the researcher to take up the analysis of the “Economics of Production and Marketing of Diaries in Sivakasi”.

1.7 Objectives of the Study

The objectives of the present study are as follows:

- To trace out the origin of diaries
- To know about the production process in diary production
- To study the cost-return structure and the economics of production of diaries with respect to the varieties of diaries.
- To examine the production trend of diaries and factors determining diary production.
- To identify the marketing strategies followed by diary producers and to study the price trend of diaries
- To identify the channels and marketing practices of the middlemen in diary sales distribution.
- To analyse the consumer behaviour towards diary features and usage.
- To point out the problems of production and marketing of diaries and
- To offer suggestions to solve the problems and to improve the production and marketing of diaries.

1.8 Research Methodology

Research Methodology refers to the process of conducting research systematically and scientifically. In specifying research methodology the researcher decides about the way in which the research would be conducted, according to its scope, objectives and limitations. It includes the description about the sources of data, period of study, study area, choice of variables and tools used in the study.

1.8.1 Study area

The general objective of the study is to understand the economics of production and marketing of diaries and therefore, the choice of the study has to be around the major production and marketing centre for diaries in the South Tamilnadu. In Virudhunagar district, Sivakasi is an important centre where printing units are so much concentrated. Now, it has 263 registered printing units under Sivakasi Master Printers Association which was established in 1948. As per Sivakasi Factory Inspectors Office record, Sivakasi has totally 619 printing units with 1036 Offset machines (single colour to four colour). The city has 15 large scale, 206 medium scale and 398 small scale printing units, with a total turnover of `1434 crores. In Sivakasi, 10 printing units are fully engaged in diary production with branded diaries. They produce new varieties of diaries by using latest technology. They have trade up to `.250 crores yearly at the national level and export diaries worth `.100 crores every year which clearly indicate the importance of diary production in the study area.

Figure 1.1 shows the location of Sivakasi in Virudhunagar district Map.

FIGURE 1.1

LOCATION OF SIVAKASI IN VIRUDHUNAGAR DISTRICT MAP



FIGURE 1.2

SIVAKASI TOWN MAP



1.8.2 Period of the Study

The present study relating to production of diaries covers a period of 10 years from 2002-03 to 2011-2012. Diary prices pertain to a decade from January 2003 to January 2013. The field study was carried out during the period from January 2012 to December 2012 to collect the primary data.

Two interview schedules and one questionnaire have been prepared for collecting information from diary manufacturers, middlemen and Consumers.

1.8.3 Sampling design

The present study is confined to Sivakasi which is a small industrial town and a municipality in Virudhunagar District in the Indian State of Tamilnadu. The town has lot of printing units and consists of major producers of diaries, contributing to 30% of the

total diaries produced in India. For collecting information about diary production, census method has been adopted. Table 1.1 shows the share of printing industry and diary printing units in Sivakasi.

TABLE 1.1

PRINTING UNITS AND DIARY PRINTING UNITS IN SIVAKASI

Size	No. of Units	%	Diary Printing Units	Percentage
Large	15	2.42	5	50%
Medium	206	33.28	4	40%
Small	398	64.30	1	10%
Total	619	100	10	100

Source: http://www.anjac.org/web_svk/front.html

Out of 619 printing units which have been engaged in printing of varieties of printing services, diary production is done by 10 units only. All the 10 printing units which are engaged in the diary production throughout the year have branded diaries. Hence, all those 10 printing units have been selected for the study by adopting census method. The following table list out the diary printing units in Sivakasi and the names of the brand.

TABLE 1.2

DIARY PRINTING UNITS IN SIVAKASI AND DIARY BRAND NAME

S. No.	Name of the diary printing units	Brand Name
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1.	Srinivas Fine Arts (P) Ltd.	Nightingale
2.	Lovely Offset Printers Private Limited	Lovely
3.	The Sutharsan Offset printers	Orsons
4.	The Orient Universal Print	Flora
5.	Orient Color Art Printers (P) Ltd	Unicornn
6.	The Orient Color crafts	The Orient
7.	The Coronation Arts Crafts	Corono
8.	Diamond Hill Printograph	Alfa
9.	Skylark Printograph	Skylark
10.	Majestic Printers	Majestic

Source: Primary data

For studying the economics of production of diaries in Sivakasi, the entire 10 diary printing units are interviewed and the diary printers' opinion and views are obtained to make the study worthy and meaningful.

For studying the economics of marketing of diaries and marketing practices of the middlemen, diary traders, wholesalers, retailers and commission agents of the diary producers (including outstation middlemen) are taken into account by the researcher. Hence, 72 middlemen are interviewed and their views and opinions are obtained to make the study effective.

Table 1.3 exhibits the sample size of the middlemen in diary marketing.

TABLE 1.3

SAMPLE SIZE OF THE MIDDLEMEN IN DIARY MARKETING

Nature of Middlemen	Total No. of population	Proportion	Sampling Method	Total Sample
Diary Traders	190 ••	10%	Convenience Sampling	19
Wholesalers	170•	10%	“	17
Retailers/Stockists	55•	20%	“	11
Commission Agents	250•	10%	“	25
Total				72

•**Source:** Primary data

••**Source:** As per Sivakasi Master Printers Association Records

Diary users who have the habit of daily diary writing are considered for consumer behaviour study in Sivakasi. Since elite and different varieties of diaries are used in Sivakasi, different types of consumers are interviewed by the researcher. Table 1.4 spells out the sample size of consumers in Sivakasi.

TABLE 1.4

SAMPLE SIZE OF CONSUMERS IN SIVAKASI

Nature of Consumers	Sampling Method	Sample
Businessman (other than diary producers & printers)	Convenience Sample	18
Traders	Convenience Sample	40
Professional	Convenience Sample	40
Employees	Convenience Sample	50

Students	Convenience Sample	50
Housewife	Convenience Sample	40
Employees	Convenience Sample	30
LIC Agent	Convenience Sample	44
Total		312

Source: Primary data

For studying consumer behaviour about diary features and usage, the diary users are taken into account. The researcher collected opinions of 312 respondents from heterogeneous groups of consumers in Sivakasi. As the population is not determinable, the researcher has decided to adopt only convenience sampling method.

1.8.4 Collection of data

The present study is based both on primary data and secondary data. A reconnaissance of the study area was undertaken to form a crystal clear picture of the production process and cost involved thereof.

The objective of the study was clearly explained to the producers, middlemen and the diary users. The details regarding cost structure of a diary, production trend, break-even point, return on investment (ROI) and problems of diary manufacturers were collected from dairy printers through the direct personal interview method.

Moreover, the details regarding marketing practices and problems of the middlemen were collected from middlemen (Wholesalers, retailers, commission agents) through the personal interview method.

And also, the details regarding consumer behaviour regarding diary features and usage were collected from regular diary users through questionnaire method. Even though diary printers hesitate to provide detailed cost information, they furnished the particulars of production process, costs related to all factors of production and marketing costs incurred.

Secondary data were collected from Sivakasi Master Printers' Association Annual Report and from their bi-monthly journal namely "Print Focus", books, journals and magazines. Journals such as Indian Journal of Marketing, Printers Time, Print Media, Management Research and other relevant journals were referred for collecting secondary data for the study. Number of registered printing units was collected from annual reports of Sivakasi Master Printers' Association. Year-wise data regarding prices of diaries (Average price) were collected from price lists issued by diary printing units.

1.8.5 Tools of Analysis

The collected data were analysed with the help of the following statistical tools.

The production trend and compound growth were computed for the production of diaries by adopting the Linear and Semi-log Trend Models and they are as given below:

Linear Trend Model

$$Y=a+bt$$

Semi-log Trend

$$\text{Log } Y = a + bt$$

Where,

Y = Variable

T = time variable and

a and b are parameters

Method of Least Squares has been followed. The compound growth rate was calculated by using the following formula:

$$\text{Compound Growth Rate (\%)} = (\text{antilog } b - 1) \times 100$$

Correlation was computed to find out the relationship between production and trend values.

The level of satisfaction of the respondents towards the usage pattern of diaries has been classified into three categories *viz.*, low, medium and high level, for analytical purposes. Likert's five point scaling technique has been used to determine the level of satisfaction. If the score values are greater than $\bar{X} + \text{S.D.}$, it is taken as high level satisfaction towards the usage pattern of diaries. If the score values are less than $\bar{X} - \text{S.D.}$, it is considered as low level satisfaction towards the usage pattern of diaries. The difference between $\bar{X} + \text{S.D.}$ and $\bar{X} - \text{S.D.}$, is classified as medium level satisfaction towards the usage pattern of diaries.

Here, \bar{X} = Arithmetic Mean and

S.D. = Standard Deviation

The level of satisfaction is derived from the mean score values of the 300 respondents. The calculated values of \bar{X} and S.D. are 20.44 and 5.18 respectively.

Therefore,

$$\bar{X} + \text{S.D.} = 20.44 + 5.18 = 26 \text{ and above – High level}$$

$$\bar{X} - \text{S.D.} = 20.44 - 5.18 = 15 \text{ and below – Low level}$$

$$(\bar{X} + \text{S.D.}) \text{ to } (\bar{X} - \text{S.D.}) = 15 \text{ to } 26 \text{ – Medium level}$$

In order to analyse the relationship between employees' socio economic background and their level of satisfaction towards usage pattern of diaries, Chi-square test is employed.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\text{Degrees of freedom} = (r-1)(c-1)$$

Where,

O = Observed frequency

E = Expected frequency

r = Number of rows

c = Number of columns

The calculated value of Chi square test is compared with the table value of Chi square test at 5% level of significance. If the calculated value of Chi square test is more than the table value, the null hypothesis is rejected and *vice versa*.

In order to analyse the purpose of using diaries, the respondents are given six different purposes and asked to rank them. The Garrett's Ranking Technique is applied to rank the each method. From these six methods, the order of rank given by the respondent is converted into the rank by using the following formula:

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} = Rank given for the i^{th} reason by the j^{th} individuals.

N_j = Number of reasons ranked by the j^{th} respondents.

The above formula is used to find out the percent position of each rank. Then, for each factor, the scores are added to get the total score and divided by the number of respondents, in order to get the mean score. The values of mean scores for all the six purposes are arranged in descending order and the ranks are given to identify the most important purpose.

The attitude of the customers towards the usage pattern of diaries has been analysed with the help of Factor analysis. Orthogonal Varimax rotation and Principal extraction methods has been adopted to rotate the factors. Before applying Factor analysis, it is essential to check the Kaiser Mayer Oklin and Bartlett's Sphericity data adequacy test. This test reveals the value of 0.864 which shows that the data are adequate for analysis. The results of Bartlett's Sphericity test are also significant.

1.9 AREA OF THE STUDY

Sivakasi belongs to Virudhunagar District of Tamilnadu State of India. Sivakasi town locates in between 22 K.m. south west of Virudhunagar town and 2.5K.m West of Madurai – Tirunelveli National highway. The town is located 74 Kms from Madurai on North in Virudhunagar District. The town is well connected to all surroundings area by major district roads. The area of the town is 6.89 Sq.K.m. The town is well connected by State Highways with Sattur, Virudhunagar, Srivilliputhur, Vembakottai and nearly important locations. Sivakasi has a population of about 5, 05,593 as per 2011 census.

Sivakasi is an industrial town notable for printing technology. It contributes 60% of the printing needs of India. In and around Sivakasi, there are 619 printing units and

372 offset printing presses. More than 1, 00,000 workers are engaged in printing and allied industries in Sivakasi. It is called “Mini Japan” by our former Prime Minister Jawaharlal Nehru.

Sivakasi is an important printing hub of India. Printing industry has made a remarkable change in this small town, the credit goes to the Sivakasi entrepreneurs who are responsible for establishing and developing the printing industry. Sivakasi contributes 60% of India’s total offset printing solution and it is one of the high sales tax/excise/customs duty paying towns providing 100% employment.

1.10 Limitations of the Study

The present study on “Economics of Production and Marketing of Diaries in Sivakasi” is subject to the following limitations.

1. The collection of primary data is confined to Sivakasi only.
2. The findings of the study cannot be generalized with varying conditions prevailing elsewhere
3. Diary printers do not maintain any records relating to the cost and returns of diary production. Therefore, the cost and production particulars are provided from their memory only. So, there may be some repetition and recall bias.
4. In Sivakasi, diary printers are engaged in more than 30 varieties of diaries. Invariably, economic size, mini size and large size of diaries are only included in the present study.
5. Data relating to production of diaries are available for a period of ten years only.
6. Daily diary writers who are all considered as diary users are taken into account for the present study.

1.11 Chapterisation

The present study entitled “Economics of Production and Marketing of diaries in Sivakasi” has been organized into nine chapters.

Chapter I -Introduction and Research Design

The first chapter contains the introduction, statement of the problem, scope of the study, objectives, review of literature, methodology adopted in the present study and chapterisation.

Chapter II – Profile of Diaries

This chapter deals with the growth and development of printing units and printing services in Sivakasi, genesis of diaries, importance of diaries, raw materials required for diaries, kinds of diaries and export potential for diaries.

Chapter III – Profile of Diary Printing Units in Sivakasi

This chapter deals with the description of the diary printing units in Sivakasi.

Chapter IV- Production Process of Diaries

This chapter covers the various pre-press, press and post-press operations involved in diary production.

Chapter V- Economics of Production of Diaries

This chapter highlights factors influencing diary production, production trend, compound growth rate, benefit-cost ratio, break-even point of a diary industry (Model) and problems faced by the diary manufacturers in Sivakasi.

Chapter VI – Marketing Strategies of Diary Producers

This chapter deals with the marketing strategies of the diary producers, marketing cost involved, pricing of diaries, promotional techniques, various channels followed by diary manufacturers in the marketing of diaries.

Chapter VII – Role of Middlemen in Diary Marketing

This chapter describes the socio-economic characteristics of middlemen, marketing strategies, qualities of the middlemen and essentials of the middlemen in diary marketing.

Chapter VIII – Consumer Behaviour towards Usage Pattern of Diaries

This chapter analyses the demographic characteristics of diary consumers, brand preference of diaries, reasons for using diaries, factors considered for selecting diaries, preservation of diaries, consumers’ attitude and level of satisfaction towards usage pattern of diaries.

Chapter IX – Summary of Findings, Suggestions and Conclusion

The last chapter is devoted to a summing up of the findings and conclusions arrived at in the earlier chapters of the study. Suggestions are offered to solve the problems of the diary producers in the production and marketing of diaries.

APPENDIX – II

LIST OF PAPERS PRESENTED

S.No	Level and venue	Title of papers presented
1.	International Conference of KAAS, 5 th & 6 th December, 2008, Women’s Christian College, Nagercoil	“A Study on the problems involved in Marketing of diaries in Sivakasi”
2.	Fifth International Conference of KAAS, 4 th & 5 th December, 2009, Holy Cross College (Autonomous), Nagercoil	“A Study on the Consumers Attitude towards the usage of Diaries ”
3.	International Conference of Commerce Wing, DDE,	“A Study on Human Resources

	Annamalai University, 28 th & 29 th December, 2009.	Management in Diary Industries with special reference to Sivakasi Town”
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APPENDIX – III

LIST OF PAPERS PUBLISHED

1. “A Study on the problems involved in Marketing of diaries in Sivakasi”, International Conference of KAAS Proceedings, Women’s Christian College, Nagercoil, December 2008.
2. “A Study on the Consumers Attitude towards the usage of Diaries”,Fifth International Conference of KAAS Proceedings, Holy Cross College (Autonomous), Nagercoil, December 2009, ISBN No. 978-81-909710-0-3.