LIST OF TABLES

Table 1. 1: Contribution of SSI in GDP .................. Error! Bookmark not defined.

Table 3. 1: Sample Size (350) ............................. Error! Bookmark not defined.

Figure 4. 1: Channel of Marketing ......................... Error! Bookmark not defined.

Table 5. 1: Gender wise distribution of Data .......... Error! Bookmark not defined.
Table 5. 2: Age wise distribution of Data .............. Error! Bookmark not defined.
Table 5. 3: Qualification wise distribution of Data .. Error! Bookmark not defined.
Table 5. 4: No of owner in firm. .......................... Error! Bookmark not defined.
Table 5. 5: Years of Establishment....................... Error! Bookmark not defined.
Table 5. 6: Characterizations of enterprise .......... Error! Bookmark not defined.
Table 5. 7: Main Activity of Enterprise ............... Error! Bookmark not defined.
Table 5. 8: New Product launch in past 12 months Error! Bookmark not defined.
Table 5. 9: Status of Quality Certificates ............ Error! Bookmark not defined.
Table 5. 10: Types of Quality Certificates .......... Error! Bookmark not defined.
Table 5. 11: Availability of Quality Control System Error! Bookmark not defined.
Table 5. 12: Most pressing problems firms are facing Error! Bookmark not defined.
Table 5. 13: Effects in Indicators of Income generation Error! Bookmark not defined.
Table 5. 14: Status of Training Mechanism in enterprise Error! Bookmark not defined.
Table 5. 15: Types of training ............................ Error! Bookmark not defined.
Table 5. 16: Offering different strategies to different Segments Error! Bookmark not defined.
Table 5. 17: Marketing Team in Enterprise .......... Error! Bookmark not defined.
Table 5. 18: Market Segmentation by Enterprise. Error! Bookmark not defined.
Table 5. 19: Advertisement of Product by Enterprise Error! Bookmark not defined.
Table 5. 20: Type of Advertisement prefer by enterprise Error! Bookmark not defined.
Table 5. 21: Basis for Product Pricing ................. Error! Bookmark not defined.
Table 5. 22: Marketing problem facing by enterprises Error! Bookmark not defined.
Table 5. 23: Distribution channel used by enterprise Error! Bookmark not defined.
Table 5. 24: Offering Credit sale. ...................... Error! Bookmark not defined.
Table 5. 25: Sales promotion activities used by enterprise. Error! Bookmark not defined.
Table 5. 26: Expenditure on Marketing of Product. Error! Bookmark not defined.
Table 5. 27: Methods of advertising adopted by enterprise Error! Bookmark not defined.
Table 5. 28: Effect on Amount of debt ................ Error! Bookmark not defined.
Table 5. 29: Use of funds & financing during past 6 months. Error! Bookmark not defined.
Table 5. 30: Effects on need of external finance. Error! Bookmark not defined.
Table 5. 31: Effects on availability of external finance in past 6 months....... Error! Bookmark not defined.
Table 5. 32: terms & conditions of bank financing available to firm. Error! Bookmark not defined.
Table 5. 33: Size of loan taken recently ............... Error! Bookmark not defined.
Table 5. 34: Provider of Recent Loan ..................... Error! Bookmark not defined.
Table 5. 35: Loan taken being used in ............... Error! Bookmark not defined.
Table 5. 36: Type of External Finance prefer by enterprise for growth. Error! Bookmark not defined.
Table 5. 37: Amount of External Finance expected by enterprise for growth Error! Bookmark not defined.
Table 5. 38: Most important obstacle in getting loan Error! Bookmark not defined.
Table 5. 39: Frequency of SSI to visit Govt Offices Error! Bookmark not defined.
Table 5. 40: Awareness of TUFS ......................... Error! Bookmark not defined.
Table 5. 41: Staff Visits to Analyze SSI Problems Error! Bookmark not defined.
Table 5. 42: No of Qualified Staff ......................... Error! Bookmark not defined.
Table 5. 43: Availability of Testing Equipments Error! Bookmark not defined.
Table 5. 44: Organizing T&D Programs Error! Bookmark not defined.
Table 5. 45: Availability of Storage Godown Error! Bookmark not defined.
Table 5. 46: Open Tender Auctions Error! Bookmark not defined.
Table 5. 47: Periods of Open Auction Error! Bookmark not defined.
Table 5. 48: Response to Open Auction.................. Error! Bookmark not defined.
Table 5. 49: Fulfillment of Bank Requirement ....... Error! Bookmark not defined.
Table 5. 50: Scheme provided by officials............. Error! Bookmark not defined.
Table 5. 51: Awareness of Bank Facilities............. Error! Bookmark not defined.
Table 5. 52: Amount of Loan.............................. Error! Bookmark not defined.
Table 5. 53: Technical Help from Govt Officials .... Error! Bookmark not defined.