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Review of Literature

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CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

The various sources of the literature related to the subject of this study included books, journals, reports of research organizations and M. Phil. and Ph. D. theses. It was found that small scale industries has good scope across the globe. Each government is focusing to nurture and expand the small scale industries. Understand that the Small Scale Industries are key factors to grow up economy so each part and each line of business is important to focus. SSI need to spend more time on various technology and innovation in various part of process so that they can retain in the market for longer time, especially in international market.

2.2 Literature review

- Richard A Lancioni & Rajan Chandran (1990) in the The Role of Packaging in International Logistics International Journal of Physical Distribution & Logistics Management, 1990 concluded The smooth operation of a logistics system in an international environment requires careful planning on the part of the firm. All aspects have to be planned for and every possible contingency examined. Once the shipment leaves the shipper's dock it is out of his control until it arrives at the consignee's location. International logistics systems work best when all the possible interfaces are planned for. One of the most important areas is packaging. It is the package that will determine whether the product arrives at a customer's location in proper condition. It is the package that will give the transportation company the information it needs to move the product to the proper customer location.

- Chairman Abid Hussain (1997) in his Report of the expert committee on small enterprises in year 1997 concluded that our brief review of the relative impact of the new economic policy on the small and large companies suggests that the former
cannot grow by default anymore. The Multinational land large scale Indian companies would have advantage of greater success and access to global market and technology due to globalization. This would be advantage of small scale industries to grow fast track to associate with large scale industries. Indian policy need to be redesigned to afford equal opportunity for small enterprises to survive and grow in upcoming economic climate in India. The financial system need to be refurbished to larger flows of direct capital to the small-scale sector. Lastly, small scale industry needs a have many more choice of superior business services to adopt with change to compete large scale business.

- Dr. Ramavat Vaijayant (3) (1997) in his article “Problems faced by the small scale sector- An Analysis” published in Volume no 2 concluded that the small scale units should improve the quality and aesthetics of the packaging in order to attract the customer.

- Sebastian Morris and Rakesh Basant (4) (1998) in their article of Role of Small Scale Industries in the Age of Liberalization are concluded that today’s business small scale industries themselves cannot access the global markets without any assistance of trading houses or for that matter even the national markets, since the current challenges of packaging, standardization keeping to changing trends and new designs, which are competitive factors and have large invisibilities and scope economies are all uploaded against the small scale industries. But the one advantage they have is their access to the competitive labour market. On the other side large firms could potentially invest in developing the competitive factors, but they lacking to access competitive low cost labors. The cost difference is quite large being as much as eight times higher for the large firm (Joshi and Joshi, 1976). The industry as a whole is unable to bear the severity of import competition and exports too remain small especially in the comparative advantage products.
N Dasgupta (5) (Nov 1999) in “Energy policy” concludes that In India most initiative to increase energy efficiency or environment improvement. This paper argues that conceptually the perspective of these initiatives is narrow and their top down approach and the associated methodology are inappropriate.

M H Bala Subrahmanya (6)(2005) in Small Scale Industries in India in globalisation era: performance & prospect Conclude small scale industries occupy a place of strategic importance in the Indian economy in view of its considerable contribution to employment, production and export. Since 1991 small scale industries find themselves in an intensely competitive environment due to globalization. This paper concludes with policy recommendations to ensure the sustenance and competitive growth of small scale industries in India.

S. Krishanmurthi (7) (2008) in his book “Guide to MSME and policy Rules and regulation”concluded that The Major drawbacks pointed out by the various expert committees which examined the working of the small scale sectors are lack of availability of finance in time and fail to adopt improved technologies effective and efficient management of materials assumes paramount significance in the SSI Sector owing to their smallness weak pecuniary position they are virtually lead to one single supplier of material who can earn abnormal profits lack of professionalization is the reason for failure and inefficiency. The smallness of size, poor resources availability etc are hindranour to professionalizing its function. The workers should be trained adequately on the continuous basis.

Deepmala Baghel, Parthasarthy, Meenakshi Gupta (8) (2011) in their Innovation in Indian Small Scale Industries,Case study of cosmetics small scale industry in Mumbai, concluded that “The small scale sector in cosmetics industry in Mumbai is shaped by entrepreneurs whoever work on advance technological to attract human. Application of technical knowledge in fulfilling the aspirations of lower middle class sections of society has provided these firms’ identity in a brand
awareness in cosmetic industry. This study show eventhou its tough market with plenty of barrier Small Scale industries show continuous path to grow. The innovative responses development starts with the identification of a opportunity as well as issues (Atherton and Hannon, 1999) by these small industries- in this case identification of domestic customers’ desire and needs for good quality products at reasonable prices. This study show that you need to be always be techo related but proactive action on technology adoption helps to grow business time to time. Even small incremental innovations can contribute to their competitiveness. The very important aspect of the SSI are they able to fulfill market demand as per customer requirement.

- Dr. G. Vijaya Bharath, Dr.P. Subbalakshumma & Mr. P.Harinatha Reddy (9) (2011), in their article “International Journal of enterprises computing and business systems, “Promotion of small scale industries- A Panoramic View concluded that The small scale industries play important role in the growth of the country. Small scale industries contributed 40% of the gross industrial added in the Indian economy. Small scale industries are playing major role to fulfil local demand. Thus they play a vital and critical role in the development of regions. The government of India taken up various steps to improve on credit flow and incentive schemes as well as provide institutional infrastructure for SSIs through Small Industry Development Organisation (SIDO), and National Small Industries Corporation (NSIC) Ltd. Latest updated technology for matching global reach government of India provide support thru Technology Resource Centres (TRC)

- Dr. Kishor Jagtap (10) (2011) in his research paper of Impact of Globalization on small scale industrial units conclude that small scale industries are facing huge competition and threats due to liberalization policy. The possible step towards de reservation by government is definitely welcoming steps but it has not proved to benefit much.
• Ms. Vanipriya R, Dr. D. Venkatramaraju, (11) in their article International Journal of scientific and engineering Research Volume 2 Issue 9 September 2011, Growth of small enterprises in India” concluded Small Scale industries having a large scope of various activities like servicing, retailing, manufacturing, construction, infrastructure development etc. Establishment of such industries in rural areas and small towns helps to check the influx of population into bigger towns. The small enterprises have by now established their competence to manufacture a wide variety of sophisticated goods in different product lines requiring a high degree of skill and precision.

• Dr. Reetu Sharma (2012) (12), in her article “ Problems and Prospect of Small Scale industrial units, A case study of exporting and Non- Exporting units in Haryana” published in IRJC Asia Pacific Journal of Marketing and Management Review, volume 1 No 2 October 2012, concluded that Poor quality of products, lack of standardization, branding and packaging are some serious product deficiencies. It is worthwhile to encourage some good SSI units to establish their own laboratories by subsidizing a part of initial capital outlay say about 50 percent a subsidy by government. In product development process, the advice of technical experts and market survey should also be taken into consideration.

• Mr. Mitul M Deliya & Mr. Bhavesh J Parmar ( 2012) (13) in Role of packaging on consumer buying behavior Concluded that packaging could be treated as one of the most valuable tool in today’s marketing communications, necessitating more detail analysis of its elements on consumers buying pattern. Empirically testing the research model proposed package elements having the ultimate effect on consumer choice in a case of different products from group of convenience goods were determined. It has revealed that elements of package are the most important for consumer purchase decision for a major part of consumers a size and material are the main visual elements while product information is also the main verbal elements when purchasing milk and washing powder.
• S.N. Arjun Kumar (14) (2012) in A study of Small Scale Industries Marketing Strategies, concluded that three forth of samples from small scale units are facing major issue in marketing their products. Market forces are driven by the criteria of efficiency, productivity and competitiveness and this is much more in the present policy of Privatization, liberalization and globalization.

• Sudha Venkatesh and Krishnaveni Muthiah (15) (2012) “SME in India, Importance and Contribution” concluded lack of availability of adequate and timely credit, high cost of credit, lack of collateral requirement, issue of storage, designing and packaging are factor affecting growth Small scale industries. Adequate support is necessary from the national and the state government to solve their problems.

• Srinivas K T (16) (2013) in article of “Role of Micro, Small and medium Enterprises in Inclusive Growth” in year 2013, concluded Storage, Designing, Packaging and product market display are major problem of these industries. It’s all about adequate non enough support by national and state government to MSME sector to solve their problems. However entrepreneurs need to develop further planning and necessary support along with government policy support is essential. Nurturing this sector is mandatory for the economic well-being of the nation.

• Massimiliano M. Schiraldi (17) (2013), In Industrial Engineering and Management – Operation Management. Concluded that every year Internet based companies’ ship millions of packages throughout the world. Online shopping influences packaging. The more people shop online the more the role and the function of packaging changes. Packaging is a multidimensional function that takes on a fundamental role in organization to achieve successful management of operations.

• Abhilasha Pathak (18) (2014) in The Cognitive Power of Product Packaging concluded Packaging is used as a marketing tool not only to give protection to a
product but also to impart visual presence, uniqueness to the product. Now a days the consumers not only wants the package to serve the basic function but something more. Hence the meaning of packaging has been changed. It is not only to provide a basic wrap to the product but also to provide a more intellectual, distinct, aesthetic & logical wrap to the product with an emotional appeal attached to it.

- Amarendra Sinha (2014) in his book SSIs Policies, Export promotion programs year 2014, concluded in Packaging for exports that Role of packaging for exports has gained much significance in view of trends in the world markets. There is a need for better and scientific packaging for worldwide exports from small sector was recognized long back.

- Mansoon Gupte (2014), in Business standard “why packaging is important – Packaging is possibly the most visible marketing tool”. Ironically only a handful of Indian companies give it due credit. Only 17 percentage of Indian Consumers are satisfied with packaging today compared with 11 percent of global consumers. Functional attributes such as protecting the products from spillage and marketing the product easy to pull from the stacks are considered the most important packaging attributes. However these are the attributes where Indian brands seem to be underperforming in the eyes of consumers.

- Mr. Manoj More (2014) in “In the time of recession, some small scale units in Pimpri industrial belt stand a part” concluded recession hits very hard to giants like Reliance, Tata and other big players but some of Small Scale industries could expand their arm in Pimpr Chinchwad during those time. Few of Small scale industries recruited fresh hands to increase their production to fulfill ongoing demand. Some of Small Scale industries adopted innovative measures to encourage employees to perform better in spite of the current storm.
• Mr. P. N Vijay (22) (2014) in “The Big Small Scale Industry Problem” concluded that small Scale units are an important part of the manufacturing sector is very big. Just consider some of the important facts that 95 per cent of all industrial units in India are in the small scale sector, And 49 per cent of manufacturing output is from this sector. 80% of the employment in manufacturing is in the small scale. 34% cent of the country’s exports are from these units clearly define that SSIs after agriculture which is the single biggest group in the country.

• Dr. Veronika Hedvig Tabajdi (23) 2015 The significance of packaging materials and packaging in preserving microbiological food quality, Concluded that Packaging plays an important role in ensuring the high quality of foods produced, and also in maintaining it for longer and longer times. Quality requirements for modern food packaging materials are increasing continuously, year by year.

• Jusuf Zekiri,(2015) (24) South Ease Eurpoean University Macedonia in article “The Role and impact of the Packaging effect on consumer buying behavior” Volume 4, Special Issue 1, 2015] Concluded that The obtained results of research on role and the impact of packaging on consumer’s buying behavior lay down the following conclusions:
The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package.
The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers’ attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products.
-Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information given in the label also helps companies promote the product in the market.
-From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of
companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing.

- The obtained results also show the language used on the package influences consumer behavior during the buying process.

- Bringing innovation in the packaging design also increases the value of the product in the consumer mind. From the empirical findings, both practicality and innovative packaging are important during the buying process since it gives value to the product.

- The obtained results found out that the packaging elements are very important during the buying process and they facilitate a lot the decision process. Furthermore, the findings show that the following factors such as, the quality of the packaging material, innovation and practicality, and the package design seem to be the most important on product selection during buying process.

- Meghna Sharma (2015) in the article Packaging a punch, concluded that packaging needs to move beyond being an afterthought in the marketing mix. Some brands are finally waking up to the fact that packaging can have a very strong impact on sales at the last mile.

- **2.3 Review Conclusion:**

Small Scale industries are backbone of every country and economy. Large scale industries are broadly depend up on the small scale industries as it is affordable interim of labor cost as well as production too. As per review, there are various policies that have been drafted or initialized by government, but still, there are more efforts required to boost small scale industries. Proper ground measures and action point need to review so that actual policy implementation effect can be understood. There must be monitoring committee who can monitor the progress and actual utilization of fund as well as policy.
Above review help to know us on packaging aspect of small scale industries, which need to be monitored at global atmosphere. The training forum and appropriate awareness program will help to overcome such kind issue and it will develop small scale industries with appropriate channel.

2.4 References:


17. Massimiliano M. Schiraldi (2013) Industrial Engineering and Management – Operation Management, Published by In Tech, Croatia 2013 Pp27


19. Amarendra Sinha “SSIs Policies, Export promotion programs” year 2014,


21. Mr. Manoj More (2014) in “In the time of recession, some small scale units in Pimpri industrial belt stand a part” published The Financial Express January 15, 2014,

