CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

This chapter contains the summary of findings, conclusions, suggestions and topics recommended for further research work.

I. Summary of Findings

MSME Sector in Kerala plays a pivotal role in terms of economic growth and employment generation. This Sector contributes a lot towards domestic needs and export marketing by producing varieties of products ranging from traditional to high tech. Though the volume of production of MSME sector is very large, the quality of products, diversification of products, energy consumption, environmental effects have always been a concern.

The following are the summary of findings of the study conducted.

1. Pre Globalisation period

a. Registered SSI Units in India and Kerala

The number of units registered in India during 1970-71 was 3.2 lakhs which increased to 18.2 lakh units in the year 1989-90 with an increase of 468 per cent from the base year. During the pre globalised era the small scale sector in India shows an increasing trend in all the 20 years from 1970-71 to 1989-90

The number of small scale units in Kerala during 1970-71 was 0.03 lakhs which increased to 0.06 lakhs during 1974-75 with an increase of 100 per cent.
During 1985-86 the small scale industries registered in Kerala were 0.35 lakhs units (1066 per cent increase from the base year) which increased to 0.63 lakh units in 1989-90 with an increase of 2000 per cent from base year.

b. Generation of Employment in India and Kerala

During 1970-71, periods the number of employment created and provided by small scale sector in India was 36.2 lakh persons which increased to 40.4 lakhs persons in 1974-75 with an increase of 12 per cent. During 1985-86, the SSI Sector in India provided employment to 96 lakh persons (165 per cent increase from 1970-71) which increased to 119.6 lakh persons in 1989-90 with an increase of 230 per cent.

During 1970-71, the number of employment provided by SSI Sector in Kerala was 0.21 lakh persons which increased to 0.24 lakh persons in 1973-74 with an increase of 16 per cent. During 1985-86, the SSI Sector in Kerala absorbed 0.28 persons (34 per cent increase compared to 1970-71 periods) which increased to 0.50 lakh persons during 1989-90 with an increase of 143 per cent from 1970-71 periods.

c. Production of SSI Units in India and Kerala

During 1970-71 periods, the production of SSI Units in India was Rs. 30,200 crores which increased to Rs. 1,49,900 crores in 1989-90 periods with an increase of 396 per cent. From the analysis of the production figures of SSI Units in India during 1970-71 to 1989-90 (Pre globalisation) that consist of 20 year period under analysis makes it clear that there is a steep increase in all the years under study. The Compound Growth Rate (1970-2010) is 10 per cent.

During 1970-71, the SSI Units in Kerala produced goods worth Rs. 364.18 lakhs which increased to Rs. 755.48 lakh during 1980-81 with an increase of 107 per cent. During 1981-82, the goods produced amounted to Rs. 760.61 which declined to Rs. 158.50 lakhs in 1985-86 with a decrease of 57 per cent which again declined to
Rs. 226.60 lakhs in 1989-90 with a decrease of 38 per cent compared to 1970-71 periods.

d. Investment in SSI Sector in India and Kerala

During 1970-71, the investment in SSI Units in India was Rs. 36,200 crores which increased to Rs.1,19,600 crores in 1989-90 with a increase of 230 per cent compared to 1970-71 periods.

During 1970-71, the investment in the SSI sector in Kerala was Rs.12.30 crores which increased Rs.110.38 crores during 1989-90 with an increase of 797 per cent when compared to the base year.

e. Export from SSI Sector in India and Kerala

During 1970-71 periods, the total export from SSI sector in India was Rs. 200 crores which increased to Rs 7,600 crores in 1989-90 with an increase of 3700 percent.

During 1970-71 periods, the total export from SSI sector in Kerala was Rs. 3.41 crores which increased Rs. 95.78 crores in 1989-90 with an increase of 2708 percent.

2. Post Globalised Era (Performance)

a. Number of SSI Units Registered in India and Kerala

During 1990-91, the Indian Economy was opened globally. What had really happened in the small scale sector in India during this periods was analysed. 19.5 lakhs small scale units were registered in India during 1990-91 periods which increased to 42.50 lakhs during 2009-10 with an increase of 117 per cent.

During 1990-91, 0.74 lakh SSI Units were registered in Kerala when the economy was opened globally which increased to 1.26 lakhs in 1994-95 with an increase of 70 per cent within 5 years time. During 2005-06, 3.65 lakh small scale
units were registered in Kerala (305 per cent increase from 1990-91 onwards) which increased to 4.20 lakh units in 2009-10 with an increase of 467 per cent.

b. Employment generation by SSI Sector in India and Kerala

During 1990-91, the small scale industries sector provide employment opportunities to the tune of 125.3 lakh persons which increased to 245.60 lakh persons in 2009-10 with an increase of 96 per cent.

During 1990-91, the SSI Sector in Kerala created employment to the tune of 0.428 lakhs which increased to 0.225 lakh persons during 2004-05 with a decline of 47 per cent. During 2005-06 onwards, there was a shift from small scale sector to MSME Sector which altogether contributed employment to the tune of 0.281 lakh persons (35 per cent decrease from 1990-91 periods) which declined in subsequent years and increased up to 17 per cent by providing employment to the tune of 0.502 lakh persons in 2009-10.

c. Production of SSI/MSME Units in India and Kerala

During 1990-91, the production of SSI Units in India was Rs. 155,740 crores which increased to Rs. 7,60,727 crores during 2009-10 with an increase of 388 per cent. The production of SSI Sector in Kerala during 1990-91 was Rs. 236.54 crores which increased to Rs.1,359.54 crores in 2009-10 with an increase of 474 per cent.

d. Investment in SSI/MSME Units in India and Kerala

During 1990-91, the investment in the SSI sector in India was Rs.100750 crores which increased Rs. 630635 crores during 2009-10 with an increase of 525 per cent when compared to the base year.

The investment in the SSI sector in Kerala during 1990-91 was Rs. 73,279.98 lakhs which increased to Rs. 159,187.90 in 1995-96 with an increase of 93 per cent. During the year 2001-02, the investment was Rs. 3,22,292.7 lakhs with an increase
of 245 per cent. During the 2009-10, the investment was Rs. 4,42,251.5 lakhs with an increase of 244 per cent.

e. Export from SSI/ MSME Sector in India and Kerala

One of the important factor which helps in reducing the balance of payment deficit of our country is the export earning from the SSI/ MSME sector. During 1990-91, periods the total export from SSI sector in India was Rs. 9664 crores which increased to Rs. 84,225 crores in 2009-10 with an increase of 772 percent.

During 1990-91, periods the total export from SSI sector in India was Rs. 164.94 crores which increased to Rs. 2586.83 crores in 2009-10 with an increase of 1468 per cent.

3. The personal profile

Analysis of the personal profiles of the owners/managers and the opinion of the owners in respect of main variables affecting the behaviours during pre and post globalisation periods reveals the following:

1. **Type of Ownership:** A large majority of the respondents in the sample owned by themselves, (Sole trader) and the next is partnership organizations.

2. **Nature and Type of Products produced:** Majority of the respondents in the sample engaged in the production of garments, village poultry, rubber based products, coir and coir based products, Khadhi products and electronics to some extent.

3. **Type of Management:** Majority of the business is owned by the owners themselves and the management is also vested with them. In some cases, it is managed by partners of managers.
4. **Qualification of Managers:** Majority of the respondents in the same have education up to graduation and below. In few cases, they possess higher qualifications.

5. **Experience of Manager:** In respect of experience, the sample respondents have got experience of above 10 years.

6. **Number of Employees Working:** The respondents in the sample reported that in the majority of the cases, they employ in between 10 and 20 persons.

7. **Number of Trade Unions:** The respondents reported that in every business at least two unions and each of such union have affiliations either to UDF, LDF or BJP.

8. **Age of Business:** A large majority of the respondents in the sample started their operations before 40 years. It means that they are engaged in business operations of at least 40 years.

9. **Nature of Operation:** Majority of them engaged in either manufacturing or service operations.

10. **Gender of Owner / Manager:** A large majority of the owner/manager of SSI/ MSME Units in Kerala are managed and/ owned by males than females.

11. **Religion and Caste of Owners / Managers:** Majority of the SSI units are owned and operated by the members belonging to Hindu religion.

4. **Behavioural Variables – Pre globalisation**

   a. **General Factors**

      In the case of opinion on starting new business, a large majority (317) of respondents recorded a level of satisfaction between 20 per cent and 40 per cent. The average score in this case is 40 per cent which is less than to combined mean of 44 per cent. It means that on an average 40 per cent is the level of satisfaction recorded
by the respondents which makes it clear that there is chance for starting new business units.

In the case of Entrepreneurs involve other business, the mean score in this case is 32 which is less than the combined mean. It means that there is no chance in the involvement of entrepreneurs in other business.

In the case of the views of respondents on sales growth rate, the mean score in this case is 49 per cent, which is more than combined mean. This shows the sales growth rate according to respondents in the pre-globalized era. The combined mean of this main variable general factors is 44 per cent which means that sales growth rate is one of the important factors among the general factors.

Considering the views of respondents on form of business organization, the form and structure of the business unit is an important aspect that is regarded among the general factors which affect the performance of the unit. The mean score in this case is 45 per cent. Here also the mean score exceeds the combined mean which is 44 per cent. It means that this variable has an impact on the performance of SSI units.

Considering the views of respondents on Locational (Special) advantage, Almost all small scale and micro units have been started in an area where locational factors are favourable. The mean score is 41 per cent which is less than the combined mean. It means that this variable is no significant in analyzing the general factors in the pre-globalised era.

In the case of views of respondents on Technology, the level of satisfaction of technology and its application was very poor in SSI / MSME sector as is clear from the mean score which is 34 per cent with a standard deviation of 15 per cent and covariance of 43 per cent. The combined mean is 44 per cent as far as all general factors are concerned.

While analyzing the views of respondents on Resistance to change, majority of the respondents argue that the employees are reluctant to accept the changes to be
made in the industry. Not only that the business itself is not able to introduce changes on account of various factors. The mean score in this case is 49 per cent with a standard deviation of 22 per cent and a covariance of 44 per cent which means, this variable is an important factor which affect the performance of the SSI / MSME units in Kerala during the Pre-globalization periods. The mean score is higher than the combined mean which is 44 per cent.

Considering the views of respondents on quality enhancement, the mean score of 12 per cent which is less than combined mean. It means that this variable will not have any impact on the performance in the pre-globalized era.

In the case of views of respondents on High investment, the mean score 46 per cent, which is higher than the combined mean of 44 per cent. This makes it clear that this variable will have a significant influence under the general factors affecting the performance of the SSI / MSME units in Kerala in the pre globalisation periods.

Considering the views of respondents on production at global standards, there is no impact on this variable in the Pre-globalization periods because it fulfills the domestic needs of the people which is clear from the mean score 26 per cent with a standard deviation of 14 per cent.

The views of respondents on the attitude of the Government or Government Policy towards the development of SSI / MSME Sector in Kerala were evaluated. The attitude of the Government towards this sector and the pre-globalisation period is remarkable as is clear from the mean score of respondents. It is 53 per cent with a standard deviation of 25 per cent and a covariance of 47 per cent. This shows that this variable is significant is analyzing the performance of SSI Units under general factors.

In the case of the views of respondents on Ease in management, the mean recorded level of satisfaction is 57 per cent with a standard deviation of 10 per cent and a covariance of 17 per cent. The mean is higher than the combined mean 44 per
cent which indicates that this variable has an impact on the performance of SSI /MSME sector in Kerala under general factors.

The people organize small industries basically on account of the fact that it is simple to operate. The mean recorded level of satisfaction in this case is 51 per cent with a standard deviation of 26 per cent and a covariance of 51 per cent. This mean score also higher than the combined means of 44 per cent which clearly indicate that this variable is significant.

Considering the views of respondents on high population, a large majority of the respondents in the sample recorded their level of satisfaction at 50 per cent and above. The mean recorded level of satisfaction is 69 per cent which is higher than combined mean. This shows that the demand for the products of SSI sector depends on the population and its increase.

In the case of views of respondents on Traditional Nature, the mean score recorded is 48 per cent with a standard deviation of 26 per cent. This shows that starting SSI Units under pre-globalised era is due to its traditional nature and this variable is significant for evaluation of performance of SSI Units in Kerala.

b. Economic Factors

Considering the opinion on capital raising, the mean score is 50 per cent, which is more than the combined mean. It means that this variable is significant on the evaluation of performance of SSI Units in Kerala.

Another important sub variable which contribute towards economic factors is Bank loan. The mean score in this case is 53 per cent with a standard deviation of 23 per cent and a covariance of 43 per cent. The mean score is higher than the combined mean which shows that this variable is significant.

In the case of opinion on creditors for purchase, the mean recorded level in this case is 62 per cent which is more than the combined mean. This variable helps the respondent units in making use of materials without any own finance.
In the case of opinion on market conditions, the mean recorded level of satisfaction is 52 per cent with a standard deviation of 19 per cent and covariance of 37 per cent. This variable is also significant in determining the level of performance during the pre-globalisation periods.

In this industry most of the labourers are available traditionally and the technology is handed down also. The mean recorded level noticed is 45 per cent which is less than the combined mean. This variable is not so significant in economic factors.

Considering the opinion on material Bank, certain types of industries came under SSI category make use of the facility of material bank. The mean recorded level of opinion recorded is 52 per cent with a standard deviation of 17 per cent and a covariance of 33 per cent. This shows that the variable is significant in the evaluation of the performance of SSI Sector under Pre-globalisation era.

Considering the opinion on machinery and its use, the mean recorded level of opinion is 43 per cent which is less than the combined mean. This shows that the variable is not so significant.

Considering the opinion on training, the mean recorded level of opinion is 51 per cent with a standard deviation of 22 per cent and a covariance of 43 per cent. This variable is significant because the mean score exceeds the combined mean which is 49 per cent.

Considering the opinion on managerial skill, the mean recorded level is 42 per cent which is less than the combined mean. This shows that this variable is not so significant.

Considering the opinion on production of variety of goods. The SSI Sector provides a variety of article to the people as it is engaged in different production operations. The mean recorded level of opinion in this case is 46 per cent which is less than the combined mean. This also shows that this variable is not so significant.
Considering the views of respondents on Land and its availability, the mean recorded level of opinion is 48 per cent which is less than the combined mean. It means that landed property needed is only limited and is economical also when compared to cost of land in Kerala. So, this variable is significant in analyzing the performance of SSI Sector under pre-globalisation era.

Considering the opinion on method of production, the mean recorded level of opinion is 47 per cent which is less than the combined mean. This variable is also proved no significant.

Considering the opinion of respondents on profit, the mean recorded level in this case is 55 per cent which is more than the combined mean. This variable is significant in analyzing the economic factors to analyse the performance of SSI Sector in Kerala under Pre-globalisation periods.

In the case of opinion of respondents on risk factor, the mean score in this case 48 per cent which is less than the combined mean. This variable also has no significant impact on the SSI Sector’s performance.

Considering the opinion of respondents on manageable cost, the cost of SSI Sector is less compared to large scale operations and is manageable also. The mean recorded level of opinion in this case is 37 per cent, which is less than the combined mean, which shows that this is not so significant.

c. Social Factors

Considering the opinion of respondents on Religion, the mean recorded level of opinion is 53 per cent with a standard deviation of 19 per cent and a covariance of 36 per cent. The mean score is higher than the combined mean which means that this variable has an impact on SSI Sectors performance in the pre-globalisation period.

Considering the opinion of respondents on Caste, the mean score recorded is 53 per cent with a standard deviation of 23 per cent and a covariance of 43 per cent.
The caste also have an impact on the SSI Sector and its performance during the pre-globalisation era.

Considering the opinion of respondents on Educational Qualification of the respondents. The mean recorded level is 60 per cent with a standard deviation of 20 per cent and a covariance of 32 per cent. The mean score is higher than the combined mean which is 52 per cent which means that this variable is significant.

Considering the opinion of respondents on Gender, the business is usually run by male or female. Majority of the sample respondents belongs to the male group than female. The mean score recorded is 61 per cent with a standard deviation of 22 per cent and a covariance of 36 per cent. This mean score also exceeds the combined mean (52 per cent) which shows that gender is important in judging the performance of the SSI under pre-globalisation period.

Considering the opinion of respondents on Age, Another important variable used for judging the performance of the business is age. The opinion of respondents shows that it is significant as is seen for the mean score which is 59 per cent with a standard deviation of 26 per cent and a covariance of 45 per cent.

In the case of opinion of respondents on organization and its pattern, the opinion recorded a level in this case is 46 per cent which is less than the combined mean. It clearly indicates that this variable is not so significant.

Considering the opinion of respondents on period of entry into business, the mean recorded level of opinion is 43 per cent which is less than the combined mean. This shows that the period of entry is not so significant.

In the case of opinion of respondents on products, the mean recorded level of opinion is 39 per cent which is less than the combined mean. This shows that this variable is not so significant.
Considering the opinion of respondents on family support, the mean recorded level of opinion is 42 per cent which is less than the combined mean. This shows that this variable is not so significant.

Considering the opinion of respondents on parents education. The mean score is 64 which is higher than the combined mean, 52 per cent. It clearly indicate that this variable is significant in analyzing the performance of SSI Units under pre-globalisation era.

Considering the opinion of respondents on parents occupation. The mean recorded level of opinion is at 40 per cent with a standard deviation of 22 per cent and a covariance of 55 per cent. It shows that this variable is not so significant.

In the case of opinion of respondents on Employment, the mean score is 66 per cent with a standard deviation of 18 per cent and a covariance of 27 per cent. The mean recorded level is higher than the combined mean or score of 52 per cent which shows that this is a significant variable which contributes a lot to the society.

Considering the opinion of respondents on non-Keralaite culture. the mean score of which is 55 percent which is more than the combined mean. This variable is also significant in assessing the performance of SSI sector under pre-globalisation era.

Considering the opinion of respondents on experience, the mean recorded level is 48 per cent, which is less than the combined mean. This shows that this variable is not so significant.

In the case of opinion of respondents on Behavioural changes, the mean score of which is 37 per cent with a standard deviation of 19 per cent and a covariance of 51 per cent. This makes its clear that this variable is not so significant.
d. Motivational Factors:

Considering the views of respondents on making a comfortable living, the mean score of which is 56 per cent with a standard deviation of 20 per cent and a covariance of 36 per cent which exceeds the combined mean of 49 per cent. It shows that this variable is important for motivating the owners or managers of SSI units in Kerala.

Considering the opinion of respondents on satisfaction of ones core initiatives and values,. The mean score of which is 62 per cent with a standard deviation of 18 per cent. The mean score is a significant because it exceeds the combined mean which is 49 per cent.

Considering the views on more freedom and autonomy in personal life, the mean score is 66 per cent with a standard deviation of 18 per cent and a covariance of 27 per cent. The mean score also shows a higher value than the combined mean, and so it is significant.

Considering the views on providing employment opportunities to others, the mean recorded level is 58 per cent with a standard deviation of 18 per cent and covariance of 32 per cent. Here also this variable is significant since it exceeds the combined mean which is 49 per cent.

Considering the opinion on serving the society in a better way,. The mean score is 43 per cent with a standard deviation of 24 per cent and the mean score is less than the combined mean which shows that this variable is not so significant.

Considering the views of respondents on self employment as an alternative to unemployment. The mean recorded level is at 50 per cent which is higher than the combined mean. This also shows that this is an important variable.

Considering the views on channalisation of Surplus Financial resources, the mean recorded level is 43 per cent with a standard deviation of 25 per cent and this shows that this variable is not so significant.
In the case of the views of respondents on encouragement provided by Banks and Government. A large majority of the respondents recorded a low level in this case. The mean score of 29 per cent is very low with a standard deviation of 18 per cent. It clearly indicates that this factor is not responsible for creating any motivation.

Considering the views on using technological competence in specialized area, the mean recorded level of opinion is 30 per cent which is less than the combined mean. This shows that this variable has no impact on motivating the entrepreneurs.

Considering the views on inspiration from entrepreneurs development programs, the mean recorded level of opinion is 53 per cent with a standard deviation of 25 per cent and a covariance of 47 per cent. The mean score exceeds the combined mean which shows that this variable is significant, and it motivates entrepreneurs for starting new units and contributing the society for its development.

Considering the views of respondents on High incentives, the mean recorded level is 41 per cent which is less than the combined mean. This variable is also somewhat significant.

Considering the views of respondents on encouragement from the Government, the mean recorded level of opinion is at 54 per cent which is less than the combined mean. The mean score exceeds the combined mean which means this variable is significant.

Considering the views of respondents on demands from the local people, the mean recorded level of satisfaction is 60 per cent which is more than the combined mean. This means that the entrepreneurs start to organize and operate SSI Units basically because of the motivations from the part of people by demanding more, which is clear from the mean score which exceeds the combined mean of 49 per cent.

Considering the views of respondents on generating income and remove poverty, the mean recorded level is 47 per cent with a standard deviation of 25 per
cent. This mean score is less than the combined mean which shows that this variable is not so significant.

Considering the views on Low Investment, simple operation and management, the mean recorded level of opinion is 37 per cent with a standard deviation of 18 per cent and a covariance of 49 per cent. The mean score in this case is less than the combined mean which shows that this variable is not significant.

e. Cultural Factors

Considering the views of respondents on Religious Beliefs, the mean recorded level of opinion in this case is 50 per cent with a standard deviation of 25 per cent. The mean recorded level is higher than the combined mean which shows that this variable is an important one.

In the case of opinion of respondents on cultural bend, the mean score is 42 per cent with a standard deviation of 24 per cent. This mean score is higher than the combined mean of 41 per cent which clearly indicate that this variable also proved significant.

Considering the opinion on Ethnicity, the mean score in this case is 30 per cent with a standard deviation of 17 per cent. The mean score is less than the combined mean and this variable is not so significant.

Considering the views of respondents on cultural diversity, the mean score is 41 per cent with a standard deviation of 24 per cent. The mean score is equal to combined mean which means that this variable is also significant.

In the case of views on Eco friendly products, the mean recorded level of opinion is 40 per cent with a standard deviation of 18 per cent. It is less than the combined mean, and it shows that this variable not so significant.

Considering the views of respondents on Ethics, the mean recorded level of opinion is 53 per cent with a standard deviation of 20 per cent. The mean score is
higher than the combined mean (41 per cent) which shows that ethics is a significant variable which affects the cultural factors.

Considering the opinion on social factors, the mean recorded level of opinion is 46 per cent with a standard deviation of 23 per cent and a covariance of 49 per cent. Social factors also an important variable which form part of cultural factors as is clear from the mean score and the combined mean.

In the case of the opinion of respondents on retaining the tradition, the mean score of which is 37 per cent with a standard deviation of 19 per cent. This variable is not significant.

Considering the views of respondents on community initiative, the mean recorded level of opinion is 30 per cent with a standard deviation of 18 per cent. The mean score of which is less than the combined mean. This clearly indicate that this variable is not significant.

5. **Predictor Equations model (Pre-Globalisation)**

The best fit one variable predictor of independent variable is the Social Factor \( V_3 \), since it has the highest correlation of 0.82 and correlation square of 0.67 with the independent variable Owner/ Manager of the of the SSI units under pre globalisation era \( V_6 \) among all other combinations. The Best fit equations with the independent variable superior Relationship \( V_3 \) is:

\[
\hat{V}_6 = \beta_0 + \beta_3 V_3 + \epsilon
\]

After the calculation of the constant, the Beta coefficient of the variable \( V_3 \) and the standard Error, the best fit one variable predictor equation is:

\[
\hat{V}_6 = 18.21 + 0.57V_3 + 0.2.42
\]

The best fit two variable predictor equation is the combination of the problems in connection with General factors (\( V_1 \)) and social factors (\( V_3 \)) since it has
the highest correlation (0.89) and correlation square (0.79) with the dependent variable Owner/Managers of SSI units (V_6). The best fit of equation of with the independent variable general factors (V_1) and Social factors (V_3) is:

\[ \hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_3 V_3 + \epsilon \]

After the calculation of the constant, the beta coefficients of the variable V_1 and V_3, and the standard error, the best fit two variable predictor equation is:

\[ \hat{V}_6 = 7.91 + 0.22V_1 + 0.58V_3 + 1.93 \]

The best fit Four variable predictor equation is the combination with General factors (V_1), Economic factors (V_2), Motivational factors (V_4) and Cultural Factors (V_5), since it has the highest correlation value of 0.94 and correlation square of 0.89 with the dependent variable impact of globalisation (pre) (V_6). The best fit equation with the independent variables, General factors (V_1), Economic factors (V_2), Motivational factors (V_4) and Cultural (V_5) is:

\[ \hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_2 V_2 + \beta_4 V_4 + \beta_5 V_5 + \epsilon \]

After the calculation of constant, the beta coefficients of variables V_1, V_2, V_3 and V_4 and the standard error, the best fit from variable predictor equation is:

\[ \hat{V}_6 = 2.61 + 0.21V_1 + 0.34V_2 + 0.25V_4 + 0.17V_5 + 0.85 \]

The regression equation is formed with the Independent Variables General factors (V_1), Economic factors (V_2), social factors (V_3), Motivational factors (V_4) and Cultural factors (V_5). The multiple correlation (r) with a correlation square (r^2) between all independent variable and dependent variable is 1.000. The best fit equation for the five independent variables V_1, V_2, V_3, V_4, V_5 is:

\[ \hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_2 V_2 + \beta_3 V_3 + \beta_4 V_4 + \beta_5 V_5 + \epsilon \]
After the calculation of the constant, beta coefficient of the variables $V_1, V_2, V_3, V_4, V_5$ and the standard error, the best fit five variable predictor equation is:

$$\hat{V}_6 = 0.03 + 0.21V_1 + 0.22V_2 + 0.22V_3 + 0.23V_4 + 0.13V_5 + 0.03$$

The analysis on the behavioral aspects during the Post -Globalization Periods reveals the following:

6. Behavioural Variables (Post Globalisation)

   a. General Factors

   In the case of the opinion of the respondents on starting of new business units, the mean score in this case is 32 per cent with a standard deviation of 19 per cent. This mean score is less than the combined mean which is 42 per cent and the mean score recorded by respondents in the pre globalization period. It clearly indicates that starting new business units in the post globalised era becomes difficult on account of stiff competition and high technology.

   Considering the opinion of respondents on entrepreneurs involvement on other business, the mean recorded level is higher than the combined mean (42 per cent) and the mean recorded level in pre globalization period. It means that there is ample chance for entering into other business during the post globalization (outsourcing etc).

   Considering the opinion as growth rate in sales, the mean recorded level of opinion is 40 per cent with a standard deviation of 17 per cent. The mean score noticed is less than the combined mean which is also less than the mean score of pre globalization periods. It clearly indicate that there is sales growth during pre globalised era but less growth rate in post globalization period due to competition in the market.

   Considering the opinion of respondents on form of business organization, the mean recorded level of opinion is 57 per cent with a standard deviation of 12 per
The mean score is higher than the combined mean and the mean level of pre-globalisation period is a clear indication that this variable is significant in analyzing the impact of SSI / MSME Sector in the post globalization period. i.e., larger the size of business better is the result.

Considering the opinion of respondents on locational advantage, the mean recorded level is 25 per cent with a standard deviation of 16 per cent. This mean score is less than combined mean and the mean level at pre-globalisation era. It means that this variable is not significant in analyzing the performance of SSI / MSME Sector in post globalization era.

Considering the opinion of respondents on technology, the mean recorded level of opinion is 44 per cent with a standard deviation of 21 per cent and a covariance of 47 per cent. This mean score is higher than the combined mean and the mean score of the pre-globalised era. This shows that this sub variable is very significant for evaluating the performance of SSI / MSME Sector. There is a very high impact on technology in post globalization compared to pre globalization periods.

Considering the opinion of respondents on resistance to change, the mean rendered level of opinion is 39 per cent with a standard deviation of 13 per cent. This mean score is less than the combined mean and also the mean score of the pre-globalisation periods. This clearly indicate that resistance to change was there in the pre-globalised era, but it did not exist in the post globalization periods.

In the case of opinion of respondents on quality enhancement, the mean recorded level of opinion is 37 per cent with a standard deviation of 30 per cent. The mean score is less than the combined mean and also the mean of the pre globalised era. This indicates that this is not a significant variable in both cases.

Considering the opinion of respondents on high investment needed, the mean recorded level is 55 per cent with a standard deviation of 18 per cent. The mean recorded level is higher than the combined mean and the mean score of the pre
globalization periods. This shows that high investment is needed in the post globalisation period for inputting high technology but it is not so in the pre globalization period.

Considering the opinion of respondents on production in global standards, the mean score (51 per cent) exceeds the combined mean, and is higher than the mean score of pre globalization periods. It means that this variable is significant in the post globalised era. The entrepreneurs produce goods at global standards. But during the pre globalised era, importance was given to meet the local needs.

Considering the opinion of respondents on attitude of the Government or Government Policy, the mean recorded level of opinion is 37 per cent with a standard deviation of 12 per cent. The mean recorded level of opinion is less than the combined mean and also the mean score of pre globalization periods. It means that the role of government in industrialization process was greater in the post globalization era.

Considering the opinion on Ease in management, the mean recorded level of opinion is 45 per cent with a standard deviation of 19 per cent. The mean recorded level is higher than the combined mean in both the cases which makes its clear that an important factor contributing to SSI/MSME is ease in management.

Considering the opinion of the respondents on simple to operate, the mean score is 34 per cent with standard deviation of 18 per cent. This is lower than the combined average and shows that this variable is not significant. The variable is significant in the pre globalised era as is clear from the mean score.

Considering the opinion of respondents on High population, the mean recorded level of opinion is 49 per cent with a standard deviation of 24 per cent. The mean score is higher than the combined mean which means this variable is significant. In both pre and post globalization periods, the strength of SSI/MSME units is on high demand on account of high population growth.
Considering the opinion of respondents on Traditional nature, the mean score is less than the combined mean of 42 per cent which means this traditional nature is not significant during post globalization periods, but significant from the point of view of pre globalization period which is clear from its mean score.

b. Economic factors

Considering the opinion of respondents as capital, the mean recorded level of opinion is 55 per cent with a standard deviation of 19 per cent. The mean score is higher than the combined mean which is 50 per cent. This variable is significant as far as post globalization is concerned because procurement of funds for financing or inputting capital is easier than pre globalization periods.

Considering the opinion of respondents on Bank loan, the mean rendered level of opinion is 60 per cent with a standard deviation of 20 per cent and a covariance of 33 per cent. The mean score is higher than the combined mean which means this variable is significant. This makes it clear that obtaining Bank loan is easy during post globalization periods compared to pre globalization periods.

In the case of opinion of respondents on creditors for purchase, the mean recorded level of opinion at 49 per cent with a standard deviation of 23 per cent. This mean score is less than the combined mean and is also less than the mean score of the pre globalised era. This makes it clear that this variable is not significant in the post globalised era.

Considering the opinion on market conditions, the mean recorded level is at 48 per cent with a standard deviations of 21 per cent. The mean score is less than combined mean which means that this variable is not so significant as far as post globalization is concerned. In the post globalised era the market conditions are fixed by global trends.
Considering the opinion of respondents on Labour, the mean recorded level of opinion is 31 per cent with a standard deviation 21 per cent. It is very less when compared to the combined mean. This also shows that the variable is not significant.

Considering the opinion on Material Bank, the mean recorded level of opinion is 42 per cent with a standard deviation of 21 per cent. The mean recorded level is less than combined mean and also less than the mean score during pre globalization periods. This makes it clear that this variable is also not significant during the post globalization than pre globalization era.

Considering the opinion on machinery, the mean score is 53 per cent with a standard deviation of 25 per cent. This mean score is higher than the combined mean and is less than the mean score of pre globalization. It means that this variable is significant in generating more income by means of introduction of high tech machines for production operation during the post globalization periods.

Considering the opinion on training, the mean score is 39 per cent with a standard deviation of 23 per cent. The mean is less than the combined mean which means this variable is not significant in the post globalised era.

Considering the opinion on management skill, the mean recorded level of opinion is 51 per cent with a standard deviation of 24 per cent and a covariance of 47 per cent. The mean score is higher than the combined mean which means that the management skill is very much significant in the post globalised periods because our business is now complete with multinational business management.

Considering the opinion on production of variety goods, the mean recorded level of opinion is 64 per cent with a standard deviation of 18 per cent and a covariance of 28 per cent. The mean score of level of opinion is higher than the combined mean which is 50 per cent. It shows that this variable is significant in the post globalization period in registering new SSI/MSME Units, and employment that satisfy the requirements of the people. This variable did not contribute much during
the pre globalization period as is seen from the mean score which is lower than the mean of post globalization periods.

Considering the opinion on Land, the mean recorded level of opinion is 55 per cent with a standard deviation of 21 per cent. The mean score is higher than the combined mean and this variable is significant in contributing a lot to the development of SSI/MSME units in the post globalization era.

Considering the opinion on methods of production, the mean recorded level of opinion is at 66 per cent with a standard deviation of 18 per cent and a covariance of 27 per cent. The mean recorded level is higher than the combined mean which shows that this variable is significant. The different methods of production lead to new employment and generation of new products in the post globalization era.

In the case of opinion on profit, the mean recorded level of opinion is 44 per cent with a standard deviation of 19 per cent. The mean recorded level is less than the combined mean which shows this variable is not significant in contributing to employment staff of new units and production in the post globalization era as account of less profit.

Considering the opinion on Risk, the mean recorded level of opinion is 58 per cent with a standard deviation of 19 per cent. The mean score is higher than the combined mean which shows that this variable is also significant in the post globalised era due to reduced risk an amount of diversification.

Considering the opinion of respondents on manageable cost, the mean recorded level in this case is 50 per cent with a standard deviation of 23 per cent. The mean score is equal to combined mean which shows that the cost during post globalization is manageable on account of technological advancements. During the pre globalization the cost was not manageable as is clear from the mean score.
c. Social Factors

Considering the opinion on Religion, the mean recorded level of opinion is 50 per cent with a standard deviation of 19 per cent. This mean score is almost equal to combined mean which shows that this variable is significant but not as significant as its impact on post globalization.

Considering the opinion on caste, the mean score is 45 per cent with a standard deviation of 24 per cent. It is less than the combined mean which is 51 per cent and is not so significant in the post globalization period compared to pre globalization era.

Considering the opinion of respondents on Education, the mean recorded level is at 58 per cent with a standard deviation of 23 per cent. The mean score exceeds the combined mean which shows that this variable is significant in the post globalization era. But in both pre and post globalization period this variable is highly significant.

Considering the opinion of respondents on Gender, the mean recorded level is 48 per cent with a standard deviation of 21 per cent. This mean score is less than the combined mean and this variable is not so significant in the post globalization periods than pre globalization periods.

Considering the opinion of respondents on Age, the mean recorded level of opinion is 45 per cent with a standard deviation of 23 per cent. The mean score is lesser than combined mean and the mean score of pre globalization indicate that this variable is not so significant in the post globalization era.

Considering the opinion of respondents on organization, the mean recorded level of opinion is 52 per cent with a standard deviation of 17 per cent and a covariance of 33 per cent. The individual mean exceeds the combined mean which means the nature of variable and the type of organization are significant in
contributing employment, investment, and starting by organizing units in bigger size in the post globalization period than pre globalization period.

Considering the opinion of respondents on period of entry, the mean recorded a level of opinion is 51 per cent with a standard deviation of 25 per cent. This shows significant in the post globalization period because the combined mean is equal to the individual mean.

Considering the opinion of respondents on products, the mean recorded level is 50 per cent with a standard deviation of 25 per cent. A variety of products / diversified products calls for high benefit during post globalization than pre-globalisation as is clear from the mean score of both.

Considering the opinion of respondents on family support, the mean recorded level of opinion is 51 per cent with a standard deviation of 25 per cent. The individual mean and the combined mean is the same. So the variable is significant in post globalization periods than the pre globalization.

Considering the opinion of respondents on Parents Education. Parents Education along with their individual educational qualification are significant in contributing towards growth of SSI / MSME units in the post globalization period as is clear from the individual mean which is 53 per cent with a standard deviation of 29 per cent and is higher than the combined mean (49 per cent).

Considering the opinion of respondents on parents occupation,. The mean recorded level is 40 per cent with a standard deviation of 22 per cent. This mean is less than the combined mean and indicate that this variable is not significant in the post globalization period in respect of assessing the impact of SSI / MSME Sector for considering the social factors.

Considering the opinion of respondents on employment, the mean recorded level of opinion is 49 per cent and with a standard deviation of 25 per cent. This
mean score is equal to combined mean and is significant as far as post globalization periods are concerned.

Considering the opinion of respondents on Non Keralite Culture, the mean recorded level of opinion is 60 per cent with a standard deviation of 19 per cent and a covariance of 32 per cent. The mean score is higher than the combined mean (49 per cent) which clearly indicate that this variable is significant in assessing the performance of SSI / MSME units is creating employment, investment, production and number of units during the post globalization period than pre globalization periods.

Considering the opinion of respondents on experience, the mean score is 42 per cent with a standard deviation of 22 per cent and this variable is not significant due to the fact that its combined mean is less than mean score or individual mean.

Considering the opinion on Behavioural changes. This variable is also not significant as is clear from its mean score of 44 per cent with a standard deviation of 24 per cent, compared with a combined mean which is 49 per cent.

d. Motivation factors

Considering the opinion of respondents on making money for comfortable living, the combined mean is 49 per cent. The mean score is 49 per cent with a standard deviation of 19 per cent. It is clear that this variable is significant in the post globalization periods.

Considering the opinion of respondents on satisfaction of ones core initiatives and values, the mean recorded level of opinion in this case is 51 per cent with a standard deviation of 28 per cent. The combined mean is 49 per cent. This variable is significant in the post liberalization era.

Considering the opinion of respondents on more freedom and autonomy in personal life, the mean recorded level of opinion 52 per cent with a standard deviation of 26 per cent. The mean score is higher than the combined mean which
shows that this variable is significant in the post globalised era but it is not as significant compared to pre globalization era.

Considering the opinion of respondents on providing employment opportunities to others, the mean recorded level of opinion is 57 per cent with a standard deviation of 19 per cent and a covariance of 32 percent. The combined mean level of opinion recorded is 49 per cent and is higher than the individual mean. It means that providing employment opportunities were provided to others the motivation during the post globalization period, and this variable proves significant.

Considering the level of opinion of respondents as serving the society in a better way. the mean recorded level of opinion is 33 per cent with a standard deviation of 20 per cent. The mean score is less than the combined mean which shows that this variable is not significant in the post globalised era.

Considering the opinion of respondents on Self employment as an alternative to unemployment. the mean recorded level of opinion is 45 per cent with a standard deviation of 22 per cent. This mean score is less than the combined mean and the mean score during pre globalization period which clearly indicated that this variable is not significant as far as post globalization is concerned.

Considering the opinion of respondents on chanalising of surplus financial resources, the combined mean recorded level is higher than the individual score (33 per cent) which means this variable is not significant in the post globalised era.

Considering the opinion of respondents on Encouragement provided by banks or Government, the mean recorded level is 42 per cent with a standard deviation of 27 per cent. The individual score is less than the combined mean in both pre and post globalization periods. Hence this variable is not so significant.

Considering the opinion of respondents for using technical competence in specialized area. the mean recorded level of opinion in this case is 41 per cent with a
standard deviation of 25 per cent. The combined means is higher than the individual mean score which means this variable is not significant.

Considering the opinion of respondents on Inspiration from entrepreneurial development programme, the mean recorded level in this case is 64 per cent with a standard deviation of 19 per cent and a covariance of 29 per cent. The mean score is higher than the combined mean which shows that this variable is significant in the post globalised era.

Considering the opinion of respondents on high incentives, the mean recorded level of opinion is 51 per cent with a standard deviation of 24 per cent. This mean score, is higher than the combined mean of 49 percent, hence this variable is significant in the post globalised era for analyzing the impact of SSI/MSME units in Kerala.

Considering the opinion of respondents on encouragement from Government, the mean recorded level of opinion is 65 per cent with a standard deviation of 19 per cent. The mean score is higher than the combined mean which shows that inspiration from the part of government is an important variable in the post globalised era for evaluating the performance of SSI/MSME Sector in Kerala.

Considering the opinion of respondents on demand from local people, the mean recorded level of opinion is 51 per cent with a standard deviation of 19 per cent and a covariance of 37 per cent. The mean score is higher than the combined mean which means this variable is significant in the post globalised era. But individual mean is higher in the pre globalised era than the post globalization periods. It makes it clear that this variable is highly influential during pre globalised era than post globalization periods.

Considering the opinion of respondents on generate income and remove poverty, the mean recorded level of opinion is 56 per cent with a standard deviation of 20 per cent and a covariance of 36 per cent. This mean score is higher than the combined mean which means this also important in the post globalised era. The
mean score in post globalization period is higher than the mean score during pre globalization which shows that this variable is highly influential during post globalization period.

Considering the opinion of respondents on low investment, simple operation and management, the mean recorded level of opinion is 44 per cent with a standard deviation of 24 per cent and it is less than the combined mean. It shows that this variable is not in any way important during post globalised era.

e. Cultural Factors

Considering the opinion of respondents as Religious beliefs, the mean score is 44 per cent with a standard deviation of 22 per cent and is less than combined mean. This shows that this variable is not significant.

Considering the opinion of respondents on cultural bend, the mean recorded level of opinion is 50 per cent with a standard deviation of 27 per cent. This mean score is higher than the combined means which means this variable is significant in the post globalised periods. But this mean score is less than the pre globalization period which means that this variable is more significant in the pre globalization than post globalization periods.

Considering the opinion on Ethnicity, the mean score is 43 per cent with a standard deviation of 26 per cent. This mean score is less than the combined mean which means this is not a significant variable.

The opinion of respondents on cultural diversity, the mean score is 50 with a standard deviation of 26 per cent. The individual score is higher than the combined mean which is 48 per cent. So this variable is significant in the post globalised era.

Considering the opinion of respondents on Eco-friendly products, the mean recorded level of opinion is 53 per cent with a standard deviation of 26 per cent. The mean score is higher than the combined mean which is 98 per cent. This variable is more significant in the post globalised period than pre globalization era.
Considering the opinion of respondents on Ethics, the mean recorded level of opinion is 48 per cent with a standard deviation 22 per cent. The mean score is equal to combined mean which means Ethics plays an important role is the post globalised era.

Considering the opinion of respondents on social factors, the mean recorded level of opinion is 52 per cent with a standard deviation of 25 per cent and a covariance at 48 per cent. The mean score is higher than the combined mean of 48 per cent which means this variable is also significant in the post globalised era.

Considering the opinion of respondents on retaining the tradition, the mean recorded level of opinion is 49 per cent with a standard deviation of 25 per cent. This mean score is higher than the combined mean which shows that this variable is significant among cultural factors in post globalization era.

Considering the opinion of respondents on community initiative, the mean recorded level of opinion in this case is 46 per cent at a standard deviation of 28 per cent. The mean score on this case is lower than the combined mean which means this variable is not important in the post globalised era.

7. **Predictor Equations model for Post - Globalisation**

The best fit one variable predictor that form the independent variable is the Social Factor (V₂), since it has the highest correlation of 0.67 and correlation square of 0.45 with the independent variable Owner/ Manager of the SSI units under post globalisation era (V₆) among all other combinations. The Best fit equations with the independent variable superior Relationship 'V₂' is:

\[
\hat{V}_6 = \beta_0 + \beta_2 V_2 + \epsilon
\]

After the calculation of the constant, the Beta coefficient of the variable \(V_2\) and the standard Error, the best fit one variable predictor equation is:

\[
\hat{V}_6 = 27.03 + 0.41 V_2 + 2.66
\]
The best fit two variable predictor equation is the combination of the impact in connection with Economic factors \((V_2)\) and social factors \((V_3)\); since it has the highest correlation \((0.80)\) and correlation square \((0.63)\) with the dependent variable Owner/Managers of SSI units \((V_6)\). The best fit of equation of with the independent variable Economic factors \((V_2)\) and Social factors \((V_3)\) is:

\[
\hat{V}_6 = \beta_0 + \beta_2 V_2 + \beta_3 V_3 + \epsilon
\]

After the calculation of the constant, the beta coefficient of the variable \(V_2\) and \(V_3\), and the standard error, the best fit two variable predictor equation is:

\[
\hat{V}_6 = 18.88 + 0.30 V_2 + 0.28 V_3 + 2.18
\]

The best fit three variable predictor equation is the combination with the General factors \((V_1)\), Economic factors \((V_2)\) and Social Factors \((V_3)\). Since it has the highest correlation value of 0.88 and correlation square of 0.77 with the dependent variable Owner/Manager of SSI units \((V_6)\). The best fit equation with the Independent variable General Factors \((V_1)\), Economic factors \((V_2)\) and Social factors \((V_3)\):

\[
\hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_2 V_2 + \beta_3 V_3 + \epsilon
\]

After the calculation of constant, the beta coefficient of variables \(V_1\), \(V_2\) and \(V_3\) and the standard error, the best fit three variable predictor equation for the problems of managers is:

\[
\hat{V}_6 = 9.92 + 0.19 V_1 + 0.31 V_2 + 0.29 V_3 + 1.72
\]

The best fit four variable predictor equation is the combination with General factors \((V_1)\), Social Factors \((V_3)\), Motivational factors \((V_4)\) and Cultural Factors \((V_5)\), since it has the highest correlation value of 0.95 and correlation square of 0.91 with the dependent variable impact of globalisation post \((V_6)\). The best fit equation with
the independent variables, General factors (V₁), Social factors (V₃), Motivational factors (V₄) and Cultural (X₅) is:

\[ \hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_3 V_3 + \beta_4 V_4 + \beta_5 V_5 + \epsilon \]

After the calculation of constant, the beta coefficient of variables V₁, V₃, V₄ and V₅ and the standard error, the best fit from variable predictor equation is:

\[ \hat{V}_6 = 4.66 + 0.22V_1 + 0.28V_3 + 0.26V_4 + 0.15V_5 + 1.13 \]

Regression equation is formed with the Independent Variables General factors (V₁), Economic factors (V₂), social factors (V₃), Motivational factors (V₄) and Cultural factors (V₅). The multiple correlation (r) with a correlation square (r²) between all independent variable and dependent variable is 1.000. The best fit equation for the five independent variables V₁, V₂, V₃, V₄, V₅ is:

\[ \hat{V}_6 = \beta_0 + \beta_1 V_1 + \beta_2 V_2 + \beta_3 V_3 + \beta_4 V_4 + \beta_5 V_5 + \epsilon \]

After the calculation of the constant, beta coefficient of the variables V₁, V₂, V₃, V₄, V₅ and the standard error, the best fit five variable predictor equation is:

\[ \hat{V}_6 = 0.07 + 0.22V_1 + 0.22V_2 + 0.22V_3 + 0.22V_4 + 0.13V_5 + 0.03 \]

II. Conclusions

The following conclusions are drawn from this study.

1. Number of Units Registered

The overall compound growth rate of number of registered units of SSI/MSME sector in India is 7 per cent in which 9 per cent growth in the pre globalised period and 4 per cent in the post globalisation era. This makes it clear that the growth rate is higher in the pre globalisation period than the post globalisation periods.
The overall compound growth rate of number of registered units of SSI/MSME sector in Kerala is 14 per cent in which 17 per cent growth in the pre globalised period and 10 per cent in the post globalisation era. This makes it clear that the growth rate is higher in the pre globalisation period than the post globalisation periods.

2. Employment Generation

The overall compound growth rate of employment of SSI/MSME sector in India is 5 per cent in which 7 per cent growth in the pre globalised period and 4 per cent in the post globalisation era. This makes it clear that the growth rate is higher in the pre globalisation period than the post globalisation periods. The overall trend in generating employment by this sectors shows an increase. This makes it clear that the growth rate is higher in pre globalisation period than post globalisation period.

The overall compound growth rate of employment of SSI/MSME sector in Kerala is 2 per cent in which 3 per cent growth in the pre globalised period and -4 per cent in the post globalisation era. This makes it clear that the growth rate is higher in the pre globalisation period than the post globalisation periods. The overall trend in generating employment by this sectors shows an increase. This makes it clear that the growth rate is higher in pre globalisation period than post globalisation period.

3. Production

The overall compound growth rate of production of SSI/MSME sector in India is 10 per cent in which 10 per cent growth in the pre globalised period and 11 per cent in the post globalisation era. This makes it clear that the growth rate is higher in the pre globalisation period than the post globalisation periods. The overall trend in production of this sectors shows an increase. The growth rate is higher in the post globalisation period than pre globalisation period.
The overall compound growth rate of production of SSI/MSME sector in Kerala is 3 per cent, in which -4 per cent growth in the pre globalised period and 7 per cent in the post globalisation era. The overall trend in production of this sector shows an increase. The growth rate is higher in the post globalisation period than pre globalisation period.

4. Investment

The overall compound growth rate of investment of SSI/MSME sector in India is 14 per cent, in which 17 per cent growth in the pre globalised period and 10 per cent in the post globalisation era. The overall trend in investment in this sector shows an increase. The growth rate is high in pre globalisation period than post globalisation.

The overall compound growth rate of investment of SSI/MSME sector in Kerala is 20 per cent, in which 12 per cent growth in the pre globalised period and 10 per cent in the post globalisation era. The overall trend in investment in this sector shows an increase. The growth rate is high in pre globalisation period than post globalisation.

5. Export

The overall compound growth rate of export of SSI/MSME sector in India is 18 per cent, in which 19 per cent growth in the pre globalised period and 11 per cent in the post globalisation era. The overall trend in export in this sector shows an increase. The growth rate is higher in the pre globalisation period than the post globalisation periods.

The overall compound growth rate of export of SSI/MSME sector in Kerala is 20 per cent, in which 19 per cent growth in the pre globalised period and 16 per cent in the post globalisation era. The overall trend in export in this sector shows an increase. The growth rate is higher in the pre globalisation period than the post globalisation periods.
The trends in performance of the SSI/MSME sector in India and Kerala in terms of registered units, employment generated, production, investment and exports are increasing in the pre globalisation period, but this increase is at a lower rate in the post globalisation periods.

6. **Profile of sample respondents and the behavioural analysis**

- In respect of nature of product produced, a large majority of the sample respondents engaged in garment making, village poultry, rubber based and coir based products.

- Type of management / owner manager is forming the large majority in the sample because a greater part of the respondents belongs to Sole Trader category as far as SSI/MSME units are concerned.

- As far as the qualifications of manager are concerned, a large majority of the managers has got education up to graduation and above.

- Experience of manager, a large majority of the respondents in the sample has experience in running the business more than 10 years.

- Number of employees working shows that a large majority of the units are providing employment to more than 20 employees.

- In the case of number of trade Unions, it is seen from the analysis that a large majority of the employers in the sample are having more than two unions.

- In respect of the nature of operation, a large majority of the business in the sample are engaged in manufacturing.

- 89 per cent of the respondents in the sample are owned and operated by males as far as the gender is concerned.
• The religion wise classification of owners / managers of SSI / MSME Units in Kerala reveals that a large majority of them belongs to Hindu religion, next Muslim and last Christian religion in the order of preference.

• The year wise operation of businesses in the sample shows an age group of 40 years and above.

There exist behavioural impact on SSI units during post globalisation period and post globalization periods in respect of general, economic, social, motivational and cultural factors. This impact exists from the perspective of owners / managers of SSI units in Kerala.

**General Factors**

• General factors and its effects during the post globalization revealed that 7 variables such as entrepreneurs involvement in business, form of business organization, technological factors, high investment need, production at global standards, ease in management and high population are pertinent factors in which the individual score exceeds the combined means.

• There are 9 variables which are prominent in the pre globalised era as far as general factors are concerned. They are sales growth rate, forms of business organization, resistance to change, high investment need, production at global standards (exports), attitude of government, ease in management, simple to operate, high population and traditional in nature.

• In the case of entrepreneur involvement in the business, there is a possibility of involvement in the business by the proprietor due to enormous chance in the globalised era but it is not so during the pre globalization periods. This is clear from the mean score. Another factor is forms of business organization. In this case, there is limited scope in the pre globalised era, but a wider choice of forms of business organization to operate in the post globalization periods.
Next important factor is technology. There is high technology or competitive edge possible on account of high technology brought in by multinational corporations in the post globalized era. So the present business man can shift their low technology in to highly advanced technologies. But, during the pre globalization there was lack of technology and its advancements.

There is a need for high investment in the globalised era for meeting the challenges posed on account of globalization. Now they need high investment for technology advancement and management expertise and this enable industries to survive. There was low technology implementation during pre globalization periods.

Ease in Management is another important variable considered under general factors. There is less chance for easy management on account of globalization because it needs highly professional management to manage, but prior to it they can manage it very easily especially as the business is a small one, and that caters to the requirements of local people.

Resistance to change is another factor which is very relevant during the pre globalization than the post globalization. In the post globalised era, they are ready to accept any challenges and not against changes because the existence needs it.

Sales growth rate is important in both cases for earning profit, but more important consideration was given the during the pre globalization era.

Production at global standards becomes a necessity during the post globalized era, but it was not so important during the pre globalization period because they consider only the needs of the local people.

Attitude of the Government and Government policies are the important consideration during the pre globalization period which is clear from the mean score, but it is not so important in the post globalized era.
• Simple to operate also an important consideration of selecting small scale MSME units in the pre globalised era but during the post globalised era it is not so because it has to operate the business by producing good at global standards, find markets at the international level and ensure quality of products.

• High population is an important variable in the pre globalised era as well as post globalised era. It is more important in pre globalised era than the post Globalized era, because the production of goods is usually absorbed by the number of population.

• Traditional nature is important as far as small scale business concerned. Most of the entrepreneurs prefer to start small scale industries basically became of the fact that it is traditional in nature wherein they can use local materials and traditional technology. But in the post globalised era, traditional nature is no relevance.

7. Economic Factors

The second main variable that was analyzed is economic factors. Of the 15 sub variables, 11 variables in which the individual mean recorded level exceeds combined mean in the case of post globalization, and 8 variables are prominent in the case of pre globalization. The variables which are pertinent in post globalization and post globalization include:

• Capital for inputting materials and resources which is a prominent issue both in respect of pre and post globalised era.

• Bank loan is another variable which is a pertinent issue both in pre and post globalised era. Because finance is important for running the business. It is obtained from banks or financial institutions irrespective of whether in pre or post globalization periods.
• Creditors for purchase is a more significant issue in the pre globalised era, but this issue is also significant in the post globalisation period.

• Market condition is another variable which is significant in the case of pre globalization, but not so significant as far as post globalization is concerned in the sense that the market is determined on global standards.

• Machinery and its use is a highly significant variable in the wake of globalization because machines with high technology is available in the globalised era than the pre globalization periods.

• Material bank is an important variable in the pre- globalised era because locally available materials and procurement of scarce materials for material bank of the Government pool is more relevant in the pre globalization era but it is not significant in the post globalised era basically because quality is an important consideration.

• Training to entrepreneur and managers is important for the development and growth of the small scale industries. This variable is more relevant in pre globalization periods than post globalization era.

• Managerial skill and its application is very important in the post globalised era because professionalised management experts service is available, but it is not so in the pre globalised era.

• Production of variety goods call more attention in the post globalised era than pre globalization periods. These varieties determine the existence and survival of the business units during globalized periods.

• Land is a very important factor, and is a costly thing as far as our state is concerned. This aspect is more prominent during post globalization than the pre globalization periods.
• Methods of production is also very significant in globalised periods as is clear from the mean score which exceeds the combined mean. The age-old technology and methods of production is there in the pre-globalised era.

• Profit making was the main consideration irrespective of market and product quality in the pre-globalized periods, and is more significant than the post-globalized era.

• Risk is another variable considered more importantly in the post-globalization period than the pre-Globalization.

• The cost of operation of small scale/MSME units in the post-globalized era is less on account of the high technology and the application of expertise management practices. But the cost of operation is high in the pre-globalization era.

8. Social Factors

The third major variable is social factors in which 10 variables in the post-globalization and 8 variables in the pre-globalization are pertinent. Of the 15 sub-variables studied, 10 variables in both cases recorded a high level of opinion.

• Religion is an important aspect in the social factor which is treated significantly both in the pre and post-globalization period, because the mean score exceeds the combined mean.

• Another important variable considered to be significant in both cases is education. Education is a must, and is significant as far as an entrepreneur is concerned because the progress of the business depends on the education level and experience of the owner or manager.

• Next notable factor which is pertinent in the pre and post-globalization periods is gender. Gender becomes a more prominent issue in the pre-globalisation than the post-globalization as is seen from their individual score.
and combined mean. Male oriented units succeeded well than female oriented units in the pre globalised era, but it is not so in the post globalization periods due to women empowerment.

- Parents education is also important in determining the successor or failure of business units both in the pre and post globalised era and is significant in both the cases.

- Providing employment to people in the society is the next important variable prominent in both the pre and post globalization periods.

- Non - Kerala’s culture has a significant effect on the social aspects. It is more so in the post globalization period because now business operations are made by domestic as well as people from outside by way of franchise. This leads to hybrid culture.

- Family support and co-operation is also more significant in the post globalised era than the pre globalization periods since its mean score exceeds the combined mean.

- Nature and quality of product is also have a significant effect in the social factors during post globalization period than the pre globalization period.

- Period of entry more important in the post globalization periods than the pre globalization era. The entry at the early stage is important for the success or failure of the business units.

- Organization of the business also has an impotent impact on post globalization than the pre globalization.

- Age is considered more important in the pre globalization than post globalization since its mean records level of opinion exceeds the combined mean recorded level of opinion.
9. **Motivational Factors**

In the case of motivational factors, 7 variables are significant in both cases. In addition, sub variables 2 and 1 are significant in post and pre globalization periods.

- Money making for comfortable living is the most important motivating factor for operating the small scale/ MSME units in Kerala. This motivation is still there in the pre and post globalization periods since its mean score exceeds combined mean.

- Another important motivating factor is satisfaction of ones core initiatives and values. This variable is also pertinent in both pre and post globalization periods as is seen from its individual score and combined mean.

- Next important variable is more freedom and autonomy in personal life. The basic aim behind organizing business is to earn profit by using freedom and autonomy. This is also an important motivational variable both in the pre and post globalised era on account of the fact that its mean score exceeds the continued mean.

- Another notable motivational variable is to provide employment opportunities to people in the society by organizing business. This also an important one, and is retained into both the pre and post globalization periods as is clear from their mean recorded levels of opinion.

- Inspiration for entrepreneurial development programme is another motivational factor for the successful operation of SSI / MSME units in the wake of the pre and post globalization periods.

- Encouragement from Government for starting SSI/MME units in Kerala is another motivating factor which is prominent both in the pre and post globalization periods as in seen from their mean recorded level of opinion and the overall mean level of opinion.
Another notable variable is demand from local people. The people in the locality demands the products produced by the SSI/MSME units. This is an important motivating factor because the products produced are demanded well both in the pre and post globalised era.

Generation of income for remedying the level of poverty is another motivating factor which prompted entrepreneur in the post globalised era than the pre globalization periods.

Self employment as an alternative to unemployment was prominent in pre globalised era than the post globalization as is noted from the individual mean score which exceeds the combined mean.

10. Cultural Factors

In the case of cultural factors, five sub variables in both cases are significant and one and three sub variables are significant only in post and pre globalization periods respectively.

- Cultural diversity is a prominent variable both is pre and post globalization as its mean score exceeds the combined mean.

- Religious belief is a variable which is more prominent in the pre globalised era because religion is an important factor which influences the organization of business.

- Cultural bend is an important issue during pre and in the post globalisation periods since its individual mean exceeds the combined mean.

- Ethnicity is an important issue during the pre globalization era than the post globalization era. The ethnicity is important as far as small scale industries are concerned during the pre globalization, but it is not so in the post globalised era.
• The products of small scale /MSME units are eco-friendly which is its strength. Compared to the products produced by other industries. This variable is pertinent both in the pre and post globalization periods.

• Ethics in business is an important variable as far as globalization is concerned. There is no unethical products in the globalised era. Any product which is treated unethical became ethical in the parts. All the globalised business is follow the practice of keeping ethics. This was not prominent in the pre globalised era.

• Another important variable prominent in both the cases is social factors since the industrial score in both the cases is higher than the combined mean.

• Retaining the tradition is an important variable which is significant in both pre and post globalised era. One of the strengths of small scale industry / MSME unit is to produce traditional products and known as a traditional industry in most cases. The mean score in both the cases exceeds the combined mean.

• Community initiative is a prominent variable as far as pre globalization is concerned because its mean score exceeds the combined mean. This is not so important in the post globalization era.

• Single predictor regression model during the pre globalization era considers social factors where as in the post globalization era, it is economic factors.

• The two variable predictor equation during the pre globalization pin points the general factors and social factors whereas in the post globalization era, it is economic and social factors.

• In the case of three variable predictor equation, in the pre globalization era, general factors, social factors and motivational factors are considered important, but general economic and social factors are prominent in post globalization periods.
• In the four predictor equation model general, economic motivational and cultural factors are prominent in the pre globalization and general, social, motivational and cultural are important in post globalized era.

• In the case of five variable predictor equation, all five main variables are significant in both pre and post globalization era.

In the case of the pre globalization, more importance is given in the order of social, general, motivational, economic and cultural factors, but in post globalization, importance is given to the order of economic, social, general, motivational and cultural.

III. Suggestions

The following suggestions are made for the improvement of micro, small and medium enterprises in Kerala in the wake of globalisation.

1. A substantial improvement will be needed in the field of technology, such as mechanization, organisation and information, and the revamping of policy measures to encourage the growth of small units through collective efforts, ending their isolated mode of operation and thus it becomes globally competitive.

2. The number of units registered in India and Kerala shows a trend of increase in all the years. But in reality, the units are not seen in existence. On account of this reason the employment position shows a decline. Generation of employment opportunity is the basic aim of SSI units in Kerala. Hence, steps should be initiated by the Government to make sure the existence of all the SSI registered units.

3. To evolve bold marketing strategy for the products of SSI units under a common brand with increased quality.
4. To extend adequate financial support for adopting high technology in the wake of globalisation.

5. To encourage clusters and industry association for common testing, marketing and research and development activities.

6. Adequate steps should be initiated for providing entrepreneurial training programmes to attract entrepreneurs.

7. Steps should be taken by the Government to collect and disseminate information about the opportunities for starting new enterprises.

8. Take necessary steps for avoiding the multiplicity of unions in small scale sector and adopt social security measures to enhance productivity and morale of workers.

9. To make the SSI units of aware about the latest technologies available in the globalised era.

10. Small scale industries will have to concentrate on and adopt the strategies like joint venture strategy, Niche market strategy, sub-contract strategy and Network strategy.

11. Special attention should be given to promote eco-friendly units in Small scale industrial sector.

12. Inorder to compete with the products of MNCs, efforts should be taken to market products of global standard.

13. Steps should be initiated by the Govt. to rehabilitate sick units in SSI Sector.

14. Emphasis should be given by banks and other financial institutions to provide financial assistance under special schemes with simplified procedures.
15. Members should participate in training and development programmes to acquire managerial skills and knowledge to confront with the changing business environment.

Small industry sector has performed exceedingly well and enabled our country to achieve a wide measure of industrial growth and diversification. By its less capital intensive and high labour absorption nature, SSI sector has made significant contributions to employment generation and also to rural industrialization. Under the changing economic scenario, SSI has both the challenges and opportunities before them. The business can compete on cost, quality and products at domestic and international level only if ideal investment in technology production process, Research and Development and marketing are made. Infrastructure bottlenecks are not completely solved. The promotional activities for SSI in India need to concentrates on improved credit flows, human resource development, appropriate technology and funds for modernization. So, this is the appropriate time to set up projects in the Micro, Small and Medium Enterprise Sector.

IV. Topics recommended for further Research Work

1. Marketability of Micro, Small and Medium Enterprises during the period of globalisation.

2. Problems and prospects of Micro, Small and Medium Enterprises during the period of globalisation.

3. Impact of globalisation on the IT Industries in Kerala.

4. Impact of globalisation on the Traditional Industries in Kerala.

5. Industrial sickness and globalisation – An empirical study.