

Preface & Acknowledgements

The last quarter of the 20th century will be remembered for the massive changes that have transformed the world. Technological change has influenced every walk of life be it manufacturing or services, private or public, domestic or multinational. During the globalization process, most of economies undertook policy changes, some are radical in nature, to usher in economic liberalization and internationalization of products and services. The world economic scenario has undergone a metamorphic change. There are several forces, which are moving the world towards a single economy. Advances in transport and communications and the technology revolution have reshaped the competition, helped reduce cost, improve production methods and make products available for worldwide distribution. Importantly, liberalization of restriction on capital movement, deregulation of capital markets is further integrated global financial markets and services. With the liberalization, privatization and globalization of economy, competition has increased and changed the business environment, which now requires business process reengineering. With the floods of foreign brands of products, Indian brands are facing a serious challenge to survive and companies are forced to redesign their marketing strategies for effective marketing and penetration in markets. Micro and small enterprises in the state of Uttar Pradesh contribute significantly in industry sector and provide employment to a large number of people. In the new policy regime, effective and efficient management of industries is a daunting challenge and needs strategic planning.

Against this backdrop, present study has been carried out to review the status of rural industrial development in India and particularly in the state of Uttar Pradesh in the context of rural economy. The study has been planned in seven chapters. Chapter 1st is introductory one which

highlights changes in rural economy, industrial development, rationale, objectives and research methodology of the study. Chapter 2nd deals with growth and development of rural industries in India and revitalization of rural economy. Chapter 3rd provides rural industrial development in Uttar Pradesh. Chapter 4th is concerned with industrial development in Raebarelli district. Chapter 5th deals with analysis of research findings pertaining to industrial development in the Raebarelli district.. Chapter 6th deals with socio-economic profile of industrial workers and their participation in industrial development and management. Chapter 7th is concluding one which provides a brief summary and policy recommendations.

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