CHAPTER III

MARKETING STRATEGIES IN BRASSWARE INDUSTRY OF U.P.
MARKETING STRATEGIES IN BRASSWARE INDUSTRY OF U.P.

All production activities are undertaken to serve only one ultimate purpose that is the satisfaction of consumer wants. This objective is achieved by obtaining goods from the manufacturers and supplying them to the consumers. The journey of goods from manufacturers to consumers involves a number of processes which emerges in the form of market. According to the committee of the American Marketing Association as "Marketing consists of the performance of business activities that direct the flow of goods and services from producer or supplier to the consumer or end users"1.

The above quotation, not only throws the light on the significance of Marketing but also makes clear the functions of Marketing. The following problems of Marketing come into light after analysing the above quotation.

1. How to know the tastes of consumers.
2. How to let the consumers know the products for sale.

1. Committee Definition of the American Marketing Association, Marketing Definitions:
A glossary of Marketing terms. 1960, p. 15.
3. How to supply the goods at the places where they are demanded.

Since the Brassware industry of the state is totally scattered, unorganised and confined to a very great extent to the doors of small artisans, the problems of marketing is comparatively more severe than in any other organised industry. Poor artisans and Karkhanedar do not find themselves in a position to market their products with reasonable profits. Usually they have to depend upon local dealers, exporters and middlemen for this purpose.

The manufacturers of brasswares in the state are mostly poorly educated. They are either ignorant or incapable to avail the benefit of exports. So, the persuasion of marketing concept in the industry is significant for boosting up the manufacturing and export of brasswares which eventually happens to have a very large market for these products. Most of the manufacturers of brasswares are also not aware of the various export incentives offered by the Government of India for pursuing export consciousness among the public.

Thus, the persuasion of marketing concept in the industry would invariably lead to step up our exports of
brassware for fetching the increased foreign exchange resources indispensable for the economic development of our country.

Product

When no company would think of entering a domestic market without careful and often extensive product planning, the question of entering in a foreign market with the existing product does not arise. To serve a foreign market it needs careful and extensive product planning.

The first strategy, straight extension, means introducing the product in the foreign market without any change. The second strategy, communication adoption, the company introduces its unchanged product but modifies its communications. The third strategy, product adoption, involves altering the product to meet local condition or preference. The fourth strategy, product invention, calls for creating something new. This can take two forms. First, backward invention is the reintroducing of earlier product forms that happen to be well adopted to the needs of that country. Second, Forward invention is creating a brand new product to meet needs in another country. Product invention would appear
to be the costliest of all strategies, but the payoffs to the successful firm also appear to be the greatest.¹

Pricing of the Product

Price plays a very significant role in the economic system, it is considered to be the key activity of a firm. Price becomes a hub around which the system revolves, it is the balance wheel which keeps the systems operating on an even keel. Imperfection in pricing is an indication of imperfection in the system.

The market price of a product influences wages, rent, interest and profits. What is the price of a product influences the price paid for the factor of production like labour, land, capital and entrepreneurship. In a way, price becomes a basic regulator of the entire economic system because it affects the allocation of those resources.

Price is the amount of money which is needed to acquire in exchange some combined assortment of a product


and its accompanying services. Obviously, there are a large number of possible combinations of finished or partially completed product and the various services which may accompany it.  

The duty of the marketing manager is to decide the objectives of pricing before he determines the price itself. Pricing objectives are over all goals that describe the role of price in an enterprise's long range plans. Pricing objectives provide guidance to decision makers in formulating price policies, planning pricing strategies and setting actual prices. The most important objective of the enterprise is to have maximum profits.

Other goals in pricing may be:

(i) To achieve target return of investment
(ii) To stabilize prices.
(iii) Maintain or improve a target share of the market.
(iv) Meet or prevent competitions.
(v) Maximise profits.

When we talk of international marketing of our brasswires, it is really a complex and challenging task.

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activity, especially in today's steep competitions in international market. Pricing of the products will have to be determined after careful study of the requirements of the market of brasswares. It is therefore, very imperative that the prices are to be fixed for the product after thorough study of the prevailing prices of the competitors.

The prices have to be very competitive in huge consumptions markets like U.S.A., Canada and Gulf countries etc. The importers may place a single order of a particular item in big quantity and naturally buyer expects comparatively cheaper price. In such cases, the price has to be reduced considering the order in big quantity.

We must also keep in mind that the competition from countries like Taiwan, South Korea, Hong Kong, Japan is continuous and in order to achieve the target in steep competition with these countries, we must plan well in advance to keep up the price in line with the international market situation.

Channels of Distribution

A channel of distribution, sometimes called a trade channel for a product is the route taken by title to the
goods as they move from the producer to the ultimate consumer. Marketing channels furnish the bridge between the producer and the consumer, and through which producers deliver the goods into the hands of their users.

Following are the distribution channels of marketing the articles of the Brassware industry in the State:

1. Direct Sales

Direct sales refer to sales made by the manufacturers or Karkhanedar either to the consumers or to the dealers of the brasswares. We can classify the direct sales into the following categories:

(a) Direct Sales by the manufacturers themselves.
(b) Direct Sales to dealers.
(c) Direct Sales to exporters.

Direct Sales by the manufacturers to the customers who use the articles so purchased in case of Brassware industry such types of direct sales are insignificant. A few poor artisans of Varanasi are seen in different congested places and markets selling their small and cheap products like, Deepak, Ghanti, idols etc. in the form of hawkers. These artisans manufacture such small items
during the day and sell them in the evening. But at any other centre of the industry in the state, we do not find this system of marketing prevalent to any significant extent. At Moradabad or at Mirzapur this system of marketing is totally absent, except those customers who are familiar with the artisans and Karkhanedars and approach them to purchase brass items which they need. Besides, there are some big exporters having their own factories of brasswarers manufacturing and export their products direct to different countries.

The major sales of the products of Brassware industry are made direct to the local dealers and exporters. Since the artisans and small Karkhanedars engaged in the brassware manufacturing are always short of finance, they have to approach the local dealers and exporters of brasswares with their samples requesting them to give orders for the brasswares which they manufacture. These exporters do not only market their goods but also supply them finance and raw materials. These exporters supply a major part of their products to outside dealers in different cities of India like, Delhi, Bomaby, Calcutta, Madrass, Bageshwar, Jaipur, Bhopal, Agra, Lucknow etc. The researcher has observed that the local
dealers and exporters are the stockists of different types of brasswares and supply their goods not only to different cities but also abroad.

The direct exports by dealers of Varanasi are not very significant. Since Mirzapur is confined to the production of domestic brasswares, the manufacturers sell about half of their products direct to the dealers either local or outside who approach them for making purchases. At Jalesar artisans are also poor to market their products themselves. Therefore, about half in the majority of local dealers are engaged in the marketing of their products. They purchase the products from the manufacturers and supply to the dealers of brassware in other parts of the country. Other centres of brasswares in the state are not very significant and their marketing system is confined to the sales in local markets directly to the consumers.

This process of marketing brasswares is easy in nature and convenient to the manufacturers but not totally free from defects. The weaknesses of this process are given below:

(i) Under this system the artisans and small manufacturers are not given the proper price
of their products. They are compelled to offer their products to these dealers and exporters at marginal profit.

(ii) The artisans are in no way better than the hired labour because they have to work under condition favorable to these exporters.

2. Sales by Middlemen

Middlemen play an important role in the marketing of brassware products. Actually, these are commission agents who contact the manufacturers and sale their products to dealers on commission basis. On the other hand they contact the dealers and book their requirements for supply from the manufacturers and charge commission from both the parties. This system of marketing of brasswares is much popular at Moradabad and Mirzapur. This system of marketing has the following demerits:

(i) The middlemen charge the commission from both the parties, it increases the selling price and decreases the margin of profit to the manufacturers.

(ii) These middlemen sometimes provide finances and raw materials to the manufacturers at very high prices.
3. **Sales by Cooperative Marketing Societies**

The cooperative marketing societies are also set up to market the different types of products. But the development of such societies has not been of much significance in the Brassware industry. We do not find any cooperative marketing society at any other centres of brassware except at Moradabad and Varanasi.

The Brassware industry being the cottage industry, the manufacturers are confined to work at their houses. Consequently the spirit of mutual cooperation has not crept in among them.

4. **Sales through Individual Export Houses**

The individual Export Houses play a dynamic role in boosting up the sales of brasswares. It is learnt that about 25 well established export houses mostly command and regulate the export markets. They have frequent contacts with foreign buyers. They obtain samples and designs from the overseas buyers and get them produced by the local artisans and, supply the brasswares to the best of their satisfaction. Since these export houses have direct contacts with foreign buyers, they export brasswares and get export incentives in return easily. In fact, the role of these export houses in promoting the exports of
brasswares can not be under rated to any other export trading organisation.

In order to give impetus to exports of brasswares, the government should further make efforts and encourage the small Karkhanedars by providing necessary assistance and guidance to undertake exports of brasswares of the state.

5. Marketing Institutions

During the last one and half decade there has been a significant rise in the internal and external demand for the brasswares. Consequently the government has been active in this regard and set up a number of institutions for the marketing of these products either directly or indirectly. Following are the institutions which are engaged in the marketing of these products:

(i) All India Handicrafts Board

All India Handicrafts Board has been set up by the government of India with the object to providing all sorts of facilities for the smooth and proper development of all the handicrafts. The board has been doing all possible efforts for the development of the brasswares. Though the board does not market the brasswares directly, it provides such facilities which are helpful to the manufacturers and
exporters of brasswares in marketing their products. They are as follows:

(a) With the object of collecting information regarding Brassware industry, the board has set up its branch office at Moradabad. It studies the demand for various types of items in different markets and collects the information of markets in India and outside India and supplies it to the manufacturers.

(b) The board provides assistance to the artisans in pricing their products on the basis of their artistic value and finding out suitable markets for them.

(c) The board organises a number of exhibitions for the display and publicity of different types of handicrafts at important places of the country. The brasswares are given proper place in such exhibitions. Besides, the board also takes part in the exhibitions organised outside the country and brasswares along with other handicrafts are sent there.

(ii) Handicrafts and Handloom Export Corporation

This corporation has been set up with the object of promoting the exports of Indian Handicrafts and Handloom
including the brasswares of U.P. which have large export potentialities abroad. In order to project a good image of India's craftsmanship in foreign countries, the corporation has set up show rooms at Paris, New York, and Nairobi.

(iii) U.P. Export Corporation, Kanpur

The government of Uttar Pradesh has set up the U.P. export corporation at Kanpur with the object of promoting the exports of state handicrafts. The corporation is also functioning as the handicrafts marketing organisations in the state. It concentrates more on internal and export marketing of brasswares. It procures the brasswares either from U.P. State Brassware Corporation Ltd. Moradabad or direct from artisans and Karkhanedars.

(iv) U.P. State Brassware Corporation Ltd. Moradabad

The government of Uttar Pradesh has set up the U.P. State Brassware Corporations Ltd. at Moradabad in 1974, which started functioning since November 1974. The Corporation has been doing following services for the marketing of the brasswares:

(a) Sales of Corporation

Except articles of regulars for the purpose of sampling, the corporation gets its own goods manufactured.
It has direct contacts with U.F. Handicrafts, U.P. Corporative Associations etc. It studies the marketing requirements and conditions of these centres and supplies them the samples. After getting the items approved by them, it supplies different types of brasswares to them from time to time. The following table reveals the Corporation's own sales during last three years:

**TABLE No. 2.1**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (Rs. in Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987-88</td>
<td>11.05</td>
</tr>
<tr>
<td>1988-89</td>
<td>9.52</td>
</tr>
<tr>
<td>1989-90</td>
<td>9.50</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>30.07</strong></td>
</tr>
</tbody>
</table>

Source: Data collected by the Research Scholar from U.P. State Brassware Corporations Ltd., Moradabad.

It is clear from the above table that the marketing activities of the corporation are increasing gradually. It has received enough orders within three years and claims total sales of Rs. 30.07 lakhs during the years.
(b) Exports of Corporation

The Corporation tries to obtain orders from abroad for the purpose of exports of brasswares. Such orders are procured either through U.P. export corporation or through its own middlemen. The corporation has appointed its middlemen in two countries - one for U.S.A. and the other for Saudi Arabia. The corporation is also planning to appoint such agents for other European countries soon. The agents study the needs of the foreign buyers and supply them samples and book orders. The corporation execute such orders directly. The following table shows corporation’s exports of three years:

<table>
<thead>
<tr>
<th>TABLE No. 2.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Rs. in lakhs)</td>
</tr>
<tr>
<td>Year</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>1987-88</td>
</tr>
<tr>
<td>1988-89</td>
</tr>
<tr>
<td>1989-90</td>
</tr>
</tbody>
</table>

2.97

Source: Data collected by the Research Scholar from U.P. State Brassware Corporation Ltd., Moradabad.
It is evident from the above table that the corporation has potentials for exports in the coming years, as it has received orders from abroad to a significant extent and is also executing them in time. The corporation made a total export of Rs.2.97 lakhs during last three years.

(c) Marketing Assistance to Manufacturers & Exporters

The corporation provides marketing assistance to small manufacturers and exporters. Small manufacturers find themselves in difficulty when they have to supply goods directly to foreign buyers because their capital remains blocked for months together. To help such manufacturers the corporation advances 70 percent of the values of goods despatched by the manufacturers against firm orders and arranges to collect the sale proceeds itself. On receipt of payments the corporation receives its advances along with interest plus 5 percent servicing charges and releases the balance to the suppliers.

To boost up exports of brasswares, the corporation gives pre and post shipment advance against firm orders in collaborations with syndicates bank on receipt of payments, the bank deducts the entire dues of the corporation and its own as first charge and credits the balance to the account of the exporters.
(d) Catalogue and Price List

The corporation has published a catalogue with pictures of more than 400 selected brass articles and price list for the facility to Inland and foreign buyers.

The table given below gives the share of marketing through each method mentioned above to the total Internal and external sales of brasswares of Moradabad.

TABLE No. 2.3
MARKETING OF BRASSWARES AT MORADABAD (1990-91)

<table>
<thead>
<tr>
<th>Marketing Channels</th>
<th>Sales</th>
<th>Percentage to total sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Sales</td>
<td>10,200</td>
<td>51.00</td>
</tr>
<tr>
<td>Sales by Middlemen</td>
<td>7,300</td>
<td>36.50</td>
</tr>
<tr>
<td>Sales by Corporative Marketing Societies</td>
<td>1,539</td>
<td>7.70</td>
</tr>
<tr>
<td>Sales through U.P. State Brassware Corporation Ltd.</td>
<td>961</td>
<td>4.80</td>
</tr>
<tr>
<td></td>
<td>20,000</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Data collected by the Research Scholar from Brasswares Manufacturers/Exporters Associations, Moradabad.

It is clear from the above table that the marketing of brasswares products of Moradabad is done either through
exporters and dealers or by middlemen. It is obvious from the table that the direct sales was made of Rs.10,200 lakhs whereas the sales by middlemen has been done to the tune of Rs.73.00 lakhs. The functioning of Cooperative Marketing Societies set up for this purpose is quite insignificant, the total sales made by the societies is Rs.1,539 lakhs and the sales performed through U.P. State Brassware Corporation has been only of Rs.961 lakhs. It is, therefore, concluded that the small manufacturers and artisans have to depend upon exporters, dealers and middlemen for the marketing of brassware products.

Promotional Techniques

Promotion is any communicative activity undertaken to move forward a product by informing, persuading and influencing buyers to accept, or use the article being promoted. Promotion efforts act as powerful tools for awakening and stimulating consumer demand for the concerned products against keen competitions. All promotional efforts, act as the best means of non-price competitions. Brassware industry of U.P. appears not to have made much efforts in respect of popularising and boosting up sales of brassware.

Participation in International Exhibitions & Fairs

For establishing the reputation of the products in
export markets, big manufacturers, exporters as well as export houses of the state participate in international exhibitions and fairs. They also participate in local and national exhibitions and fairs. As a consequence of such participations, the popularity and demand for brasswares of the state has obviously increased both in domestic as well as in foreign markets.

The U.P. State Brassware Corporations has also been participating in domestic and international exhibitions and fairs both directly and through the U.P. Export Corporations. Besides organising and participating in domestic exhibitions at Delhi, Bomaby, Moradabad, Barielly etc., it has also participated in international fairs like U.S.A., France, West Germany, and Arabian countries.

Considering the export potentialities of U.P. brasswares in the global market, the Trade Fair Authority of India needs to organise Indian exhibitions outside the country, covering all important markets of the world, to popularise and boost up the sales of brasswares in the international market. Keeping in view the poor capacity of artisans and manufacturers to participate in such exhibitions and fairs, the Government of India should itself buy the brasswares for displaying in different exhibitions and fairs to be organised outside the country.
The big export houses and manufacturers - exporters often keep on visiting foreign buyers for obtaining export orders. Some of the manufacturers - exporters have also established their branches in the big towns like Delhi, Bombay, etc., to directly conduct transactions with domestic and foreign buyers. Thus, personal selling is quite frequent in the industry.

Distribution of Gifts

To stimulate the interest of dealers and retailers, manufacturers also offer dealers, that is, a gift for retailers for buying certain quantities of goods, and premium as a gift for special display done by a retailer. However, no direct gifts are offered by the manufacturers to the ultimate consumers.

Show Rooms

Manufactures of brasswares also undertake direct sales to the dealers and consumers through their branches and show-rooms established in big towns like Delhi, Bombay, Calcutta etc. This obviously gives them opportunity to convince and persuade the buyers and increase the volume of sales.

Packing

The importance of packing in relation to export
effects of the country can not be over emphasised. It is very much essential that packing standard of India should watch the standard required by the sophisticated markets, which can effectively compete with packaged products from the competing countries. It is also very important that the materials and devices used in packing the brasswares should be such such that they ensure safe transit of export articles.

Despite long experience, the trade has not realised the importance of appropriate and attractive packing. The articles for shipment are usually wrapped in paper. In view of the fact that most of the brasswares are sold as gift wares, it is essential that the wares be sold in suitably designed boxes of card board, wood or plastic boxes and whereever appropriate, lined with cloth and stuffed with cotton or jute. The cost of packing in being far below than that of the importing countries, packing for export promises substantial possibilities for expanding trade.

It was observed that good wood was not being used with the result that the boxes sometimes broke resulting in shortage and complaints. It was also gathered that the
prices of paper had risen considerably causing concerned to the trade, since the increase in packing cost has raised export prices.

Considering the existing deficiencies in the standards of packing and safe transit, the Indian Institute of packing should hold training programme in U.P. in order to keep exporters abreast with the latest packing techniques.

Advertising

Advertising is concerned with presenting the information about the product in such a way that it touches the buying motives of the potential customers situated far and wide. It involves the use of such media like magazines, direction and references, newspapers, calendars, T.V. etc.

Advertisement on modern lines for marketing the brasswares is almost non-existence except for some well established firm, no attention has been given towards this important way of demand creation method by the majority of the producers. The personal selling is quite frequent in the brassware industry. This is, perhaps, due to the established reputation of brasswares within and out side
the country and largely due to the ready availability of distributional channels as well as the personal selling practices followed by the manufacturers.

Surveys and Preferences of Buyers

Considering the keen competition in respect of brasswares in the international market, it becomes imperative on the part of exporters to undertake consumer surveys and identified their preferences as to the quality, shape, size, and design. It is rather difficult for the individual exporters to carry out survey abroad, the U.P. Exports Corporations and other agencies should increasingly assist this overwhelming export oriented industry by undertaking the survey and their relevant information with regard to consumer preference in respect of brassware items to exporters so that we may expand our export markets out side the country by innovations and developing our products in accordance with the expectation of our existing potential customers in the global market.

Individual exporters of Brassware industry visiting the foreign countries, can also gather a lot of information regarding the tastes and preferences of foreign buyers. To ensure maximum consumer's satisfaction its necessary for expanding our exporters of brassware in
the world market, continuous information of realistic information in respect of consumers changing tastes has become imperative with emergence of buyers market and increasing competitions. If we have to promote the exporters of our brasswares abroad in a big way, it is, therefore, essential on the part of individual/exporters as well as the Government agencies created for export promotion purposes to look into the matter seriously.

Design Development

The Brassware industry of U.P. usually made traditional designs. One of the main points for development of successful trade of this article is its faithfulness to the unique and highly distinguished line of traditional designs and shapes of Brasswares. The 'Aftobas' in traditional designs still continues to be at the top of items in demand. However, of late, trend far making brassware in modern designs is visible. So far as the introduction of new designs is concerned, the exporters mostly depend upon their customers and copy the design sent by them for commercial production against specific orders. Generally, the importer stipulates that the particular design, which he places against order, will not be produced for sale by any other party. The
exporters of brasswares keep on changing the shape and design of the articles to the tastes of the foreign buyers. Thus, there is a need to adopt the traditional designs to modern needs and preferences.

The Design and Technical Development Centre of All India Handicrafts Board headed by a designer has not been able to provide much help to the Brassware industry of U.P. in respect of design development. The U.P. State Brassware Corporation Ltd. tried to give this service to this industry by collecting new samples and designs from the central Design centre, New Delhi run by All India Handicrafts Board, and form the central Design Centre of the State Department of industries, Lucknow. The efforts of the U.P. State Brassware Corporation have also not yielded encouraging results in respect of design development. Thus, the designing activity in relation to the size of the industry has been quite negligible.

In view of the sizeable exports of brasswares and the ability of the industry to withstand competition in foreign markets, it is considered highly desirable to intensify design development aiming at the adaptation of the line of goods presently being produced to articles of modern use. It is therefore, indispensable to establish a
well equipped design extension Centre in U.P. to cater to specific needs consumers according to their changing tastes. In this connection, the aforesaid, organisations at Central and State level can play a vital role by the support of the government.

Quality Control

It becomes inevitable for the manufacturers of brasswares to keep continuous watch over the quality of the products in this era or growing competition not only for capturing new markets but also for maintaining the existing markets. However, presently there is no quality control in the brassware industry of U.P. The quality marking centre set up by the Govt. of U.P. is not looking after the brassware industry. They have testing facilities, only for tin plating to check lead content on tin plated articles. so, this centre is not playing any developmental role in U.P. Keeping in view the sizeable export sales and export potential of Brassware industry of U.P., it is necessary on the part of the state government to cover the brassware industry under the quality marking scheme. The brasswares may be inspected by the quality marking centre in U.P. at various stages of production and finally after the completion of the whole article,
according to the prescribed specifications. The principal tests, as per prescribed specifications by the quality marking Centre, may comprise of material test, scraping test, surface test, joint test, engraving test and lacquering test.

Quality control programme must start with control of quality of raw materials. There is no organisation for controlling and testing the composition of materials used by the brassware industry. Further, process inspection and quality control is only visual. The products are rejected in process when the defects appear on the face, and they cannot be removed. The foreign buyers are very much quality conscious and a little defect in finishing on the article causes its rejection.

There is a tendency among a few manufacturers to increase the properties of zinc and reduce the properties of copper as the later is relatively costlier so as to offer the products at very competitive prices. This has, however, resulted in complaints from importers and has also adversely affected the quality reputations of Indian brasswares in foreign countries. This requires to be looked into, if wider markets of quality brasswares are to be captured. Therefore, suitable chemical test may be
made by the Inspection Department of the Quality marking Centre of U.P. Government in U.P. The manufacturers of brasswares may be persuaded by the state government to adhere to the prescribed specifications with regard to their tests by introducing such regulations as would prohibit recommendation of the Export Sections for issuance of import licenses to these exporters, who do not accept membership of the quality marking scheme. The state government may also refuse quota to such establishments, who do not subscribe the scheme. In order to improve quality and standard of brasswares, the voluntary associations of all the manufacturers - exporters in U.P. should also frame and enforce a code of business conduct among its members besides its other activities.

From the above discussion of Marketing strategies in the Brasswares industry of U.P. we are in a position to draw the conclusions that the marketing of brasswares is comparatively more severe than in other organised industry. Poor artisans and Karkhanedar depend upon local dealers, exporters and middlemen for this purpose. By and large, the small manufacturers being illiterate or poorly educated are ignorant about various export incentives offered by the government of India. Mostly they are incapable to avail the benefits of exports,
obviously, creation of export conscious and persuasion of marketing concept is important for boosting up the exports of brasswares.

The distribution channels of marketing the articles of the brasswares in the state are made by direct sales by the manufacturers themselves, direct sales to dealers and direct sales to exporters. The major sales of the products are made direct to the local dealers and exporters. Since the small manufacturers engaged in the manufacturing are always short of finance, they have to approach local dealers and exporters of brasswares with their samples requesting them to give order for the brasswares which they manufacture.

Middlemen also play an important role in the marketing of brassware products. Actually there are commission agents who contact the manufacturers and sell their products to dealers on commission basis. This system of marketing of brasswares is much popular at Moradabad and Mirzapur. Besides these, the Cooperative marketing societies are set up to market the different types of products. The individual export houses play a dynamic role in boosting up the sales of brasswares. These houses have frequent contacts with foreign buyers. The All India Handicrafts Board, Handicrafts and Handloom export Corporations and
U.P. Export Corporations, Kanpur has been set up with the object of promoting the exports of Indian Handicrafts including the brasswares of U.P. which have large export potentialities abroad.

The U.P. State Brassware Corporation Ltd. Moradabad, has also direct contacts with U.P. Handicrafts and U.P. Cooperative Association etc. The Corporation supplies different types of brasswares to them from time to time. The corporation also tries to obtained orders from abroad for the purpose of exports of brasswares. Such orders are procured either through U.P. Export Corporations or through its own middlemen. The Brassware Corporation provides marketing assistance to small manufacturers and exporters. Small manufacturers find themselves in difficulty when they have to supply goods directly to foreign buyers because their capital remains blocked for months. To help such manufacturers the corporation advances 70 percent of the value of goods despatched by the manufacturers against firm orders and arrange to collect the sale proceeds itself. The corporation also publishes a catalogue with pictures of more than 400 selected brass articles and price list for the facility to Inland and foreign buyers.
Price plays a very significant role in the economic system, it is considered to be the key activity of a firm. The duty of the marketing manager is to decide the objectives of pricing before he determines the price itself. Pricing objectives provide guidance to decision makers in formulating price policies, planning pricing strategies and setting actual prices.

When we talk of international marketing of our brasswares, it is really a complex and challenging activity in today's steep competition in international market. Pricing of the products will have to be determined often by careful study of the requirements of the market of brasswares. The prices have to be very competitive in huge consumption markets like U.S.A., Canada and Gulf countries etc. We must also bear in mind that the competitions from countries like Taiwan, South Korea, Hong Kong, Japan is continues and in order to achieve the target we must plan well in advance to keep up the price in line with the international market situations.

With a view to establish the reputations of their products in export markets abroad, manufacturers - exporters are reported to participate in international exhibitions and fairs.
houses have also opened their show rooms and branch offices in big cities like Delhi, Bombay, Calcutta etc. for attracting foreigners.

Despite the long experience, the industry has not realised the significance of attractive packing. Since most of the brasswares produced are sold as gift wares, they should be packed in suitably designed boxes of card board. Considering the existing deficiencies in the standard of packing, the Indian Institute of packing should hold training programmes in U.P.

The Design and Technical Development Centre of All India Handicrafts Board headed by a designer has not been able to provide such help to the Brassware industry of U.P. Some attempts have been made by the U.P. State Brassware Corporation in rendering this service to the industry by collecting new samples and designs from various sources like Central Design Centre, New Delhi, the Central Design Centre, Lucknow etc. In view of the sizable export of brasswares and the ability of the industry to withstand competition in foreign markets, it is highly desirable to intensify the design development activities by establishing a well equipped Design Extension Centre in U.P.
There is no quality control in respect of brasswares. The quality marking centre of the U.P. Government is not looking after the brassware industry and is not playing any developmental role. Keeping in view the significance of quality control for maintaining the existing foreign markets as well as for capturing the new ones - it is imperative on the part of the state government to cover this industry under the quality marking scheme. The quality marking centre of U.P. government should therefore, be upgraded with additional testing facilities and should be entrusted towards the testing of raw materials at all stages of manufacturing of brasswares.