CHAPTER – I

INTRODUCTION

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Introduction:

Trade can be a key factor in economic development. The prudent use of trade can boost a country's development and create absolute gains for the trading partners involved. Trade has been touted as an important tool in the path to development by prominent economists. However, trade may not be a panacea for development as important questions surrounding how free trade really is and the harm trade can cause to domestic infant industries come into play.

During the life time human beings has to undertake numerous and varied activities. The nature, propensity and the motivating force behind them are not similar in all cases. The infinite human activities are of two kinds i.e. economic activities and non-economic activities.

Economic activities are those which are inspired by the desire to earn money or livelihood. For example, a worker is working in a factory, a clerk is attending to his duties in office, a teacher is teaching in the class. Non-economic activities are those which are undertaken not for earning money but out of love, patriotism, humanity, social and religion, customers. Economic activities are those human activities which are related to the production, exchange, distributions and unlimited consumption of wealth. They are inspired mainly by economic consideration and result in the production of economic goods and service.
These activities belong to the domain of business. Hence all human activities related with earning and spending of wealth fall under the category of economic activities. Economic activities are also identified with occupations. Business is an occupation in which organized production and exchange of goods and services are undertaken with a view to earn profits. There are different types of business activities. Business is an economic activity involving the production or requirement and sale of certain goods and services for the satisfaction of human need in the society. All the business activities fall under three different categories:

1. Industry.
2. Trade.
3. Commerce.

Industry, trade and commerce are closely related to each other. They are interdependent. Industry depends upon the raw material and supply of goods. Trade provided support to industry and commerce. A modern businessman desires that his activities should be well organized and planned so as to achieve maximum success. In order to fulfill this desire a number of forms of business organization have been evolved to suit different situations and purposes. For example, when the business is of local nature and on a small scale is, a sole proprietorship would be
found to be suitable whereas if export and import on large scale is to be undertaken by a concern a joint stock company may have to be formed. Each form of business organization has its own merits and demerits.

**Trade and entrepreneurship:**

Trade means exchange of commodities for money or other commodities. It includes buying and selling commodities. Trade may be briefly defined as exchange of commodities.

Entrepreneurship is a creative and innovative response in the environment. Such responses could take place in any field business, industry, agriculture, education, home science and the other service sector. Doing new thing or doing the same things in new ways is therefore a simple definition of entrepreneurship.

With this view in mind, a flooring trader entrepreneur for the purpose of this study can be defined as, “a person involved in a business activity where he/she sells a product/service is an entrepreneur. This may include trading, manufacturing or service oriented business. Since an entrepreneurship as above defined is likely to exercised largely by educated flooring trader.

Flooring trading depends mainly on the terms and conditions of quarry leases, royalty, rents and other related rules. After granite, flooring
are the most important structural and ornamental stones, flooring traders, upon polishing give a mirror-like finish dilute acids, weather or pollution does not affect them. Because of its strength and durability it is increasingly used for massive structural work throughout the world. In India also flooring traders’ slabs and tiles are becoming very popular, especially in the construction and related constructional activities. Flooring traders has always been a passion for people who work with stone, be it architects of sculptors. It has got a wide possibility to augment the beauty and elegance of it is used. The flooring traders industry in India has been growing ever since ages.

The various flooring stones are used in many classic sculptures and buildings. Now-a-days flooring is used physically for building and monuments. Interior decoration, tabletops and novelties, colour and appearance are the most important qualities flooring traders. Resistance to abrasion which is a function of cohesion between grains as well as the hardness of the component minerals is important for flooring. Statutory flooring, the most valuable variety, must be pure white and of uniform grain size. For endurance in exterior use, flooring should be uniform and non-power to prevent the entrance of water that might discolor the stone or cause disintegration by freezing. It also should be free from impurities such as pyrite that might lead to staining or weathering. The principal
mineral in flooring is calcite. The mineral varies in hardness light transmission and other.

India possesses huge raw material of flooring. Indian flooring traders are well placed by international standards in terms of polish and cutting. They enjoy a place in the world market, as they are available in a wide range of color. The optimal realization of quality blocks from natural stones requires effective mining or quarrying operations carried out scientifically through automated machinery. Stone is capital intensive in respect of both production and processing. The industry has therefore to give importance to technological up-gradation. Wide use of modern machinery and equipment can give a boost to the development of the industry as whole.

**Nature and Scope of Flooring Traders:**

The multitudinous activities involved in bringing raw materials to the flooring traders and the end product from there to the market constitute business. In other words, flooring traders includes all activities connected with production, trade, banking, insurance, finance, agency, advertising, packaging and numerous other related activities. What is important and what needs emphasis in the term flooring traders business’ is the all the above activities are being organized and carried for profit
with an important aim, viz., to supply goods and service to consumers to satisfy their needs. Thus people occupy a central place around who by whom and for whom flooring traders business is run for profit. The flooring traders business includes various activities and all the activities that are carried on by and for people are underlined in the definitions quoted below:

Flooring traders business represents the “organized efforts of enterprises to supply consumers with goods and services”.

Flooring trader “is a system created to satisfy society’s needs and desire”.

A flooring trader is nothing more than a person or group of person properly organized to produce or distribute goods or service. The study of flooring traders business is the study of the activities involved in the production distribution of goods and services buying, selling, financing, personnel and the like. In a theoretical sense, this definition of business is incorrect. Flooring traders business is the complex field of commerce and industry in which goods and service are created and distributed in the hope of profit within a framework of laws and regulations. Flooring traders business comprises all profit-seeking activities and enterprises that provide goods and services necessary to an economic system. It is the
economic pulse of a nation, striving to increase society’s standard of living. Profits are a primary mechanism for motivating these activities.

Mini or small flooring traders are important employers of labor. These are in multitude of types, which make up the flooring traders industry provides thousands of jobs. Many people in the flooring industry are self-employed and proprietors of smaller flooring traders. The role of flooring traders as employers is particularly important in areas like Marathwada with few alternative sources of employment, as they contribute to regional development. Small or mini flooring traders like other big Flooring Traders are also important outlets for the products of other industries. In the building and modernization of Flooring Traders, business is provided for the construction industry and related trades. Equipment, furniture and furnishings are supplied to flooring traders by a wide range of manufacturers. In addition to those directly engaged in flooring traders, flooring traders for those employed in industries supplying them therefore, generate much indirect employment.

Flooring traders are an important source of amenities for local residents. Their facilities often attract many local customers and many flooring traders have become social centers for their communities. The foregoing information shows that the flooring traders are of many types. These flooring traders may be large, medium, small or mini size. All these
flooring traders are catering the needs of customers as per their capacities. It is found that the many scholars have written on all types of flooring traders excluding mini or small flooring traders. The small flooring traders are economical in functioning and catering needs of ordinary man on the street. They are source to self-employment and useful to commercial and industrial activities carried at particular place. The government has always a policy to take care of big or medium sized flooring traders, but it does not have any special Programme for the development of small flooring traders.

Management of Flooring Traders:

I. In flooring Trades who are willing to moderate risks sees to earn higher return.

II. In 15 to 20 percent flooring traders, there is a pre-thought and pre-planned flooring traders management, and

III. In majority number of flooring traders there is trial and error type of flooring traders’ management.

Every entrepreneur's flooring business needs management and management is viewed itself as a business, which is taken care of by the professional experts in big or in star flooring traders. Hence, we shall
briefly discuss the subject of commercial management in the light of our field observations in the following manners:

Management of flooring traders whether big or small is defined as the coordination of all input and output through the process of planning, organizing, directing and controlling in order to attain the profits. Objective is to be clearly resolute, unambiguous and avowed prior to initiating the flooring trader business course of action. In the present era, it is of utmost importance to utilize economically and efficiently the resources of all kinds - human, physical, financial and technological. The flooring traders from Marathwada region of Maharashtra state cannot achieve their objectives without the optimum use of these resources. In optimizing the use of these resources, a catalytic role is played by the Management. The people who manage the organization is known as manager and the knowledge, skills techniques and practice they use in managing as broadly referred to as field of management. By performing their functions, managers bring about effective coordination between human and non human resources with a view to active maximum productivity at a minimum cost. Thus, the management is the force that unifies various resources. It is process of bringing them together and coordinating them to help accomplish organizational goal. It is told / observed that the flooring traders management is austerely the decision
making and control over the resources and actions / reactions of flooring traders staff, customers, and related people having concern to flooring traders for the express purpose of attaining predetermined profit goals. In the wards of Dalton Mc Farland management is the process by which managers create, direct, maintain and operate purposive organization consisting of organization through systematic, co-operative human effort.

Management is the dynamic, life-giving element in every flooring traders enterprise. The various experts have defined the Management in multitude of ways. In what way these definitions are applicable is the subject of this sub topic under question. In the course of discussion, the necessary reconciliation is given by Peter Drucker has observed, without management resources of production remain resources and never become production. By bringing together the four factors of production (viz., entrepreneurs / Managers, Land, labor, Capital and Government protection) management enables society to get better and increase the supply of goods and it is on this increased supply of goods (students products who are potential manager) that a higher standard of life, more leisure and more amenities for all are necessarily founded. In a competitive business environment, the quality and performance of the flooring trader management determine the success of commercial venture; indeed, they determine the product and flooring traders survival.
For the quality and performance of flooring traders business, there is a need to develop appropriate commercial infrastructure. Good business management enables the flooring traders tier to build up its competitive strength and develop and expand their flooring traders business as successful.

Management is perhaps the most influential element in running the flooring traders whether small or big in size. It is the element that co-ordinates current flooring traders’ activities and plans future ones. It allocates resources, arbitrates disputes, and provides leadership. If it is dynamic and progressive, the flooring traders business is likely to fare well. If it is reactionary and static, the flooring traders business is likely to stagnate, especially if confronted with changes in the environment. Flooring traders business adapts to its environment and often shapes the environment to make it more suitable. No organization - whether it is economic, educational, social, religious or political - can survive without management. Principles of flooring traders management are now, deliberately or unintentionally but universally used. Management is the same process in all forms of flooring traders business although it may vary widely in its complexity with the size of the organization. Stanley Vance has defined management as, "In essence management is simply the process of decision making and control over the action of human beings
Management philosophy for flooring traders; business is illustrated as follows- 

**Diagram** 

Management  

Salary  Profile  

Employee  Satisfaction  Customer  

Management is said to manage the following 'M''s, men, money, materials, machines, and methods. Following are listed as major management functions planning, organizing, directing and controlling of any flooring traders, which is organized as per principle of management. 

1. **Planning:** 

Defined as the analysis of relevant information from the present and past and an assessment of probable future flooring traders developments so that a course of action (plan) may be determined that enables the flooring traders organization to meet its' stated objectives.
There are short and long-range flooring traders plans, there are plans relating to various areas such as sales, personnel, production, finance etc. and also in scope plans are divided into policies, procedures, and methods. Principle of planning states that plans must be objective, structural, and flexible. Plans must also be evaluated on the basis of their economic effectiveness.

In urban Marathwada very few flooring trader owners have any medium term or long term planning idea. They mostly planned for a week or month about procurement of working capital, raw material, personnel etc. Many flooring traders entrepreneur opinion that the without possibilities of getting capital or funds, the planning is nothing but dreaming. When enquired, the small flooring traders owners told that they plan mostly for tomorrow and plan by taking into consideration the expected number of customers likely to be visiting their flooring traders.

2. Organization:

As a function, flooring traders organization may be defined as a process of arranging the parts of the organization. These parts are:

1) Work
2) People and
3) System
In organizing flooring traders there can be a work center, or customer center or system center approach. In considering the flooring trader’s organizational structure the principle of departmentalization and span of management (control) are to be considered. In organizational relationships two types of authority are exercised i.e. Line and Staff. The organizational process consists of delegation, decentralization, etc. An organizational analysis can be presented through organizational manual, organizational chart, etc. During the survey it is found that most of the flooring traders are organized by concern entrepreneurs as per availability of finance and the members of families ready to work with them. The organization is, at managerial level, kept informal. All these family members have a practice to manage unskilled and skilled labor and employees in the flooring traders.

1. Directing:

This is referred to as the leadership function and it includes:

1. Following the right pattern of leadership,

2. Communication,

3. Motivating employees

4. Supervision,

5. Personnel planning etc.

Leadership pattern could be autocratic, democratic or on a continuum basis. Communication is complete only when there is a two
way system of communication. Motivating employees would mean finding their wants and needs and integrating individual goals with organizational goals, so as to have a self generated work force. The supervisor's role is indeed important towards productivity and effective supervision is often the key to efficient operation. Personnel planning would involve both management and administration. The above logic for flooring traders in Marathwada is nothing but theoretical exercise not use perfectly in day-to-day business. Flooring traders leadership is kept vested in owner or his relatives. There is a direct communication between employees and owners, owner and customers and customers and owners. Hence no harm could be possible, which arises out of miscommunication.

4. Controlling:

It is defined as the interpretation of information so that corrective action may be taken in order to achieve objectives. Its purpose is to check achievements against plans. Its three phases of setting up of standards, measuring performance with standards and taking corrective action or revision of standards can be viewed as a never ending process forming a cycle. In control, information is of utmost importance. There are several budgetary and non-budgetary control measures in use. It is also true that there is resistance to control. Personality plays a key part in control. The owners or his manager directly handles controlling in aspects in flooring.
traders. The owners with experience set the standard of work to insist performances. A direct contact of owner with workers facilitates quick or an urgent control.

5. **Financing:**

The capital as a factor of production in terms of finance is a crucial variable for harnessing other factors of production for effective management of any type of flooring traders business. Without finance it is difficult to undertake this business. Even a stall type flooring traders housed on hand cart needs fixed and working capital. During the course of survey efforts were made to know the flooring traders entrepreneurs in relation to financial involvement. Looking to multidimensional services, utilities and Management of flooring traders, it can be concluded that the flooring traders are as essential to as transport, communication and retail distribution systems for various goods and services. Through their facilities, flooring traders contribute to the total output of goods and services, which make up the material for well being of nations and communities. In many areas flooring traders are important attractions for visitors who bring to them spending power and who tend to spend at a higher rate than they do when they are at home.
Entrepreneurship:

The entrepreneurial spirit is being revived in India. A search for a better way of life, for creating employment, for creating a meaningful project, is a strong motivational urge felt by many entrepreneurs. So during these times, small enterprises must be given the opportunity to be a great source of growth. This opportunity must be backed by guidance, assistance and capital. Furthermore, an entrepreneurial climate must be created to support the entrepreneurial growth strategy.¹

New small enterprises have become the major source of new job creation. Individuals and small businesses have made major contributions to the discovery of new technologies and to their commercial application. The concept of Enterprises has assumed prime importance for accelerating economic growth both in developed and in developing countries. It is the basis of free enterprise. It creates wealth in the country. It has the thrill of risk, change, challenge and growth. It builds the nation. It is a pathway to prosper. It reduces un-employment and poverty.² The greater emphasis is still on the development of enterprises in small manufacturing units in the expectation that it will multiply employment opportunities, minimize inter sectoral and inter regional imbalances, and had to more equitable distribution of income among the people of varied social strata. The building of modern nations
depends upon the development of people and the organization of human activity. Capital, natural resources, foreign aid, and international trade; placing important roles in economic growth but none is more important than manpower. The academicians, economists, psychologists, sociologists, social psychologists, anthropologists, politicians and historians alike and also the State, have gradually recognized the importance of enterprises as a major determinant of the rate of economic growth.³

The more precise meaning of ‘entrepreneur’ is one who creates his own business i.e. a person who organizes, operates and assumes the risk of a business venture. He is a catalyst of development. An entrepreneur is a person who perceives a need and then brings together manpower; material and capital required meeting that need. The entrepreneur is a business leader who has a pivotal role in fostering economic growth and development. A good entrepreneur is one who is capable of inspiring confidence in people and has the ability to motivate them to work with him in fulfilling the economic goals set by him. An entrepreneur is a person who incubates new ideas, starts enterprises based on those ideas and provides added value to society based on this independent initiative.⁴
Entrepreneurs have vision for growth, commitment to constructive change, persistence to gather necessary resources and energy to achieve unusual results. A person having entrepreneurial qualities is an entrepreneur. An entrepreneur is the person who bears the risk of uncertainty in business (Richard Cantillon). An entrepreneur is a change agent (J.B. Say). An entrepreneur is an organizer, is an innovator, a risk bearer, a resource assembler and organizer. The small business person may exhibit these characteristics but only occasionally, not as a prerequisite to establishing an enterprise. The numbers of competence of entrepreneurs affect the economic growth of a region. He is the most important inputs in the economic development of a country.\textsuperscript{5}

‘Entrepreneur’ is a French word which means between-taker or go-between. In the earliest days the explanation of the evolution of the theory of Enterprises can be rightly given by the example of Marco Polo. He was one of the beginners to establish trading from west to east. The concept which he used was to make a contract with a money person and take a loan on a high interest rate and on the other hand he himself would bear all the physical and emotional risks.\textsuperscript{6}

As per Peter Drucker, entrepreneurial role is one of getting and using resources. The difference is that in an entrepreneurial role the resources must be allocated to the opportunities, whereas, in the
managerial role the resources are allocated to solve the problems. Enterprises occur when resources are redirected towards progressive opportunities, and are not used for ensuring administrative efficiency. This redirection of resources distinguishes between the entrepreneurial and managerial role. He also told that an entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity. Innovation is an instrument of Enterprises. An entrepreneur innovates and creates resources because there is no such thing as resource until someone finds a new for something and endows economic value to it. Entrepreneurs convert a material into a resource or combine the existing resources in a new or more productive way. In recent times a new brand of corporate entrepreneurs has come to the forefront in large organizations and they are called as ‘intrapreneurs’. Intrapreneurs may be defined as any of the ‘dreamers who do’.

In ancient times, India was said to be the ‘golden bird’, while every dominant country had an eye on this country. British Raj not only hindered the growth of the country but exploited the Indian resources.

Factors Influencing Entrepreneurs:

Entrepreneurs are not born; they are developed from different vocations. Educational system is to be designed in such a way as to create
more job-creators. Entrepreneurs will be motivated due to the influence environmental and the other following factors:

- Family background.
- Socio-economic change.
- Standard of education and technical knowledge.
- Financial stability.
- Political stability.
- Government policy.
- Caste and religious affiliation.
- Availability of supporting facilities.
- Achievements (aims and objectives)
- Motivation.
- Personality and personal skill.

Entrepreneurs are influenced not by a single factor but are the result of the interaction of various environment factors. It is the desire to make money that encourages entrepreneur to start a production unit. The other factor like government policy and social recognition also influence a person to become an entrepreneur. A suitable change in educational system creates more job-creators rather than job seekers.
Entrepreneurial Skill:

Skill to deal with different challenging situations is an essential characteristic of efficient entrepreneur. The entrepreneur is rarely a master of all management skills, and yet he is responsible for all aspects of business. Many a times he has to be the General Manager, Production Manager, etc. all rolled in one. Following are the essential qualities that go for making a good entrepreneur:

- He must be an enterprising person.
- He must be energetic and hard working and resourceful.
- He must be alert to exploit new opportunities.
- He must be able to adjust with the changing conditions.
- He must assume risks.
- He must be interested in advancing technology in respect of quality, product or service.
- He must be interested in expanding the scale of operations.
- He must be able to visualize and make changes.
- He must work for the good of the society.
Enterprises for Economic Development:

‘Enterprises Development’ is the key to economic development of a country. By setting up a new enterprise the entrepreneur not only generates self-employment but also, provides number of employment opportunities to others. Vigorous efforts on the part of the government for decades in making the scarce inputs including raw material, finance, technical and managerial personnel available have failed to make the desired impact on economic development of the country. As a result, development of entrepreneurs which means inculcating entrepreneurial traits in persons, imparting requisite knowledge, developing the technical, managerial, financial and marketing skills and building the entrepreneurial attitudes has gained prime importance in recent years. With the advancement of information technology and the phenomena of global village gathering momentum especially in view of WTO, it has become essential that entrepreneurial skills be developed and people are motivated towards self-employment and self-reliance.

Role of Enterprises in Nation’s Development:

The Enterprises is used in each and every dimension of life whether it is family, business, government, social group or enterprise. It plays a significant role in multi-dimensions and multi-facets development of the state and nation. It helps the state and country to face
the problem of unemployment. It reduces the dependence of the people from the government. The Central and State Governments have introduced numbers of schemes and projects to promote Enterprises in various sectors of development. It is said that the development of an individual, family, organization, community, village, district, state and nation con not be thought without Enterprises. Therefore, the Enterprises is considered to be one of the significant dimensions of development. The government is putting lot of efforts and money to develop entrepreneurs who can contribute for social, economic, psychological, and political and environment development. Enterprises contribute in multiple ways.

**Enterprises Environment in India:**

In the present economic environments, the scope of Enterprises is quite encouraging. Every aspect of human life and way of living is invariable concerned with social, cultural or economical activities. It has a definite scope for the growth and development of Enterprises. The Enterprises activities have exerted a great impact on the development of countries like America, Japan, France and England. Enterprises is a novel, unique and innovative activity attracting only such individuals who are adventurous and bold. It helps them in mobilizing available resources to achieve their aim of profit maximization. Day-by-day new
goods, a new method of production, new markets or widening of existing markets becomes easily possible due to Enterprises.

**Promotions of Enterprises Development:**

At present, there are various organizations at the country level and state level offering support to entrepreneurs in various ways. The Govt. of India and various State Governments have been implementing various schemes and programmes aimed at nurturing Enterprises over last four decades. For example, MCED in Aurangabad (Maharashtra) provides systematic training, dissemination of the information and data regarding all aspects of Enterprises and conducting research in Enterprises. Then there are various Govt. sponsored scheme for the budding entrepreneurs.

**Role of Enterprises in Developing Economies:**

In developing economies like India the scope and need of non pure entrepreneur is higher. An entrepreneur need not necessarily innovate, even if he imitates any technique of production, marketing from a developed country, he is an entrepreneur in his own right and makes a contribution to economic development as long as he starts business, undertakes risk and bears uncertainties. In developing countries Enterprises is considered as a form of labour which tells the rest of labour what up do and how to get things done.
Enterprises involve increasing per capita output and income. Enterprises bring about change in the structure of business and society. There is a significant growth in output which further leads to more wealth to be divided amongst the various participants involved in the complete chain of business activities. Innovation is the key not only in developing the product, but it also leads to increase in capacity of the firm due to new investments and the resultants utilizes the new capacity and output hence increases demand. Enterprises revitalize the various areas of corporate world. Individuals can relate to the concept and see it as a possibility for changing their present situation.

Small firms play a major role in job creation and innovation. Not only this but they play an important role in creating awareness that there are more entrepreneurs than those heralded in the media, as thousands of small cottage are formed. They have increase media coverage and since women are increasingly becoming more active and forming new venture at three themes the rate of their male counterparts the number of families earning two incomes grows. Eventually, it has great impact on both the overall economy and the employment of an area in particular.

In developing countries, small enterprises started with the groups of traditional small business set up by sole proprietors in retails trade, services and consumer industries. However, with changes in the socio-
economic environment, such entrepreneurs have been confronted with the choice of either remaining as they are or being swept out of the market competition or making necessary changes and innovations so as to continue to survive. Also they face the prospect of either remaining small or are willing to expand and or diversity. However, the development process itself has given rise to new economic opportunities for entrepreneur’s including small business enterprises. With the growth of economy and the political and economic compulsions and the desire to become self-reliant, the need arises for enterprises that cater to the multiple demands of economy, for low gestation, employment oriented and medium bases enterprises. In addition, development within the agricultural sector has also been resulted in the creation of agro-business activities.

**Role of Entrepreneur in Self-Employment Development:**

- **Innovate:** The entrepreneur is essentially an innovator, who seeks profitability with growth. The entrepreneur has a better idea of a product or service or a better way to deliver that product or service to a paying customer.

- **To build a dynamic private sector:** The entrepreneur responds well to the new economic and technological environment. Between
1960 and 1995, the number of private companies has gone up from 26,000 to nearly 3,25,200. The increase in the factories in industries like electronic, wood, rubber, jewellery, photographic and optical goods, watches, and clothes, medical, surgical, scientific and sports equipments, cold storage, etc. was more than forty times during this period.

- **To solve the problem of unemployment:** Small scale industries are labour intensive and play an important role in solving the problem of unemployment. The sector provides enormous opportunities to entrepreneurs for self employment. There is a lot of scope of employment in the small-scale enterprise. The entrepreneur will probably be having various skills; but will also be requiring expertise in application of technology to business. This will help to engineer the creation of solutions to evangelize new ways of doing business to orchestrate the interplay between various technologies and business functions.

- **To make small scale industries a very important component of Indian economy:** The entrepreneurs’ businesses can be called an important component of Indian economy since they have emerged as a new *avatar* in the present economic scenario by optimizing business performance and productivity. These enterprises act as an
enabler or facilitator to the large business houses. They add value to the businesses in large enterprises. Small business has created 60 per cent of new jobs.

- **To assist rapid industrialization:** An entrepreneur can start a new venture in the industrial, agricultural and service sector. The industrial sector provides enormous opportunities to the new entrepreneurs. Rapid industrialization gains full support from all concerned industries in this sector. This results in enormous economic progress also.

- **To develop opportunities for socio-economic progress:** The role of entrepreneur is not just limited to innovation but it also offers a more convenient means of nurturing and developing new talents and also sharpening the skills of its managers and skilled workers in its quest to develop, sustain and broad base the business house. It holds a key to success and potential for developing Indian economy.

**Role of Entrepreneurs in Employment Generation:**

Growing unemployment among educated persons is an acute problem of the nation. The available employment opportunities can cater to only 5 to 10 per cent of the unemployed. Wage employment is a self
saturating. When Government creates, say a hundred jobs in various departments, 100 persons get employed and the vacancies are filled for thirty years or so, till these people retire and the vacancies re-emerge. If a hundred persons become entrepreneurs they not only create a hundred jobs for themselves but also provide employment to many more. As the time passes these enterprises grow providing direct and indirect employment to many more. Thus, Enterprises is the best way to fight the evil of unemployment.

In the context of employment generation, the three terms i.e. Income Generation, Self-employment and Enterprises are often used interchangeably. Enterprises refer to identification of innovative ideas, setting up of a new enterprise. Whereas, self employment refers to full time involvement in one’s own occupation. One may or may not be bearing the risk, mobilizing inputs, organizing production and marketing the product or service. Income generating activities, on the other hand, are part time, and practiced with a view of raising additional income. All entrepreneurs are self employed and income generating persons. But all entrepreneurs are self-employed and income generating persons. But all self employed and income generating persons may not be entrepreneurs.
Enterprises Development in Maharashtra:

There are plenty of small-scale entrepreneurs in Maharashtra. But, there are a few people who have entered medium and large-scale sectors. This has resulted in a temporary imbalance in the industrial structure. Over the last few decades, small entrepreneurs have emerged as leaders in industrial sector. The pattern and features of Enterprises of Maharashtra have lesson for the development of other regions. So is of interest to study the entrepreneurial efforts in Maharashtra and the factors, which have contributed, to their success. There are many factors, which generally affect the growth, and functioning of Enterprises. These may include previous occupation, family background, caste, origin, education technical know-how, financial position, government help, personality, traits of entrepreneurs, etc. These factors not only go to make good or bad entrepreneurs but ultimately affect the process of production and industrial development. Thus, in order to promote industrialization it becomes necessary to develop those factors or create those conditions, which help promote Enterprises and then industrialization. It is with these objectives in mind that this study has been undertaken.

It is true to a large extent that whatever the state has been able to achieve is mainly due to the efforts of the entrepreneurs. They also played a more significant role in creating balances for economic and social
development in the country. Promotion of SSI has been one of the main strategies for economic development since 1950’s. The development of small-scale industries as a focal point of industrial development is evident and since industrialization has become a necessity because civilization depends upon industrialization.

Entrepreneurs play a significant role in the economic development of a country. Therefore, Enterprises development has now becomes vital and essential to the economic stability of the developing countries like India, where the problem of unemployment of the educated youths has been pausing a very severe and complex situation. An entrepreneur is a person who is able to express and execute the urge, skill, motivation and innovative ability to establish a business or industry of his own, either alone or in collaboration with his friends. His motive is to earn profit through the production or distribution of goods or services. Adventurisms, willingness to face risks, innovative and creative power are the inborn qualities of Enterprises. The main concerns of an entrepreneur are making dynamic changes in the production process, introducing innovations and finding out new uses for raw materials. Enterprises are a mental attitude to undertake expected risks during the endeavour to realize objectives. Enterprises can also be explained as a process of executing a work in a new and better way.
Future Role of Enterprises:

The future will see Enterprises as the engine of economic development. Technological obsolescence will become order of the day and there will be more space for leisure. New businesses will be credited with providing variety of new jobs in the country. New and small business will also develop more than their share of product and service innovation. At one end we will see the technological upheavals in quick succession and on the other end there will be social value systems and cultural issues undergoing slow but dynamic transformations.

Enterprises and economic development are intimately related. The entrepreneurial process is a major factor in economic development and the entrepreneur is the key to economic growth. Whatever be the form of economic and political set-up of the country, Enterprises is indispensable for economic development. Enterprises are an approach to management that can be applied in start-up situations as well as within more established businesses. The growing interest, in the area of Enterprises has developed alongside interest in the changing role of micro enterprises. Micro Enterprises has a fabulous potential in a developing country like India. So, statistical data and its analyses of several countries show that micro industries have grown faster than large industries over the last two decades.
Meaning and Types of Flooring:

Tiles are stealing the show these days and have become the favorite choice among customers. Tiles are further classified as ceramic tiles and vitrified tiles. Purchasing of flooring can be a big piece of cake for those people who are not aware of the maintenance and price range of the available products. One should keep safety his main concern while shopping for bathroom flooring. Many people are not aware of the fact that vinyl linoleum flooring can last many decades and are easy to clean and maintain. Marble flooring also is likely easy to maintain and is more likely to continue with ages. Little research about the product can provide good amount of knowledge to those people who wish to buy bathroom flooring for their homes. Bathroom flooring should always be water resistant and non-slippery as it would avoid falls that are quite common due to soap. Stain resistant and easy to clean are the most preferred ones these days. Making a bathroom floor plan is one of the most important steps in home decoration. Many numbers of flooring options are available along with their advantages and disadvantages. Floor tiles should depict style and class of the flooring area. Well furnished house may have ceramic tiling or stone flooring where ceramic provides excellent flooring looks. The material of ceramic is completely natural, made from clay, water and minerals. These materials are further pressed into desired
shapes. There are many types of flooring available. Let us share some of them:

- **Ceramic tiles:** Apart from their decorative looks, Ceramic Tile are primarily hygiene products and that is how of broad spectrum of consumers view the product. This is fairly evident from its varied usage from bathrooms and kitchens in average Indian household to medical centers, labs, milk booths, schools, public conveniences, shopping malls and numerous other centers; which dot our day to day life. Ceramic tile is basically a “utility product” and that remains our promotional slogan. Popular housing projects are increasingly switching over to ceramic tiles moving away from the traditional use mosaic and even granite or marble, owing to several factors viz. ease in laying ability, versatility, low price and hygiene. Nevertheless, this decorative aspect of a ceramic tile has forever been in the forefront. Heath churning out of bolder and colorful designs by the industry is testament to the fact that more households regard a ceramic tile as an “adornment” for an otherwise “drab look” of their age –of flooring or an unfurnished wall.

They are very popular as they are easy to maintain when compared to other flooring options. Ceramic tiles come in a variety
of colors, sizes, and designs. Ceramic tiles are priced according to the quality and are priced between Rs 6 to Rs 7 per sq ft to Rs. 500 per sq ft. Tiles have to be fixed with a lot of care.

- **Vitrified tiles**: These are convenient to use when compared to ceramic tiles. They absorb less water when compared to ceramic tiles as they are fired under very high temperatures. They are tougher and rigid when compared to ceramic tiles and are scratch resistant too. Vitrified tiles can be butt-joined thus avoiding grouts and can be laid in any room with ease. These tiles are priced at Rs. 50 per sqft. In general while buying tiles remember most of them belong to the glazed and slippery variety. Choose tiles that are not very slippery and for your bathrooms remember to choose anti-skid tiles.

- **Marble**: Marble flooring was earlier considered very premium flooring. Today with different kinds of marble available, it is not out of the reach of many a person to opt for marble flooring for the home. The most commonly used marble flooring for Indian homes is the makrana variety. It is priced from Rs. 30 per sq ft upwards. While choosing Indian marble for flooring, remember not to choose the extremely shining variety as this attracts more dust and may also develop cracks. If your budget can be stretched, then consider buying Italian, Greek or Spanish marble. They come with a sparkling
finish and are priced at Rs 250 per sq ft upwards. The main disadvantage of these varieties of marble is that they require regular polishing and tend to develop cracks.

- **Wooden laminates:** Give your place a country look by opting for wooden laminates. Chennai has a hot and humid climate thus it is not practical to use wooden floorings. You might wonder how few flooring traders maintain wooden floorings in the same climatic conditions; these flooring traders in fact use wooden laminates and not real wood for their flooring. This flooring has an appearance similar to that of wooden flooring but is much easier to install and maintain. The main advantage of this flooring is that it is stain resistant and abrasion resistant. Wooden laminates can be laid on the existing flooring itself, care should be taken that the existing floor is even. Wooden laminates stay intact for about twenty years and are priced between Rs. 80 and Rs. 400 per sq ft. This floor should not be cleaned using a wet mop cloth as excess water and dampness is easily retained by this flooring.

- **Granite:** An easy to maintain flooring, granite is pretty tough too. It is often used to make slabs for kitchen counters and bathroom counters. Granite can be combined with marble and used for flooring. Granite is more expensive than marble.
• **Hardwood floors**: Hardwood floors have remained a hot favorite for long time. This flooring provides a room with warmth and grandeur. Hardwood floors are made from an assortment of special and domestic wood. People are opting for hardwood floors as they can be laid easily, hardwood floors are priced at Rs. 150 upwards. The price varies according to the type of timber used. Hardwood floor has to be laid only by professionals as the sanding and finishing part of this flooring is very important. Regular wear and tear of this floor warrants regular sanding and refinishing every few years. A rug or dhurri can be used over this flooring. This flooring has to be maintained with utmost care as it can retain moisture and also attract termites.

• **Linoleum/vinyl flooring**: People who look at economical flooring options can choose this type of flooring. It is sold in the form of ready to paste sheets and is priced from Rs. 10 per sq ft upwards. The major disadvantage of this type of flooring is that it is not long-lasting. Linoleum/vinyl flooring is fire resistant and is water proof too.

• **Traditional/ethnic flooring options**: In India traditional flooring is done largely with terracotta or brick tiles.
• **Brick tiles**: Brick tiles look attractive and are easy to maintain too. The major disadvantage of brick tiles is that it does not give the flooring a polished look and easily absorbs wetness.

• **Terracotta tiles**: These tiles are making a style statement of late and are in high demand. They are available in polished and etched varieties.

• **Kota stone and Jaisalmer stone**: These stones are largely used in the verandah and staircase of a house. They are very tough and they are priced reasonably.

**Characteristics and Relevance of Small Flooring Traders Enterprises:**

Much distinctiveness of small flooring traders’ enterprises adds to their pivotal positions in accelerating economic growth in countries where they are seriously being developed. Their flexibility make them best suited in environments where intervening variables play a large part in day-to-day business management. Also, small flooring traders have a better change to carry out a number of innovations like combinations of new product or service new materials, new methods of production, new markets, new sources of materials and even new forms of organization.

Being change-susceptible and highly reactive to socio-economic influences on the outside, small flooring traders can easily adapt to and
adopt measures that will ensure not only their own viability but also the growth of the economy in which they are situated\textsuperscript{15}. Being fairly labor-intensive, they provide an economic solution by creating employment and income opportunities in urban and rural areas at relatively low cost of capital investment. Decentralization and dispersal of flooring traders into rural areas prevent the influx of job seekers in cities and urbanizing centers, thus allowing for a more balanced growth of economy. By using indigenous raw materials and the promotion of intermediate and capital goods, small flooring traders can contribute to faster economic growth in a traditional economy. Being set up by individuals, they provide a productive outlet for expressing the entrepreneurial spirit of human resources.

Utilizing Local Resources:

Flooring enterprises are creating jobs at relatively low capital cost (lower capital/labor ratio). Diversifying flooring traders business structure and foiling monopolies providing a vehicle for introducing a more equitable income distribution. Attracting and utilizing indigenous Enterprises developing a pool of skilled and semi-skilled workers as a basis for future flooring trader expansion. Improving forward and backward linkages between economically, socially and geographically diverse sectors of the economy. Providing opportunities for developing
and adapting appropriate technological and managerial approaches

Increasing mobility for the improved development of natural resources.

- **Carpet flooring:** Never choose carpet flooring as carpet flooring might seem soft to your feet and warm in winters but it can lead to many bacterial infections which would arise due to dust etc. It does not matter how hard to try to keep your carpet clean, you cannot the dust and bacterial infections in any case. Therefore, bathroom tiles are always preferred over carpet flooring.\(^\text{16}\)

- **Marble or stone flooring:** It is an excellent choice for keeping growing bacteria caused by dust particles under control in your bathroom. This flooring has a disadvantage of getting slippery when made wet. When the surface of marble flooring becomes wet, one can make use of rubber backed rugs which provide an excellent resistance and avoid slipping down. Moreover, this kind of flooring can add a great value to your home if it is installed by a professional.

- **Wooden Flooring:** This kind of flooring is becoming quite fashionable in all the rooms. It does not matter how well protected your flooring is, water and wood don't mix with each other. Therefore, it becomes easy for dirt to hide in the creases of the
planks and we get to replace the planks before the actual time comes. If you still wish to stick on wooden floorings in your bathroom, we recommend you to treat them with oil finish every 4 months as it would save them from moisture.

- **Vinyl Flooring:** Vinyl flooring, a long standing favourite is available in both sheet goods and tiles. This flooring is made up of very durable material and requires low maintenance. Best feature about this flooring is that it is easy to clean and simple mopping can make your flooring remain fresh. Completely inexpensive & practical, the flooring comes in a variety of colours. Higher the grade of thickness, higher is the cost. Additional benefit of vinyl flooring is that is among the least expensive flooring one can discover.

- **Laminate Flooring:** Another affordable and completely inexpensive flooring option for a bathroom. This flooring consists of a plastic wear layer over a photograph of wooden or ceramic surfaces. If anytime this flooring is damaged, you may not be able to easily repair it. One should take care of not flowing water on it for a longer duration. Maintenance of such flooring is quite simple as it does not require sealing.
Environment Friendly Material:

In eco-friendly flooring, the materials used for the flooring are environment-friendly. These are usually natural materials that are not processed in industries. These include bamboo, cork, stone and even reclaimed and sustainable wood. Materials such as glass and metal tiles are also considered eco-friendly if they are recycled\textsuperscript{17}. Bamboo floors, where the raw material comes from the bamboo plant, are hard and durable. These are easy to clean, sustainable and attractive. However, the choice of colours is limited. Bamboo flooring is rarely done in India due to lack of adequate number of skilled workers. It is mostly done in beach houses and farm houses. The flooring is best in places where the climate is moderate.

In India, it is a premium product for those who care for aesthetics and ethnic look. The bamboo is available in the North-East region of the country and also imported. The cost of bamboo flooring is comparable to the other floorings. In the case of cork flooring, it is made out of the bark of cork oak tree. It is durable, gives a natural look to the house and is also scratch-resistant. However, cork floors require high maintenance and they are not water-resistant. Floors made out of recycled materials such as glass are economical and eco-friendly. Glass is used both in the exteriors and interiors but it is better used in the interiors. Toughened glass is a
premium product in the market. The glass goes through several processes like edging, frosting and staining. The glass has to be laid by skilled workers. Use of glass is gaining popularity in India. This is because of the transparency, depth and the superior glossiness. People go in for the plain and stained glass in India. The laying of glass requires skilled workers.

Granite, marble, slate, sandstone and limestone are the types of stones used for stone flooring. People in India go in more by budget and uniformity. Most of them are not aware of the various colours available. There are almost 155 colours of granite available in India.” Stone floorings are natural and durable. “They also provide livelihood to many, from the quarrying of these stones to laying.” Covered with “celesta” the flooring has a life of 10 years even if they are not maintained.

Rammed earth flooring, which is a mix of mud and clay, is another type that is eco-friendly. “It is a traditional type of flooring, which if done properly gives the floor a beautiful finish, design and pattern. It is done mostly in places where people walk a lot like flooring traders. Speaking on the advantages and disadvantages of eco friendly flooring the major advantage of using eco-friendly materials for flooring is that these keep the place cool and also give a natural look. Price of the eco-friendly materials is also low. “The use of eco-friendly materials is the sensible
and sensitive thing to do at a time when global warming and green house effects are the burning topics.” Environment friendly flooring enhances the face value of a room. A mere change in the home flooring can do wonders for the décor of your house. With various options available and minimal clutter involved in altering home floorings, it is little wonder that home flooring is increasingly opted for so as to lend a feeling of space and luxury.

**Characteristics of Flooring Industry:**

- **Employment Generation:** A more explicit case for encouraging Small flooring traders lies in their employment creation potential. The present interest in small flooring traders in developing countries stems largely due to its wide spread concern over unemployment. Large firms designed on western industrial countries models have undoubtedly raised industrial production and productivity levels in many developing countries, but without reducing unemployment correspondingly, so that rising output is often associated with widening poverty. An alleged capital-intensive bias in large firm development is held partly responsible, while small firms like flooring traders are said to be more labor intensive without necessarily being too costly or unprofitable.
• **Lower Investment Cost per Job:** Comparative investment cost per direct job generated as seen found in survey that small flooring trader use significantly more labor-absorptive inputs. What is important is the relative labor intensity, roughly 4 to 10 times higher for small firms. Smaller flooring trader also generally employ more labor per unit of capital. This conclusion corresponds also to the conclusions of an earlier study on a number of developing countries "that smallest enterprises, with a lower level of investment per worker, tend to achieve a higher productivity of capital than do large, more capital-intensive enterprises.

• **Poverty Alleviation:** To what extent, however, do smaller flooring trader units contribute more to employment of poor people in urban or rural sector? Insofar as they create a greater number of job opportunities at the margin, it may be that the urban jobless will benefit. Moreover, according to a World Bank Study, small to medium enterprises sponsor projects with an appreciably higher proportion of unskilled workers than medium to large enterprises. The creation of unskilled job in small flooring trader certainly has a direct impact on the alleviation of poverty, which is greater for small and medium flooring traders than for larger ones.
• Indigenous pattern: Further evidence to employment effect is linked to the inputs used by small and large flooring traders. The latter usually have a much higher propensity to use raw materials and capital goods. While small flooring traders buy more domestic or indigenous inputs produced by native entrepreneur with the help of local labor. The size of firm, and/or the capital intensity of its operations, often is dictated by its products and technology available for their manufacture. Big unit with finance may not have been efficient in overall use of flooring trader resources. However, small unit may be both relatively labor intensive and competitive. Use of labor-intensive techniques in large flooring trader often pose special difficulties, e.g. labor union pressure or government regulations, It is partly to avoid such problems that the large firms move towards capital intensity and less "appropriate" technologies. So, where an option exists, small flooring traders may be a more inclined and better able than large firm to use resources efficiently

• Indigenous Enterprises: Small flooring traders also make better use of indigenous organizational and management capabilities by drawing on a pool of entrepreneurial talent that is limited in the early stages of economic development and by providing opportunities for these entrepreneurs to gain experience. The more successful ones
will generally grow larger and doubtless more managerial and entrepreneurial abilities in flooring trader business must however be distinguished. The latter is often neglected in development planning and policies, partly because it is hard to define or split. Yet its importance is evident in performance. Flooring trader entrepreneurs try to employ manager who can also discharge some entrepreneurial functions. Small flooring traders enterprise endows with productive outlets for the talents and energies of enterprising, independent people; many of who would not fulfill their potential in large organizations. Small flooring trader often flourishes by serving limited or specialized markets that are not attractive to large flooring trader. They provide a seedbed for entrepreneurial talent and a testing place for new large flooring traders. They supply dynamism and contribute to competition within the economy.

- **Tapping of Savings:** The potential savings role of small flooring trader development has not been adequately tapped. Quantitative data are scanty, but empirical evidences shows flooring traders entrepreneurs are very highly motivated to save and invest; they reserve a greater proportion of their income for this purpose than does the general population. This partly reflects their inability to obtain financing from institutional sources; but it also stems from
their psychological commitment to the flooring trader, which is both their essential security base and their best hope for an easier, more secured existence. In rural areas, given conditions of confidence, funds may be mobilized from large farmers and channeled into flooring industry.

- **Regional Balance and Rural Development:** In most developing countries, industry including flooring traders is highly concentrated in a few places. As a result, regional imbalances are aggravated between (1) the urban core and the peripheral areas with the latter remaining relatively underdeveloped; (2) urban and rural populations, with migration of the more vigorous elements depleting the rural society and increasing urban unemployment; and (3) major regions within the nation, leading to political tensions. Both large and small industries contribute to these imbalances, the latter when stimulated by or dependent on the former. But flooring traders industry generally has more location flexibility; it requires fewer infrastructures and usually caters to a narrower geographic market. Its relatively labor-intensive technology is appropriate for the lower wage rates prevailing outside the metropolitan centers, while helping in some measure to raise these rates. Comparative studies suggest that the profitability of small flooring traders is higher in medium-
size towns, away from the metropolis, so the promotion of small flooring trader development in outlying towns helps individual entrepreneurs as well as the society as a whole. A major problem in the rural areas of developing countries is under employment, especially in the slack agricultural seasons; rural income as depressed and migration to the cities increase. More non-farm jobs need to be created and, whether these are flooring traders’ jobs, they will generally be in the small-scale sector, because of infrastructure, market radius, and labor skill requirements. Agricultural processing industries create employment and increase returns to farmers. But their peak demand for labor is likely to coincide with the peak agricultural season rather than complement it. Other types of small-scale perennial production, such as flooring traders outlets, black smiting, brick making, limekilns, tailoring, carpentry and furniture making, are indispensable to rural development.

- **Environment Impact:** Small Flooring traders Enterprises, just as their larger counterparts, can pollute or otherwise affect the environment adversely. However, their smaller size and dispersion, lesser need for massive infrastructure, and generally simpler processes are likely to result in less and more easily remedied environment consequences.
Role of Flooring Enterprises in Business and Economic Development:

Effectiveness of small flooring traders depends upon the entrepreneurial and managerial capabilities of those involved in the business. Because of its size and unique operating characteristics, a small flooring trader requires a management approach, which is also unique. Small flooring traders are generally managed in a personalized fashion. The owner is also the manager until the flooring traders grows to a certain level. They participate in all aspects of managing the business and there is generally no sharing in the decision-making process. As far as scope and scale of operations is concerned, small flooring traders usually serve a local market rather than regional or national or international market. They also tend to have a very limited share of a given market. These special characteristics must, therefore, be taken into account in planning for small flooring trader’s development on a national scale. The entrepreneurial spirit, as described by recent studies and experiences on the subject, involves not only a desire to gain monetary benefits but also an admixture of a high need for achievement and all the motivations evident in a higher achiever. Long-term involvement with a goal, which the entrepreneur has set for himself, creates the need to persist with the undertaking even in the face of difficulties and hardships. Management and entrepreneurial skills must, therefore, be blended in the small flooring trader owner’s
total make-up, as these will spell the different between success and failure. The ideal would be to find a man who is both efficient and effective. Without the latter capability a man may simply be a good manager. He still has to be developed into an effective flooring trader manager by inculcating in him the entrepreneurial spirit.

**Contributions of Small Flooring Traders Entrepreneurs:**

There is a wide range of significant contributions that entrepreneurs and Enterprises can make to the development process of flooring traders industry. These include the following:

(1) Enterprises raise productivity through technical and other forms of innovation.

(2) Enterprises are a powerful tool of job creation.

(3) Enterprises facilitate the transfer of technology.

(4) Enterprises play a strategic role in commercializing new inventions and products.

(5) Enterprises play a critical role in the restructuring and transformation of economy.

(6) Enterprises help reduce the classification of established social institutions and the concentration of economic power.

(7) Enterprises and entrepreneurial behavior can breathe vitality into the life of large corporations and governmental enterprises.
(8) Entrepreneurs make markets more competitive and thereby reduce both static and dynamic market inefficiencies.

(9) Small entrepreneurs operating in the informal sector establishes government authority when government and their programmes inhibit economic development.

(10) Entrepreneurs stimulate a redistribution of wealth, income and political power within societies in ways that are economically positive and without being politically disruptive.

(11) Entrepreneurs improve the social welfare of a country by harnessing dormant, previously overlooked talent.

(12) Entrepreneurs create new markets and facilitate expansion into international markets.

**Cost-Effective Strategy:**

The unique feature of flooring traders Enterprises is that it is a low-cost strategy of economic development, job creation and technical innovations. Other agents of change may accomplish the same ends, but not as cost effectively as entrepreneurs. And this is accomplished by setting up flooring trader enterprises, initially as a small scale. For entrepreneurs are individuals who bear the costs and risks of launching a new flooring trader, developing a new product and service commercializing an invention, adapting a technology and developing a
new market. As risk bearers, entrepreneurs either succeed or make a developmental contribution or they fail and disappear from the market place. The market within which the flooring traders’ entrepreneurs operate has little for miscalculations about a business opportunity, for a lack of commitment or laziness, or for incompetence. Flooring trader entrepreneurs find resources and fill market gaps that would be missed by larger, more bureaucratic flooring traders’ organizations. Small flooring trader entrepreneurs allow a country to extract every last bit of marginal capacity out of whatever resources exist within society.

Flooring trader entrepreneurs and their families oppress themselves in a way that people are reluctant to accept from large-scale organizations. This benefits society in two ways: - first by extracting extra effort from people and second by avoiding disruption and instability of labour conflict. Finally, local flooring trader entrepreneurs offer a cost-effective strategy of development because they are an integral part of their community. Unlike foreign firms or plant relocations from another region or province, small-scale entrepreneurial flooring traders are home grown, and available evidence shows that they remain in their community. Tax holidays and subsidies to attract flooring traders’ relocations whether on a domestic or international basis are far more
expensive than cultivating local entrepreneurs, and it is dubious whether the results are real or lasting.

**Conceptualities in Development Pattern of flooring traders Enterprises:**

If we recognize that economic development is an uneven process that has distinct phases over time, four phases of development can be identified:

1) Agrarian or resource society.
2) Early industrialization.
3) Mature industrialization.
4) Service and high-technology economy.

In terms of the relationship between flooring traders Enterprises and economic development, the following table suggests two basic trends: first, the sphere of flooring traders’ entrepreneurial activity expands with economic development; and second, innovation and early imitation become increasingly important as an economy develops and moves towards the frontiers of science and technology.
Table No. 1.1
Conceptual Model of Flooring Enterprises and Economic development.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Urban Society</th>
<th>Industrialization</th>
<th>Service Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Early</td>
<td>Mature</td>
</tr>
<tr>
<td>Level of entrepreneurial Activity</td>
<td>Low</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Small business formation and Management</td>
<td>Low</td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>Enterprises and innovation</td>
<td>Nil</td>
<td>Low</td>
<td>Medium</td>
</tr>
</tbody>
</table>

*Source:* - Survey of Literature

There is probably a sequence of strategies that developing countries might follow. When agricultural or resource extraction dominates, small flooring traders business formation is probably the most appropriate strategy to be pursued. Small flooring traders’ business formation at this phase of development means putting existing resources together in either new or old ways. As a country begins to develop, imitations of innovations established in more developed countries becomes critical to the development process. Flooring traders Entrepreneurs during this period need to make more elective use of existing resources through (a) innovations in organization and/or (b) combining factors of production in new ways (the introduction of the machine to replace the hand-work). As a country becomes more
industrial, it is more important for flooring traders’ entrepreneurs to identify and satisfy new wants. Early stage imitation becomes increasingly important if local flooring traders entrepreneurs are to compete successfully for even domestic markets. It is concluded, therefore, that the flooring trader entrepreneurial process begins in less developed areas with the formation of small businesses and striving for effective management, but necessarily shifts to innovative and high technology enterprises at some point along the development path.

Table 1.2
Flooring Entrepreneurial Strategy at Different Phases of Development

<table>
<thead>
<tr>
<th>Phase of development</th>
<th>Entrepreneurial strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Urban Society</td>
<td>Small Business Formation</td>
</tr>
<tr>
<td>Early industrialization</td>
<td>Small business formation and late imitation.</td>
</tr>
<tr>
<td>Mature industrialization</td>
<td>Increasing emphasis on early imitation</td>
</tr>
<tr>
<td>Service/high technology</td>
<td>Early imitation and innovation</td>
</tr>
</tbody>
</table>

Source: - Survey of Literature.
Problems and Support Needs of Small Flooring traders Enterprises:

Successful small flooring traders do not emerge, and thereafter survive and grow unless the environment is conducive. Political, economic, technological and socio-cultural factors in the environment impinge the life of the small flooring trader and generate much of the needs required for their existence.

Conducive Environment:

The overall political climate in a country is important for the small flooring trader entrepreneur. Small flooring trader will need positive and encouraging measures by the municipal government and political constituencies to establish private investment at busy place like railway station or ST stand. Such measures could include liberal or non-restrictive investment policy, creation of promotional agencies, creation of flooring traders cites and free trade zones and availability of low-cost loan capital for private investors. The political climate influences the economic decision taken by the municipal authorities. An analysis of the economic environment is particularly helpful in investment decisions, market measurement and in forecasting. The general state of the economy dictates what the small flooring traders will need especially since it is handicapped in obtaining capital and credit owning to greater unit costs of small transactions, greater risks involved, etc. The small flooring trader
also generally lack managerial and technical know-how, or are weak in marketing, production or personnel management skills. These are needed so it can be economically viable even if it operates on a small-scale basis.

Technological advances in the environment create new needs for the small flooring trader entrepreneur as far as adaptation and adjustment is concerned. Flooring trader entrepreneur may need to learn how to adjust to the new technological environment surrounding him, or he may need to take a set of advanced technologies and bring these to his own level in the small flooring traders enterprise. Finally, the socio-cultural environment also creates a very important climate for the survival of the small flooring trader’s enterprises. They need several conditions to keep being alive:

- Tolerance for change in the society and culture.
- Social mobility.
- Tolerance of profit-making and
- Tolerance of private ownership.

It is the entrepreneurs who set up flooring trader enterprises where the needs, as human resources must not be overlooked. Being the kingpin in the whole small enterprise development process, the factors responsible for the emergence and growth of flooring traders enterprises
must be analyzed and supported, for without the person behind it, there

can be no small enterprise to think of. India has been a pioneer in

initiating Enterprises Development Programmes (EDPs) to identify,

select, motivate, train and guide new, first generation entrepreneurs from

all walks of life, thereby increasing supply of capable entrepreneurs for

small scale industrial units including flooring traders. Enterprises
development together with flooring traders is now being introduced in

school and colleges to provide self-employment oriented youth and

change the middle-class mentality for "job-seeking".

**Adequate Credit Assistance:**

Small flooring trader enterprise development cannot be ensured

without arrangement for financing. Adequate and timely supply of credit

is critical for new flooring trader entrepreneurs to emerge especially from

a wide base. A great majority of small and medium flooring trader

business activities have come about because of special financing

programmes offered to them. Various financing programmes have been

evolved in India to meet specific needs of existing and prospective

flooring trader entrepreneurs. These usually take into consideration the

difficulties and special needs that the prospective small enterprise

borrower encounters. Thus, requirements are less strict in terms of
(1) Lower interest rates than the prevailing commercial rates,

(2) Less collateral requirements and lower equity ratio,

(3) Various assistance schemes such as preparing the project study etc.

Special loan guarantee scheme have proved to be useful whereby the government guarantee the loan of a small flooring traders entrepreneur by banks. Sometimes, the financing needs cannot be met simply through the provision of loans.

**Markets and Marketing Support:**

Market for small flooring traders in a developing city can be quite a problem considering that the small flooring trader entrepreneur will be in competition not only with locally mass-produced flooring traders goods but even imports. Small flooring trader enterprises must therefore prove that in quality and price of their product they are comparable, if not better, than that of large, better-known brands. Small flooring traders can brand together and sell their products as one body through closely-knit associations or organizations. The government too can take an active part in marketing specific flooring trader products or assisting small groups of flooring trader entrepreneurs in selling their products. It can directly purchase products of small flooring trader on a preferential basis, even giving better prices. Other indirect marketing assistance programmes include provision of space for retailing of the small flooring traders’
entrepreneur’s products, bulk buying for future selling, improvement of roads, communications and other infrastructure facilities to improve and hasten sales. Both large and small flooring traders’ enterprises stand to gain if complementary between them is fostered especially in the marketing aspects of their business. A large number of small flooring traders’ enterprises cater directly to goods for customer. The government can promote this by giving input subsidies as a strategy for small flooring traders’ enterprise development.

**Role of Government in Development of Small Flooring Traders Industry:**

Direct assistance which government can lend to small flooring traders enterprises can include advisory services (extension and counseling), industrial research services, developmental financial scheme, marketing aids and provision of basic utilities and services for small flooring trader entrepreneurs on a more indirect and general way, streamlining of the bureaucratic system and lessening of red tapes will create on overall atmosphere where in professionalism and the spirit of service prevail. Such an atmosphere will, of course, be conducive not only to small flooring trader enterprise development but also to national progress as well. As the role of government in developing countries assumes the major share in development as builder and catalyst, a healthy
policy towards small flooring traders’ enterprises, their needs and requirements will ensure life and growth of this sector of the economy.

**Need and Importance of the Study:**

Flooring trading business is capital intensive in nature. Success of the business depends mainly on the quantum of capital invested and strategies of marketing adopted in the business. Since flooring, products have attained the status of an ordinary product of the common people in house construction; there is wide scope for flooring products. But a large number of problems affect flooring business directly as well as indirectly. The researcher believes that the study can reveal the actual problems faced by flooring traders in Jalna District. A detailed study about the economical and commercial aspect of flooring trader will help the traders to identify those problems in marketing that are to be curbed in future. By providing some concessional benefits to such unfavorable factors, the Government can increase the profitability of the business. This in turn will indirectly improve the standard of living of the people. Here comes the relevance of a study on the 'marketing problems of flooring traders".
Objectives of Study:

The following are the objectives set for study:

01. To bring out the fact about emergence of flooring traders in economical environment of Jalna district and nature and scope of their business.

02. To investigate the problems and prospects to flooring traders in various areas like servicing to customers, business - Promotion, Production, Marketing, Organizing, Staffing, Finances etc., which results on economic viability of flooring traders.

03. To study and analyse the commercial aspects like production, Marketing, and advertising.

04. To study reasons behind on traditional from the point of view of either locality migration or vocation migration.

05. To study economic, social, educational and occupational background of the flooring traders i.e. entrepreneurs.

06. To study the changes in occupational mobility.

07. To evaluate the performance of entrepreneurs and relation to their socio- economic background.
Reference period:

The present study covered the period of 10 years since 2000-2001 and onwards. The reference period while collecting the secondary data is not restricted to particular number of years, since it is found necessary to seek the reference even prior to 1950.

Research Methodology:

The present study is confined to eight Taluka’s of Jalna district. The scope of the study has been narrowed to match the context of the research project. The data collected mainly with the help of interview, schedule questionnaire method. The persons belonging flooring traders to the age group of 21 of 60 days generally interviewed. In some cases where individual is of less than 21 years also interviewed to get a clear picture of the changing attitude towards occupation with reference to current market trends. Researcher visited different areas of Jalna district during the working hours. A list of flooring traders’ families had prepared with the help of local traders association and traders panchayat. The preliminary enquiries can be made that all, the heads of flooring trader’s families may not be members of organization but these associations may enlist majority of the flooring traders. All the flooring traders registered under shop and establishment Act 1948 are considered. In addition an exhaustive list of flooring traders prepared from the registers available in
the District Labour Office, at district level. Around 158 flooring traders are registered in the district labour office. These traders formed the universe for the present study. The research methodology used for this study is both exploratory and descriptive. The form consists of survey of literature and experience survey, while the latter is confined to only cross-section analysis i.e. sample selection of the respondents for survey.

**Sample Selection:**

The scope of study though limited to Eight Taluka in four clusters of Jalna district. At present 158 flooring traders are running their business in Jalna district. The efforts were made to universalize the findings applicable to all talukas of Jalna district. Study has completed on operating flooring traders to be able to assess their performance and hence only those traders are operating in the market for at least three years successively have been considered for the study purpose and the area is of course limited to Jalna dist. in four cluster of eight Talukas.

**Table No. 1.3**

**Selected Samples for the Study**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Block Cluster</th>
<th>No. of Firms</th>
<th>No. of Traders/Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jalna, Badnapur</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>Ambad, Ghanswangi</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Bhokerdan, Jafrabad</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Partur, Mantha</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
Survey of Literature:

A lot of literature is available on Flooring Traders and their problems having concern to management and solution to them. The first task was to be a conversant with the above literature, since it is a good source for knowing already established hypotheses or for devising new hypotheses useful for study. The various journals, periodical newspapers were also referred to seek the information useful for the study.

Experience Survey:

In simple word this survey has an aim to collect the information of experience of the people who have expert views developed through their experience on the people on the topic selected for the research.

Field Survey:

After completing the experience survey, it was necessary to conduct the descriptive study. The purpose of descriptive study is to describe accurately the characteristics of a group, community or people. The procedure that is used in the descriptive study was carefully planned, since the aim was to obtain complete and accurate information. Much greater provision for protection against bias is exerted. The first step in the descriptive study was to design questions that were to be answered by the respondents. Hence, the questionnaires are prepared for the survey of flooring traders.
Hypotheses:

1) Migration is one of the entrepreneurial condition pre
   condition / manifestation.

2) Higher level of education helps the flooring trader in improving
   their entrepreneur performance.

3) Family background of flooring trader entrepreneur is helpful to
   develop the entrepreneur career.

Limitation of the study:

The flooring traders may be reluctant to give the data demanded
by the researchers. Naturally, the researcher will have to convert the data
as per requirement of study. In spite of all the above limitation, the utmost
efforts are made to maintain quality of the research work.

Chapter Scheme:

1. Introduction

2. Review of Literature


4. Economical aspects of flooring trader entrepreneur

5. Commercial Aspects of flooring trader entrepreneur

6. Summary, conclusion and suggestions
References:


