Any Industry for its survival needs to be able to recruit the ablest, best educated and most dedicated men into service. To attract and hold such men, promise of career, of living or of economic success is just not enough; the enterprise must be able to give such men a vision and a sense of mission. It must be able to satisfy their desire for meaningful contribution to the industries and through it to the country, community and society.

This implies that the people who are entrusted with the direction of the business enterprise and their decisions have a great impact upon the society and they have got to make decisions that shape the economy of the society and the lives of the individual. Indeed, the very nature of the modern business management is such that it imposes responsibilities on the top management which are far reaching and important. They lay down such policies and precepts that would improve and strengthen the enterprise, increase its productivity and raise its overall profits. The nation itself gets strengthened with such a solid base of well-run industries.

This being the crux of the management, the executives who adorn the Mantle should necessarily follow a pattern that could tend to make their contributions dynamic and effective; indeed one of total involvement in every aspect and segment of the Business Management. Opportunities should be provided
such that being in the main stream of decision making body they are to be exposed, acclimatised and oriented through a process of involvement rather than through any other. Such a process, besides helping to impart knowledge, would in itself constitute a prime factor to guide and motivate others, those who get associated with them, thereby leading to higher reaches of achievement, higher values of satisfaction.

This research, which has eventually led to the thesis, is the token of my sense of involvement in that sphere of business enterprise - Management of Materials - which has secured an exceedingly major share of importance in the context of situations and conditions prevailing in the country.

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