PREFACE

Problems of small scale industries is an important area in terms of academic research. Though various researches have been taken place in the small scale sector yet very few studies are available in terms of marketing problems of small scale industries. It is believed that research in this area can bring significant practical insights for support institutions, trainers and for academic community as well as the potential entrepreneurs.

The research is a qualitative research to identify the marketing problems of small scale industries of Rajasthan and Gujarat. This thesis is the result of study on identification of major marketing problems and their reasons for the selected products in Ceramic, Steel, Textile and Gems and Jewellery industries with clear focus on the various dimensions such as problems related to quality, pricing, promotion, packaging, selling and distribution, finance and payments etc.

The thesis also includes the role of support institutions assisting SSI for marketing, finance, testing the quality and other infrastructure facilities. This thesis reports the findings of survey conducted and presents the analysis and interpretations of data with a view that the policy makers at the centre and state level may consider these facts while formulating the industrial policies.

The thesis is organised in seven chapters detailing the various aspects of the historical background and framework of the study, objectives, methodology adopted, analysis and interpretations of marketing problems of small scale industries, role of Support Institutions, major findings and conclusions.

The first chapter deals with the evolution and definition of small scale industries, functional aspects and recommendations of expert committees on small scale industries, introduction to selected small scale industries in Rajasthan and Gujarat and introduction to information technology in small scale industries. Universe of the study has been
described along with the sample profile of small-scale enterprises in Rajasthan and Gujarat in the second chapter.

The third chapter elaborates the research methodology adopted for the study. The chapter starts with the review of literature followed by the need for research study and its objectives. The details of the methodology adopted include the selection of industries and units, designing the schedule, data collection and tools of analysis. The scope of the study and limitations of research study have also been covered.

Chapter four constituting the main body of the thesis is based on a sample survey of total sixty-four small scale units from the states of Rajasthan and Gujarat. The chapter contains analysis of data and interpretations of marketing problems faced by the SSI units in Rajasthan and Gujarat. Main reasons of the problems and industry and location wise comparison between the selected SSE units from the two states are presented in this chapter. Testing of the hypotheses is also contained in this unit. The impact of information technology (mainly computerization) on SSE units is included at the end.

The role of support institutions is covered in the fifth chapter, which comprises of introduction and functions of various supporting institutions. The unit also encompasses supporting institutions view point on marketing problems and the support extended by them to the SSI units in this regard. The contents of the chapter are based on the personal interviews conducted with office bearers of the supporting units in Rajasthan and Gujarat. The chapter also enlists certain constraints faced by support institutions and inventory of suggestions given by support institutions in the two states. The role of information technology (computerization) in this context is also discussed.

Chapter sixth deals with major findings i.e. Major marketing problems faced by SSEs in four selected industries, reasons responsible for such problems of SSEs, impact of information technology on SSEs and support institutions, constraints faced by support institutions and findings on the basis of analysis of data and observations made during the survey. Last chapter covers the summary, conclusions and suggestions regarding dealing
with the marketing problems faced by the SSEs in Rajasthan and Gujarat. A need for change in the role of support institutions is also suggested. The chapter contains a brief discussion on directions for future research.

It is hoped that this research study would explain the various aspects relate to the marketing problems of small scale industries and the role of Support Institutions providing assistance to these industries in two states. The findings would be of interest to the small entrepreneurs, industrialists, policy planners and implementers in the area of small scale industries as well as to the students of business management and entrepreneurship. It is also visualized that this study may lead to the opening up of new vistas for future studies to be carried out in the area of small business management particularly the marketing management and linkages of small scale industries with Support Institutions.

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