

APPENDIX I

Schedule relating to Small Scale Industrial Unit

1. Name of Industrial Unit:

2. Registered Office of Industrial Unit:

3. (A) Year of Establishment of Industrial Unit:
   (B) Year of Commencement of Production of Industrial Unit:

4. Capital investment during previous three years: (Rs Lakh)

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<thead>
<tr>
<th></th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
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<tbody>
<tr>
<td>i) Share Capital</td>
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<td>ii) Debt Capital</td>
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<td>iii) Retained Earnings</td>
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<td></td>
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<tr>
<td>iv) Working Capital</td>
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<tr>
<td>Total</td>
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5. Liabilities (Rs. Lakh)

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<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
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<tbody>
<tr>
<td>i) Fixed Liabilities</td>
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<tr>
<td>ii) Current Liabilities</td>
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<tr>
<td>Total</td>
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   i) Management Cadre:
   ii) Workers:
       Skilled
       Semi-skilled
       Unskilled

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   i) Installed Capacity (Volume)
   ii) Volume of Production
   iii) Capacity Utilization (in %)

9. Source of Finance [Put √ mark]
   a) Government
   b) Banks
   c) Financial Institutions
   d) Non-banking Sources

10. Nature of Product (S) Manufactured [Put √ mark]
    a) Pleasing Products
    b) Difficult Products
    c) Salutary Products
    d) Desirable Products

11. Market of Finished Products (s) [Put √ mark]
    a) Uttarakhand
    b) Other States outside Uttarakhand
    c) Outside India
    d) All the above

12. Uses of Finished Product(s) [Put √ mark]
    a) Consumable Item
    b) Industrial Raw Material
    c) Packaging Material
    d) Others

13. Management Tools in force in the Unit [Put √ mark]
    a) Cost Control Yes/No
    b) Inventory Control Yes/No
    c) Quality Control Yes/No
    d) Management Information System Yes/No
    e) Budgetary Control Yes/No
14. Marketing Information is collected through [Put √ mark]
   a) Primary Sources
   b) Secondary Sources

15. Sales Forecasting is done by [Put √ mark]
   a) Survey Method
   b) Statistical Method
   c) Leading indicator Method

16. The bases of market segmentation are: [Put √ mark]
   a) Geographic Segmentation
   b) Demographic Segmentation
   c) Education
   d) Socio-economic Variables
   e) Psychological Variables

17. Deterrents of Sound Marketing Practices [Put √ mark]
   a) Inadequacy of Marketing Information    Yes/no
   b) Difficulty in Market Assessment        Yes/no
   c) Leakages in Market Segmentation        Yes/no
   d) Defective Pricing Policy               Yes/No
   e) Wrong Selection of Channel of Distribution    Yes/No
   f) Inadequate Advertising and Salesmanship Yes/No

18. Problems of Marketing [Put √ mark]
   a) Cut-throat Competition
   b) Hurdles in Physical Distribution
   c) Recession in Economy
19. Other Problems Affecting Marketing [Put √ mark]
   a) Industrial sickness
   b) Obsolete technology/plant & machinery
   c) Shortage of standardized and cheap packing facilities
   d) Absence of marketing research
   e) Absence of research & development facilities
   f) Availability of substitutes

20. Suggestions if any to solve the above mentioned problems

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**APPENDIX II**

Schedule relating to Working of Marketing Practices of Small Scale Industries of Uttarakhand

According to Likert’s 5-point measuring scale the answers have been grouped into 5 groups alongwith related scores as under-

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<thead>
<tr>
<th><strong>Answer</strong></th>
<th><strong>Score</strong></th>
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<tr>
<td>Strongly Agree</td>
<td>[SA] 5</td>
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<tr>
<td>Agree</td>
<td>[AG] 4</td>
</tr>
<tr>
<td>Indifferent</td>
<td>[IN] 3</td>
</tr>
<tr>
<td>Disagree</td>
<td>[DA] 2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>[SD] 1</td>
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<tr>
<th></th>
<th><strong>1.</strong> The marketing information collected by the unit is adequate</th>
<th><strong>2.</strong> The unit formulates its marketing plan on the basis of its own market research</th>
<th><strong>3.</strong> Sales forecasting is done by the unit with the help of market experts</th>
<th><strong>4.</strong> Market segmentation is accomplished by the unit properly</th>
<th><strong>5.</strong> Pricing policy formulated by the unit is conducive to its development.</th>
<th><strong>6.</strong> The channels of distribution chosen by the unit satisfy the customers</th>
<th><strong>7.</strong> The advertising of the unit is effective</th>
<th><strong>8.</strong> Sales promotion measures of the unit are helpful in increasing sales</th>
<th><strong>9.</strong> The branding of products of the unit meets market requirements</th>
<th><strong>10.</strong> The packaging of products of the unit is helpful in building the image and gaining confidence of the customers</th>
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Appendix III
Principal Small Industry Products under different Commodity-Groups

1. **Pharmaceuticals**: Aripiprazole, esomeprazole, adalimumab, rosuvastatine, fluticasone, duloxetine, infliximab, filgrastim, insulin glarilne, rituximab, sitagliptin, pregabalim, oxycodone, celecoxib,

2. **Packaging**: Containers, cartons, corrugated boxes, iron strips, cardboard, bottles, cans, plastic bags, tins, jars, jarskins, sulphated glass, pouches, corrugated cartons, flexible plastic packs, cylinders,

3. **Furniture**: Wooden furniture, steel furniture, plastic furniture, various types of stools, chairs, tables in different sizes, educational furniture, office furniture, modular kitchens & wardrobes, beds and other residential furniture, sofa sets, retail furniture fixtures, all types of moulded panel doors,

4. **Engineering Goods**: Electric motors, agricultural equipments, bends, traps, power generation equipments, auto castings, heavy pressure valves, components for paper, fertilizer and sugar industries, sewing machine, spare parts of agricultural machinery, refrigeration and air conditioning equipments, food processing machinery, cutting tools, hand tools, batteries and accumulators, builders hardware, garage tools, medical equipments, surgical equipments,


6. **Steel**: Generating sets, metal forming, structures and accessories in electrical, components of PEB, GRG ceiling, metal roofing & ceiling,
7. **Textiles**: Non-woven durable products, disposable products, degraded products, laminated HDPE fabric, tarpaulin PP/HDPE, woven sacks, knitwear apparel, finished knitted fabric and readymade garments, tents/tarpaulins, various types of uniforms,

8. **Plastic Items**: Suit cases, briefcases, pet bottles, caps and other articles, spectacle frames, plastic gift items, plastic shopping bags, drinking glass, sanitary fittings, PVC slippers for ladies and gents, polypropylene chairs, plastic laundry boxes, footwears, plastic jars and tins, moulded plastic products, moulds & dies, sub-assemblies automotive head lamp & water purifier systems, plastic containers,

9. **FMCG**: Surgical gloves, hot water bags & ice bags, white glue, adhesive and sealant & construction chemicals, varnishes, paints, decorative papers, paper bags, paper board, stencil paper, plywood and plywood products, printing ink, soaps, cosmetic products, bath and hygiene articles, deodorants, shaving, soaps and creams, bodycare products, toothpastes, perfume bottles, biscuit & other food products, culinary products and processed products, cookies, confectionary, vanaspati, reinfoed oil, quartz analog watches and parts thereof,

10. **Automobiles**: Two wheelers, light four wheelers, auto-parts like dash board instruments, Technometers, gauges and test equipment, voltage regulators, ignition coils, spark plugs, brake cylinders, master cylinders, wheel cylinders, clutch cylinders, piston rings, engine valves, suspension components, shock absorbers, dish brake pads, kingpins, filters, fanbelts