APPENDIX – I
WORKING OF MADURAI DISTRICT TINY AND SMALL SCALE INDUSTRIES
ASSOCIATION – A CASE STUDY

INTERVIEW SCHEDULE

1. Name of the Organisation:

2. Date of Incorporation:

3. Type of industry: 
   a) Tiny  
   b) Small

4. Nature of Business :  
   a) Manufacturing  
   b) Processing  
   c) Servicing  
   d) Trading

5. Name of the District: ___

6. Type of membership :  
   a) Direct member  
   b) Indirect member

7. Are you a member of any other Association?  
   a) Yes  
   b) No

8. If yes, in which association? :  
   a) Kappalur Industrialists Association  
   b) Madurai Hosiery Industries Association  
   c) Nagari Industries Association  
   d) Tamilnadu Readymade Garments Manufacturer’s Association  
   e) Tamilnadu Air Stove Manufacturers and Sellers Welfare Association  
   f) Madurai District Electro Plasters and Metal Finishers Association  
   g) Plastic Manufacturers Association  
   h) Tamilnadu Food Grains Merchants Association  
   i) Tamilnadu Paper Bag Manufacturers Association  
   j) Sellur Handloom Cloth Manufacturers Association  
   k) K.Pudur Industrial Estate Association  
   l) Others specify ________________

9. How did you come to know about MADITSSIA?  
   a) Through family members  
   b) Through friends and relatives  
   c) Through news papers and journals  
   d) Through radio and television  
   e) Through member of MADITSSIA  
   f) Others specify ________________

10. How long have you been member of MADITSSIA? :  


11. Who influenced you to join as a member of MADITSSIA?:
   a) Family members
   b) Friends and relatives
   c) Member of MADITSSIA
   d) Own interest
   e) Others specify ___________________

12. Type of Membership:
   a) Patron member
   b) Life member
   c) Unit member
   d) Institutional member
   e) Tiny member
   f) Allied member

13. Give reasons for joining in MADITSSIA:
   a) Good Advocacy
   b) Seminars and workshops
   c) Trade fairs and exhibitions
   d) Consultancy and counseling
   e) Trade statistics and market surveys
   f) Better esteem
   g) Business Exchange
   h) Sectors specific link
   i) Better investment opportunities
   j) Information about new technology and innovations
   k) Assistance in legal matters
   l) Others, specify ___________________

TRADE FAIRS AND EXHIBITIONS:

1. Have you ever participated in trade fairs and exhibitions organized by MADITSSIA?:
   a) Yes
   b) No

2. If yes, in which trade fairs and exhibitions?
   a) Ideal Home Exhibition
   b) Made-in-Madurai
   c) Print-N-Pack
   d) Medical Fair
   e) Food Fair
   f) Plasto-Rubber Fair
   g) Others, specify ___________________

3. What are the purposes of participating in trade fairs and exhibition?
   a) To improve the sales
   b) To create awareness about the product
   c) To promote the product
   d) To know about the new technology
   e) To attend related seminars and workshops
   f) To know about the machineries and raw material
   g) To contact with various machineries and raw material suppliers
   h) To develop peaceful and harmonious industrial relations
   i) To introduce new projects
   j) To know about competitors
   k) Others, specify ___________________
4. What are the difficulties faced by you at the time of trade fairs and exhibitions?

   : a) More rush
   b) Limited space
   c) Excessive noise
   d) Improper allotment of stalls
   e) Poor infrastructural facilities
   f) Poor advertisement
   g) Very far from city
   h) High rent
   i) Late intimation
   j) Inadequate safety measures
   k) Others, specify ________________

5. How did you come to know about trade fairs and exhibitions?

   : a) Through invitations sent by MADITSSIA
   b) Through advertisement
   c) Through family members
   d) Through friend and relatives
   e) Through MADITSSIA Bulletin
   f) Others, specify ________________

6. Who influenced you to participate in trade fairs and exhibitions?

   : a) Family members
   b) Friends and relatives
   c) Member of MADITSSIA
   d) Own interest
   e) Others specify ________________

7. Give your opinion towards the following:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Stall rent is reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Duration for trade fairs and exhibitions is sufficient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Timings of trade fair and exhibition is convenient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Infrastructure facilities are good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Publicity for trade fair and exhibition is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) House keeping is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Safety measures taken by MADITSSIA are good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h) Intimation for trade fairs and exhibitions is given well in advance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Trade fairs and Exhibitions are organized frequently</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j) Plinth area of stall is adequate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MADITSSIA BULLETIN:

1. Do you read MADITSSIA Bulletin every month?

   : a) Yes
   b) No

2. Which one do you like to read?

   : a) Statutory Notifications
   b) General articles
   c) Government order
   d) President Message
   e) Product related advertisements
   f) Others specify ________________
3. What type of article do you expect?
   a) Law related articles
   b) General articles
   c) Government order
   d) President Message
   e) Entrepreneurs success stories
   f) Sector wise development in Madurai
   g) Report of various new projects
   i) Others, specify ________________

4. Give your opinion towards the following:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Quality of articles is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Style of reporting is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Language is easy to understand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Articles published are authentic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Bulletin is published and distributed in time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BUSINESS INFORMATION CENTRE:

1. Have you ever visited MADITSSIA’s Business information centre?
   a) Yes
   b) No

2. If yes, mention purpose of your visit:
   a) To get temporary SSI Certificate
   b) To get counseling to start a new business
   c) To read and refer books and journals in the library
   d) To clarify doubts relating to new technology
   e) To get explanation about government orders and new laws
   f) To give and get E-mail and FAX
   g) To get training for getting ISO certificate
   h) To participate in Entrepreneurship Development Programme
   i) To get projects to start new ventures
   j) To get Government notifications and order copies
   k) To get import and export details
   l) To get trademark registration
   m) To get name and address of machineries and raw materials suppliers
   n) To know about investment opportunities
   o) To have trade statistics and market surveys
   p) Others specify ________________

3. What are the difficulties faced by you there?
   a) Belated reply
   b) No adequate information
   c) Old books and journals
   d) Inconvenient space
   e) High charges
   f) Slow access
   g) Others, specify ________________
4. Give your opinion towards the following:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) BIC is easy to approach at any time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Charges collected are reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Library is neat and convenient to use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) EDP conducted by BIC is very useful to the existing and prospective entrepreneur.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) BIC helps to get the online registration certificate easily.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MADITSSIA CLUB:**

1. Are you a member in MADITSSIA Club? : a) Yes  b) No
2. Have you ever participated in the programme organized by MADITSSIA? : a) Yes  b) No
3. If yes, in what programme? : a) Cultural programme  
   b) Yoga class  
   c) Free medical camp  
   d) New year celebration  
   e) Seminars and lectures  
   f) Cooking competition for ladies  
   g) Others specify _______________
   b) Suggestions by friends and relatives  
   c) Entertainment  
   d) Getting relief from business tension  
   e) Getting information on topics of family interest  
   f) Inter-family get-together  
   g) Having friendship with various industrialists  
   h) Attending yoga classes  
   i) Playing various games  
   j) Attending seminars and workshops on general topics  
   g) Others, specify _______________

5. Give your opinion towards the following:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Participation in MADITSSIA Club programme gives relaxation and peace to mind</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Subscription received is reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) MADITSSIA club helps in improving the standard of living.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MADITSSIA – SIDBI INDUSTRIAL CLINIC:

1. Have you ever attended seminars, workshops and training programmes conducted by MADITSSIA – SIDBI industrial clinic? 
   a) Yes  
   b) No

2. What type of seminar, workshop and training programme do you like to attend? 
   a) Self improvement  
   b) Taxation  
   c) Marketing  
   d) Management  
   e) Costing  
   f) Industrial relation  
   g) Quality management  
   h) Port folio management  
   i) Import and export  
   j) Awareness programme  
   g) Others, specify ________________

3. What are the reasons for attending the programme? 
   a) To improve self confidence  
   b) To improve knowledge  
   c) To clarify doubts  
   d) To gather latest information  
   e) To get guidance from experts in various fields  
   f) To attend workshops, seminars and training programmes  
   g) To get consultancy and counseling  
   h) To get course material on various topics  
   i) To know about investment opportunities  
   j) To know about using of machineries and computers  
   k) Others specify ________________

4. How did you come to know about the programme? 
   a) Through family members  
   b) Through friends and relatives  
   c) Through advertisement  
   d) Through MADITSSIA Bulletin  
   e) Others, specify ________________

5. How many programmes have you attended so far? :

6. Who influenced you to attend the programme? 
   a) Family members  
   b) Friends and relatives  
   c) Institutional member  
   d) Own interest  
   d) Others, specify ________________

7. Have you ever availed consultancy service from MADITSSIA – SIDBI industrial clinic? 
   a) Yes  
   b) No
8. If yes, relating to which field? : a) Taxation  
b) ESI, PF and labour welfare  
c) Pollution control  
d) TNEB, Energy conservation  
e) Finance and project reports preparation  
f) Quality control management  
h) Others specify ___________________

9. How many times have you availed consultancy services? :

10. Give your opinion towards the following:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Course material is easy to understand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Training given is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Place of meeting is comfortable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Consultancy charge is reasonable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Delegate fee is nominal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Language is easy to understand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Programme duration is sufficient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ASSOCIATION:

1. Give your opinion towards the Association:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) MADITSSIA is very helpful in the growth of SSI sector</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) MADITSSIA helps in getting all concessions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) MADITSSIA renders necessary assistance for product innovation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) MADITSSIA is very easy to approach at any time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) MADITSSIA is very helpful in developing friendly industrialisation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) MADITSSIA helps to protect the rights of SSI units</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) MADITSSIA helps to create employment opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h) MADITSSIA helps to promote women entrepreneurship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) MADITSSIA acts as a bridge between SSI units and Government</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j) MADITSSIA helps and encourages to become small and medium industries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Give your suggestions for further development of the Association:

* * * * * *
## APPENDIX – II

PERCENTILES OF THE D(n) DISTRIBUTION FOR KOLMOGOROV SMIRNOV TEST

<table>
<thead>
<tr>
<th>n</th>
<th>0.90</th>
<th>0.95</th>
<th>0.99</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0.51</td>
<td>0.56</td>
<td>0.67</td>
</tr>
<tr>
<td>10</td>
<td>0.37</td>
<td>0.41</td>
<td>0.49</td>
</tr>
<tr>
<td>15</td>
<td>0.30</td>
<td>0.34</td>
<td>0.40</td>
</tr>
<tr>
<td>20</td>
<td>0.26</td>
<td>0.29</td>
<td>0.35</td>
</tr>
<tr>
<td>25</td>
<td>0.24</td>
<td>0.26</td>
<td>0.32</td>
</tr>
<tr>
<td>30</td>
<td>0.22</td>
<td>0.24</td>
<td>0.29</td>
</tr>
<tr>
<td>35</td>
<td>0.20</td>
<td>0.22</td>
<td>0.27</td>
</tr>
<tr>
<td>40</td>
<td>0.19</td>
<td>0.21</td>
<td>0.25</td>
</tr>
<tr>
<td>45</td>
<td>0.18</td>
<td>0.20</td>
<td>0.24</td>
</tr>
<tr>
<td>50</td>
<td>0.17</td>
<td>0.19</td>
<td>0.23</td>
</tr>
<tr>
<td>n&gt;50</td>
<td>1.22 / √n</td>
<td>1.36 / √n</td>
<td>1.63 / √n</td>
</tr>
</tbody>
</table>