The new liberalized economy of India is full of marketing challenges. The liberalization has posed a threat to the Indian industries at the same time it has opened up new avenues for this sector to tap and grow. However, survival of the fittest is going to be the principle.

The Indian Small Scale Industry can be considered as the back bone of our economy. Inspite of this the SSI faces a lot of limitations as regards time, money and manpower skills. Today the focus has changed from production to marketing. As such, special efforts are required to be taken to strengthen the marketing ability of the SSI's. To overcome the difficulty of "Marketing Activity" carried out for the SSI's the researcher has created this concept named as "Polymarketing Organisation".

The researcher has further taken efforts to draw a roadmap of such an organization. This applied research would be a torch – bearer to small scale entrepreneurs in devising new avenues for the growth of their businesses.

The Researcher