Abstract

Public policy is an attempt by the Government to address a public issue. Government frequently designs policies to make laws, regulations, decisions, and actions. Public policy-making usually consists of three parts such as the problems, players, and the policy. Strategic tool has been recognized to endeavour economic prosperity that deliberately incorporates planning and priorities. Based on this justification, designing policies for business although commenced, the significance of policy design was frequently missing in the business circles principally pertaining to the Small and Medium Enterprises. In the Indian context, SMEs have persistently been hunting for new instruments to promote their products, services and ideas on the global arena. SMEs have been categorized by the Indian Government on the basis of monetary investment range by its industrial policy introduced in the year 2006. Auto-Component industry is the one that is classified as SME.

This research study aims to acquire an improved understanding of the basis of designing policies for business and arrive at universal methodology and ‘Approach’. Auto component industry that contributes greatly towards economic development has been considered as an imperative illustration of the small and medium enterprises which often seek new ‘Approaches’ for addressing business challenges owing to varying business environment. The subject matter, as a result, demanded to classify the study in two major themes such as designing the policy for business and Study of Auto-Component Sector as the next for understanding the instruments employed in that business.

The essential objective of this study chiefly intends to suggest Model-Approach to business, by composing internal determinants of the designing process and by integrating the entrepreneurial-character with the firm-features. For that reason, the study has been inquisitively made to facilitate better awareness of the innermost grounds that led entrepreneurs towards distinctive paths of policy design.
Based on the objectives, methods of research have been devised and those consist of field survey and case study coupled with expert opinions on the area under discussion to improve and satisfy reliability and validity criteria. Auto-Component industries in Pune have been selected as sample for the study. Sample of Pune Auto-Component has been thought-out as representative of the entire population that is spread over three geographic regions in the country. The captioned region is considered highly developed than others owing to the presence of facilities of advanced IT sector and the Automotive Research Institute of India that serves to improve designs of the Auto-Components.

Data acquired through diverse sources has been organised in terms of the objective and the leads to business and later logically analyzed by an observation and interpretation Approach. Statistical analysis of the responses from field survey, owing to its own importance, has been conducted to determine the consistency and generalization of results. For this purpose, One Way ANOVA technique has been identified as the best fit for testing of Uni-dimensional variable to prove the Hypothesis.

The title of the study, for the reason, of making in-depth learning and comprehensive revelation of knowledge, required its fragmentation into small chapters. Therefore separate chapters have been proposed and added on the procedure for ‘Policy Designing’ and Formulation. Crafting the policy merely presents a scheme or plan, while the policy formulation composes the determinants that result in arriving at Approach. Literature and field surveys, as a result, needed well planned questionnaire fit to acquire just relevant data on ‘Approaches’ capable of addressing business challenges. That has therefore assisted in achieving the appropriate data to conclude findings. ‘Making choice’ over employing a particular Approach amongst several has also been suitably elaborated in the philosophy of the Entrepreneur that is further extended in the study.

Findings on formulating the policies; by virtue of being factors prescribed for it, have been grouped underneath one head to suitably discuss them in detail in a separate chapter. Research study also covers the implications, as they are essential, and they have been one by one stated so as to making the designers aware whilst applying the results of the study.
The study also highlights limitations that have been thought out to be listed in ‘Conclusions’ chapter. Better understanding of the research has been the chief cause for inclusion of this section. Pune region is considered more advanced than others and this may be a limitation for the other regions that are, as a result, developing slowly in Gurgaon and Chennai.

The study further divulges that the Auto-Component industries in Pune have been using diverse ‘Approaches’ to address multiplicity of challenges. “Customer Focused Approach” has been recognized as a prominent instrument or Core Approach that has been largely implemented to stay longer in business. Auto-Component SMEs in Pune have been as well using Complimentary ‘Approaches’ to overcome their deficient resources with the purpose of matching with the business necessities.

The research study has additionally revealed very important feature of universal methodology for conveniently and effectively formulating policies as that is indispensable to staying it away from defeating the very purpose of the policy. This methodology has been revealed to consist of four elements to be used in sequence, for instance, the purpose of policy, criteria for evaluation, means to accomplish the objective and the characteristics that influence and convince the outcome.

Findings further disclose the insight that formulation of business relies on “Bi-Lateral instrument” that handles two sides of the business viz. the external and the internal environment of the business. Core and Complimentary Approaches have been revealed to be the two sides of policy formulation process. Whilst Core Approach comes about as the main Approach that deals between external and internal environment of the business, the Complimentary or paired ‘Approaches’ essentially happen to address diverse actions in the internal environment of the enterprise.

Disclosure of complimentary approaches suggests that they have been originated to support the Core approach and are indispensable to surmount the challenges of deficit resources within the Small and Medium Enterprise. Pune Auto-Component industries
have revealed to using Collaborative Approach, Innovative and Flexible Approach and Standardization Approach as the complimentary approaches. Study has still additionally discovered that ‘Entrepreneurial Philosophy’ highly accounts for making the choice between these approaches. The attitude further perpetually depends upon the strength of tangible and intangible resources that the entrepreneur possesses and the potential to elevate them. The study recommends that SMEs should utilize diverse approaches to addressing multiplicity of challenges that happen to occur within the business owing to changing business environment. This research study still further recommends to precisely making use of a “Tri Lateral Instrument” as approach to designing. This has been revealed to be the basis of Designing Policies and that consists of ‘Conception, Formulation and Outcome Analysis’ since they interconnect with each other.

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