

**Significance of Packaging in international business – a study of
small scale industries in Mumbai**

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By

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March 2017

I hereby declare that the thesis entitled “SIGNIFICANCE OF PACKAGING IN INTERNATIONAL BUSINESS – A STUDY OF SSIS IN MUMBAI” completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

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C E R T I F I C A T E

This is to certify that the thesis entitled “SIGNIFICANCE OF PACKAGING IN INTERNATIONAL BUSINESS – A STUDY OF SSIS IN MUMBAI” which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph.D.) in Economics under the faculty of Economics Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by Shri Nilesh Tukaram Naik under my supervision and guidance. To the best of my knowledge and belief the work incorporated in this thesis has not formed the basis for the award of any Degree or similar title of this or any other University or examining body.

Dr. Keshav Namdevrao Ghorude
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Nilesh Naik

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List of Abbreviations

LPG Policy – Liberalization, Privatization & Globalization Policy

UPS – United Parcel Services

SSI – Small Scale industries

NSIC - National Small Industries Corporation

SIDO - Small Industries Development organization

EDI - Electronic data interchange

TDC - Technology development cell

GDP – Gross Domestic Product

SME – Small Medium Enterprises

SBI – State Bank of India

G20 - Group of Twenty is an international forum for the governments and central bank governors from 20 major economies

CLCSS - Credit Linked capital subsidy scheme

SEFC - Small Enterprises Financial Centers

SIDBI - Small industries development bank in India

MUDRA - Micro Units Development and refined Agency

RBI – Reserve Bank of India

TRC - Technology Resource Centres

SIDBI - Small Industries Development Bank in India

IID - Integrated Infrastructure Development

HIDA - Human Resources Development Association
PRF - Portfolio Risk Fund
MSMED- Micro, Small and Medium Enterprises Development
IIE - Indian Institute of Entrepreneurship
NSIC - National Small Industries Corporation
KVIC - Khadi and Village Industrial Commission
DICs - District Industries Centre
INR – Indian Rupees
ISRO – Indian scientific research organization
PPDCs - Process-cum-Product Development Centers
EDP - Entrepreneurship development programs
NHDC - National handloom Development Corporation
MAP - Modified Atmosphere Packaging
GATT – General Agreement of Trade and Tariff
WTO – World Trade Organization
SAARC - South Asian Association of Regional Corporation
CTQ - Critical to Quality

CHAPTER – 1

INTRODUCTION, DEFINING THE PROBLEM AND RESEARCH METHODOLOGY.

CONTENTS

1. Introduction
2. The Problem Statement
3. Objectives of the study
4. Hypothesis
5. Research Methodology
6. Significance of the study
7. Limitations of the study
8. Chapter Scheme

1. Introduction, defining the problem and research methodology

Introduction:

Any small scale Industries or any small scale success is depending on the impressive and efficient operation across the fast growing world. India LPG policy boosting most of the small scale industries to flag the positive signal in domestic as well as across the international borders. 21st century we don't have any option to move into International market to get positive balance sheet and exchange the technology with the world. Indian government policy are working to make more simpler and effective communication so that more and more Small Scale Industries get attracts towards globalization. With the recent survey we understand small scale industries are facing huge competition and lack of confidence when we talk about globalization and international market.

Generally, any industries introduce them self in international market to achieve basic objective like

Positive Balance sheet / to get more profit

Fulfil customer requirement and satisfaction

Develop and grow corporate image

Capture more global market share

Exchange of product technology

So that these industries can sustain into market for longer terms.

1.1 International Business.

International Business is defined as “Any Commercial transaction taking place across boundary line of a sovereign entity” – (1)

Getting into international market should have concrete planning with long term goals and objective. To define the correct market for correct product need to have basic study about the cross culture and tradition. Industry need to be aware about international symbols meaning and their impact on advertisement, promotion campaign. Given scenario some of

the country white color is use as symbol of peace where many country use white color as are symbol of sadness. Some countries campaigns using female models are restricted where as some countries like India the advertisement of liquor / cigarettes / conic is a crime.

Upcoming investment and growth: Globally government policy has drafted in such way so that it will boost industries to investment heavily however respective government ensuring to create proper enrich environment which help to grow small scale industry very effective and profitable manner. The way Medium scale industries are growing and moving towards large scale industries sector, the ratio of small scale to Medium scale industries need to run toward given direction. India has already open its investment as foreign direct investment policy. It would help to gain more business to growth them as per global market requirement. Indian MSME policy are drafted in such way which always favor in small scale industries, means policy are always bound to make sure compulsion on medium and large scale to buy few percentage of raw material or basic required product from small scale industries.

Government investing lot of time and money to develop more leadership by way to training, advertising and sponsorship. They promote and encourage small scale industries to fly international with government subsidiaries ticket and spending.

1.1.1 Importance of packaging in International Business.

Packaging is significance aspect of any industries to grow and sustain in market. Good packing is not only helping the products to safe the goods but also it's playing important role to understand information about the product. In today information and technology world sharing technology along with accurate information is mandate. In India legal metrology is playing vital role to come out with mandate information regulation act on packaging. Packaging may contain information about nutritional and ingredients about the products. Potential customer make their purchase or buying decision on base of given information. This information help to sell the product without intervene of shopkeeper or any other customer service executive. Packaging help to differentiate brand of products easily as packaging content logo, company information, company name as well as some of

the company packaging color work as their brand. As brown color work as UPS brand, Woodland shoe are always in brown or woody in color and red label tea always found in package of Red color. So packaging with branding is more important to recognize and to make the purchase decision. If any patron enter into mall so he can make his decision quickly to pick red color pack which is consider as red label tea.

Small Scale industries are producing most job opportunity in the economy so we need to focus and more attention to grow up in international fashion with help of desire packaging. With this great opportunity effect it is very critical that the specific tool are developed to help policymakers and SSI business owners achieve sustainability. As per current status there are no such operational framework available in Indian industries to serve his purpose. We need to understand and define small scale industries problem with correct frame, as currently they define in very poor manner.

1.1.2 Marketing and exports.

Small scale industries having signification share in domestic market. In spite of the large domestic market products marketing is always been a major challenge for small scale industries. Small scale industries promotion with help of cooperative/ public sector institution or any other specialized or professional marketing agencies will sustain SSIs for long run growth. Incentive and tax holiday should be drafted as back up support.

Government now realized the necessity more deepen and widen complementarily in production schedule of small scale industries units. Center driven National Small Industries Corporation (NSIC) would be concentrate on marketing of major or mass consumption item under single umbrella and single brand name. Small Parts, Sub-assemblies, spares, components, supportive equipment etc needed by large Industries sector (Public / Private) would be very much encouraged for production thru Small scale units. Production would be in techno economically viable manner. Various Industries association need to come forward and encouraged to plan out sub-contracting exchanges with large scale organization. The Small Industries Development organization (SIDO) which is national development agency of India and it is vital and major part of Ministry of SSI of the

Government of India which was set up in 1954. Its provide support services to SSIs throughout the country by Implementing a wide range of activities program like entrepreneurship development, R & D etc.⁽²⁾

Packaging is very critical segment of food processing industries operation as well as preservation, as food articles need to have good preservative packaging as these products cover large travel area right from factory to the grocery stores. Maximizing and optimizing the efficiency in operation can be developed with excellent system of packaging. A high quality case erector with top graded taping machine and long lasting carton seal with tape will solve the purpose.

Quality packaging is always healthy for any kind of product marketing, but again keeping the lowering cost is also one more challenge for small scale industries. Packaging pattern, style is playing major role to capture and market the product in international market. Packaging help customer to remember not only to remember favorite choice of product but the company logo and company name too. A quality packaging will definitely resulting to an excellent turnover as well as make a long lasting impression through packaging as a part of marketing combination.

Labels on the packaging use by marketers are always encourage potential buyers to buy the products. Various studies from several decades are concluded that package graphics and physical dimension always buyer's center of attraction.

Packaging is mode of communication which help to develop the direct indirect communication between seller and buyer resulting into good marketing. For example Jewellery with low quality packaging materials always give room to suspect buyer about the jewellery quality so here the products is completely depend on packaging, whereas the less desire product sell into high end packaging materials also give wrong signal to customer about products as well as company. So small scale industries must create awareness and senses on kind and quality of packaging to use. International market is more sensitive about the packaging as well as the packaging material ingredient. Most of the symbols and labelling pattern are more nationally and globally standardized.

Consumer packaging with symbols exist for trademarks, proof of the purchase, product certification, best use period, expiry date, manufacturer name and date etc mandatory part of packaging printing. International market is full of compliance and cross culture barrier. For examples environmental and recycling symbols is giving assurance of packaging can easily recycle same with green dot, which represent only vegetarians stuff in the packaging . Quality packaging is not only prevent and protect goods during transport right from manufacturing hub to retailer or reseller hub but also it help to prevents from damage and pilferage while product move to shelves to racks. Most of the product they manufacture in bulk as per customer requirement and its getting sold with different brand name along with standard packaging as per customer desire. Product like grocery they always sold in bulk but while distributing to every individual it may sold to kg's packs which is customer demand.

As describe packaging is the most suitable method to make purchase decision Faster, for example buyer of TATA product who is regular buying TATA RED LABEL with red color package if any case TATA change his package color then buyer would be trouble to find out the RED LABEL and this would be opportunity for competitor to entering into new market of tea segment as well as it will delay the buyer decision

Product with good and attractive packaging tempt buyer to take a look on the product as is available on store shelves. This is the prime reason why most of the companies conduct extensive and expensive research on the color schemes, patterns, design and kind of product packaging that is the most appealing to its intended consumer. Mostly what makes a packaging most effective can add to the cost of goods and this is what most of the time manufacturer resisted. Better printing, more effective and attractive photography design, tempting logo, quality packaging materials which increasing the cost of product. But just because these add to the production cost that doesn't mean that the base line adversely affected. Considering fact that excellent packaging can result in higher sales which help to improve balance sheet other way it is opportunity to charge more as shoppers bound to believe the product is worthy more. Rather than knowing what makes a package effective in uses than it's even more important to know whether if the investment made to make your

brands package effective returning back. They are various different kind of techniques that can be adopted and can be used in various steps or process.

Packaging and export are always walks hands on hands as they carry equal opportunity to perform in international market. Packaging is integral part of export process. As export content may handling as well as many climatic changes so exporter need to ensure that product which are entering into export i.e. international market are worth receiving as packaging condition decide future of that company and product in to international market.

Apart from Export worthy packaging exporter need to pay attention in law and regulation of each country specially the country which he is targeting to develop his market for long term. While designing and introduce the package in the domestic /international marketplace. It is necessary to understand and determine how the buyer /shopper will react. The reaction need to major of a realistic display which includes competitive pricing, products and various variables like customer choice and demand. In real time scenario the techniques would be quantitative in nature which include shelf display impact, emotional response and package first look etc. Various modus operandi used in the international markets like conducting survey by providing free samples is also one kind of marketing adopted by the companies. Offering initial discount on new product or offering free with base pack etc. On has to ensure mouth publicity marketing services as this may create marketing of your product in wrong direction so marketing need to have various control plan before enter into any market segment.

Packaging is one of the most effective instrument in a marketer's arsenal.

Its necessity to have latest type of technology investment with consider Product life cycle time line.

Using a few fundamental basics while creation along with appropriate consumer research before launching new or updated product will ensure very high return on investment for long run show.

1.1.3 Packaging. In today modern era Packaging is combo of the science and technology which is protecting as well as displaying products for distribution, storage, use and sale. Packaging is also referring to the ongoing process of product production,

design and continuous evaluation. Packaging can be described as communication system of preparing good for transport, warehousing, secondary logistics, storage or warehousing, sale, end use up to recycling of the packaging. If we observed the history of packaging we understand need of packaging is right from old era.

The study of old packages is very important aspect of archaeology and it integral part of packaging studies too. The first packages used is which is made up of natural materials available ie Baskets of reeds. The older recorder use of paper for packaging which is around 1035, when a Persian traveler visiting market to Cairo mentioned that vegetables, spices as well as hardware were wrapped in paper for the selling to customer. That's mean the importance of packaging is clearly visualized from olden days. Tin plated steel and Iron were used to make cans in early 19th century. Lot of innovation happened during 19th century, paperboard cartons and corrugated fiberboard boxes also first introduced in the late 19th century. In year of 1952 Michigan State University is became the first university in the world who offer a degree education in packaging engineering 20th century some advancement in packaging took place which includes Bakelite closures on bottle, overwrapping transparent cellophane etc. Majority of innovations with respect to packaging industry were introduce and developed first for military uses. Few of general industry packaging used in military supplies. In the year 2003 the packaging sector was one of the integral part economy as about two percent of the total gross national product accounted in developed countries.⁽³⁾

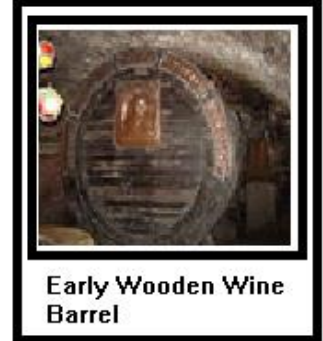
Few of the packaging style being used in earlier era show in few pictures below



**Brown Glass Bottle
3rd Century CE**



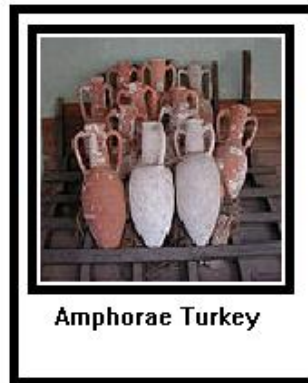
**Bronze Wine Container,
9th Century BCE**



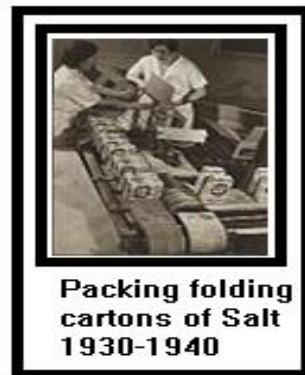
**Early Wooden Wine
Barrel**



**Heroin Bottle and
Carton 1914**



Amphorae Turkey



**Packing folding
cartons of Salt
1930-1940**



**Prototype
Coca Cola
Bottle 1915.**



**A Pill box made in
1936, first pound of
Polyethylene**

Packaging and package labeling have various different objectives. Packaging is working as a barrier protector, i.e., a barrier from oxygen, vaporization, external particulate dust, or any other harmful atmospheric article gas, etc. and this should be considered as a critical factor during packaging design. Few packaging designs are deliberately made in such a way so that they can absorb oxygen, which supports extending shelf life.

The objects or product which carry with in the package always require protection from damage or from other things like mechanical shock, electrostatic discharge, temperature issue, vibration, various climatic barrier. So physical protection one of the object of packaging.

Small product or goods or object are normally grouped together in package for the only reason of efficiency and transport betterment. For eg single box 12 pencils requires less physical handling than single physical pencils.

As we mentioned earlier packages and labels make use understand on how handle and how to use the products mostly communication like handle with care, tilt angle information, disposal and recycle information etc. Some of the product information are mandate on the boxes or packaging for eg. Food product, medicine or chemical product as it made restricted by government authority.

1.1.4 Shipping labeling:

As on when we are growing in packaging technology and symbols are playing major role on package vertical. Shipping boxes or container are now a days equipped with identification code, Electronic data interchange (EDI) codes or bar codes. To process business enablement functions techno commercial packaging is more demanded in global scenario. Technology label on packages are make corporate life more mature and fast. With click of one bar reader machine we can get all necessary information at the same time this information can be kept confidentially in transit to domestics or international market.

Further some of the International transport packaging restriction and labelling design also need to consider while approaching to enter into international market. Given some

of the information pattern which carry along with packages as its mandate by United Nation country as well as International travel norms.

Product information :

Flammable content

Explosives contents



Handling information

Upright

Glass material

Don't wet/ Keep away from rain



Transport packaging need to draft such way that it matched and helps smooth transportation and support its logistics system. Uniform pallet loads may not be suited to mixed shipments with courier operators as fact before draft packing system.

Kind of handling style /requirement



Above information play significance role while designing the packaging pattern as well as handling shipping products safely in domestic or international market. ⁽³⁾

1.1.5 Development: Product and Packages.

While developing any new product and its design, industry always forces to think about the packaging design. As package development is an integral part of the product development. Even though these are two different individual processes they need to work hand in hand. Package design starts with the identification of all the requirements like marketing place, shelf life, structural design, logistics requirement, mandatory transport information, legal and metrology requirement, color combination, graphic design, end use, recycle condition, environmental and many more. The packaging development needs to consider various criteria/resources like cost, completion time targets. Package design often keeps on changing as per customer taste, today's rapid moving world customer keeps changing their taste and moods frequently.

With below picture 1 we can see packaging for egg is mandatory to save the product life but in picture 2 packaging duplication is mandatory to handle bulk packing as well as to follow government rule and regulation of describing manufacture detail as well as expiry details.



Packaging engineering need to understand and make sure that the package will keep the product safe for its shelf life with normal usage. Some time to following international norm as well as to keep actual product away from child in that case packaging is too complicate in nature as well as it costly affairs but to get into potential market and demanded product its always benefited.

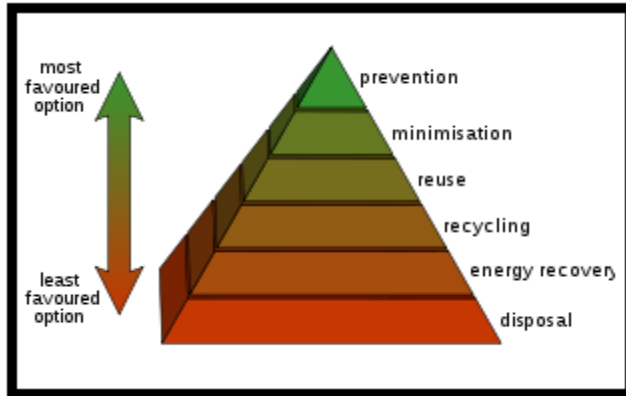
For simplest package design it is requires to sort of formal project planning and various project management methodology is need. Need to have various round of discussion with packaging engineers, consultant, actual users and various market survey. Close communication among these parties as well as product literature need to study very closely. Some of companies outsource these activity with expert to find out their view so that market entry won't have any kind of deviation. A cost effective and quality management system along with validation protocols verification system are mandatory for some type's critical packaging and recommended.



Innovative and customer attractive packaging always increase the value of product for long term. It help to remember brand and product as quality product. Attractive packaging it does not always means cost extra but with low cost packaging can make more attractive.

1.1.6 Consideration – Environment

Today's scenario world is alerted with global warming and given situation different kind of packaging waste may be prime reason for the this as part pollution. To support the environment pollution as responsible business owner need to work toward environmental sustainable packaging. While developing packaging system consideration of environment sustainability and country specific rules- regulation should be prime factor. The Waste management is major challenge to all corporates, organization as well as countries. Various waste management program on their way to understand and continuous improvement. Its cause various pollutions like water pollution, soil pollution as well as air pollution too. As a part of waster hierarchy there are three R's ie Reuse, Reduce and Recycle. While developing the packaging pattern these three R must be considered. Apart from traditional hierarchy there are various ways where we can reduce on packaging at the same we can save the cost too considering packaging needs. Packaging pattern classified on basis of most favoured option vs least favoured option which can be seen with help for give diagram. Packaging is required for each product especially white goods which are sold packaging as a marketing pattern.⁽⁴⁾



Prevention should be prime object of packaging, it should be apply when it's necessary. As usual packaging is use to prevent product from damages. The energy and value which are packed in the packages are more value that package. So it should prevent from damage which is prime function of packaging. If the package and product damage the whole energy and value will go waste which are used during manufacturing of original product. So need to take extra precaution and prevent packaging and original product from damage.

Minimizing packaging means try to bulk out the packaging manufacturing so that the cost of packaging can be reduce down. Today's outsourcing world common packaging with different labels are most cost effective things. For example size to fit cap of all bottles are same so that cap can be manufactured at single place to reduce down the prices and it can be readily available anywhere. Another example of Television packaging, its packaging manufactured at single place but while distrusting to individual manufacturer they print the logo and desire picture as per there marking or product needs.

Third most favoured option is reuse the packaging. It drastically reduce the manufacturing cost but at the same time cost may incurred toward tracking of packaging, logistics as well as quality checks. Glass bottle of milk and cold drink is excellent example of reuse of packaging. But at the same time transport cost and quality checker responsibility increase. Inspection and re-cleaning is always need for reuse

kind of packaging. Some manufacture use incoming part packaging as a part of packaging for outgoing manufacturing products.

Recycling the packaging is most costly affairs. If packaging material made up of single material then it would be very easy to recycle product for example of plastic bottles. But if packaging products made up of various mix product like metal, cardboard and plastics then it very difficult to sort out these materials for recycle. So while design and manufacture such kind of packaging, designer ensure all various layer can be detached easily for reuse and recycle the products.

As part of energy recovery ie waste to energy and refuse derived fuel in certified location are able to make use of the energy available from those packaging components. Most of the country or large city developed center who help to develop the energy from waste.

Certain product are radioactive and hence their packaging too, so proper disposal of these packaging is also mandatory. Certain countries and certain states within the US regulate packages for toxic or other reactive material contents which are having the very high potential to contaminate emissions and ash from incineration. These kind of packages should be not thrown or dispose or litter anywhere. These products need sanitary landfill treatments so that they can disposeoff properly.

1.1.7 Small Scale Industries:

Tiny or small scale industries are integral part of the India economy it's around 40 % of total export is being generated by Small Scale industries⁽⁵⁾ and if we talking about employment its creature of almost 12 million jobs opportunities. Economist as well as world agreed upon the potential of Small Scale Industries so accordingly all initiative from respective government are most welcome steps which help to grow industries more faster track. During nineties Small scale industrial policy primary object is to impart more vitality and growth to sector to enable it to contribute to economy with

higher volume. Further effort would be made to create more and more small and young entrepreneurs with higher potential growth and greater faith on it.

Regulatory measures and provisions relating to government communication made more liberalized. Enhance of supply of risk capital in partnership act has been introduced in a partnership act which helps to apply more risk in business and indirectly it resulting in small scale industries share increasing in market. Various initiative like set up of small industrial development bank of India SIDBI who helps to solving the problem of payment delays by setting up factory services. Throughout country such kind network being set up with help of commercial banks and necessary suitable legislation introduced to make sure necessary payment support will be available. Policy support like various financial elevation scheme adopted by government to support and developed small scale organization. By now world is in same view and opinion that small scale industries should grow as much as possible as they are backbone of any economy as well as supporting towards various innovation and job generation. We need to develop, educate and encourage more and more entrepreneur to grow economy. Ministry of small Scale industries is merge with Ministry of agro and rural industries to form the big picture as Ministry of Micro Small and Medium enterprise with primary task of promoting of Micro and small enterprises.

SSR & ARI was established in year October 1999 and then after this ministry divide into SSI and ARI in September 2001. Further in 2007 both industries merge and form MSME.

There are various challenges grow Indian small scale industries which we can study later on this topic, but in spite of various challenges SSIs fared better than most of large industries between years 2001-2006, for example net profit gone up by 700% for company's whos turnover is more in range of 50-100 crores verses 150% of large scale industries. Indian government planning to increase their financial assistance upto 80% for their capital needs in 11th Five year planning.⁽⁶⁾⁽⁷⁾ This will be treated as technology boost and gap filler for SSIs and this will be applicable for their existing units too.

Worldwide have been accepted small scale industries are engine to economic growth.

1.1.8 Infrastructural Facilities

Small Scale Industries need to have advance infrastructural facilities to grow their business so promote small scale industries and to provide great linkages between industries, market and agriculture new scheme has been introduced as integrated infrastructural development which includes technology back up services with volunteer and actively participate by state government and various financial institution. Small Industries Development Organization (SIDO) would develop a technology development cell (TDC) which will help to develop and provide technology support to which help to increase small scale industries productivity resulting growth in economic conditions.

Technology development cell would be single window for small scale industries which coordinate with Small industries development organization followed by various financial institute, research and development institute, interaction with various industries etc. Adequacy and equitable distribution of domestics and imported base raw material to small scale industries would be ensured by Technology development cell. Depend on capacity and need of small scale industries priority in allocation of raw material can be decided. Policy drawn in such way there won't be any deviation or conflict of interest during distribution of base raw material. TDC aim to help SSI to obtain ISO 9000 certification.

1.1.9 Role of small scale industries in India Economy.

The small scale industrial sector plays very significance and pivotal role in Indian economy in term of the higher economy growth as well as higher growth of employment since independence in spite not so support from government and financial support. They have to face cut thrown and very tough competition and tough time with large player in the market. For sake of evidenced, we can see the number of registered units which gone up from 16K in year of 1950 to 36 K units in 1961 and growing stories continues with 337k unit presence in 2000-2001. During the last decade alone lot of

positive development can see in small scale industries manufacturing and progress pattern. Small scale industries can manufacture many new electronic control system, microwave components, TV sets, high end house hold machinery various precision products. Since then government is not been following a policy of reservation of few product for small scale industries exclusively. There were around 177 items are reserved in year 1972 census for small scale industrial units. It keep on increase as 837 items keeps reserved for production of small scale industries in 1983 and these units produce over 7500 various type of commodities. Dominant kind of ownership pattern is proprietary with a very little fraction operative as partnership. Total 97.3 percentage of registered SSI unite were proprietary, only 0.5 per cent were private companies whereas only 1.3 percentage were in partnerships mode as per census of year 2001 -02. Accordingly one of Small Scale Industries filed survey these industries can be classified into cities or region as follows.

Most of the advance small scale industries can be found in Greater Mumbai as availability of skilled employee with immediate assistance of advance technology. Greater Mumbai is ideal location to communicate with large industries as well as global players in view of globalization requirement.

Western Maharashtra	Kokan Region	Marathwada	Vidharbha	Greater Mumbai
Pune	Ratnagiri	Aurangabad	Nagpur	Mumbai
Kolhapur	Sawantwadi	Nanded	Amaravati	Thane
Satara	Kudal	Latur		Belapur
Nasik		Beed		
Ahmednager				

With the above chart we can see Western Maharashtra content city like Pune, Kolhapur, Satara, Nasik & Ahmednagar, whereas Kokan region consist Ratnagiri, Swantwadi and Kudal cities. Marathwada carries Aurangabad, Nanded, Latur and Beed. Vidharbha having Nagpur Amaravati and finally Greater Mumbai consist Mumbai, Thane and Belapur location. In this study we will focus on Greater Mumbai zone. The reason behind the Greater Mumbai is Mumbai being financial capital and its most expose towards global market and economy.

1.1.10 Recent trends in small business growth.

Today's scenario business is more customer centric, business need to drive as per customer needs and taste. Successful firm always ensure better quality product so that they can successfully generate trust but at the same time low cost along with advance technology would be advantage to generate good business for long run cycle. Due to customer awareness, the products need to be eco-friendly with using good amount technology which can work in long term contract, failing which market keep product aside and intern it would treated as bad or high cost products. India, Japan, Germany, France, Korea as well as other Asian countries facing global challenges with entry level of all Industrialization. Manufacture excellent can only be productive and competitive weapon to have healthy completion in the most technology demanded worldwide markets. Due to short product life cycle, industries need to equip with quick and effective changes in product style. Industry need to make sure to get more flexibility in their production line to increase or decrease the production as market demand in accordance to fall and rise. Market survey and research development is very expensive and time consuming activity and it cannot be perform alone neither by small scale industries not large scale industries. It should be join efforts for vertical and horizontal industries. Whenever vertical transfer of technology take place from the technology lead companies who lend their technicians to help the small unit use the new equipment and to work effectively. Such leader always provide financial support to get job order done well in time and as per given direction for high volume production of small number of articles. It must be cheaper to produce items qualitatively products 1st time

rather than articular, rework, scrapped or returned or to pay customers compensation etc. Start with quality product is always be cheaper that reworking on existing product line. Every stage of production design and manufacture quality must be built with effective way. Horizontal industries are those who exchange job work looking at volume as well as kind of product line availability. The small scale sector has been effective tool for the fast economic growth and social changes. The small and medium scale industries represent 80 percentage of industrial base of almost all developed countries. About 99 percent unit are SME in Japan which are generating and contributing 52 per cent of total export revenue and profit maximization. Approximately 94 percentage of the Italian firms are SMEs with total contribution of 43 per cent of the total GDP. In the United State of America SME are playing dominated role. Around 54 percent of the revenue. USA congress passed the small business investment act in 1958 to improve the national economy in general and the small business segment. Maximum participation of private industry growth, expansion, innovation and modernization, this act allow flow of private capital in form of equity capital and long term loan funds. Performing the functions and conducting the activities under this act Small Business Investment Company is formed. Small business administration established headed by the administer. The Administer shall issue license to small business Investment Company for operation such act.

In the modern India, Small Scale Industries have been a great success story. At the micro level these small industries has got great success in to create entrepreneurship and to convert these skills as great asset to economy. These small scale industries are emerge as treat to large scale industries as well as multinational companies. These small scale industries face lot of hurdle and barrier in their raising phase is purely due to lack of formal and quality education as well as lack of industrial and behavioral training. Small scale industries are having lot of handicap area which may one of the barrier to their raising economy. But these industries struggle a lot and rise with one of the golden successful story. The government thinking to reducing down the number of reserved item, in the revival scenario the small scale industries must change its mind set and need to work on improving the quality and offering product at market competitive price. Lack of efficient

management and man power, lack of availability of on time finance and reluctant to quickly adopt new technology which are major drawback pointed out by various expert committees.

“Cottage and small scale industries are very special importance in India if we lack capital, we do not lack manpower and we must use this manpower both to add to the wealth of the country and reduce unemployment” Jawaharlal Nehru said. Since then industrialization is top priority for Indian planning commission diversification of industries private and government both. Number of committees appointed by the Government of India time to time and base on various recommendation Industrial conference held during 1947 and small scale Industrial board was formed in 1952. Later 1955 the National Small Industries Corporation (NSIC) was formed to provide support to small scale industries.⁽⁸⁾

As per Birandra Dixit (1988) Small Scale industries considered as harbingers of economic progress responsible for the transformation of a traditional economy into a industrial economy.

As per research team of SBI 1975 a sick small scale industrial unit as one which fails to generate internal surplus on ongoing basis and depends for its survival on frequent infusion of external funds.

1.1.11 Performance of small scale sector in India.

Small Scale industries have been performing well among any other sector in India. Which help to achieve a much more industrial growth. Small scale industries labor absorption level is very in spite of less capital. Small Scale industries done reasonable well in rural area, its work as revaluation for rural industries. SSI have been making significance contributions to more employment generation. This industries nurture on base of traditional business and faith. At the same time government of India put lot of value added initiative in place to grow up Small Scale Industries up to mark. Small scale industries set up an example of building the strength of knowledge and traditional skill development. With help of technology and advance skill program along with various government policy this Small Scale Industries are grown up very well.

In between last decade small enterprises sector registered are continuous grown up in various vertical like production, exports, employment and number of units. During this period the average growth in the number of unit around 4.1 percentage annually as well as 4.3 percentage in employment generation annually. With the help of these figure we can easily understand the rate of growth is constantly increasing. With the increasing stiff competition from globalization environment, constant changes in technology and with help of several policy initiative changes India small scale industries are arrived into a quit growing or I would say competitive ness position. SSI being labour increase project can employ on an average 18 to 19 per with an investment Rs. 5 lakh. More numbers also performing in EOU to meet international level of market reach.

Over last 5 decades after independence the small scale industries has acquired best place in economy. Small Scale industries providing immediate human resource support to large scale industries and comparatively higher work force ratio. Small scale industries are socio environment friendly in nature as there product style and technology method are labor intensive. Small scale industries provide direct and immediate support on the input material so that they can save good amount of cost and time efforts.

1.1.12 Policy Initiative and encouragement for promoting small enterprises.

For allowing small scale industries to grow, G20 leaders decide to develop and grow more and more entrepreneurial ship. The final communique of the 2014 G20 leaders' summit was called for economic growth enhancement that be achieved by various promotion measure like “competition promotion”, entrepreneurship and innovation as well as to empower employment one more strategy adopted know as encouragement of entrepreneurship”. Government want to technopreneurial need to support the activity to develop small scale either with finance or with setting up part like Commercial, education parks or zone for small scale industries where they will have immediate support and assistance to grow up.

10th Aug 2005 a policy package announced to step up small scale industries credit system. India government announce Credit Linked capital subsidy scheme (CLCSS) for various technology and IT up gradation. This policy amendment made with effect from 29th September 2005. Which is increasing ceiling on loan from INR 40 Lakhs to INR 1 crores and subsidiary rate varies from 12 to 15 percentage. The actual operation start on function from 2007 financial year and till today capital subsidy disbursement reached to very high peak. As part of policy initiative more and more part get are placing for reserved exclusive for SSIs manufacturing. Starting number of reserved items is 193 and now it almost cross 1000 items and above. In the year 2005-06 financial budget announce with the turnover eligibility lime under the SSI excise exemption scheme has increased from Rs.3 crore to Rs.4 crore which is significantly very high in number. Along with various policies Reserved Bank of India also taken various initiative and formulated the scheme of Small Enterprises Financial Centers (SEFC) to developed and motivated banks to create modus operandi for improved communication and close coordination between the sub hand and hand (branches) of small industries development bank in India (SIDBI) so that bank and government can identify more opportunities to serve small scale industries in more effective and better way. Moreover the suggestion regarding the necessity of a single comprehensive law in regards of Small Scale Industries sector needed another set of SSI suitable law and Ministry of labor extensive support and study is mandate to success the same. In this regards to facilitate the technology up gradation government has increase the limit of capital investment raised from INR 1 crore to INR 5 Crore and various reserved item increased. In order to prevent Small Scale industries from multiple agencies enquiry and it turning up as harassment government planning to reduce multiple agencies so that smooth transaction can be done.

Kapoor committee made various recommendation to increase the availability and delivery of credit to Small Scale Industries.⁽⁹⁾ Reserve bank accepted 35 recommendations out of 128 and issue direction to bank to follow as well as implement them. Salient feature of the accepted suggestion or recommendation are as below

1. Mechanism for recovery of loan must me more strong
2. Backward states need to have more attention towards improvement

3. Composite loans limit need to review and increased up to INR 5 lakhs.
4. SSIs facilitated more specialized branches
5. Banks freedom to finalized their own norms of credit assessment
6. Adhoc limit power to Branch Managers
7. Customer grievance redressal machinery set up so that SSI can work more effectively
8. Process and procedure for sanctioning of credit and handling complaint must be simplify
9. Disposal of loan application within stipulated time line.

All above given recommendation if implemented very effectively as well as monitored then it would be definitely improved flow of credit and helps to grow small scale industries.

As a part of small scale industries protection policy price preference policy made as a permanent measure, accordingly a price preference of 10 percentage was permitted to the products of cottage and SSIs . This has really adversely affected the marketing and selling of small scale industries products hence this policy has been call off by States. In the year 1993 government decided to amend the interest payable on delayed payment of SSIs. This act make sure low more stringent by raising it to one half times the prime lending rate charged. Eventhou law has given very high age to support Small Scale industries but the implement stage policy and law remains weak. Hence these policy held by critics that delayed payment act is a one more paper dominated theory. Government introduced and announced of measures to strengthen small scale industries as packages on Aug 2000 they are as below

1. Investment ceiling for plant and machinery increment
2. Composite loans limit for small scale industries unites raised
3. Industry related support services which maximum investment. Which will lead to create and increase employment
4. Subsidy capital of 12% for investment in latest technology in selected sectors
5. Regular conduct of fresh census of small scale industries so that any point of time updated data can be stored

6. Streamline frequent inspection of small scale unit by various agencies
7. ISO 900 certification support to small scale industries by granting INR 7500 for each unit.
8. Exemption from excise duty upto 1 crore
9. Announced Deendayal hathakarga Protsahan Yojana as to design, finance and marketing input support to Small Scale Industries.

The Liberalization and Globalization policy help small scale industries to jump into new scale of achievement. Recently Government of India has displayed faith in small scale industries sector by setting up Micro Units Development and refined Agency (MUDRA) bank for regulate and financial support to micro sector. MUDRA provides loan in cheaper rate than banks. MUDRA bank is a public sector financial institution in India. MUDRA yojana had introduce and announced by the Finance Minister in Parliament during Union Budget for FY 2016. Its launch with three initiative product and its name as Shishu, Kishor and Tarun of growth and funding need of the entrepreneur. Government and financial institute are in view MUDRA more likely to come up as Game Changer in Indian Economy.

1.1.13Sickness in Small Scale Sector

In growing economy it is natural that out dated technology and enterprise as to go out and new area of business are begin .but after reasonable limits small case industries sickness affect the national wealth generation .sickness in any industries is directly affecting small case industries revenue which turns declined of India economy growth .To study tackiness of any industries we need to study micro level root cause. India economy developed post independents up to mid-sixties which showed significances economic growth to achieve India GDP around on an average 7 % per annul .During post sixties India and rest of the world under gone very bad face economy that is a very big resection period which cause of high rate of inflation this cause sluggish business across the India .During this face most of the small scale industries suffer and mass poverty which cumulate sickness of small case industries .sickness in industries are not only factor but if all about bad control

management which is equal responsible for heavy sickness of industries in the some of the cases such as sugar, jute, cotton textile like high proportion units in the industries also suffer sickness which result that increase un employment and bad situation of farmers. So during this phase to save employment and motivate farmers government has had to take over various such sick units to sustained government needs to pump lot of funds which as been generated from public sector. Which help to control un employment and poverty in some extend. This sustention end of heavy loss of government funds. To come over this loss government make an arrangement with Reserve Bank of India to monitor and assists sickness. So that corrective action can be taken well in advance to control situation and control the financial this management along with the technology weakness. This problem is not specific any industries or any country but its applicable to each country whose ever undergoing recession

And bad economy phase. In developed countries sickness of industries can bitterly control by using various social security's system as well as abundant capital infrastructure. There various factor associate for industrial sickness which can broadly classified in two sectors i.e. external cause and internal cause. external cause which are beyond government or any specific industrial control it may include various changes adaptation and implementation in terms of the government policies time to time. It also include non-availability of raw material, power, transportation, good infrastructure and skill labour. Lack of finish goods or final product demands. Industrial labour strike and unions problem may be one of the key factor of industrial sickness here shortage of working capital that is financial resources and natural calamities like floods, drought etc. small scale industries likely to face major constraints in various functional areas.

Government impose various restricted policy looking at national protection interest which resulting a shortage of row material like coal, iron, mine material, power and any other industrial restrictions zone. There may be various occasion where small scale industries don't get any financial.

Support on time to starts production line on time. This may significance cause for industrial sickness. Man power and marketing constraints are reasonable cause to industrial sickness like to get skill workers and skill workers making factory are major challenge to success

the industries. Various non-supporting marketing areas and government restricted marketing policy are prime factors for industrial sickness. There are various internal factors with in the factory level like lack of productive management, lack of technology implementation and lack of equipment.

Definition of sickness by development commissioner of small scale industrial as below:

- a. Highest achievement of revenue during five years and utilities of capital less than fifty percentage.
- b. Small scale unit remain close for period of counties more than six month.

As per reserved bank of India the small scale industries units' sickness definition as follows:

- i. If borrow account remain substandard for more than two years i.e. principal or interest in respect of borrow account remain overdue for more than two and half years.
- ii. There is erosion network due to overdue cash losses.

As per S.L.kapoor committee small scale industries unit should be counted as sick by below parameters.

If principal all interest remain overdue for period exceeding one year on its any of borrow account.

The units which is in production for counties three years regards commercial production operation and it continues sick for long period . Then this may be treated as chronic .In this case initial stage, precaution is fail beyond its control and capacity .Which resulting in death unit.

There is erosion losses to extend of fifty present of net worth during last accounting year.

In the nutshell we can see most of the small scale industries sickness. Is because of incurring cash losses as hence his passion of financial structure need to be reviewed and restructure.

Accordingly a section 3 of sick industrial company act 1985 a sick industrial company registered for not less than five years and the cash losses condition omitted by 1993 amendment act .If the financial losses accumulated resulting in erosion of 50 present or

more during immediately 4 years . It is consider as potentially sick unit. In such cases sick unit finalizes audited account within 60 days and need to be present board member and stake holders.

Causes of sickness of small scale industrial units:

Following factors more likely responsible for demolishing as well as growing small scale industries .Which may majorly impacted or responsible for growing sickness in small scale sector unit .

1. Majority of small scale unit own or adopt by either proprietorship or sole partnership basic. So they don't have any compulsion on gearing up latest management skill & technology. So those entrepreneurs are open to manipulate business and business modus operandi to gate thing done as per their will and wish.

To avail the various government of India and State government benefits and tax concession most of the small scale units define and declared as sick unit by self them.

Most of the small scale industries turnover is very low so profit is Small scale business man always face heavy competition for large scale industries .

Small scale industries are continues lacking to adopt fast desire changes in political or social or economic background.

Small scale units are not equipped to utilize existing funds to manage day to day activity and project infrastructure.

There is no adequate desire communication and coordination between government agencies and various financial institutes.

Small scale industrial are not gating dues amount and their product payment from the buyer. These industries are always at mercy of the punchers or buyer.

Small scale industrial need to sell their product on a heavy credit at the same time he has to keep rolling his final outcome product and business.

So above points are helping us to understand the practical difficulties for small scale industries to run the business which resulting failure .That is seek industries.

Government of India and State government has taken up various to active majors to support and control sickness units:

i. Reserve bank of India already issued guidelines and proactive measures like issue direction and instruction asset classification .In to four different classification viz . Standard, substandard, doubtful and loss. So it's easy to categories sick units as advance payment dropped under doubtful classification then this industries call as sick units.

ii. Government of India hence already instructed various nodal agencies and financial institutes to study for three or six month period find out sick industries on regular basic.

iii. To deal with sick industries government of India and RBI director to set up cells at every regions with expert staff along with technical personnel to look in to various technical requirements .

iv. To meet credit requirements of SSI units banks initiate to take appropriate direction so that required credit limit can be fulfill.

v. Leverage to commercial bank on deciding the rate of interest and credit facility. Whenever SSI found to be sick.

vi. This are the major steps initiated by government / RBI which help to recover SSI units.

1.2 The Problem Statement: “Ignorance of proper packaging may be a key reason for non-growth of Maharashtra Small Scales industries”.

1.3 Objectives of the study:

Following are the objective of the study

Study the present packaging practice of Small Scale industries.

Identify and study the problems of packaging in Small Scale industries.

Measure awareness in SSI regarding Packaging of finished products

Study the need and importance of packaging in Business

Evaluate whether packaging is considered as a mode of competition due to the fact that consumer have become more affluent.

Suggest the measures to overcome the problems.

1.4 Hypothesis:

Ho

There is no awareness of significance of packaging among SSIs.

H1

With the help of Packaging, rate of growth of SSI would be very high however it results into rise in conversion of Small Scale industries into large Scale industries.

1.5 The Research Methodology

a. Type of Research:

Descriptive Research: This research includes surveys and fact finding enquires about SSI packaging practice and feedback regarding significance of packaging. The area of study is Mumbai city.

b. Data collection & Research techniques;

1. Data collection methods

i. Primary data: The Primary data were collected with the help of a questionnaire specially designed for this purpose.

ii. Secondary data:

Secondary data were collected from Periodicals magazines, reports, relative web sites, newspapers etc.

c. Sampling: The populations of the were SSIs units in Mumbai city. The size of sample was 200 SSIs units. The technique of sampling was Simple Random Sampling.

1.6 Scope and Significance of the study

Government is introducing various money funding as well as financial schemes to grow SSIs in Maharashtra, but unfortunately the growth in term of % for individual industries is not very high. So looking at Packaging aspects how we can improve/ help SSI to convert Large Scale Industry so the funding which have been providing to existing SSI can be utilized to develop new SSI.

Strong and attractive packaging designs and labels not only protect the products from breakage and damages but they are also helpful in grabbing attention of the end consumer.

Significance:

To identify SSI presence in Maharashtra (Greater Mumbai).

To identify Seek unit of SSI presence in Maharashtra (Greater Mumbai).

To identify SSI views & understanding about packaging.

To identify vision, mission & objectives of individual SSI.

To identify Government policy towards SSI development.

To identify Government focus toward SSI product selling/ packaging.

To analysis view of end customer towards SSI selling and presentation i.e. Domestic, International market.

To identify expectation from SSI to increase the buying order of SSI product.

To suggest what all the policy may draft by Government to support small scale to develop in terms of packaging.

1.7 Limitations of the study:

Study was limited up to small scale industries in Greater Mumbai – Maharashtra.

Study was limited for over all industries presence under small scale & help for individual industrial studies.

1.8 Chapter Scheme

The study was divided into following chapters:

- i. Introduction, defining the problem and Research methodology.
- ii. Review of Literature
- iii. Small Scale Industries (Govt. Policies)
- iv. Packaging
- v. Globalization (Import / Export)
- vi. Data analysis
- vii. Conclusion & Suggestions

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- Chapter 2 –

Review of Literature

2.1 Introduction

2.2 Literature review

2.3 Review Conclusion

2.4 References

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

The various sources of the literature related to the subject of this study included books, journals, reports of research organizations and M. Phil. and Ph. D. theses. It was found that small scale industries has good scope across the globe. Each government is focusing to nurture and expand the small scale industries. Understand that the Small Scale Industries are key factors to grow up economy so each part and each line of business is important to focus. SSI need to spend more time on various technology and innovation in various part of process so that they can retain in the market for longer time, especially in international market.

2.2 Literature review

- Richard A Lancioni & Rajan Chandran ⁽¹⁾ (1990) in the The Role of Packaging in International Logistics International Journal of Physical Distribution & Logistics Management, 1990 concluded

The smooth operation of a logistics system in an international environment requires careful planning on the part of the firm. All aspects have to be planned for and every possible contingency examined. Once the shipment leaves the shipper's dock it is out of his control until it arrives at the consignee's location. International logistics systems work best when all the possible interfaces are planned for. One of the most important areas is packaging. It is the package that will determine whether the product arrives at a customer's location in proper condition. It is the package that will give the transportation company the information it needs to move the product to the proper customer location.

- Chairman Abid Hussain ⁽²⁾ (1997) in his Report of the expert committee on small enterprises in year 1997 concluded that our brief review of the relative impact of the new economic policy on the small and large companies suggests that the former

cannot grow by default anymore. The Multinational and large scale Indian companies would have advantage of greater success and access to global market and technology due to globalization. This would be advantage of small scale industries to grow fast track to associate with large scale industries. Indian policy need to be redesigned to afford equal opportunity for small enterprises to survive and grow in upcoming economic climate in India. The financial system need to be refurbished to larger flows of direct capital to the small-scale sector. Lastly, small scale industry needs a have many more choice of superior business services to adopt with change to compete large scale business.

- Dr. Ramavat Vaijayant ⁽³⁾ (1997) in his article “Problems faced by the small scale sector- An Analysis” published in Volume no 2 concluded that the small scale units should improve the quality and aesthetics of the packaging in order to attract the customer.
- Sebastian Morris and Rakesh Basant ⁽⁴⁾ (1998) in their article of Role of Small Scale Industries in the Age of Liberalization are concluded that today’s business small scale industries themselves cannot access the global markets without any assistance of trading houses or for that matter even the national markets, since the current challenges of packaging, standardization keeping to changing trends and new designs, which are competitive factors and have large invisibilities and scope economies are all uploaded against the small scale industries. But the one advantage they have is their access to the competitive labour market. On the other side large firms could potentially invest in developing the competitive factors, but they lacking to access competitive low cost labors. The cost difference is quite large being as much as eight times higher for the large firm (Joshi and Joshi, 1976). The industry as a whole is unable to bear the severity of import competition and exports too remain small especially in the comparative advantage products.

- N Dasgupta ⁽⁵⁾ (Nov 1999) in “Energy policy” concludes that In India most initiative to increase energy efficiency or environment improvement. This paper argues that conceptually the perspective of these initiatives is narrow and their top down approach and the associated methodology are inappropriate.
- M H Bala Subrahmanya ⁽⁶⁾(2005) in Small Scale Industries in India in globalisation era: performance & prospect Conclude small scale industries occupy a place of strategic importance in the Indian economy in view of its considerable contribution to employment, production and export. Since 1991 small scale industries find themselves in an intensely competitive environment due to globalization. This paper concludes with policy recommendations to ensure the sustenance and competitive growth of small scale industries in India.
- S. Krishanmurthi ⁽⁷⁾ (2008) in his book “Guide to MSME and policy Rules and regulation”concluded that The Major drawbacks pointed out by the various expert committees which examined the working of the small scale sectors are lack of availability of finance in time and fail to adopt improved technologies effective and efficient management of materials assumes paramount significance in the SSI Sector owing to their smallness weak pecuniary position they are virtually lead to one single supplier of material who can earn abnormal profits lack of professionalization is the reason for failure and inefficiency. The smallness of size, poor resources availability etc are hindrance to professionalizing its function. The workers should be trained adequately on the continuous basis.
- Deepmala Baghel, Parthasarthy, Meenakshi Gupta ⁽⁸⁾ (2011) in their Innovation in Indian Small Scale Industries,Case study of cosmetics small scale industry in Mumbai, concluded that “The small scale sector in cosmetics industry in Mumbai is shaped by entrepreneurs whoever work on advance technological to attract human. Application of technical knowledge in fulfilling the aspirations of lower middle class sections of society has provided these firms’ identity in a brand

awareness in cosmetic industry. This study show eventhou its tough market with plenty of barrier Small Scale industries show continuous path to grow. The innovative responses development starts with the identification of a opportunity as well as issues (Atherton and Hannon, 1999) by these small industries- in this case identification of domestic customers' desire and needs for good quality products at reasonable prices. This study show that you need to be always be techo related but proactive action on technology adoption helps to grow business time to time. Even small incremental innovations can contribute to their competitiveness. The very important aspect of the SSI are they able to fulfill market demand as per customer requirement.

- Dr. G. Vijaya Bharath, Dr.P. Subbalakshumma & Mr. P.Harinatha Reddy ⁽⁹⁾ (2011), in their article “ International Journal of enterprises computing and business systems, “Promotion of small scale industries- A Panoramic View concluded that The small scale industries play important role in the growth of the country. Small scale industries contributed 40% of the gross industrial added in the Indian economy. Small scale industries are playing major role to fulfil local demand. Thus they play a vital and critical role in the development of regions. The government of India taken up various steps to improve on credit flow and incentive schemes as well as provide institutional infrastructure for SSIs through Small Industry Development Organisation (SIDO), and National Small Industries Corporation (NSIC) Ltd. Latest updated technology for matching global reach government of India provide support thru Technology Resource Centres (TRC)
- Dr. Kishor Jagtap ⁽¹⁰⁾ (2011) in his research paper of Impact of Globalization on small scale industrial units conclude that small scale industries are facing huge competition and threats due to liberalization policy. The possible step towards de reservation by government is definitely welcoming steps but it has not proved to benefit much.

- Ms. Vanipriya R, Dr. D. Venkatramaraju, ⁽¹¹⁾ in their article International Journal of scientific and engineering Research Volume 2 Issue 9 September 2011, Growth of small enterprises in India” concluded Small Scale industries having a large scope of various activities like servicing, retailing, manufacturing, construction, infrastructure development etc. Establishment of such industries in rural areas and small towns helps to check the influx of population into bigger towns. The small enterprises have by now established their competence to manufacture a wide variety of sophisticated goods in different product lines requiring a high degree of skill and precision.
- Dr. Reetu Sharma (2012) ⁽¹²⁾, in her article “ Problems and Prospect of Small Scale industrial units, A case study of exporting and Non- Exporting units in Haryana” published in IRJC Asia Pacific Journal of Marketing and Management Review , volume 1 No 2 October 2012, concluded that Poor quality of products, lack of standardization, branding and packaging are some serious product deficiencies. It is worthwhile to encourage some good SSI units to establish their own laboratories by subsidizing a part of initial capital outlay say about 50 percent a subsidy by government. In product development process, the advice of technical experts and market survey should also be taken into consideration.
- Mr. Mitul M Deliya & Mr. Bhavesh J Parmar (2012) ⁽¹³⁾ in Role of packaging on consumer buying behavior Concluded that packaging could be treated as one of the most valuable tool in today’s marketing communications, necessitating more detail analysis of its elements on consumers buying pattern. Empirically testing the research model proposed package elements having the ultimate effect on consumer choice in a case of different products from group of convenience goods were determined. It has revealed that elements of package are the most important for consumer purchase decision for a major part of consumers a size and material are the main visual elements while product information is also the main verbal elements when purchasing milk and washing powder.

- S.N. Arjun Kumar ⁽¹⁴⁾(2012) in A study of Small Scale Industries Marketing Strategies, concluded that three fourth of samples from small scale units are facing major issue in marketing their products. Market forces are driven by the criteria of efficiency, productivity and competitiveness and this is much more in the present policy of Privatization, liberalization and globalization.
- Sudha Venkatesh and Krishnaveni Muthiah ⁽¹⁵⁾ (2012) “SME in India, Importance and Contribution” concluded lack of availability of adequate and timely credit, high cost of credit, lack of collateral requirement, issue of storage, designing and packaging are factor affecting growth Small scale industries. Adequate support is necessary from the national and the state government to solve their problems.
- Srinivas K T ⁽¹⁶⁾ (2013) in article of “Role of Micro, Small and medium Enterprises in Inclusive Growth” in year 2013, concluded Storage, Designing, Packaging and product market display are major problem of these industries. It’s all about adequate non enough support by national and state government to MSME sector to solve their problems. However entrepreneurs need to develop further planning and necessary support along with government policy support is essential. Nurturing this sector is mandatory for the economic well-being of the nation.
- Massimiliano M. Schiraldi ⁽¹⁷⁾ (2013), In Industrial Engineering and Management – Operation Management. Concluded that every year Internet based companies’ ship millions of packages throughout the world. Online shopping influences packaging. The more people shop online the more the role and the function of packaging changes. Packaging Is a multidimensional function that takes on a fundamental role in organization to achieve successful management of operations.
- Abhilasha Pathak⁽¹⁸⁾ (2014) in The Cognitive Power of Product Packaging concluded Packaging is used as a marketing tool not only to give protection to a

product but also to impart visual presence, uniqueness to the product. Now a days the consumers not only wants the package to serve the basic function but something more. Hence the meaning of packaging has been changed. It is not only to provide a basic wrap to the product but also to provide a more intellectual, distinct, aesthetic & logical wrap to the product with an emotional appeal attached to it.

- Amarendra Sinha⁽¹⁹⁾(2014) in his book SSIs Policies, Export promotion programs year 2014, concluded in Packaging for exports that Role of packaging for exports has gained much significance in view of trends in the world markets. There is a need for better and scientific packaging for worldwide exports from small sector was recognized long back.
- Mansoon Gupte⁽²⁰⁾ (2014), in Business standard “why packaging is important – Packaging is possibly the most visible marketing tool”. Ironically only a handful of Indian companies give it due credit. Only 17 percentage of Indian Consumers are satisfied with packaging today compared with 11 percent of global consumers. Functional attributes such as protecting the products from spillage and marketing the product easy to pull from the stacks are considered the most important packaging attributes. However these are the attributes where Indian brands seem to be underperforming in the eyes of consumers.
- Mr. Manoj More⁽²¹⁾ (2014) in “In the time of recession, some small scale units in Pimpri industrial belt stand a part” concluded recession hits very hard to giants like Reliance, Tata and other big players but some of Small Scale industries could expand their arm in Pimpr Chinchwad during those time. Few of Small scale industries recruited fresh hands to increase their production to fulfill ongoing demand. Some of Small Scale industries adopted innovative measures to encourage employees to perform better in spite of the current storm

- Mr. P. N Vijay ⁽²²⁾ (2014) in “The Big Small Scale Industry Problem” concluded that small Scale units are an important part of the manufacturing sector is very big. Just consider some of the important facts that 95 per cent of all industrial units in India are in the small scale sector, And 49 per cent of manufacturing output is from this sector. 80% of the employment in manufacturing is in the small scale. 34% cent of the country’s exports are from these units clearly define that SSIs after agriculture which is the single biggest group in the country.
- Dr. Veronika Hedvig Tabajdi ⁽²³⁾2015 The significance of packaging materials and packaging in preserving microbiological food quality, Concluded that Packaging plays an important role in ensuring the high quality of foods produced, and also in maintaining it for longer and longer times. Quality requirements for modern food packaging materials are increasing continuously, year by year.
- Jusuf Zekiri,(2015) ⁽²⁴⁾ South East European University Macedonia in article “The Role and impact of the Packaging effect on consumer buying behavior” Volume 4, Special Issue 1, 2015] Concluded that The obtained results of research on role and the impact of packaging on consumer’s buying behavior lay down the following conclusions:

The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package.

The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers’ attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products.

-Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information given in the label also helps companies promote the product in the market.

-From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of

companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing.

-The obtained results also show the language used on the package influences consumer behavior during the buying process.

-Bringing innovation in the packaging design also increase the value of the product in the consumer mind. From the empirical findings both practicality and innovative packaging are important during the buying process since it gives value to the product.

-The obtained results found out that the packaging elements are very important during the buying process and they facilitate a lot the decision process. Furthermore, the findings show that the following factors such as, the quality of the packaging material, Innovation and practicality, and the package design seem to be the most important on product selection during buying process

- Meghna Sharma (2015) in the article Packaging a punch ,concluded that Packaging needs to move beyond being an afterthought in the marketing mix. Some brands are finally waking up to the fact that packaging can have a very strong impact on sales at the last mile

- **2.3 Review Conclusion:**

Small Scale industries are backbone of every country and economy. Large scale industries are broadly depend up on the small scale industries as it is affordable interim of labor cost as well as production too. As per review there are various policy has been drafted or initialized by government but still there are more effort required to boost small scale industries. Proper ground measures and action point need to review so that actual policy implementation effect can be understand. There must be monitoring committee who can monitor the progress and actual utilization of fund as well as policy.

Above review help to know us on packaging aspect of small scale industries, which need to be monitored at global atmosphere. The training forum and appropriate awareness program will help to overcome such kind issue and it will develop small scale industries with appropriate channel.

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CHAPTER 3

SMALL SCALE INDUSTRIES (INDIA GOVERNMENT POLICIES)

CONTENT

- 3.1 India Government Policies.
- 3.2 Definitions of Small Scale Industries, Network &
- 3.3 Importance of SSI.
- 3.4 Employment generation.
- 3.5 Production.
- 3.6 Export.
- 3.7 Measures taken for promotion and development of SSI.
- 3.8 Policy Initiative – Small Scale Industries
- 3.9 Contribution of GDP
- 3.10 Need for packaging.

3.1 India Government Policies.

Government putting their best to grow the economy faster and reliable way. As we understand small scale industries are backbone of any economy , government make sure the policy and various investment limits and condition appropriate meet the government criteria and influence. So government keep on changing the criteria keep changing as per global requirement. Small Scale Industrial policy definition is based on Indian government policy of SSI are keep on changing as per SSI and economic requirement. Below table shows various changes for SSI capital requirement

TABLE 1

Year	Investment Limits	Conditions applicable
1950	Upto Rs.5.0 lakh in fixed assets	Less than 50/100 pers
1960	Upto Rs.5.0 lakh in fixed assets	Not applicable
1966	Upto Rs.7.5 lakh in Plant & Machinery	Not applicable
1975	Upto Rs.10 lakh in Plant & Machinery	Not applicable
1980	Upto Rs.20 lakh in Plant & Machinery	Not applicable
1985	Upto Rs.35 lakh in Plant & Machinery	Not applicable
1991	Upto Rs.60 lakh in Plant & Machinery	Not applicable
1999	Upto Rs.100 lakh in Plant & Machinery	Not applicable
2013	Minimum 25 lakh Upto Rs 500 lakh in Plant & Machinery	Not applicable
2016	Min. 50 lakh Upto Rs 1000lakh in Plant & Machinery	Not applicable

Source: MSME Annual Reports 2015-16 ⁽¹⁾

Table 1 shows the changes in small scale industries as per industry global norms. We can observed that after 1991, LPG policy declared by Dr.M.Singh the definition and standard norms of small scale industry has gone under drastically change. That means Small scale industries contributing major share in India Economic development.

In today's era SSI are known as modern SSI. Modulations as widely accepted by SSI with heavy range of product by this industries .The product which are modernly manufacture in SSI are includes product like plastic , chemicals , glass, ceramic ,mechanical items hardware, electronic items, automobile parts , bicycle parts ,sports goods , stationery items , watches agriculture product, fishery product, infrastructure products, cotton and handloom , railway support product, technology support product, research and development instrument etc. Government of India as always been supportive to SSI to raise number of SSI .Its comparatively easier to set up and start up SSI unit than any large scale industries. As SSI required very less investment in fixed capital assets as well as flexible capital requirements.

The SSI having plenty of potential to develop or fulfil required employment and generate desire export. Government of India develop the ministry of micro, small, and medium enterprises as their apex body to administrate and formulate the regulation , law and rule related to SSI in India . The president of India amended

The business allocation rules of government of India 1961. Which describe that ministry of agro and rural industries as well as small industries work together one head which would be known as the ministry of micro small and medium enterprises. Both units from origination known as small industries development organization (SIDO). Which control by ministries of public sector undertaking organization known as national small industries corporation industries .SSI growing very fastly and achieve 40 present of total export for the country. It is providing good number of opportunities which is the prime object of SSI. Government already announce investment limit increment of investment limit in plant and machinery of SSI to cope up with desire market compilations and requirement. Separate package to promote to SSI as already be announce to fulfil SSI thrust.

India government has announced various development and promotion policy for small scale industries like Industrial policy resolution (IPR) 1948, 1956, 1977, 1980 & 1990. These policy draft and announced looking at part of boost to the development of small scale sector.

3.1.1 Policy Statement–Resolution review

Post-Independence in year of 1947 India decided and adopted mixed economy structural planning method as part of strategic economy development achievement. Economy realized small scale industries are contributing major part of development and employment in economy development. And SSI are easy source to fulfill employment gaps as well as domestic customer requirement with reducing prices. SSI are contributing major part of GDP growth compare to large scale industries. Developing and promoting small scale industries are only way to reach technology and development more ownership businessmen. Its easiest way to reach out every part and corner of rural area with good number of employment and economy growth.

India Government announced various policy resolution looking at Small scale industry growth which can be study as below ⁽²⁾

Industrial Policy Resolution 1948: For the balanced industrial growth Indian government initiated proactive step like various industrial policy. Government looking these policy resolution as employment development and utilization of local resources as well as natural resources. Very prime motive and responsibility is to create infrastructure and facilitate small scale industries. National government released the broad view policies and it continuous effort to communicate and coordinate with state government for various aspect and development of Small Scale Industries. This policy made it clear that the government are welcoming foreign capital in India without any condition. This policy allow joint partnership with foreign investor with owners remains in India hands.

Industrial Policy Resolution 1956: This resolution policy define unconditional support to cottage, village and small industries by providing various. This program launch for economic development with first five year plan. The second five year plan gave very much high priority to industrial development with aiming to develop a number of heavy industries like heavy engineering, steel and cement with government involvement as partnership. During this period various private, public and state partnership program has

been developed to provide free hand towards industrial developments. This policy addressed and directed to state to develop more and more financial institute as well as cooperative enterprises which would be strength the various economic support factors like transportation, infrastructure, power support etc. Government come up with continuous supporting with various tax holidays and tax benefits. Development of various institute to developed training session for labours and managerial as well as technical skill staff which help to successfully management skill. Apart from listed 17 industries all other industries are kept open for private investment. Policy make sure that there won't be any gap between private and public sector.

Industrial policy resolution 1977: This resolution majorly focus on cotton industries promotion towards rural area and small remote locations town. Number of reserved products for small scale industries increased from approx. 180 to 504 products. Government would encourage special legislation protection for small scale industries. District industries center to be set up at each district level to support single window support and other assistance as well as raw material, credit support and various other necessary input to grow these industries faster.

Industrial policy resolution 1980: This policy introduce with congress agenda of reenergizes public sector with raising public sector productivity and efficiency with proposal of economic federalism ie setting up nucleus plant to generate as most as possible of cottage and small scale industries. Redefine small scale units into three different categories tiny, small and ancillaries with different level of investment limits ie 1-2 lakhs, 10 to 20 lakhs and 15 to 20 lakhs respectively with removal of regional imbalance. Promotion of rural industries with identification of sick small scale industries and involved them into public sector unit to develop their efficiency. Tax concessional proposal for sick industrial unit which has high potential to success so that they can merge with successful industries or large scale industries. Agriculture base made very strong by providing basic infrastructure.

Industrial policy resolution year 1990: Industrial policy resolution is continues to give equal importance to small scale industries development. This resolution increase the capital investment limit with significance amount. Maximum number of reserved item listed for small scale industries ie 836 items. To develop rural employment and investment new subsidiaries scheme announced. Technology development center connected to small scale industries with is apex body of small industries development bank in India (SIDBI) was established during those time period. Ensuring timely flow of capital credit fund to small scale industries. Delicencing allowance policy for Export oriented unit has been announced. One of the major initiated is to train and motivated women and youth for participating more towards entrepreneurship.

Policy package for year 2000: By end of year 2000, around 32 lakh small scale industries contributed around 35 percentage of total export and nearly about 40 percentage of total gross production output in economy. These excellent results of SSIs make all expert and policy maker to think on various incentives and production boost. As part of Globalization, liberalization & Privatization small scale industries facing hug challenge along with necessary opportunity to match the global standards. But there are basic problem like technology, effective management, adoption of product life cycle strategy remain challenging one all the time. To provide more focus on Small Scale industries and help them government of India create Ministry of Small Scale industries and Agro & rural Industries. This policy continue same level of investment in small scale industries part. To support small scale industries new policy to encourage technology been announce as part of that policy technology up gradation export oriented units permitted to raise the capital upto 5 crores. To motivate and to get boost to small scale industries excise exemption limit raise upto 1 crore. Composite loan limit increased upto 25 lakhs Credit guarantee scheme has been revised upto 25 lakhs. Various infrastructure support scheme like the integrated infrastructure development (IID) to cover rural area infrastructure development. As part of financial support commercial bank are requested to develop encouraging investment schemes towards technology up gradation and sink with SIDBI. 50% of capital being grant as onetime payment for research and development units. Support initiative like marketing

support also introduce with help of this policy wherein exhibition support, buyer and seller meet support and various vendor development program. Policy focus on safety audit and entrepreneurship development. Identification of sick unit rehabilitated them as well as support them to come out of the situation. Fresh census of small scale industries are initiated to get clear idea on economy status and to understand sick ness unit and causes. This scheme help them financially to obtain ISO certification which is basic necessity to drive business with standardization across the globe.

Policy Package for Small Scale Industries 2001-02: This policy paid advance and high attention to small scale industries financial support and all kind of growth with is mandatory to raise economy. Policy package deal in corpus fund set up under credit guarantee fund scheme with high amount is 200 crores. 14 items withdraw from reserved related leather, shoes and toys. Market assistance program launch for SSI sector. Four United Nations Industrial Development Organization assisted project introduce and implemented during year as cluster SSIs development programmed.

Policy Package for Small Scale Industries 2003-04: Some of the product like chemical and leather product, laboratory reagent are few of the reserved out of 73 product with are specially manufacture in the SSI sector which were reserved in last policy packages. Banks directed to give credit or loan to small scale industries below prime lending rate. More than 400 bank branches made operationalized to cater small scale industries. Around 60 plus cluster were identified to develop under primary development. Small scale industries whos having good track of record for those credit limit increase under Laghu Udyami Credit Card. Small Scales developing bank raise small and medium enterprise funds of Rs. 10000 crore to support small scale industries.

Policy Package for Small Scale Industries 2004-05: No organized and non-formal sector need some directional and managerial support hence the national commission set up on

these enterprises. Policy made an effort to provide linkage between vendors, raw material supplier, credit agency, technology set up, various training to develop the human resources, desire infrastructure to grow small scale industries. Further 85 items were removed from reserved list in October 2004. Increment of composition loan from RBI to small scale industries.

Policy Package for Small Scale Industries 2005-06: Further various past amendment in product reservation 180 more item removed from reservation list; the arm of small scale industries to service sector area has increased. Corpus fund has gone up and increased almost double than existence. Insurance cover extended to around 30 k borrowers. Promoted cluster development model to build new township which help to develop small scale industries.

Policy Package for Small Scale Industries 2013: As part of LPG policy, most of the reserved item available as import part. Hence this policy more focuses on generating more employment with help of MNC product line. Looking at globalization part of government decide to prefer Small Scale industries while purchasing various required products like Railways equipment, Defense product, few basic material required for telecommunication, mine equipment etc. Further to extension government encourage and organized more meet between buyers and small scale industries so that knowledge sharing thing can happened easily and it help to develop friendly relations. Store policy has been draft to make sure certain product manufacture by small scale industries maintain in store room. Few of the handicraft product also kept at reserved to promote small scale industries agenda. Developing women enterpranuals women Development Corporation of small scale industries has been developed and certain item are reserved for purchase from women Development Corporation.

Reform India Small Scale industries major initiative 2016: Small scale industries position is prime in economy growth and Small scale industries are determine as growth engine for global economy hence to run this engine on fast track as well as to reach this engine to every part of state/country/ globe we need to have desire fuel and track availability. The unique and dynamic part of this industries is they are growing at the 10% rate every year in spite of various recession and crises in economy. In spite small capital small scale industries are major stake holder to generate employment as well as to reach with product manufacturing at any part of the state specifically rural part of India. Small Scale industries is doing well in service industries, this industry working very hard in manufacturing sector by producing over 6000 products ranging from traditional to hi tech items. Small scale industries credited to provide basic minimum 10 components provide by these industries to one of the ambitious mission which is first inter planetary space mission Mangalyaan (Mar Orbiter Mission People) of Indian Space Research Organization. Apart from this small scale industries contribute to other successful mission like Chandrayan II which is satellite mission to moon which is set to launching in year of 2016&17 which will have robotic wheel vehicle to cover as much as moon surface area. India also working on various other mission like global sea movement system and earth observation satellite projects. SME play very significant role to develop these project by providing key factor tools. Many multinational companies are attracting towards SME as India is key market in various high end product. India total spending on military expenditure is one of the highest spend and as per one of the survey provided by Stockholm International Peace Research Institute India is 9th largest country which having highest budget for military. Which are expecting more demand for defense material and aerospace, and expected it would be third largest market after US and China by year of 2020. India is growing with passion, so Indian uses on technology are getting significance developed. As per survey it is expected that near future India would be more demanding market in air flights as more and more passengers are like to travel by flight so requirement of aircraft would go on higher pace. Advantage for India SSI to developed required material or part will with in time and budget. It's very cost effective with quality, ability provide well in

time. India is one of the key automotive market like Japan, Korea and Europe and India is key exporter in automotive sector. SME are playing very importance role to provide desire on time support which help large player to save cost and time on manufacturing process. India is pool of high quality and dynamic qualified resource center, who can fulfill market condition or requirement as high skill labour requirement to business. Like wise many more industries like IT, service sector, railways, research and development, mining where SME can contribute major extend. India government has already realized this requirement and working on more and more proactive value added scheme which will attract SME and more entrepreneurial can enter into pool to double to economic growth. As a result of LPG policy most of the multinational organization are outsourcing job to India SMEs and that is bigger gain for Economy. The National Manufacturing Competitiveness Programme is one more major India Government project under Ministry of SME flagship which help to equipped with various Technology, latest engineering design, support workshop on resource development, productive management

Confederation of Indian Industry initiative: Almost 120 years more Confederation of India Industry are continuous busy on developing and nurturing India economy environment to make suitable to grow Small scale industries market. It support to generate major competition among the domestic industries on global platform. India and Germany working on various training program and the Indo German manager training program is part of the initiative to develop resource management and skill transformation among those countries with developing and various technology transfer. This help almost 3000 SME by taking advantage of skill and reaching to global portal. Confederation of Indian Industry operating various training and development program with venture with Global human resources development association (HIDA) Japan. This will help to make in India in Japanese style on how the increase production management in manufacturing sector with low cost and high management skill. This will help to develop leadership requirement in the industry as per desire demand. Confederation of Indian Industry is part of organizing various individual training program to SSI and to work on provide various network global market sources. Confederation of Indian Industry running various program to develop

woman entrepreneurship training and development program. Confederation of Indian Industry introduce online finance support to small scale industries which help small scale industries to reduce down some of the process hurdle.

India is emerging market in the world and the constant India GDP growth is attractive factor of Indian market. 2016 Make India Concept launch by keeping object to build India is bigger manufacture zone in the world and lots of attractive scheme has been introduce to increase FDI. MSME ministry making sure all possible effort to put in so that suitable stage or platform can be created to venture in global market. National Entrepreneurial ship development institute helps to developed skill desire for business. Ministry Finance programed which is revised scheme launch under SIDBI in year 2003-04, in this scheme Government of India to provide fund under Micro finance programed of SIDBI under a Portfolio Risk Fund (PRF) which is used for security deposit requirement of loan amount from various NGO,. In year of 2006 Government has released amounting 9 crore towards Portfolio Risk Fund and more than 80% has been utilized by SIDBI. Now PRF is extension almost every part of country. An individual World Trade Organization cell in the office of Development Commissioner of Small Scale Industries was set up to coordinate the latest development in terms of world trade organization with various objective as below to keep updated recent world industry updation, to assist Small Scale industries to draft new policy in line of World trade organization various agreement. To organized various training program and workshop or seminar global market expertise and technology enhancement.

3.2 Small Scale Industries Definition:Defining Small Scale Industries is difficult as it all parameter depend on country to country and state to state basis. It always depend upon the country specific economy status and other environment features. It also depend upon the country specific style on designing government policies and vision towards economy achievement. Generally small sector is defining on basis of limit of investment and ceilings on the capital expenditure, capital machinery investment etc. Few countries considering job opportunities and number of entrepreneurial for defining small scale industries. In the early 1950 Government of India fiscal commission define Small scale

industries first time as one of the prime operated with hire labored 10 to 50 hands and fixed capital investment also consider in the definition which keeps on changing every five years or as per economy requirements which was 5 lakh 50 years back and now its 10 crores as its changing as per current economic condition and demand.

As per The Government of India Micro, Small and Medium Enterprises Development (MSMED) act 2006 definition as follows

- a. A unit which is occupied in manufacturing or production or preserving or processing of goods with following conditions

Investment in plant and machinery does not exceed INR 25 lakh can define as mirco enterprises.

Investment in plant and machinery does not exceed INR 5 crores but not less than INR 25 lakh can be called as small scale industries.

Investment in plant and machinery more than INR 5 crores but does not exceed INR 10 crores can be defined as Medium enterprises.

Given cost is original cost of plant and machinery mean the financial conclusion on the basis of pure plant and machinery prices with is excluding the cost of infrastructure or furniture or fittings or cost of land or cost of building etc. as per MSME notification.

- b. The enterprises which are providing or rendering pure services excluding original cost capital machinery, building, land and other equipment with are not directly related to services.

Investment of services apart from machinery and plant not more than INR 10 Lakh Which can be treated or called as micro services enterprises

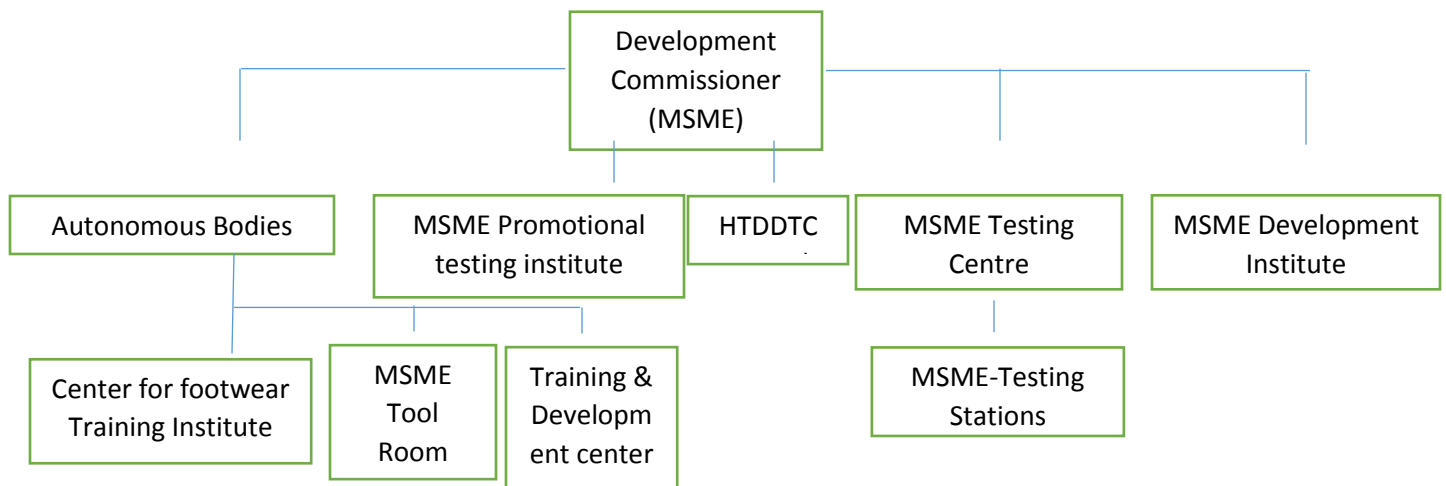
Investment of services apart from machinery and plant more than INR 10 lakh but below INR 2 crores can be called as small scale industries

Medium enterprises can be those who ever investment in services not more than 5 crores but it should be less than INR 2 crores.

As describe the definition varies country to country so with this one of research it is identified there are nearly 50 different definition of small scale industries used in 75 various countries and all these definition either related to capital investment or number of employment of both criteria.

3.2.1 Ministry of Micro Small and Medium enterprises network.

Every countries are aware the significance of Small Scale enterprises. So drive this vital component government need to have vide as well as appropriate network in place so that all government policies can be implemented as per economy desire, as well as government incentive plane can be operationalized. Proper network help to reach out each and individual state or rural part of India. Good network must help to understand actual problem of Small Scale industries. Voice of the industries can be understand with help of good communication and to established better communication wide and effective network must be available. Given below high level network with various hierarchy level to understand MSME issue and support with policy implementation.



Source office of Ministry of Micro, Small & Medium Enterprises.

Above figure 3.1 shows MSME organization lead by Development Commissioner MSME. Various other functions like Testing Institute, Testing center and Development Institute.

A wide network of MSME institute is drafted such way to cater the MSME service across the country as per guideline and policy issued by development commissioner of MSME. Office of the Development Commissioner MSME is joint office of Ministry of MSME and its prime body to advice on various program. It also formulate the policy and coordinate with promotions with MSME. This office is manage and maintain by the ministry and other center and state government agencies.

The Development commissioner have a wide network with around 30 Medium, Small & Micro Development Institute with 28 Branch institute, they directly supported by 4 Micro, Small & Medium testing center, Seven testing stations, twenty one other autonomous individual body.

These testing network help small scale industries for quality upgradation by providing testing facilities. These center helping to learn various quality ie quality control and quality management and various process of quality controls. MSME testing stations are autonomous body and they provide product specified testing facilities by providing various tool rooms or tool designs.

Product cum process development centers now known as Micro, Small & Medium technology development center, these are product oriented centers like develop and upgrading product specific technology, guide product/ Industry specific issue with render technical services. It also help in developing manpower as well as providing various technology related training. Adopting and understanding various fast technological changes is very difficult in term of reach and monetary scheme. These institute help Small Scale Industries to come over such issues. Central footwear training institutes which is known as technology development center which help and support to design various technical and designing support as well as promoting export business. This institutes help to focus and provide various footwear technology export promotion so that export activity in footwear can be boost and help to increase economy.

Apart from above government has introduce and functionalized various training institutes as per industries demand and requirements. To accept globalization and liberalization

challenges India government has introduced major three national training institutes: i) National Institute of Micro Small & Medium Industry Extension Training which is located at Hyderabad in year of 1960. It was originally set up as Central Industrial Extension Training Institute under to Ministry of Industry and Commerce. Then government decided to keep this institute free from this ministry and let this institute keep focus on various developing and training activities and free from various administrative processes and controls. This institute provides various training like program of area development, management development program, industrial estate program, young engineers and technocrats, production planning and controls as well as cluster development program. ii) The National Institute of Entrepreneurship and Small Business Development is a prime organization operated by Ministry of Skill Development and Entrepreneurship very much major focus on training, research, consultancy etc to promote entrepreneurship. This institute set up to grow Indian Small scale industries as well as Entrepreneur to match up global market requirement it may be skill development as train the trainer concepts etc. This institute already provided training around 9 lakh participants to match their skill upto global expectation iii) Indian Institute of Entrepreneurship (IIE) Guwahati is an autonomous body under Ministry of Skill Development and Entrepreneurship. The prime objective of this institute is to provide research, training and consultancy in small scale industries. Training activities like designing and organizing with different categories of groups and undertaking research in the relevant to entrepreneurship. Improving various factors like efficiency, effectiveness of product manufacturing as well as to provide consultancy to existing set up small scale industries. Apart from these three major national institutions there are various other supportive associate agencies which are also playing major and equivalent support to grow small scale industries to perform on global industries platform.

To enhance the global competitiveness of Small Scale Industries National Small Industries Corporation (NSIC) set up under Ministry Micro, Small & Medium a government of India enterprise. NSIC has their office in Johannesburg, South Africa to manage operations in African countries. NSIC provides support services like marketing, finance, Technology &

other required services. This is single point of registration for all government purchase. NSIC request the tender on behalf of Micro, Small & Medium enterprises and secure the order for Small Scale industries. Almost 358 items are reserved for NSIC behalf of MSME. As a part of marketing support NSIC is collect all market intelligent domestic as well as International maintain the desire data which help Small Scale Industries to make their business strategy. NSIC is single point of communication across the globe industries. Support various exhibition and buyer and seller meet. It's supporting financing the procurement of Raw material short term. Performance and credit rating scheme introduce by NSIC, Credit rating will be approved basis on turnover of small scale industries, and they are operate credit rating scheme through various agencies like CARE, CRISIL, ICRA, SMERA etc. Various technology support to enhance small scale industries business like product design, new techniques etc. NSIC provide classroom practical training to enhance the skill.

Small Industries Development Bank of India (SIDBI) which is prime bank to communicate the functions of other institute or organization in similar activity. The prime mission of this bank is to facilitate and strengthen credit flow and solve both financial and development gap in small scale economy systems as single window provider. SIDBI helps to address non-financial gaps of Small Scale industries.

To reach out rural area as well as to promote India well know business of Khadi. Government of India form Khadi and Village Industrial Commission (KVIC) under parliament act and it took over the work from Khadi board. Prime object of this commission to create self-confidence among low economy cost people and developed strong rural community spirit. Major social object of KVIC generating more employment. KVIC is also undertaking directly or indirectly or thru various other agencies studies or any other concerning issue or problem of Khadi or village industries along with research and established various pilot projects. KVIC is encouraging to adopt more research on the production techniques in Khadi and village sector.

Apart from National level encouragement there are certain other state level institute and other agencies working hard on encouragement of small scale industries. Some of them are

District Industries Centre (DICs) which was initiated in year 1978 with vision of large and extensive set up for Small Scale Industries. Few of the basic function of DICs are to Identification of entrepreneurs and motivate them. DIC is responsible make provisional & permanent registration. Interest free sales tax loan, assist to import & export, fair and exhibition etc.

There are various other state Industrial Development & Financial institute and other financial big corporations also working very hard to provide Small Scale industry's needs. Ministry and government authorities make sure there is not room for bureaucracy and do so sector has relatively delicensed. Sector make sure all policy, rules and regulation, procedure would review time to time and modified where it necessary. So that small scale industry and do their job with more focus and effectively.

3.3 Importance of Small Scale Industries.

Small Scale industries are playing significance role in India economy. Post Independent Government realized and given more focus on small scale industries. As per recent survey it is understand around 95 % of small scale industries unit are providing employment around 20 million people. Which is quite huge numbers. Around 35-40 percentage of export from the country is by small scale industries. So government is recognized and realized the significance of small scale industries in Indian economy and its intention its importance and show interest to promote small scale industries they come up with various industry policy resolutions in the year 1948. The primary vision during nineties was to grow the small scale industries so that the fulfil desire job opportunity and it support to reduce poverty level of Indian economy. Further to substantiate the growth of small scale industries various measure has been initiated, delicensing the Small scale industries which help and speed up Small Scale Industries establishment. Major focus was to remove all unwanted hurdle from economy and encourage more youth and entrepreneurs to start their business. This is part of Small scale industries growing factor and it's attracting dynamic and young entrepreneurs with increasing faith and potential in Small scale industries. Government ensure to remove all fetters and review the policy time to make the economic and small scale industries demanding changes time to time.

In year 2009 The Prime minister of India announced to set up the Task force as per the Small Scale Industries representation on their issue and concerns. Principal Secretary to Prime Minister Shri T.K.A. Nair was constituted to reflect the issue and concern raised by the association and formulates action point agenda after concerning with all desire stake holder. The members of discussion board are planning commission members, secretaries of concerned government department, RBI Governor, RBI Chairman and MD, SIDBI and other representative of MSME associations. The preliminary help line support for MSME called an “Udyami Helpline” which is a call center for Small Scale Industries with toll free number to provide information sources, information, support, guidance and assistance support for startup entrepreneurs as well as existing entrepreneurs. The Udyami helpline provide value added support by providing various promotional and attractive promotion policies. Small Scale industries and entrepreneurs promote decentralized development of industries. SSI help to remove regional disparities by industrialization backward areas and rural areas. Some of the small scale industries helping urban area to reduce on traffic or congestion, slums and urban population by providing job opportunities as well as income source at rural area. Small entrepreneurs are serving as an anti-inflationary force by providing goods for daily use on a large scale. Small scale industries are playing complementary role to large scale industry acting as ancillaries unit by providing accessories, components and parts. Its providing independent living style with very less resources this is important aspect of society and social life. It help to improve the life style across rural area.

3.4 Employment generation:

Basic problem of Indian economy is increasing population and decreasing job opportunities. So government need to focus on mass job creation. The Mirco, Small and Medium Enterprises have witnessed the top growth rate in manufacture area in recent years. Small Sector unit have continuous higher growth rate. These MSME over 6000 products ranging from traditional to high end technology product with offering maximum opportunity for both urban as well as rural area. To encourage private participate and management, The India government has set up council know as National Skills

Development Council with overall target 500 million people in India by 2022. There are some hurdle in dealing with labour as there are around 45 central act and 16 various associate rule are in exist these are directly dealing with labour problem. Hence companies are restoring the outsource and contract model to provide job opportunities. The rigid labour law like there are about 200 state laws control and driving the relationship between labour and business owner. So such exhaustive system must be revised or wipe out from system. So it is mandatory to harmonize the labour law across the country so that business men can focus on their prime business activity rather that unionized issues. India has been increasing the productivity but it's less than the China productivity. Small Scale industries are having capacity to absorb unemployment into their desire places.

If we see the data as per industry wise there are good job opportunities, as per survey food product industries has first ranking position in employment generation by providing 13% of total MSME employment. Next two places has been occupied by nonmetallic and metal related products which are 12% and 10% respectively. The group of eight industries like Chemical, machinery part except electrical product and parts, wood made product, base metal industries, paper & printing, hosiery & garment, repair services and plastic rubbers product almost 49% in small scale industries where as other large scale its almost 5%.

High potential of employment in beverage and tobacco products mainly found in Maharashtra, Rajasthan, Assam & Andhra Pradesh If we see per unit employment is high in tobacco and beverages industries followed by cotton textile, non-metallic mineral product. Urban area is highest employment per unit was in tobacco products around thirty one percentage. And Cotton textile products are in eighteen and basic metal are thirteen and non-metallic mineral products are twelve percentage. Non-urban /village nonmetallic products contributing around 23 percentage of job opportunities where as in rural area food products are accounted for 21 percentage. As per all India latest Fourth Micro, Small and Medium Enterprises census under registered sector there are total 15.64 lakh enterprises and almost 2 percentage women involvement can be seen. Which is really good number and almost 50 percentage of industries are belong to rural area. Its show Urban and rural area are running hand on hand to achieve economy growth.

TABLE 2

MSME Registered sector Forth Census 2006-07

Sr. No	Characteristics		Number (Lakh)
1	Total Units		15.64
2	Rural Units		7.07
3	Women Units		2.15
4	Enterprises Type	Micro	14.85
		Small	0.76
		Medium	0.03
5	Type of Activity	Manufacturing	10.49
		Repairing & Maintenance	2.52
		Services	2.62

Source: The final report of the fourth all India Census of MSME 2006-07 ⁽³⁾ .

Table 2. Shows total registered sector enterprises are 15.64 lakh and 7.07 lakhs units are pertaining to rural, 2.15 are women enterprises which are significant in number. Above table show India we have total 14.85 micro, .76 small and .03 medium units in lakhs. We can see majority of MSME are belongs to manufacturing sector are on top with 10.49 percentages. Repairing and maintenance as well as services enterprises are growing and walking hand on hand at almost same rate of 2.52 and 2.62 lakh respectively.

Fourth census of Micro, Small and Medium enterprise show there are higher number units available of unregistered sector. This trend show still there are plenty of hurdles to face by Small Scale industries which are resisting them to get registered themselves. Rural area women entrepreneurs are performing well with major activities are manufacturing. So this figure help to understand we need to work on awareness as well as MSEM policy streamline and simple to understand, this will encourage more entrepreneur to register themselves to get more government subsidiaries training and facilities.

TABLE 3

Micro, Small and Medium Enterprises Fourth Census Unregistered Sector.

Sr. No	Characteristics		Number (Lakhs)
1	Rural Units		110.69
2	Urban Units		79.05
3	Enterprises	Micro	198.39
		Small	0.35
4	Number of Women Enterprises		18.06
5	Nature of Activity	Manufacture	104.5
		Repair and maintenance	12.31
		Services	81.93

Source: Ministry of MSME, Government of India, The final report of the 4 all India Census of MSME 2006-07 ⁽³⁾

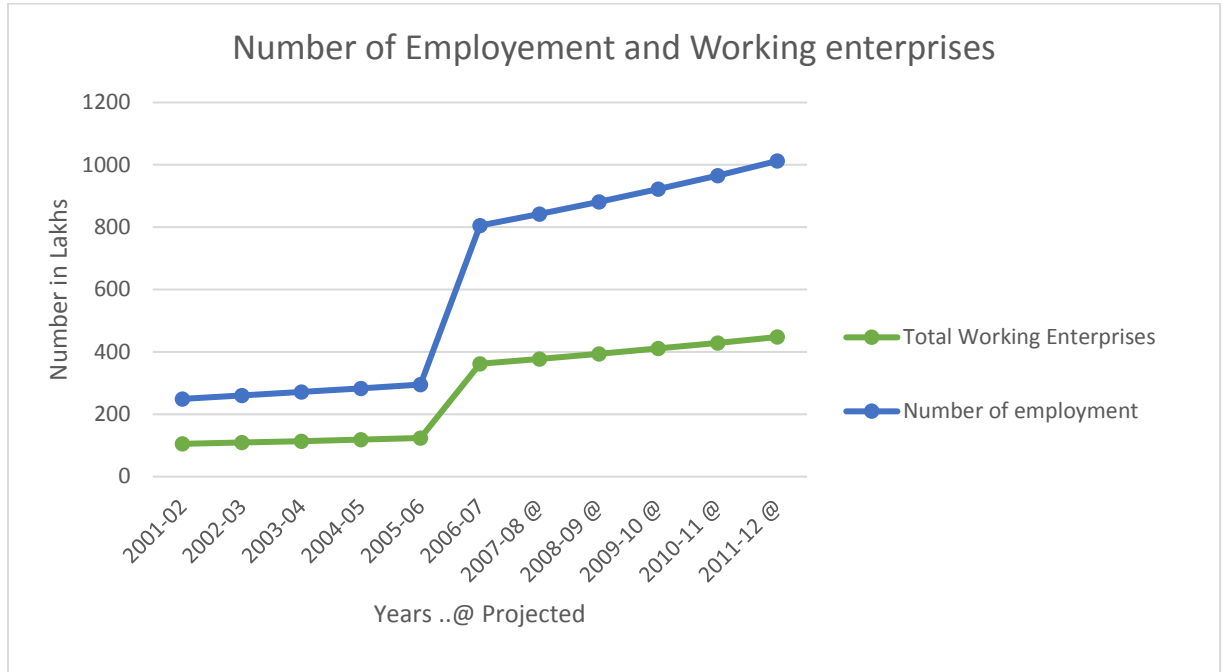
Table 3 shows total unregistered sector enterprises are 119.69 lakh and out of which small scale enterprises are 35 thousand. We can see majority of small scale are from manufacturing sector, and Repair and Maintenance, services are comparatively less. But on the other side Service sector are almost equivalent to manufacture industries and its one of the speediest growing sector in Un-registered sector.

3.4.1. Small Scale Industries employment development;

With help fourth census of Micro, Small & Medium enterprises we understand small scale industries are really contributing well in India economy. With the span of 10 years rate of employment are almost 500 times bigger as well as rate of increasing Small scale industries are also growing almost 500 time than normal rate. All these are unregistered enterprises.

Figure 1

Fourth MSME census of number of Employment and working enterprises unregistered units.



Source: Ministry of MSME, Government of India, The final report of the 4 all India Census of MSME 2006-07 ⁽³⁾

Figure 1 Represent continuous growth in micro, small & medium industries growth number of employment and number of small scales units. The graph is jumping in years 2006 and 2007 this may be result of various supportive policies and outcome of globalization and privation policies. As part of LPG policies other activities like transportation, warehousing, legal, wholesale, social services, educational activities and other social activities also included in census which is redefined part of Small scale industries. With this graph we can see as number of small scale are increasing number of employment are also increasing a lot. So with this data it is very clear and goes without saying that we need to have encourage and motivate Small Scale Industries which will help us to grow number of employment and bridge the economical gaps too.

3.5 MSME Production:

World has accepted Small Scale industries are growth engine to our economy system so we need to keep this engine active with various latest technology and norms. These sector are biggest sector to create job opportunities. MSME sector needed less financial to create job opportunity as per one of the survey to create one job in Small Scale industries it required INR 72 K where as in large scale industries it required INR 5.5 lakhs. This industries under gone various change from post independent to 1991 ie Liberalization, privatization and Globalization policy as various protection like reserved manufacturing items, financial incentive has been offered. Since post LPG lot of global players start collaboration with domestic small scale industries which really help small scale industries to boost their business and view toward economy. Small Scale industries always been introduce as typical model of socio- economic government of India policies which emphasis judgmental use of foreign exchange as they normally used good amount of raw input locally, production of labor opportunities, positive contribution to economy etc. Small Scale industries is help to developed low import intensive operations which help to balance the trade and currency. Small scale industries are developed with positive and step wise manner phase hence they can achieve lot many goals some of them can be describe below.

- Small scale industries production can be substitution for import and its good export earnings.
- Good amount of contribution for defense and ISRO organization with low investment
- Flexible and technology orientation.
- Easy market access industries
- High local production with low price and good quality which is barrier to import

Small Scale industries have made good contribution to almost all major sectors in Indian industries such as chemical , Automobiles, Building Materials, engineering goods, electro-medical equipment and parts, textiles and garments, leather goods, Electrical &

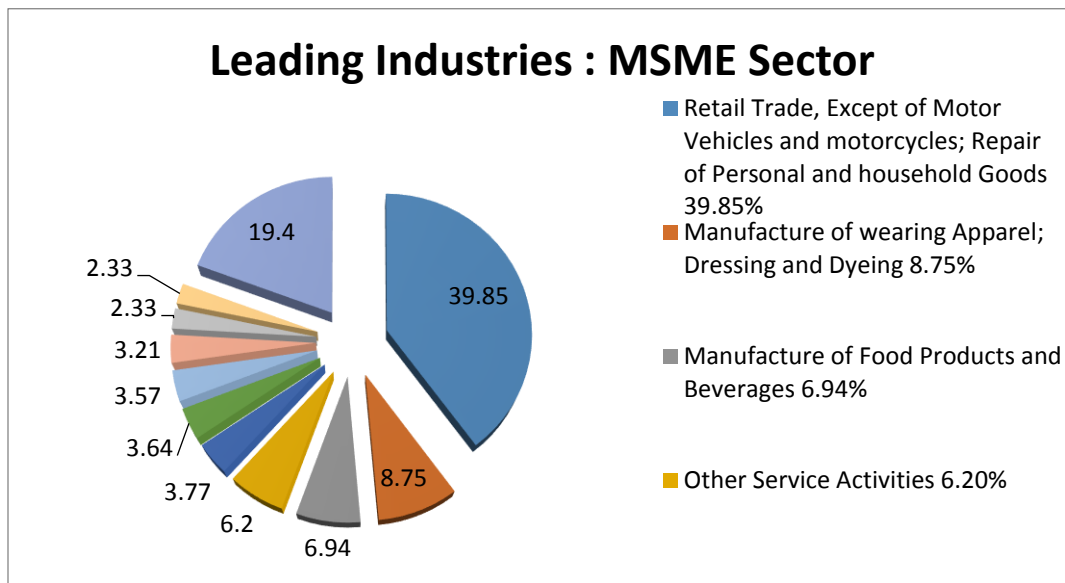
Electronics, Engineering, software Agro & Food Processing, Furniture & Furnishings; Information technology, Leather goods, Handicrafts etc., Machinery, Equipment & Tools, Paper, Plastics & Packaging, Pharmaceuticals & Chemicals products; Textiles etc.,

Scope and area of Small Scale industries has broaden up under the MSMED act 2006, which come up with the new concept as “enterprise” which is collaboration of two difference lines ie manufacturing as well as services. All non-agriculture product has been covered under MSEMMD act 2006 but it come up with revised norm and standard for manufacture as well as services sectors. The growth rate during the numbers of plan periods have been very aggressive and very much impressive.

3.5.1 Sector wise distribution of Small Scale Industries.

There are over 6000 Products ranging addition to provide multiple range of services. These from traditional to high –tech items, which are leading industries with their individual shares being manufactured by the MSME sector in are as depicted below,

Figure 2. Industry `share in MSME sector



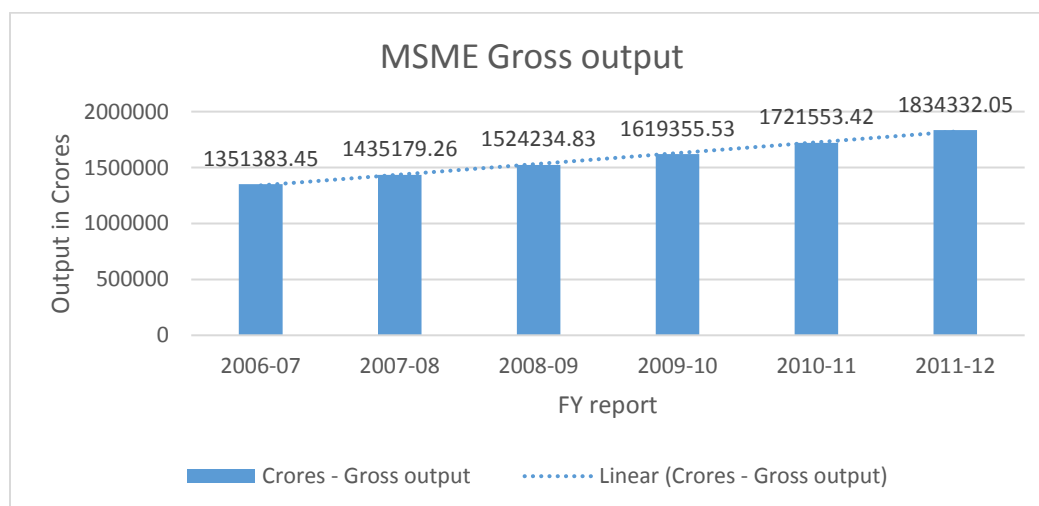
Source: www.msme.gov.in, annual report 2006-07 ⁽⁴⁾

Figure 2 with help of above figure we can say that Service and manufacture sector are having good hand on hand shares in Market. Retails trade is driving market with 39.85 percentage where manufacture of wearing are apparel dressing and dyeing contributing 8.75% , service and business activities are contributing 6.20 percentage & 3.77 percentage respectively. Hotel and restaurants contributing 3.64 & sale maintains around 3.57 percentage and furniture manufacturing 3.21 percentage, fabricated metal product 33 percentage and manufacture of textile 2.33% and other industries contributed 19.4% . Almost all industries are in good phase and growing up.

3.5.2. Gross output in MSME Sector.

Indian MSMEs contribution is more than 95% of enterprises in India, have been growing significantly with their gross output. The gross output of MSME sector is projected to grow from 6.2% in FY08 to 6.3 % in FY11, very close to India GDP I would say its little less than India’s GDP growth during the same period, The projected of MSME sector 6.6 % which is little higher than India GDP growth rate of same period. There is immediate growth in total gross output can see it’s all because of major changes in MSME act 2006 in financial year 2007 thereby changing Small scale organization definition incorporating medium enterprises providing services under the definition.

Figure: 3 MSME Gross output



Source: MSME government Annual report 2013-14 ⁽⁵⁾

Figure 3 represent growing flow of Gross output of MSME sector in India. Year 06-07 1352383 crs and it has consistently grown and its 1435179.26 crs in year 07-08, 1524234.83crs in year 08-09, 1619355 crs in year of 09-10, 1721553.42 in year of 2010-11 and 1834332 crs in year of 2011-12. With the graph we can see there is continuous grow in MSME output which is playing healthy role in economy. There is equivalent equation between gross output and number of employment generation.

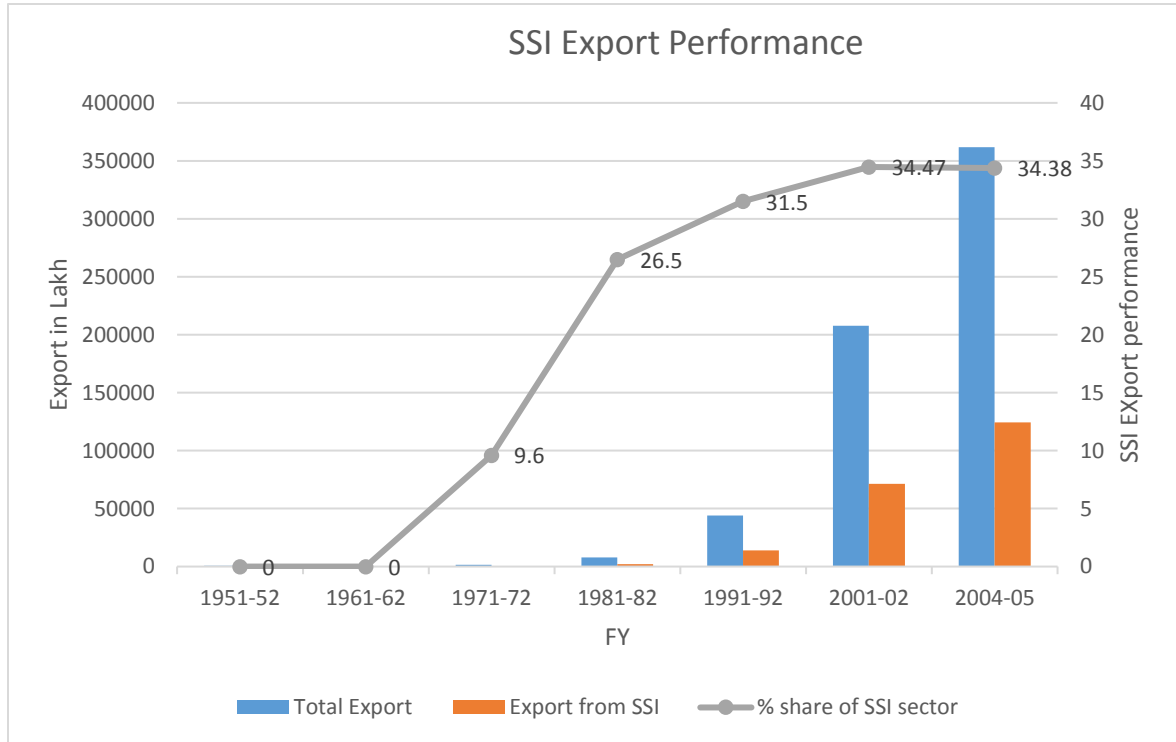
As we grow on gross output it will increase economy and job opportunities. So proper boost and motivation towards Small scale industries can lead to one of the top economy. Production growth in small scale industries comparison to overall industrial sector is good in numbers. Small scale industries play very important role in Indian economy and it has been proved with various census conducted time to time. Now most of industrial planner are focusing more on small scale industries growth and performance. Most of the Multinational companies are working with small scale industries for various collaboration and joint venture for cost and quality effectiveness. Indian economy attracting very much attention of all other sector too ie sociologists, administrators and politicians.

3.6 Export with respect to Small Scale Industries

Export is priority of any country to get good gain in economy and its priority of any developed and developing countries. Export is not treated as employment opportunity but it also major factor of generating positive exchange which will help to boost economy. Every country they offer various incentive, scheme and it depend upon country requirement on technology, employment and infrastructure availability. The terminology export has undergone various phases' right from pre independent phase to post independent phase. Looking at export necessity various policies has been drafted and implemented to see the changes. Liberalization, privatization and Globalisation is part of the same policy where India focusing more export by attracting global market in India. After LPG policy in 1991 small scale industries undergone lot of positive changes which boost economy and help to achieve desire unemployment gap. During the whole process Small Scale industries

occupied one of the important position in the export of the country. The basic region to perform this industries are they available all part of the country , small scale industries can generate skill worker easily, low finance and fast leadership development, flexibility on operation, quick and fast adaptation of technology .

Figure 4 . Performance of SSI/MSME Units, Employment



Sources : DC (MSME) and ministry of commerce & Industry. Report 2006-07⁽⁶⁾

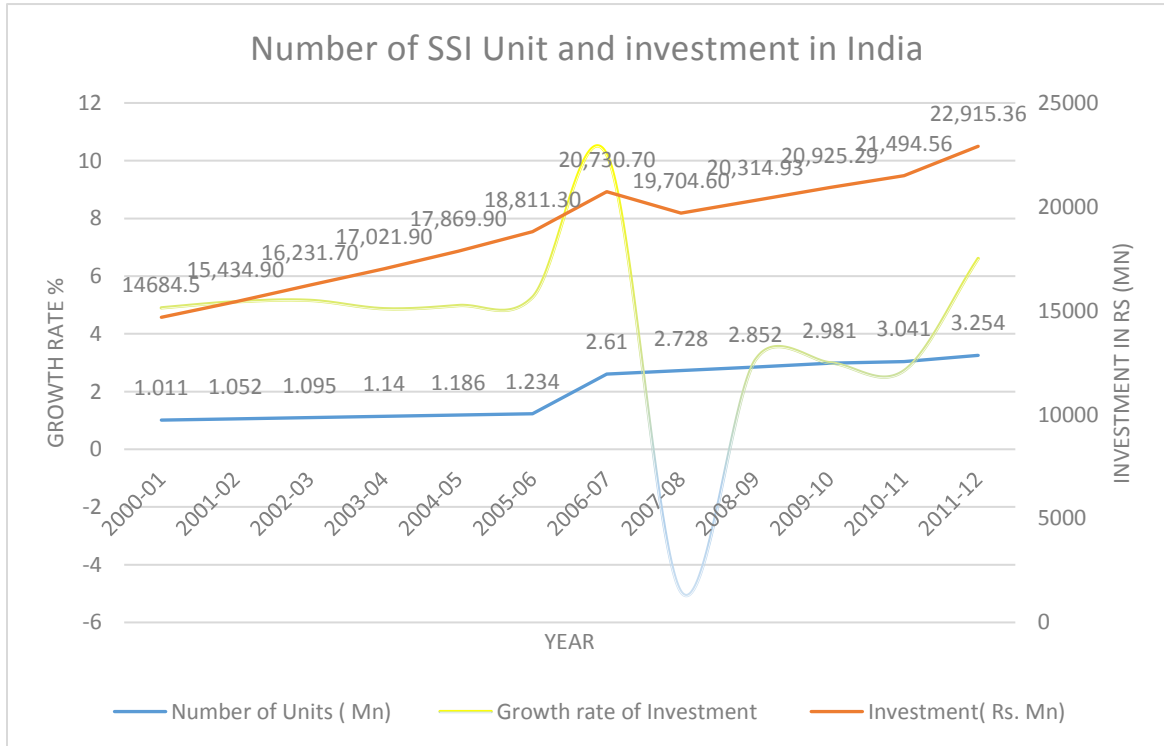
Figure 4 describe over the years the size and importance of SSI sector has undergone a vast change since the planned development of the India started. The small Scale industries are increased over the year in various fold including export, infrastructure development, job opportunities, technology etc. In the year 1951-52. And 1961-62 the small scale industries were struggling to get into market and active performance. And economical participation of small scale was comparatively very low hence government has introduce various promotions and motivational to industries to boost or to add more contribution towards economy. There was one more phase to get the push Raised the platform to develop small

scale industries as during 1971 to 1971, 1981 to 82 and finally with 1891 to 92, upon LPG policy finalized small scale industries really picked up very well and grown up at the rate of thirty and today we can see almost 40% of export market share capture by small scale industries that can be significance to note. This is only because of new technology adaption in the fast changing global environment. LPG policy and various boost from industries are backed small scale industries with motivation and techno-culture exchanges.

3.6.1 Number of units and investment of Small Scale industries in India

Government and policy makers made all their effort to find out possible scope to grow the small scale industries faster and draft the policy accordingly. To check and possibility of policy implementation census are mandatory to get real time picture of policy and economy success so far there are 4 census conducted by MSME sector. With the help of census as well as Reserve bank of India Annual report from 2001 to 2012 that investment in small scale industries are increasing continuously and its growing at the same time number of Small scale industries are also increasing which can be seen by help of below graph

Figure 5 – Number of SSI Unit and investment in India



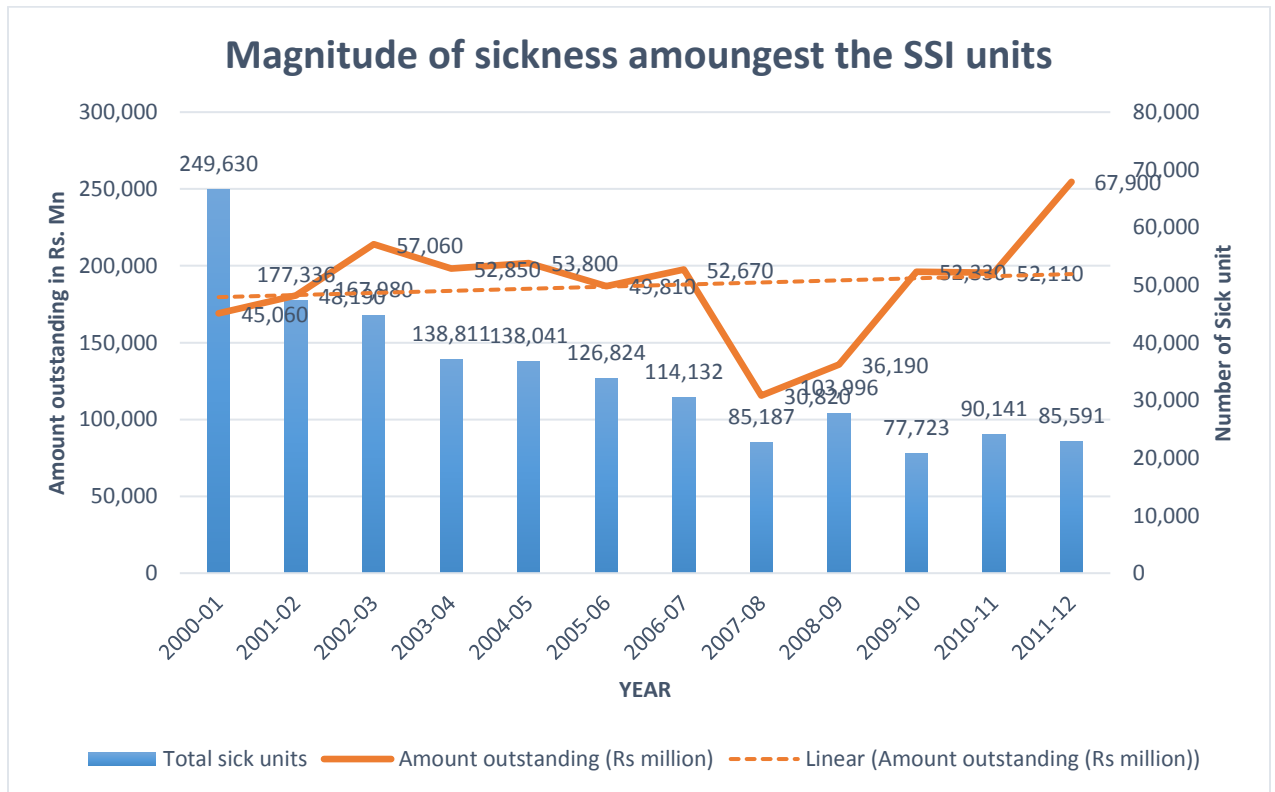
Source: RBI Annual report from 2001-2012⁽⁷⁾

Figure 5 Shows investment is consistently increasing from year 2001 to 2012, it was INR 14684 mn in year 2000-01 and INR 22915 mn in year 2011-12. Growth rate of investment is constant and it varies down in year of 2007 to 2009. Number of units are increasing regularly that mean more entrepreneur are willing to invest their time, energy and finance to Small Scale industries.

3.6.2 Sickness amongst the SSI units

Small scale Industries are backbone of economy & small scale industrial sickness is major setback for economy. Reducing number of sickness units are sign of healthy economy. Whereas RBI numbers are showing reducing percentage of sickness small scale unit over the period of 10 years but it's really not reducing down as expected. SSIs need to take appropriate steps to reduce down the number of sickness unit. Which help to utilized government funds towards SSIs will reduce down.

Figure: 6.



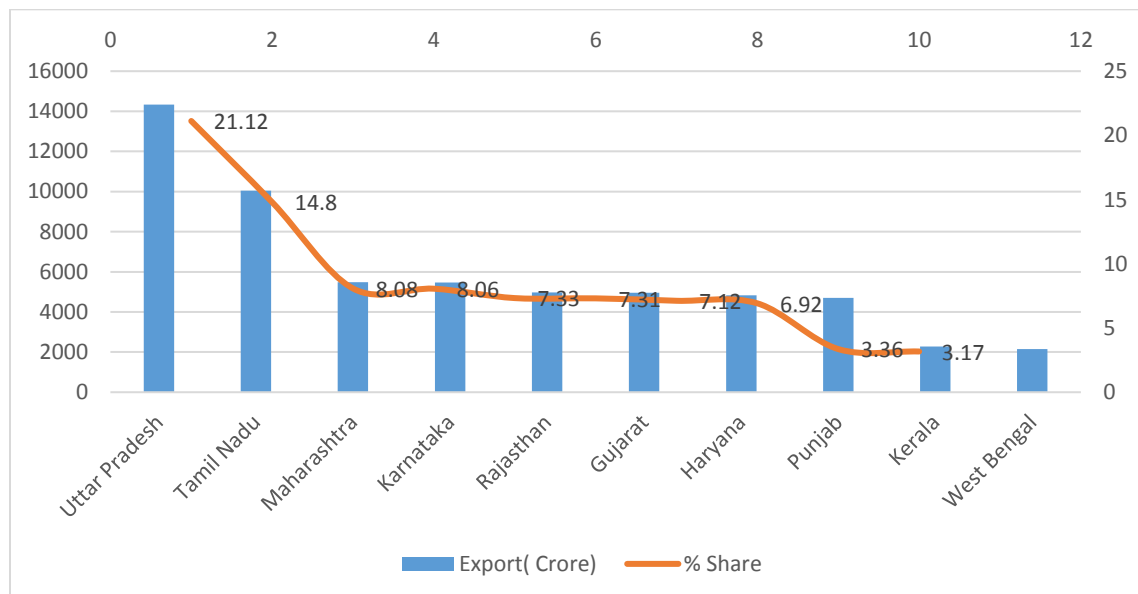
Source: Reserve Bank of India, Annual Reports from 2001 to 2012 ⁽⁷⁾

Figure 6. Show number of sick unit and Amount of outstanding in rupees million. In year 2000-01 there were 249630 units were sick which was reduce down slowly. In year 2001-02 there were 177336 unit were sick and in the year of 2011-12 total 85591 unit were sick. Interm of outstanding amount it was increased constantly in year of 2000-01 total outstanding amount with sick units was INR 45060mn and in year of 2006-07 it was INR 114132 mn where as in year 2011-12 it was INR 85591mn. This is serious concern for any economy especially country like India, which is in developing stage.

3.6.3 Export finding in Fourth Census

Fourth census ensure to fulfil all last census left out information accordingly census has been conducted. As per fourth census total number of Export MSME are 46675 out of which 12821 are direct exporters as well as 6352 are indirect exporters and balance are performing both activity as direct and indirect. In this census 68.42 percentage of enterprises were from urban sector where as balance 31.58 percentage from rural sector. Share of Mirco enterprises was large compare to small scale industries. Majority of units are direct exporter ie 58 percentage whereas balance 13.61 exporting with help of agencies and whereas balance of 27.47 percentage units depend on channels.

Figure 7 Top ten MSME Exporting States



Source: Fourth census of SSI (Report) by India Government 2006-07 ⁽³⁾

Figure 7 shows MSME are majorly find in Uttar Pradesh with 14342 crore with 21.12 percentage of export share where are Tamilnadu stand second with export 10048 crore with 14.8 percentage for export share. Maharashtra total export of MSME is 5484 with 8 percentage of export share. Karnataka with 5471 crore and 8 percentage of total market shares. Rajasthan with 4978 crores having 7.33 percentage of export shares. Gujarat 4962 crores exports with 7.33 percentage. Gujarat state with export value 4962 with 7.31 market share. Haryana 4834 crores with 7.12 market share. Punjab 4834 crores with 6.92 market share. Kerala 2279 cr0res with 3.36 percentage west Bengal 2153 crores with 3.17 market share.

3.7 Promotion and development measures of SSI:

Government as a policy maker had a keen consideration as a wide growth, removal of poverty and unemployment during post independent era. Growth of the small scale industries is adopted as prime pillar so pre independent agriculture is one of the primary base for economy development. But post independent unemployment was major challenge and to address this issue industrialization was mandatory so government of India has plan all required planning commission and various policy resolution adopted to fulfil desire employment and poverty problem. Central government ensure that they involved state government to understand ground level requirement that will ease policy draft. Starting from Starting from the first Industrial Policy Resolution with was introduce in year of 1948 followed by 1956, 1977, 1980, 1990, 2001, many more policy decision taken for the growth and development of the small scale sector industries. In-between various initiative has been taken to promote industries like cotton promotion and various marketing scheme, keeping products as reserved category for want small scale industries development, various training institute and training material developed to motivate small scale industries with big number. The industrial policy measures announced in quick succession, in 1991, laid special thrust on promotion and strengthening of small industries. Beside this various measures announced in session of 1991 like infrastructure development plan for small scale industries, state government institution and financial support as well as proactive role of NGO is mooted. Various time to time upgrading of technology and ceiling measures for

small scale industries , marketing assistance and fiscal incentive various support to small scale industries by government is always encourage small scale industries to performs well. Government vision changed from time to time its move from protection to promotions. From last various years majority of initiative has been taken like facilitation of foreign participation, small scale industries promotion, and change in investment limits, growth establishment and various incentives for improvement as well as quality. In case of export promotion government has come up with simplifier rules and procedure, high incentive for higher production of export, priority treatment to SSI, simplified drawback rules and process, market development fund To provide exposure to small scale units product which or else are not in a position to participate in the exhibitions or fairs at t their own cost. Under the scheme, exhibits of the selected export-worthy units are displayed in the exhibition/ fair that provides an opportunity to SSI units in present their capabilities before the global community, on an average 8 to 10 international exhibitions been conducted by nodal agencies and it has been benefited more the 200 Small Scale industries every year. Various scheme or program as below

- ✚ Credit Guarantee scheme for setting up working capital for unit
- ✚ Credit linked capital subsidy scheme for technology
- ✚ Performance and credit rating scheme
- ✚ ISO certification reimbursement scheme
- ✚ Marketing assistance and export promotion scheme
- ✚ Bar coding reimbursement scheme
- ✚ Rural employment generation program
- ✚ Prime minister Rozgar Yojana
- ✚ Micro and small enterprises cluster development program.

All these program run by center government with help of state government and other promoted agencies all these scheme help to grow small scale industries to global platform with good benefit and help to explore the business.

3.8 Policy Initiative – Small Scale Industries.

A) National Manufacturing Competitiveness Programmeme (NCMP)

In the globalization world small scale industries need to adopt market competency and to provide the same important policy being initiated by the Government of India To build the global manufacture capacity and to overcome competition in the global markets as well as facing challenges being posed by the entry of the global companies in the domestic markets, the ministry of MSME is implementing the National Manufacturing Competitiveness Program (NMCP). The prime object of NMCP is to ensure quality growth of the MSME Manufacturing Sector. The 10 components of the Program dealing with the firm level competitiveness are being implemented in the Public-Private-Partnership (PPP) models. Ten component address the manufacture sector challenges.

The details program components are as below

- ✚ Entrepreneurial and Management Development of SMEs through incubator
- ✚ Mini Tool Room & Training Centers
- ✚ Intellectual Property Rights awareness
- ✚ Lean Manufacturing program
- ✚ Manufacturing Sector to be Competitive through Quality Management Standards Technology Tools.
- ✚ Design Clinic Scheme to bring Design expertise to the Manufacturing sector (DESIGN)
- ✚ Promotion of ICT in Indian Manufacturing Sector (ICT)
- ✚ Technology Upgradation and Quality Certification
- ✚ Marketing Assistance for SMEs and Technology Upgradation Activities (MARKETING)
- ✚ Marketing Support and Assistance to MSMEs thru Bar code.

B) Infrastructure facilities.

Place is prime factor of business and small scale industries lacking behind to get good place for their business. As part of policy initiative to facilitate location of industries in rural or backward region. Government to provide and promote the stronger relationship between industries and market a new Scheme of Integrated Infrastructural Development incorporated with Technological Back-up Services for Small Scale Industries would be implemented with the active participation of State Governments as well as various financial institutions.

A technology development cell (TDC) would be set up in the Small Industries Development Organization (SIDO) which will support technology up gradation to increase productivity and competitiveness of the products of the small scale sector. The TDC would support for the activities of the Tool Rooms, Process-cum-Product Development Centers (PPDCs). This will support to adequate distribution of local and imported raw materials to small scale industries. Policy give priority to raw material allocation to small scale industries. Proper and adequate incentive distribution.

C) Enhancement of Quality and technology

Creating awareness of national and international standards to product goods and services. Technology information centers to support expand small scale industries
Provide technology consultation and consultation on latest technology. To coordinate SIDBI for providing financial support to explore technology to match global technology. Working with IIT and regional engineering college to serve desire technical enhancement and information

D) Promotion

Entrepreneurship development programs (EDP) along with industry association partnership they develop next generation training program to encourage more business and leadership. EDP would be providing vocational and other certificate program. Special session for women entrepreneurs would be provided to encourage more and more

Participates. Defining women enterprise by inviting more women in business.

E) Rural support:

Government initiated various policy toward handloom, handicraft and other rural industries. Handloom sector contributing good amount of share in textile which is around 30 percentage of total textile support with significance amount of employment opportunity. Government introduce various policies to remove hurdle of various process and streamline various line of actions. Existing available scheme has been redraft to ensure all unwanted hurdle are removed. Janata cloth scheme under which good amount for funds are provided for modernization of looms, designer training, assistance for better dyes and chemical and various marketing assistance.

For supplying yarn and dyes National handloom Development Corporation (NHDC) is expanded. Spinning capacity in the cooperative sector is being enhanced. National corporative development corporation is providing more assistance in both cases cotton and weaving spinning mills. As part of marketing activity government organized various marketing schemes for design, national level publicity, exhibition, and fair. To modernized loom sector special project is being undertaken. Next generation technology and marketing is being undertaken by government.

Handicraft is contributing to economy with very faster pace amount rural industries. Considering the importance of this sector from the point of export and major economy contributor, government has decided the development of this sector. Government working on various angle to improve on quality and effective marketing. Efforts are being made to preserve the traditional importance of the crafts as well as engage the hereditary skills of the crafts person to suit modern requirements. Extensive guidance on various verticals like raw material distribution, design, technical guidance, sale & marketing, training, area base support to set up craft base requirement. State handicraft Development Corporation and other cooperative organization provide extensive training.

Other rural industries like Khadi and village industries, where in traditional and reputed companies will be engaged and encouraged to take part voluntary. R& D sector would be

more strengthened with connection other institutions in the area of production, developing new tools and packaging as well as processing. The training program would be enhance as per global requirement.

F. Incentive to Small Scale industries.

Fiscal incentive are provided through tax holidays permission. Waiver or discount of direct and indirect taxes on various output like production, profit as well as sales. These incentive offer to promote the Small Scale industries. In respect of tax holidays in year of 2005-06 deduction of tax to small scale industries is allowed to take tax exemption under section 80IB. There are provision given below. i. Small Scale Industries under ownership of organization then the deduction can be used upto 30% of first 10 years, if its cooperative sector then deduction to be utilized upto 25 percentage for first 10 years and if its own by person then the deduction can be used 25% for first ten years. Atleast 10 employee need to carry out if government aided small scale industries and it would be minimum 20 employee need to carried out if non aided. Financial assistance and help them to draft the proposal and documentation. Work for special arrangement with commercial bank for sanction of loan proposal

G. Foreign direct investment in Small Scale Industries:

There was good amount of for amendment in MSME development act 2006. Where ever the foreign investment is more that 25% of total capital engage in manufacture activity reserved for Small Scale industries such undertaking require licensing permitted. The issue of Industrial license is subject small undertaking that export a minimum of 50% of the new annual production which was reserved for Small Scale need to achieve in period of three years. Foreign direct investment in various brand in retail trading in all kind of product will be permitted with condition of minimum thirty percentage of the value procurement need to purchase thru small scale industries.

List of products reserved for manufacture of SSI for period of 2007-08 to 2011&12

Food And Allied Industries: Pickles and Chutneys, Bread, Mustard Oil, Ground nut oil.

Wood and wood Product: Exercise books and registers

Chemical and products: Wax Candles, Laundry soap, Safety matches, Fireworks, Agarbatties.

Glass & Ceramics: Glass bangles, Mechanical engineering products, Steel and rolling shutters, Steel Chairs, Steel tables, Steel furniture, Padlocks, Stainless steel utensils, Domestic utensils- Aluminum.

Policy initiative as make in India 2016

With visualization as India is world manufacturing hub make in India movement initiated. This policy and think has power to turn India as world manufacture hub The characteristics of a help eco system consist of:

- (a) Easy business startup requirement
- (b) Easy business process compliance
- (c) High tech infrastructure availability

3.9 GDP Contribution: In India due to poor adaptation of technology they end up with low production growth resulting in very poor productivity. Even thou they are acquiring 40 percentage of market share toward employment generation there are too many firm stay small, prefer to being unregistered and un incorporated as well as unorganized sector who also prefer to ignore taxes and regulations. Small Scale industries picture on economic front is improving slowly and gradually as per Praveen Bhadda. Director of market expansion one of the technology consultancy firm. Sickness of small scale industries were the major problem of the economy but over the last 10 years with help of some policy support and inventive they are now picking up very well. Distribution of Working Enterprises by Area: Rural area with 200.19 lakh of working enterprises accounted for 55.34% of the working

enterprises in MSME sector whereas non rural area located 161.57 lakh working enterprises (i.e. 44.66% of the working enterprises in MSME sector).

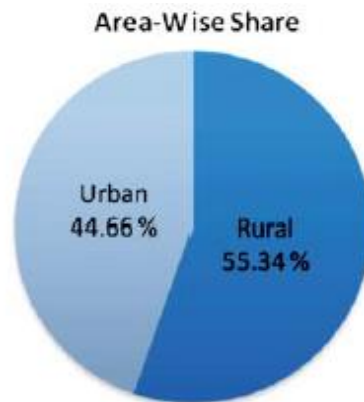


Figure: 8 Distribution of Working Enterprises by Area

Source: Fourth census of MSME(Report) by India Government 2006-07 ⁽³⁾

Above figure shows more number of SSI are operated from Rural rather than Urban area. Rural area with 200.19 lakh of working enterprises recorded for 55.34% of the working enterprises in MSME sector whereas urban area located 161.57 lakh working enterprises (i.e. 44.66% of the working enterprises in MSME sector).

Total 31.79% of the enterprises in the MSME sector were engaged in manufacturing, whereas 68.21% of the enterprises were engaged in the services. SMEs employ close to 40% of India's workforce, and contribute only 17% to GDP. Small enterprises have been the backbone of the Indian economy.

3.10 – Need for packaging and Government policies for packaging:-

Packaging is critical factor of any industries and finished goods. In many cases the packaging is consider as a part of base goods and without this product cannot able to sell into the market. We can take example of toothpaste, as toothpaste cannot sold to market without tube or some pump in package so outer package is integral part of the products. So with this we can stat that packaging plays various role apart from packaging and protecting The thumb rule of packaging must be eight to ten percentage of the total cost on average

and it may change below or above the numbers as per packaging requirement. Packaging help to give the storage instruction, handling instruction, validity instruction, uses instruction etc. Packaging carry image of manufacturer across the globe as well as domestic market for longer time so as part of various initiative government and policy maker need to think and initiate packaging as promotional measures so that small scale industries can retain in market for longer time.

Few initiative by government enterprises are as below,

- i. Export packaging Training Program: Prime object of this program is to train the small scale industries on quality packaging to achieve global competitiveness. As Indian MNCs are facing more challenge while getting engage in trade or sales. This training program is getting arrange by MSME Development commissioner to make Small Scale industries understand latest development in packaging sector so that proactive initiative by small scale industries can be taken.
- ii. Quality product national awards: National award policy is introduce to encourage small scale industries to produce good quality of product and packaging. This award to encourage and understand customer requirement so that Small Scale industries can serve the customer taste as per market

Requirement as this will help to develop good brand as Indian products. This awards are in term of cash or trophy.

- iii. Training on export packaging, Indian Institute of packaging is only institute who provide training and development in education. It's unable to meet high volume demand of small scale industries. India Institute of packaging educate small scale industries on scientific packaging techniques, buyer oriented techniques. MSME DI is tie up with India Institute of packaging Mumbai as well as other such institute since the year 1979 to provide such excellent opportunity. Around 1118 MSE entrepreneurs received various benefit from such initiative during year 2011-12 and a separate budget of Rs.15 lakh allocated during 2012-13. This institute focus on women, SC & ST as well as physical handicapped with free cost session. These training section being organized for two or three day's duration as per the need of MSME. Apart from the training they also provide knowledge improvement session on export procedure and documentation.

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CHAPTER 4

PACKAGING

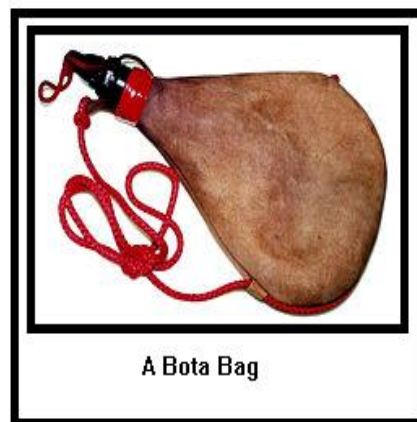
- 4.1 Introduction (History)**
- 4.2 Definition**
- 4.3 Need for packaging**
- 4.4 Important of packaging**
- 4.5 Innovations in Packaging**
- 4.6 Type of Packaging**
- 4.7 Limitation of packaging**

4. Packaging.

The technology or instrument which protect goods or product for transportation, storage, distribution, sale and use is called as packaging. Packing may also call as the process of design and innovation for safety of products as well as production of packages. Packaging can also be describe as mode of communication about handling, storage information. Packaging been use as coordinate systems of finished or logistical goods. Packaging is first impression of product and company to remember and keep the taste for long time.

4.1 Introduction

Packaging has start s natural material such as leaves then after its move to wooden material. Packaging necessity can be seen from very past era. Concept of packaging keeps on changing as per customer and goods requirement. Initially packaging material can be seen made up of basket natural materials ie Basket of reeds, wooden boxes, bota bottles, pottery vase, ceramic amphore, wooden barrels, woven bags etc. Then after various innovation and theories come in place and processed material were used to create packaging material ie glass and bronze vessel. Archaeology steam is strongly working on the packaging system. Various generation initiative can be easily understand by below pictures.



One of the oldest record found and understand paper were used to pack the dates. During 1035 a Parsain traveler observed during his global travel that vegetables, spice and hardware were wrapped in paper for customers. Glass packaging initial begun to use in 1500 B.C. in Egypt. It was melted limestone, sand, soda and silicate and shaped as glass packaging. Metal was developed as newest part of packaging and it was made in 1866 in USA. The first canned food came out in 1959. The first artificial plastic was prepare by Alexander Parker in 1838 and then plastic packaging has begun to be used widely after 1950 and the growing period of plastic start end of 1970.

In early day packaging is mandatory to protect the goods and ease to carry from one point to another but as on when we move a head uses and need of packing is getting advanced. Packaging is being known as mode of marketing the product. And further it is acting as silent salesmen. In today's world 21st century is all about Information technology, ie its world for online shopping to attract online or mall culture shopping packaging is more than products now. The display of product work more than the actual uses and ingredient of product

Globalization play significance role in packaging product life cycle, requirement of packaging changes rapidly as per customer desire and affordability. And as per current requirement packaing is vital to sale the product and retain the brand in market for longer time. And this aspect and awareness need to spread in Small Scale Industries to covert the small scale into large scale industries as well as for long time players.

4.2 Definition:

As per Business dictionary the definition of Packaging is Processes such as cleaning, drying, preserving and materials such as metal, glass, paper or paperboard, plastics employed to contain, handle, protect, transport an article role of packaging is broadening as well as it may include functions such as to attract attention, assist in product promotion and provide machine identification (barcodes, etc.), impart essential or additional information and help in utilization, and help in.

The wrapping material around a consumer item that serves to contain, identify, display, describe, promote ,protect, and otherwise make the product marketable and keep it clean

Packaging is much more than the product design face. Package design is considered a factor by most of stores before they place in the mall for display. This is the kind of process of packing the products in plastic bag, carton, wrapper etc. for purpose of displaying or transport the product. Packaging is essential component now as days as part of modern life style.

As per Kotler, packaging is “all the activities of designing and producing the container for a product”, it can be defined as wrapping product as per customer need or as per customer point of attraction. Packaging is nothing but outer part of product which help to sale the product readily available as well as to protect the product from damage.

4.3 Need for packaging

Packaging is mandatory to protect goods and it play important role to market the products. In turn its help to gone up the sale or revenue for organization. Need for packaging has been describe with number of various uses as below

Physical protection, the prime objects enclosed in the packaging is needed to protect from mechanical shock, climate control, electrostatic discharge, compression, vibration, temperature, damages etc. The product which carry with help of packaging is outcome of so many effort, research and development. In the international movement supplier and buyer need to ensure proper packaging so that the reverse implication of respective chain order will get cancelled.

Barrier protection, End product or finished product need to be reached safe so barrier protect is must while movement of finished or any goods during transits. A barrier from evaporation, dust, etc., is often necessary. Permeation is a critical factor in innovative design. To extend self-life some kind of packages contain oxygen absorbers. Some of the food and beverage packages temperature controlled mechanism applied so that the food can be retain for longer time with same taste and quality. The primary and important aspect of barrier free protection packaging is to keep product fresh, clean and sterile. In case of bifurcation of two product as per customer requirement then two material need to keep aside in same packages with barrier protection with proper packaging in case of special glues, paints, medical fluids etc. Fast track perishable products movement specially in the

stuff if Indian food lunch of variety item need to stuff in single container to make sure that ingredient doesn't mixed with each other in this case barrier protected packaging comes in picture.

Containment packaging is part of packaging where single product cannot carry in individual box or packaging it may be because of packaging cost or transportation non – feasibility. For example single screw or bolt carrying is not feasible so better to carry them in bulk packaging same the example with note books it not feasible to carry single note book, so it must go as bundle, in chemical industries or food industries chemical granules or bulk rice need to transport thru bulk in bags which is easy to carry or movement.

Information transmission is one more category and uses of packaging. Labels and packages support to communicate how to transport, recycle, and end life, how to open the package, what direction packages must carry and kept in shelf which can be easily available and useful while displaying on the packages. Some of countries government regulation as well as regulatory body has their own compliance requirement like Industry standard requirement labelling, MRP labels requirement and many more. So packaging is working as media to transform the information. If we track the medicine or medical product we understand it contain the expiry date, serial number and some of machinery or IT product it contain batch number, name of manufacturer etc

Packaging is being used as sales weapon by the marketing team. As packaging play significance role in marketing strategy. Package graphic design and physical design have been important to product marketing and its keep on changing to keep updated to customer with same taste but refreshing the view. So important of packaging in marketing skill is valuable from so many decade. Packaging carries brand, logo and company or product logo along with it. Packaging always help to reflect health and quality of product as well as organization.

Security is important aspect of packaging. Goods travel in international or domestic market so it carry high security risk. Goods with packaging carries various security labels helps to understand kind of security is mandatory for the goods carrying the packaging. Packaging

can have various evident facilities help to indicate tampering. Packaging include authentication seals and use security printing material which help to protect from pilferage. Technology in packaging is developed such way that the packaging are develop to resist pilferage. Some of the packages having various devise who protect and work as antitheft devices. Various electronics tag and dye packs can be activated. Packaging is working as one of detective agent who help to prevail the packages from pilferage.

Packaging is using for Convenience as it should be convenience to stack the products as per warehouse or storage requirement. Packaging is mode of convenience as per customer, transporter, store keeper etc. We can use excellent example of dabbawala as they use prepackaging with standard tiffin size with various logo and symbol which help them deliver product on right place and right time.

Packaging in the prime factor of any transaction or any trade as packaging help to established first impressive look and it develop the confidence on the product. So there are various need for packaging as per customer requirement and to protect the goods as per transportation requirement. Further we can imagine how the cold drink reached to customer without packaging. We all are know the very important function of packaging is to protect the goods followed by attractive self along with necessary information. It protect the goods as well as it carry long life of base product right from shelf to customer home and to customer storage till it gets utilized. Packaging is increasing its own importance in today's world. With the increased significant self-picked or self-service to choose the packet from shelf, so product packaging must be attractive as customer goes around 600+ product in the mall so seller must ensure that packaging would be more catchy to decide the customer with in short span of time.

4.4. Important of Packaging: Packaging is critical and useful factor in marketing plan initiative. It play glamorized part of product to attract more customer and faster decisions. Most of the time we found that the packaging cost is very much higher than product cost. This is only because to attract customer more fast. Packaging is one of essential “P” in the business “7 P”.

Majority of customer buy the product by judging the packaging of the product as well as package representation, So it won't be illogical to say good and catchy packaging is necessary to attract more customer rather would be more beneficially to get the order from first time buyers. Without attractive packaging no one going to buy and try it for first time. Good packaging is first step towards getting entry into the market share. Packaging having its unique identity in various stream in marketing, logistics, warehousing, branding etc

With the various survey we could understand that there are some goods are over packaged. And that could be cause of extra cost of transportation and inconvenience to display to customer and repack in same condition. This could be cause of increasing waste and pollution. So while initiated packaging we must ensure it won't be over packaging at the same time packaging must be attractive and catchy.

Let's try to understand significance in each senses. Packaging playing key role in marketing mix as it create brand identity as well as shelf long time impact of all kind of product group. With the help of various marketing survey we understand that most of the buyer make the purchase decision only with help of product shelf condition as well as when he stand in front of shelf he can easily get attract to diversification of product by looking at packaging as prime responsibility. To generate new market share as per buyers top ten ideas are all about packaging. Design, shape and color is purpose of considering design, creative and attractive printing on packaging attract the customer and made them to at least took the content of the product this give first impressive look and informative look to the customer. Beautiful and finishing packaging is place very important role in cosmetic as well as junk food items. On basis of successful packing buyer agree to buy upon.

Innovation in packaging has always give new appeal to attract and gaining the more confidence on the product for long time. And the change in the packaging is always give boost to the sale of the products. Packaging help to get effective communication and it help to get the closer to customer or buyer than any other media. High quality and price product cannot communicate just with help of ordinary packaging, so make customer understand and to get rich feeling higher end and innovative packaging is mandatory. After from consumer buyer there are various other uses of packaging in our day to day like various parties and function proper and innovative packaging are always point of attraction. P for

packaging is part of the Market product mix now. Most of leading companies and brand are now understand the significance of packaging not only keeping their product safe but it is essential part of marketing effort and branding. Marketing industries and big brands are closely working on innovative packaging and designing the products as per customer need. Packaging is indicator on known company strategy progress. Even if product is very best in the market but the packaging should be prime tool to represent the same the very first thing people want to know the ability to catch the customer attentions.

Packaging in logistics: Transport oriented packaging is critical and important aspect of logistics packaging and very reason is that logistics organization. Other wise the transportation of any product will be end up paying additional arrangement and cost towards it. Logistical packaging perform many other job than transportation. Logistical packaging help to facilitating other logistics processes including movement of the goods, bar coding, storage and various instruction. No logistics activity can be perform without packaging so packaging may be treated treated as integral part of logistical system. In the packaging right and accurate design help to lowering the cost and fast movement of the goods. Right dimension of packaging avoid multiple handling and multiple container load as it can be treated as cost saving of goods.



Figure 8 – Packaging Logistics

The logistical handling symbol will help to protect the goods while handling or in transit. It help to deliver the goods to customer or end user in satisfactory condition. The logistical packaging protecting the good from mechanical shock as well as various climatic degree changes during the transits. Given symbol on the packaging helping to understand logistics or handler to handle the packaging with care as its content glass or fragile item. Hence the special care to be taken by airlines or shipping company or transporter or handler.⁽¹⁾



Warehouse or handling instruction logistical packaging help to provide guideline or instruction. This symbol say avoid multi storage and carry with fork lift operation. This give fair understand to warehouse team on handling and transport the product with in the warehouse or transit area. These kind of instructive packaging help to utilized more space as well as it help to avoid any damage to product before it reach to customer or end user.



Informative function play import role to fulfil logistical key function. Bar code, labeling, plating, color such kind of label or information code help to get basic information for logistical function. With help of latest technology and bar coding picture and label it help to keep a keen track of products and it's handy to take account of product available in that boxes. We are in 21st century world which is also known as technology world. During automated transportation processes such bar coded or label packaging system help to move or transport the product hassle free without manual intervene error free.



Handling function packaging provide critical information. Most of the time looking at cost impact small product consolidate together and export or transport to bulk storage. Upon

storage the product need to distributed as on when ordered is place and order may be released to delivered to customer by individual product so it show grip holes in the packaging can be necessary.



Packaging design while designing the packaging of any new or existing product following criteria need to be considered.

- What kind of product need to pack whether it's delicate or physically sound product like iron rods.
- Cost of the product whether the price of original product make economic sense to have higher cost effortless toward packaging of products.
- Whether the product carry good amount of protection or packaging to sustain travel during international travel.
- Is it able to reuse so that cost toward packaging can come down.
- Whether the packaging is easy to dispose or recycle as per government instruction and law.
- Is it affecting environment or it is party to any pollution
- Packaging international standards and policy requirement etc.

We can classified packaging in two category i.e. Consumer packaging & logistics packaging. Consumer packaging is designed and meant to appeal and convince the customer to buy the products as part of marketing consideration.

As far as logistics packaging is industrial focus packaging more focus on handling and transportation convenience as well as storage. Logistics packaging few step to take in consideration first step is packaging the product for example milk to be packed in bottle or plastic bag, second step is putting in master carton that is master packaging, third thing to consider is unit load here the all master carton consolidate together in pallet to any other

consolidation packaging and forth and last thing is containerization here all units or consolidation material containerized together for transportation or shipping.

Factor influencing packaging decisions.

1. Packaging is serving as protective equipment for the products which helps product to save from damage
2. High visibility is design to capture customer attention so that packaging decision can be taken quick and at a glance and it help customer or buyer to take future decision
3. Packaging is not only helping to make the decision to end customer but its critical business essence for distribution business model.
4. Packaging always add value to product, as it show all benefit over the packaging itself.
5. Smart packaging with innovation can always help to sell the product on higher range with managing the packaging manufacturing cost.
6. Good and creative packaging for long time can retain the customer for longer time period. Continuous change in packaging design may get negative impact on the products as well as confuse the customer towards their buying decision.
7. Legal issues as well as regulatory issue are prime influencing to retain the product in the market for longer time.

Packaging definition as per Customer.

Before putting the product into market or shelf, we need to understand customer need and their thought on the packaging requirement. Few of the points given below,

1. Packaging must be eye catching in appearance so that it make pride to purchase or to carry the product.
2. Packaging must have good and attractive shape as well as nice customer orientated color
3. Considering the fact of attraction packaging prime function of protection of goods should not be overlapped.

4. Innovation is indeed the part of technology and customer need. Customer taste keep on changing at the same time changing the packaging style may not be cost effective. So keeping all this in mind continuous innovative packaging is needed.
5. Packaging material is considerable factor for customer buying pattern. Product are getting judge by packaging materials.
6. Effective communication must be displayed by the packaging style. And packaging is mode of communication to customer, effective communication give customer comfort feeling to buy the products from multiple options and competitor.
7. Packaging always work Multisensory appeal to customer it help them to buy the good or product.
8. Value added services like trademarks, registration information, uses, price information and other informative things always serve as value added services.

4.5 Innovation in Packaging

Various innovation in packaging during last few decades packaging took place advance and customer demanding shapes. Today's world we can imaging packaging is beyond the basic necessity of protection of goods. Packaging includes communication, promotions and informative functions. And these function can be treated normal in today's world. Increasing competition and continuous developing technology it has given different shape of packaging cum commercial. Innovation in packaging is the part of culture development too. As part of brief history product use to produce domestically as well as consumed locally then and there hence there was not so much demand or utilization of packaging. But as on when the trade is started developing and exchange as well as storage of goods are started functioning the packaging system is getting introduce and innovation is part of that stimulus.

Early days men use leaves, bamboos or lotus leaves, coconut shell or animal skin were use as part of packaging.

As far as we progress the industrial revolution given us lot in term of packaging innovation the use of tinfoil for packaging is start in year of 18th century. Tin boxes start to sold from

port of Bristol in 1725. Tin plates was sailed in 1805 from Newport Monmouth shire 80000 boxes manufacture and out of 50000 boxes were sold. In the 19th century advertisement for cookware product with home canning instruction published. Food preservative container innovated in 1810 by British merchant Peter Durand. World 1st canning commercial factory has been set up by English man Bryan and John after purchasing patents in the year 1813.

Industrial revolution created greater demand of packaging for luxuries goods. We can see various time to time innovation took place right from molded glass, cardboard, metal cans and cellphone. These material help to define the manufacturing existence. As on when we progress the cultural and demand has been raised for packed and hand carry material. It completely change the distribution pattern. People use to spend more time on shelf to pick the product of their own choices. Role of silence sale man on packaging aspect are starting developed and various development like aluminum foil and plastics.

Paper box packaging developed in year of 16th century and the modern folding developed in 18th century. The first corrugated commercial box was manufacture in 1817.and the 1st commercial paper bag has also been manufacture during mid of 18th century. During 20th century advancement of packaging can be seen as 20th century is immerge as advance as well as technology demanding factor. Innovation includes Bakelite bottles, carton panels, improved food safety additional packaging materials such as plastics & aluminum. Post-consumer recycle paper base and has been economical for years together and post 1980 due to buyer awareness as well as various local as well as international regulatory packaging pattern keep on changing as per demand.



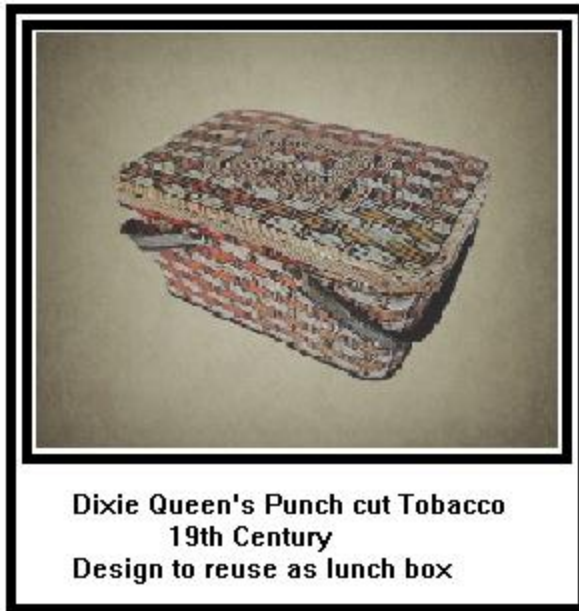
We can see last couple of decades are the advance technology world, all Information technology product with high range of cost and volume having great perfect competition market. Packaging is key factor them to retain in market for longer period.

Various innovation in product level we can define as follows. In year 1200 Glass modls developed and form cups and bowls and same base techniques grown up 17 & 19 th century in form irregular shapes of bottle which we have been using in cold drinks, spirits, liquids or high value goods.

Around 1200 AD tin can and tin foil and innovation in the tin that cookies and chocolates are start sealing in box pattern.

As far paper innovation 1690 first paper mill in the USA was developed as paper use to make in hand with rags but it was too expensive with limited quantity. Then in year of 1817 first paper making machine was installed and it gave the birth of flexible paper packaging. In the year 1852 the invention of paper bag making started.

The era of multiple or dual use of packaging started in 1860 onwards, which is part of second wave of industrial revolution. During these period major changes in the development of rail and transportation systems. So packaging cost was major concern so dual use of packaging concept has been introduced. Dual use of packaging was only solution to cut down on cost and retain manufacturing quality.



Branded packaging initiated in year 1896 where in national biscuit company invested around \$ 1 million in creating and identity which was part of branded packaging. This event also refer as birth of customer packaging. The carton representing the power of brand advertising and packaging is tool of the same.

1890 innovated bottle machine which can give various shape to bottle and create glass container as the point of attraction. In 1894 Thompson and Norris has innovated first double face corrugated boxes. Which help industry to safe the product from scratching.

In the 19th century new era was being and packaging is being called as the “Silent Salesman”. In the early 19th century industrial undergone various changes as per customer and economy requirement. And Retail industries come in the picture whereas seller and manufacture start selling the product in packages, pouch etc. Customer want everything handy to carry the product along with them for long time. After that supermarket are become dominated and shopper behavior changed drastically. Quantity and weight specific boxes or packaging are more demanded along with attractive and catchy brand as well as slogan. 1990 and 2000 onwards it was more demanded toward technology world and bar code as well as various informative packaging which was part of marketing.

4.6 Type of packaging as per Business needs.

Packing is more demanded and equally demanded in world of business and marketing. So it is mandatory to control packaging cost at the same time to protect the goods in transit. Various type of innovation is developed during course of time, but the only cost reactive and customer demanded product could be sustain for longer time.

We will try to find out various kind of packaging which is widely use in the industry

Shrink wrap packaging is use to electronics product which are unsafe during monsoon season as well as water injection may damage the products. Shrink wrap is functioning dual role as primary as well as secondary packaging. Shrink wrapping is getting use direct on the product like wrapping on the notebook as well as it can be used to wrap on consolidated product or palletisation cargo. Shrink wrap is most commonly prepare by polyethylene material

Creates and pallets are important part of shipping and transportation sector. No matter which products are being moved but creates and pallets are mandatory to movement of the product safely and cost effective way. Movement of good on pallet is very much cost effective as well as it provide flexibility to move the material in bulk quantity. With help of pallet goods can be stored and racked for long life and long lasting. It's making very handy to via forklift, crane or any other carrier to handle the material from one place to another. Creates and pallets keeps the goods in good condition and safe from water or moister. All global companies are using creates and pallet to move or ship their products across the world. All global quality as well as carrier are design by considering the universal standard creates and pallets. Considering environmental fact of pollution most of the global players started using wooden as well as recycle materials while developing the pallets.

Preservative packaging as well as vacuum packaging are few kind of packaging are being used to keep the goods or material for longer period with same taste. Can, jars and other packaging to protect the eggs, milk. These packaging are born with

Common agenda to keep product longer, fresh and safe. Food which are moving and storing in air packaging with long life as well as with assurance of freshness. Moreover bubble packaging is part of air packaging cost vice its very cheap at the same time products can be keep very safe for longer time.

The product which is extremely shock resist and fragile for those shock mount packaging is one of the safe option. This packaging help to product free from vibration, dust, moisture. This packaging is more stability to product thru out the shipping process.

As part of innovative and new generation packaging Modified Atmosphere Packaging (MAP) also known as gas or nitrogen flushing. This packaging does not need required separate cold storage for food item. It's very cost effective and long shelf life too.

4.7 Cost of Packaging:

We can see with help of various incident that packaging can do much more effective sale and protect the goods for long time as well as it add value to products. But considering fact that packaging is the cost of the product as well as it increasing cost to retail price. Packaging is as most as 40% of products selling prices which normally absorb in cosmetic industries packaging. So industries more focus on bulk packaging rather than individual packaging. In 1990 the Indian industries start adopting bulk packaging to cater fulfillment of globalization. With help of bulk packaging most of industries like agriculture, raw paterolium, food, chemical and petro product are grown up very well in domestic as well as international market. And due to globalization and more demand plastics industries grown around 13 percentage per annum. For bulk packaging it start with metal drum and storage and slowly its moves to plastics products and now we can see most of the bulk packaging are using the plastics drum to ship or store their cargo or products for longtime. This market initial decade got a growth of around 28% and then its settle down to 20% band, this decrease impact is all due to global slowdown in economic conditions. As far as bulk packaging drum industries the container or packaging made up of plastics are grown up with 13 percentage overall which is worth 5 Bn INR ie 6 million units of plastics

successfully get enter into the world of packaging and economy. Eventual plastics is working on high potential steel drum packaging is also playing significance contribution towards packaging industries with 10 million steel drum with around 16% growth rates. Apart from plastics and steel there are other players ie fiber drum and components valued around 4 billion INR is also effectively growing at around 10%. The packaging ie flexible packaging industries having market capital 140 bn INR contributing around which is growing around 20 percentage and which is likely to grow three time in next five years. Global melt down may be realistic opportunity to grow Indian packaging industries in international market. As a result of global economic crises and cost control measures most of the European organizations cut short their production. Most of the packaging machinery and latest technology is supply from Germany and Italy but it's completely shifted to India, China and Korea as part of cost effective. Globally per capita consumption of packaging is nearly around \$100 USD where as India its 15 mean packaging industries having good scope and number expectation in India market for sure.

It's very difficult to anticipate cost of packaging as its varies between product to product finally it up to management and marketing decision. Few kind of packaging are very high in cost by nature but to reduce down the cost of expensive packaging the purchase or production should be high. There are various ways to reduce the packaging cost, when the question arise for reduce down the packaging cost then it always first thing come in mind are redesign the packaging. There are various way to reduce the cost of packaging specially one has to look into the packaging cost reduction when market prices are growing higher to peak. Various points to consider

- Need to review necessity of packaging, whether the product can run into market without costlier packaging, can the product give same output with using less number of packaging materials
- Packaging related total cost, Whether customer is in need to all kind of material or labels or demo material on the boxes if no then one can remove to save the cost part of it.

- Specification must be re audited or re check whether the material been using from so many years. It give clear idea on product packaging improvement with cost saving aspect
- Need to check and confirm whether the latest technology help to save the cost of packaging and time

India Packaging industries are growing fast and its expected to reach \$73 Billion by 2020 right from \$32 billion of 2015 as per FICCI report.

4.8 Key benefit of packaging

Good packaging always pass message among the customer that we are taking care of your goods well manner and it is appealing customer to buy the good with least tension and worries. Visual appearance always work ten time quicker than any other media or instrument to market the product. Packaging help to understand the product and business. Promotional packaging help to develop direct relationship with customer in first instant. Most of the time promotion packaging work as speedy sales generation rather than human being sales representative. So it goes without question that packaging fastest marketing tool to sale the products.

As far packaging benefit in logistics and transportation are many. Appropriate and effective product packaging helps lowering freight cost as the freight rate are hiking as per desire standard and effective carrier packing dimension and weight help to reduce the logistical cost as well as inventory cost.

Effective and well design packaging doesn't required labor as well as more equipment to handle in the transits area as well as storage area so that cross train staff management the situation at any point of time. Reduce the transit damage is the significance saving to product delivery and effect cycle time line.

4.9 Limitation of packaging

Various regulatory as well as packaging regulation drawn serious attention towards Packaging. Managing waste of packaging is serious concern all together. The cost is major limitation of packaging, even though it is true the packaging attract customer but at the same time packaging investment cost need to consider. And there is limitation to this cost as product manufacturer or seller. They cannot spend or invest 100 % of product cost towards packaging. Today's competitive world every penny count and analysis is being done so packaging should be very cost effective.

Environmentalists keep on arguing that packaging creates at the cost of environment e.g plastics, thermocol and various other non-degradable packaging materials. In recent studies it has been observed that most of the packaging material like plastics is not easily destroy resulting water pollution and it affecting creature life. At the same time marketing and business always in opinion that packaging is part of product promotion and sale with packaging cannot be separate from marketing mix. Packaging always affect costs of the product but at the same time it impact to customer towards their product perception as well as consumer demand.

Landfill impact, understand from one of the studies are packaging is responsible for good amount of portions of the waste part. According to survey of Ashland food corporative, one third of municipal waste in USA is covered by packaging waste. Majority of material is not able to recycle properly whereas only small portion of packaging waste can able to recycle. Even after the recycle the packaging most of recycle product cannot be used for specific packaging ie food and food article etc. so it end up with landfill the wastes.

Packaging Production required more energy and fuel usually sourced from burning fossil fuels and it heavily cause for air as well as soil pollution.

Apart from economic and environmental limitation there are various other limitation of packaging ie languages, regulatory, color, traditional etc. As far as languages concern packaging is media to convey information so the languages and wording need to be professional as well as world accepted languages and sign symbols. Color of packaging

also matter, some of the country white is for peace but someone consider white is symbol of sadness.

Limitation can be define with kind of packaging material, if packaging material is made up of metal then it has its own limitation. Some type low quality packaging may lead to corrosion that mean the material take back to original position. For an instant material made up of steel product and carrying food article. And corrosion take place that means steel is returning back to its original position into Iron. And corrosion is rust normally occurs on steel packaging as process of oxidation expose to air and water. So it's mandatory to coat the metal packaging with corrosion resistance component normally its use chromium. Metal packaging can keep the product safe and longer time span but it has limitation to see the product or product are not transparent. So it very difficult to make the fastest decision and purchase action when it was on store or shelf.

Metal packaging material has it own issues, since its very hard and it cannot be easily bend, it very difficult to store such kind of packaging before and after purchase. Such kind of packaging having their own limitation to store. Whereas metal can easily react with food article and it can damage to internal contents.

Various material like glass and plastics are having their own limitation. Glass is consider as heaviest packaging material than others. If this material expose to are the in product may get damage .More possibility to broke the glass material in transit as well as there are more chance to found the glass inside the products.

As far as plastic concern its material does not complete protect from gas, water vapor and aromas. Plastics is very often combination of various layer of other materials.

Plastics material having low heat resistance and low compressive strength. Current generation packaging is made up of retortable pouches, tubes and carton. These material are more difficult to recycle as the heat processing is more critical and more complex.

Luxury packaging is not only used by famous brand of products but also smaller player too but there is always cost restriction for small player at the same time famous brand to keep their high price image they need to invest lot in attractive and rich packaging all the time.

Card or paper packaging are very easy to print with cheap production cost, biodegradable, recyclable and lightweight but it has its own limitation. Card or paper packaging are not water resistant as well as it can be easily damage.

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CHAPTER 5

GLOBALISATION

5.1 Introduction

5.2 Definition

5.3 Benefits of Globalization

5.4 India Role of Globalization

5.5 Packaging in Globalization era

5.6 Global innovation in packaging

5.7 Cost of Global Packaging

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5.1 Introduction

Small scale industries has been playing very unique and successful position in India economy growth and way forward plan. Small Scale Industrial sector is considerably doing well in various sector like employment generation, technology transfer, export promotion, entrepreneur ship creation etc. Globalization policy is working as facilitator to ease to do business and help to remove all unwanted trade process and policy hurdles to reach out global transformation. Globalization promote local trade, cross culture derivative, health standards, education and procedural standards etc.

Internationalization and liberalization are out come result of Globalization.

Globalization is the process of collaboration and transformation of various filed like Goods and services, capital, labor capital, various manpower etc. which ensure smooth flow or transits of the global requirement or need. Globalization lead fair competition between buyer, seller and it set up president as well as bench mark for all kind of commodity before introducing or after jumping into the markets. Small Scale industries performing dominate part in India industry sector and with help of globalization scenario these industries contributing major socio – economical balance.

Worldwide it has been accepted that small scale industries are growth engine for any economy as well as its work as backbone of industries. Small scale industries are covering almost 45 percent of industrial gross value. It has been notices that small scale industries are increasing very rapidly, during last five year planning small scale industries are taken up very well in globalization environment and it has emerged as highly vibrant and dynamic sector of economy. Small Scale industries contributing about forty percentage of manufacturing which is around 80 percentage of manufacturing job creation as well as thirty five percentage of total exports. Small scale industries producing around 7500 various products in 32 lakh units put together. Small scale industries are providing readymade skill labor to large scale industries with less salary. With the help of globalization small scale industries can easily reach out to non-urban area or rural location with advance technology and concepts.

Before reform process began in year of 1991, all effort has been made to create restriction to small scale business to outside of the world. To start up the business before reform session small scale industries need to satisfied almost more than 80 various authorities and permission and it was end up with prices discloser and various planning discloser before the public or various agencies. Which keep small scale industries reluctant from instrumental as well as financial growth.

In the year 1991 balance of payment crisis push country close to economic and financial crises. As part of International Monetary Fund bailout and Rupee devaluate India has to transfer gold to London as part of collateral agreement. And India reform with Liberalization, privatization and Globalization policy to overcome from crisis. During this phase and to take the advantage of such organization global economy was open to attack so to take precautionary measures India start developing small scale industries to match up global requirement which help to generate positive GDP thru out the year. As part of the planning phase agencies targeted to reform the small scale industries from socialism to capitalism to that high economic development and human standard are increase which was prime object of the agencies.

Various controls initiated to dismantle like changes in customs and excise tariff to favor globalization. Duties and taxes are progressively getting lower to compete global industrialization and to break the state monopolies among the states and various burocrative nature. The economy was completely open up for trade and various global investment. Private and public sector has to face good and fair competition among the global market player to sustain and adopt next generation training session. Globalization start involving and penetrate across the all states and industry with advance feature and techno commercial asset which was one of the most distinctive human innovation in country. Accordingly the prime market ie human societies are geared up to take the advantage and various market adjustment. It was big change in the India economy and market strategy. Indian society and industries has very unique view and overcome power to such situation, restricting the possible environment to match up the desire requirement to global leads. Due the globalization demand of industries and we well as supply to industries started growing up very high potentially. The terminology globalization has

startup with intention to gain more positive exchange these forces can be evidence of trend back end of the middle ages in Europe.

Globalization trend and effect was not so much attractive for India society as it was one way traffic, society and people reluctant to move from their domestic's effect to international space. So apart from parasi most of the religions reluctant to move and survive among the international environment. Long distance international trade always happen and restricted up to luxury goods and innovative products. But since globalization all idea and technology started floating across with world and the powerful communication and technology established.

As per modern history there are four phases of globalization to start with first phase its being in the sixteenth century with allocating of pre modern localism and improvement in maritime technology and various development to safe guard boarder security and forces. Maritimes mercantilism developed and moving towards innovating shapes and exploring Maritimes idea and centralization tendency start growing since then.

Phase 2 as industrial revolution era in late eighteenth century. This revolution was extraordinary and major improvement in technology world. Which resulting mass demand of production and productive. Human and instrument start moving from one geographical location to another location anticipating various demand in all the industrial and human require area. Industrial resolution start growing very fast way, and rapid growth and income gap are start increasing during this period, the better way to describe this movement is industrial revolution increasing biggest gap between income group we can say Europe and America on one hand and rest of the world on the other hand.

Third and fourth phase globalization start with slowly and studiedly integration of economy with help of free transaction of goods and services which has really good impact on the economy of both developing countries as well as developed countries too. Globalisation is become a process of growing intercountries world. Thus globalization is an era where world become changing as global village in respect of industrialization and economic development which resulting into one part of the globe are affecting significantly across

the globe. So it become necessary and mandate to become active participative role of India in Globalization process. The New India economy policy of 1991 is with objective of globalization and to make India more competitive and much better collaborative integrated with rest of the world so that India can become best place during globalization integration. The part of this policy make sure that long term as well as short term plan for liberalization take place with right direction and right time. Accordingly all corrective action and procedure in India Manufacture industries can be taken place. The dynamic of this policy come true and Indian industries can see lot of growth and drastic changes technology and industry significance transfer, it start with good amount of inflow of technology , machines , innovative idea, literature etc and out flow of culture, human and various ethic oriented stuff. Globalization is help not only to transfer the technology and ideas but it helps to reduce down the cost of various day to day products which make human life healthier and ease. Globalization lead to fast and effective supply of goods and services to growing population. So over all globalization is come up with lot of benefit and faster economy game changer for India. As far as challenges are concerned, globalization are having their own challenges and it may be viewed as problem in various developing country like India. While announcing globalization and liberalization policy and drafting various process as well as formation of world trade organization Indian Small scale industries need to be more competitive and to face the globalization challenge Indian Small Scale industries need to upgrade its technology, need to innovate and capitalized advance and modern marketing style, need to developed best practices with in the management. Small Scale Industries need to improve on quality of it product to become more competitive in global environment.

In early nintes liberalization process introduce in developing countries which followed market desire polices along with the widening the vision of GATT as well as the same time it support to formation of World Trade Organization in year 1995. Globalization recognized and represent interdependent economy of the world resulting into global trade and supply, global industrial production and financial investment. Globalization extent beyond economic situation it help to extent the information technology. Globalization is transportation phenomena which reduce the distance between various countries by

providing various trade agreement as well as licensing relaxation among the trade, quantity, value as well as natural resources. This represent complete world changes and can trade the commodity without any trade barrier as well as border. Globalization is interrogation of two different economy and immerging into one entity and vision. At micro level pressure of quality, business enterprise as well as heavy sale competition. As far as macro level concern various countries are below the line of globalization, liberalization and privatization which won't allow them get more foreign direct investment into the country so it won't be easy movement of globalization towards such countries. In this context there would be heavy risk on price shifting pattern as well as consider trade amount developed countries. Bretton woods conference which was held in year 1944 for new international economic level expectation and setting level has recommended setting up of International Monetary Fund (IMF) which will have prime responsibilities to deal with currency exchange as well as balance of payment issues. Also recommended World Bank originated name International Bank of Reconstruction and development to work on various trade and international business related issue of reconstruction, development and training on international trade. International Trade organization (ITO) to deal with international trade issues among the organization.

From 1st January 1948 General Agreement on tariffs and trade (GATT) and started providing a structure for the trading relationship as well as rule system introduce. So that unilateral action and procedural framework for removing various trade barrier across the global trade.

During eight round of World trade organization forum GATT was set up in place in year 1995, the prime focus of this forum of this set up was to develop the cooperation among the various global trade institution like International Monetary Fund , World bank so that it can product good output on trade platform. The Uruguay round introduce fundamental reform structure. As describe prime focus of GATT is to ensure smooth trade operation across the globe. Hence first initially during first seven round more focus on assurance of removing all trade barrier like stream lining the tariff and indirect taxes. It serve as strengthened the GATT rules on trade in trading goods, encouraging the new commodity / product in ambit of trade organization, extended trade rule to cover services, all trade related property rights, various investment measures as well as to committee vide range of

product and services. Structuring power full and open ranging of commitment to trade liberalization. Encourage most of country to arrive in ambit of GATT rules and regulation to carry streamline trade across the world. This Uruguay round list 60 agreement, decisions, annexes and understanding and these catagories into four different main parts i. WTO agreement establishing ii. Agreement covering (Goods and services as well as intellectual property rights) iii. Settlement of trade disputes iv. Government trade policy revival. After this World trade organization discussion and negotiation has expanded to cover the issue apart from trade like child labor, environment, and human standards in Seattle ministerial conference in year 1999. GATT cover various agreement and deal during various forum and meeting.

Table 4 - Various event of GATT

Year of GATT round	Number of Countries & Venue	Meeting result
1947	23 countries - Geneva	GATT agreement signed with Item negotiated on tariff level with 45 k tariff line concession.
1949	29 Countries – Annecy	Tariff reduction on specify products with negotiation on line by line
1950-51	32 Countries – Torquay	8700 item reduction upon tariff level discussion
1955-56	33 Countries – Geneva	Modify tariff reduction
1960-61	39 Countries -Dilon	Describe tariff and 20% cut in customs duties on manufacturer

1963-67	74 Countries - Kennedy	Valuation, antidumping, average tariff reduction around 35% by developed countries and around 30k tariff lines bound agreement on anti-dumping and valuation
1973-79	99 Countries – Tokyo	Antidumping subsidies, government procurement, Import licensing, on third reduction on average tariff.
1986	103 Countries –Uruguay this expand by 117 by end of 1993	Various process improvement stuff like pre shipment inspection, Country of origin ruling, trade investment, Trade dispute settlement. Agriculture, textile and clothing brought into GATT, WTO

Table 4 Describe outcome for various round conducted by GATT organization with help of WTO. Initially in the year 1947 there were only 23 members ie countries are involved into the GATT but eventually the industries as well as global trade organization released the importance of GATT as well as world trade organization. At the end of 1993 there were around 117 members. / Countries associated with GATT.

These various round of discussion help to resolve various trade disputes as well as removal of various trade barrier by stream lining the process. New terminology like antidumping duties, valuation method, duties reduction, streamlining duty pattern. GATT play major role which help developing countries like India to keep their foot with strong evidence of positive achievement and business growth as well as opportunities. Reduction of duty, uniformity on duty structure as well as stream line on duty structure. GATT put major effort to stream line the trade barrier and process which help developing and developed countries to shift their focus towards globalization. GATT help small scale industries to enter into new market as well as to support to emerging new global organizations.

5.2 Definitions

Globalization is the process of Multinational collaboration as well as integration developed from exchanging the Idea, products, traditional and cultural aspect. Globalization is the advancement and interchange of technology, infrastructure, and education and build an interdependence trade, culture and other economic activities.

Globalization is part of marketing who create the desire market of all kind of essential goods and services. Globalization work as salesman for various kind of commodity ready to cater market. Globalization is a revolution which change complete dynamic of the industries and economy. Globalization help to compete the developing countries with rich and developed countries.

While defining the globalization many question come to mind, like Does globalization means speedy movement of people which resulting high interaction among the countries? Is it the effect of Information technology result which outcome IT people communicating each other? Can say globalization is all about product easy and speedy product availability? Does it mean people using their rights to get their choice form commodity and lifestyle easily from any part of the world? Does it mean mankind need are increase and now human want to see and work in global platform or environment? Is it part of singular market pattern?

So with this lot of questions are still unanswered but still few definition are worth to consider.

“Reduce down the cost of transaction of boarder movement of capital and goods which is supporting factor of production” Stephen Grill.

“The process of globalization not only includes opening up of world trade, development of advance communication, internationalism financial market, population migrate, growing significance of Multinational companies and more effectively increasing mobility of goods, services, data and idea as well as diseases, pollution and infections” Brianbant Guy

The terminology named globalization has been rapidly used the mid-1980. Though lot of researcher says the bourn of globalization in modern era, trace its history long before the European discovery and voyages to the new world. Few evidence help to understand that the globalization initiated in the 19th century. In the end of 19th century and being of 20th

century, the communication respect of the world economy and cross cultural grown up very speedy. As part of globalization aspect International Monetary fund in view of below various basic aspect.

Capital and investment, trade and transaction, movement of the people as well as sharing and distributing knowledge such as climate change, cross boundary environmental challenges etc. Globalization connect with Soil, air and water pollution as well as over fishing in sea is also part of same aspect.

Globalization is process of outcome or affect which are affecting by components of business, work culture and work organization, natural environment and socio cultural resources.

World war two May learning curve where the birth of globalization took place and that may be the initiative to remove the trade hampering barrier from list. Globalization is also be driven by multinational business giant whom want to expand their business across the border to get good profit out of it. Most of the companies in USA and Europe in view of that. Movement of technology like telecommunication, Information technology, Science as well as medicated equipment and technology Globalization help to develop and grow of transportation and languages influence role in modern globalization era.

The institution like International bank of reconstruction and development known as The world bank and the International Monetary Fund support and facilitated to cost down the relative factor to reduce down the cost upto mark as well as with the help of GATT all unwanted hurdles has been knocked down.

5.3 Benefit of Globalization

It always say that arguing against globalization is nothing but arguing against law of gravity. Growth of Globalization has definitely developed confidence in trade. Globalization has created unique and interdepend able market to shop the desire product at any time. We can say Globalization has created benchmark for single window purchase of goods and services. Globalization provide strong GDP growth as well as strong economic

growth in underdeveloped regions which can with explain or describe with help of below few points.

i. Wealth Generation :

We can see the non-globalized economy in year 1960 was use to grow at very slow rate of 1.4 percentage per year but whereas the number of growth in globalization phase is very high which is around 4.7 percentage per year which is more than 4 time of non-globalization phase. So it say without saying globalization has more significance than non-globalization. One more interesting point to note is that if we sub classify relation of globalization and GDP in developing countries the ratio in year of 1990 had 5 parentage growth compared to only 2.2 percentage growth in economies annually. This benefit of comparison is really effective growth toward industries in small scale by getting good opportunities to serve large scale industries. The growth of small scale industries are gone up significantly. Globalization provide readily available market to small scale industries to serve their good more promptly. In India government provide good amount of policy support to small scale industries in India so that even in globalization phase Small Scale industries could groom up well with increasing wealth pattern. Globalization help to expansion of small scale industries and help them to come or convert into big industries. Globalization came up with huge foreign direct investment this help to get the boost the small scale industries along with technology.

ii. Development of politically tie up :

Globalization help to developed corporate as well as politically relationship among the countries. This philosophies with base on two assumptions as these politically behavior represent on overall development on high range of living standard and second that the relation between globalization these principle is significant. These assumption help to increase the job opportunities. Increases of global civil society in one of the greatest achievement of globalization. It help to take various step to reduce down various political barrier towards business development. Small Scale industrial supposed to take various approval and number of licenses the day globalization come in picture and due to GATT,

WTO pressures all politically interference has been removed from this company formation activity.

iii. Improved leaving Standard:

Globalization oppose by religious as well as social activists with various argument of destroying religious power and tradition. Globalization is with vide argument of availability of goods and services as well as ideas too. The positive impact of the globalization is to make availability get all expensive article and lifestyle equipment easily available with reasonable rates. Few of them listed as below

- Easily availability of loans or financial assist to buy expensive product like car
- Opportunities and growth in global travel and tourism sector
- Much more opportunities to get and job assistance in global platform under law of foreign worker immigration policy.
- Ease available of goods and services at door steps
- Higher consumption of worldwide entertainment
- The fastest movement of consumer durable and various well-known brand

Globalization help to develop and share all communication media and information technology which help to develop the human being life style more attractive and peaceful. Globalization help to society to developed life as well as work of people, families as well as societies. Its increases income level as well as social protection etc. Globalization help to improve gender diversity, India was male dominated country as part of demographic effect it help to improve female participate into industry and various other work position. Globalization make society to think on global lifestyle and comfort.

iv. Foreign goods availability :

Final discussion and argument to support globalization is benefit on how the foreign goods availability is useful to improve country or domestic level desire. With help of exchanging knowledge it use to apply and save life in various sector like hospital instrument, geographic location dangers zones, traffic situation etc. Its allows some to eat Italian food

in India and same way that American can enjoy Indian wine in sitting in USA easily. Globalization allow easy and free movement of technology and various significance aspect as well as social factor. Globalization is large amount of sales and exchanges resulting in continuous growth of the GDP. Globalization provide more level of empowerment to individuals and political systems by way of gaining additional resources and funds. Annual average growth of Small Scale industries prior to globalization was 4.07 percentage whereas it's gone up post globalization which comes around 9.36 percentage.

Various new industrial opened as raw material easily available as well as desire technology is available to run the desire business lines. Globalization is really helpful to transfer the knowledge and get the advantage out of this.

5.4 India Role in Globalization

India has very low visibility in global front in all aspect like economic status, industrial and educational sector etc. India always been viewed as predominantly as poor under developing country. However since globalization and liberalization India groom up well in International Market from last two decades. It very difficult task to improve stake and status of India in front of global task, various research has been conducted on this to understand modus operandi. India always been healthy leader in South Asia so it's always welcome move for USA and Europe to encourage and have partnership with India in various industrial as well as globalization front. In 21st century always be in favor of India and China as both are immerging market as faster developing economy in globe. At the closer of end of cold war as well as developing impact of globalization help India to reposition them self well manner in Global role.

Since the economic globalization and liberalization takes place in year 1991, the rate of growth is 6-7 percentage per annum and India presences across the globe is slowly and steadily visible. India emerge in global market with two different identity one is a one of the largest democracy and second one is one of the largest growing economy. As to access India from post-independence we can see India was actively participate in the Global forum and actively engage in various global institution like United states organization as well as

leading nonaligned movement this is purely due to Jawaharlal Nehru India first Prime Minister long term globalization.

India was not only the regional power but it's very close to global power of the world.

Post-cold war global politics equations, security and business are completely changed as well as the relation among the various country has been changed. In the year 1998 nuclear testing in India and continues growing economy has changed perception about India on global forum. India is still continues it growth forecast as developing country to developed country. In the belt of Asia, India and China are two major countries were emerging as high GDP so they are supper power nations. China has shown their super performance in hardware and infrastructure development where as India significantly grown up in software sector. India with it good legal structure, good financial system, good banking infrastructure and top most important is India got talent of young population with well educations with these all assets India become new emerging power in the world icon. Compare to China, India is able to deliver the economic growth for longer time and longer term. In a global scenario after 9/11 terriest attack the global equation of politically as well as economically completely change. USA and Europe now get very closer to India so that they can jointly fight against terrorism and it being of new global trade relationship among the global countries. The trade policy at the time of cold war are drastically changed and improved as well as various bilateral agreements among the countries are arises more value added. In the globalization era India, China & Japan are prime key economy players whereas USA is the most dominated as outsider stake holder in the region followed by Russia. The business and various key engagement of India in South Asia as well as Asia region can be view as four different set of ideas and relationship. 1st we can say there is boarder relationship in region of South Asia where India has shared a border with six different countries ie Nepal, Pakistan, Bangladesh, Bhutan, Maldives and Srilanka which is together form a constitution of South Asian Association of Regional Corporation (SAARC) because of the major area and major stake in population, history as well as civilization role India is undisputed leader of South Asia region. Very recent Afghanistan offer to join in the SAARC committee. Regional level of politics with few of neighboring countries and few of other conflict resist south Asia to immerge as global power.

Second set is with the relationship with major economy holder countries like USA, Europe, Russia and Japan influence politically strategy to engage equal business opportunities in India as well as China. Most of the analysis in opinion as India is counter balance for China in term of economy. However USA and Europe has already recognized India as their strategic partner for business and economy.

Third set of aspect relation explorer business network with South East Asian countries. As West Asia & Central Asia intent to increase the business with India, this further extent the support in Indian Ocean area.

4th set is the business tie up with Latin America, where India is actively participate its energy requirement. India potentially to play global leadership and economical partnership, Globalization is the advance key word that has dominated whole world since nineties at the end of the cold war. The breakup of the soviet union of the state globalization is increasing demand and confidence in the global market. With help of increasing finance /capital in global environment as well as major interference by World Bank and other various international organization help to developed confidence on globalization market. Globalization always support to get various new opportunities in global market. It's always help to get better access to developed countries and immediate transfer of technology which improve standard of life. Globalization always come with various challenge like imbalance growth across the country inside and outside too. Till nineties there were lot of hurdle to expose the country in global environment but upon LPG policy implemented various restriction has been removed out.

India started global economy in early nineties when there was major crises of balance of payment, exchange crunch which really got down India economy in major crises and close to heavy defaulting loans. Hence new policy open up with pushing all major to attract global investor as well as increases the exchange to pull out Indian economy from crises. Major initiative by LPG policy by scrapping of the Industrial licensing requirement, removal of public sector stake as well as authorities in various area, revised all prohibited product list and trade practices act. Reduction of tariff rates start off the privatization industries era and initiative the market determine exchange rate. Over the period liberalization and privation effect can seen. Various current business getting shift towards

the privation and more of the foreign direct investment and portfolio invested in various area of globalization like road infrastructure, port development, aeronautical telecom, insurance and other various major sector.

The various changes can be found out in tax structure too as tariff rates reduced drastically over last few years which was around 72.5 percentage in the year 1991-92 to 24.6 percentage in 1996-97 and in the year 2015-16 it slow down to 7.5 percentage. This effect also give boost non-tariff barrier as globalization helps to remove quantitative restrictions. Globalization developed healthy competition across the global market, it allows free flow of capital goods and technology among the market. During the globalization process India government understand the significance and possible effect to small scale industries hence a separate policy has been announced for small scale industries. The major feature of small scale policy of 1991

- Credit shifting from Cheap to Adequate level
- Both domestic and foreign equity upto 24 percentage
- Bank factory services
- Common branding for mass consumption
- Subcontract exchanges set up
- Separate technology development cell
- Opening technology information centers.

With this globalization can be define as the process of changes, developing intercommunication and connection among the countries and economics bringing world closer through good transportation and trade links. A lot of Multinational organization who do not have time and energy to create their own industry and organization infrastructure they buy those small scale industries. This will help to grow the small scale industries and convert into large scale industries but the same time very tiny or micro business like bangles, agarbatties, and pickles would have constant demand to cater the large and MNC. So we can conclude that both globalization as well as Small scale industries are significantly importance to develop Indian economy and government need to focus more to nurture these prototype. AS soon as globalization put this word in agenda its like small scale industries empowered the common man to walk with same pride with the adding globalization wings to fly.

Small Scale is being very strategic role in India economy view of employment and production consideration but post globalization these industries find themselves in high level competition. Due to this domestic economic liberalization and dilution of sector protective measures, as a result development and growth of this sector interm of employment generation as well as export are drastically come down which resulting less contribution towards national income and export, lack of credit flow which out together in inferred quality as well as low production. At the same time new international and domestic policy has been introduced which is an opportunity to transform the industries into new era with modern technology.

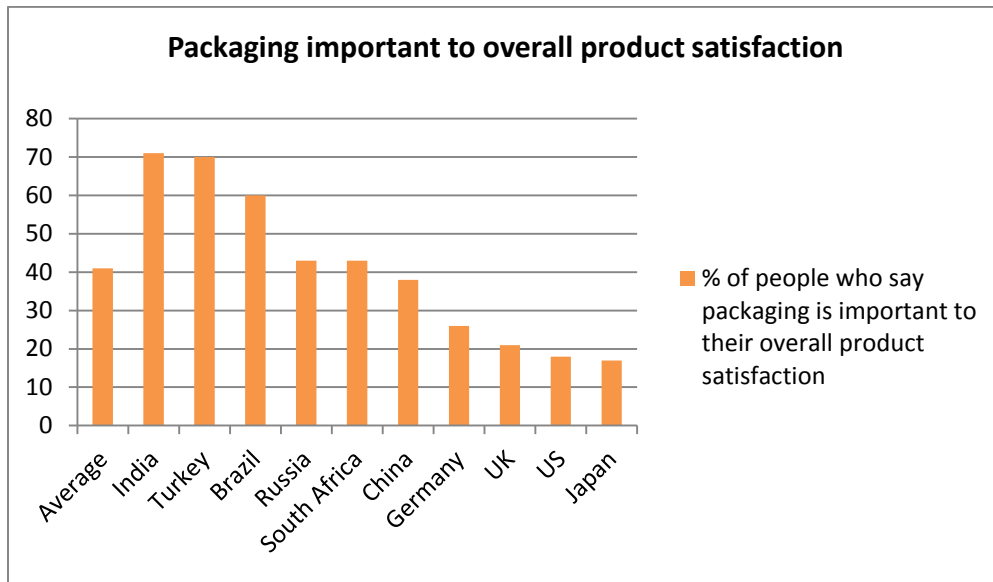
Various Chinese small and medium enterprise are keen to set up their manufacture bases in India to take the benefit of the lowering production hand and labor cost

5.5 Packaging in Globalization era:

Role of packaging in globalization era is very unique and more demanding. Supply chain does have very difficult challenge of packaging after globalization to move the product from bench to bench. Globalization is nothing but availability for every product at given time at any part of corner in the world , mean the product which has manufacture in India may be demanded in part of Norway and to make this product available in Norway's shop , product need to travel multilevel transportation mode it may be rail, boat, truck or flight. To keep such kind product safe pre transportation and post transportation is the biggest challenge so proper and intact packaging is only mode to safe guard the product for longer time. Proper packaging is sign of good branding and vice versa good branding is sign of good packaging. So keep the brand in market for longer and effective then one has to adopt good packaging the product in international market. During the post globalization phase the supply chain does have two challenges one is to deliver the branded packaging thru diversity of international supply chain system and second would be risk management to prevent the goods from damage during transit. Effective packaging is mandatory in globalization environment to communicate customer and maintain the integrity. So that the packaging design should be initiate with not only keep customer interest in mind but also

the situation of ground handling team and transportation mode. A good and flexible packaging always provide upper hand and lead time to cater and deliver the product on time with lowest possible cost. The design of production standard will be include Critical to Quality (CTQ) and input must be taken from the customer or end user. Listen to customer and understand what need of customer and which is more important to them and need to develop packaging appropriate control to make sure that the product and packaging meet the customer expectation. It is always recommended while designing the product packaging the correct and least person opinion need to be taken in consideration so that design drafting can be done accurately. In globalization world packaging shapes decide shopping behavior, product satisfaction and it helps to motivate the customer. Good packaging always work as agent who make influence to buy the product repetitively. As per global survey across the world countries like China, Brazil, Germany, India , Japan, Turkey, UK and USA say that retails and brands can do extra ordinary sale if they can do the good packaging. The level of customer satisfaction is being decided by measuring various parameters like quality, product price, quantity of product, demand, competition and packaging of product. Around 75 percentage of branded product always give preference and 71 percentage importance to packaging. India customer agreed the packaging is the great impact on their pattern and behavior of shopping, and it always encourage to purchase or shop same product again and again. Research say around 65 percentage of Indian customer tried something different and innovative product only because of attractive packaging and branding. Globalization lead to online sale and good attractive packaging always temp customer to buy online branded products.

Figure 9 Packaging impact global consumers



Source : Business wire , Packaging Matters 2014

Figure 9 ⁽¹⁾ shows the significance of packaging in global environment. As per study it is understood that overall 40% customers from various countries appreciate packaging is best tool to overall product satisfaction. The highest vote received from India, Turkey, Brazil which is 70 , 70 and 60 percentage each whereas of Russia and South Africa people gives the importance 42 percentage each. China, Germany and UK are 38,26 & 21 percentage respectively and finally US and Japan are just below 20 percentage overall product satisfaction. With the help of graph we can see the product packaging is critical action for any industry to survive in global market and competition.

5.6 Global Innovation in Packaging:

Innovation take place as per product packaging demand at the same time goods safety and product preservation is also need to consider fact about innovation. Packaging is challenging job where as it design and innovation need to consider in point of transits and various phase packaging move thru. In globalization world package move anywhere in the world. So while the movement it undergoes various

Different kind of environment and culture and as protection is prime role of packaging these things need to consider while making any innovative packaging.

We can describe product state wise packaging for example if the product is liquid /milk then we required either container or bottle at each stage of product transportation from cow to till its reaches to customer. So here in this example it is not possible to keep cow at every store or display so that customer can go and buy. p packaging it is not possible to deliver the goods. Looking at growing demand of milk into market and there was need of bulk packaging to cater the product across the globe and with perishable caution container, hence such kind of container is developed which called a ‘churn’ which help to prepare variety of different products out of milk at the same time it’s very handy to carry the product/ milk from one place to another with hygienic ways. Identical packaging container were also used for retail delivery to customer and with this milk being available with road side vendor as per their requirement and time. Glass bottle has been introduce then after as model of milk or liquid distribution across the globe and it was more popular and demanding being best hygienic product distribution model and demanded by retail sector too. This sector was remain unchallenged until year 1933, then the first carton made of plastics for dairy industrial has been introduce. Which was prefer to carry milk safely with low transport cost, well hygienic and more ever it can easily reach to customer by any mode of transportation. So innovation in global platform is all about demand and suitability of transportation.

The term globalization is hand and hand as well as favorite word of world of packaging, for packaging industries globalization mean different thing for different to translate everything in tangible terms. Globalization can also be consider as challenge to convert into high level and accurate packaging to cater the world. In term of packaging the globalization can be defined as is process of design the packaging which can cater globe to fulfill their requirement. Globalization open all the opportunities in domestic as well as international levels to fine tune and match the additional requirements.

As per WPO vision “Better Quality of life, through better packaging, for more people” Food wastes is common in every society so with help of packaging the food can be store for long time and can be utilized to feed poor and needy people in the world. Packaging is prime tool for every society on the earth. There is not a single culture who can survive without packaging.

5.6.1 Nanotechnology the future of packaging

There have been great progress and impact in nanotechnology packaging which help to develop every life and science in day to day affairs. Nanotechnology Nanoscale material play significant electronic and photonic packaging to health and food packaging. Nanotechnology is current topic to scientific studies and curiosity.

Nanotechnology is very much promising latest innovative techniques as well as natural movement through the process for pure packaging industries. This technology design maximized packaging primary functions. While protecting goods in the transits, developing social benefit as well as creating economy not only in the packaging industry but it gone beyond the manufacturer sector and sources.

Nanotechnology refer to the control changes at very dip level in which one of the particular affect functional behavior. Its not manage particular below 100 nanometer in given dimension. Nanotechnology is ability to see as well as control individual atoms as well as molecules. In this context we can say human hair is around 80 K nanometer thick. The all product which we consume or use are made up of atoms given instant clothe we wear, the home which we stay, our own body, the food we eat every single item. These particle are very difficult to see with naked eye rather it is impossible to see with open eyes. It is also difficult to see with microscope which normally use in laboratory in school or college level. Scanning tunneling and the atomic force microscope kind of tool has been developed by scientist and this is being of nanotechnology era born. Today's world there are variety of product packaging developed on the basis of basic nanotechnology like higher strength, lighter weight products packaging, developed control of light spectrum. While transportation of food or edible product it always been carry in protective packaging environment in scientific language we can say it must carry in oxygen free environment, to carry such product normally plastic material being used with small amount of permissible oxygen. But upon storage of longer period there are the major chance to leak the packaging or in case of packaging got damage in transit then the oxygen can easily enter in the packaging and it can damage the products. In this case coating of metal or glass can be used as protective measure for such incident but again the flexibility of packaging

is major concern may arise during the transit of the product and at the same time it's a costly affairs.

Currently food packaging are typical kind of plastics wrap with atmosphere suitability so that product can be delivered to end user without hurdle. If any case the external packaging got damage then it easy way to enter oxygen with product and food product can deteriorate due to oxidative rancidity. If the same plastic packaging is coated with few nanometers of metal giving laminated or protected with metal nanofilm, which will help to keep the food fresh for longer time. There are smart nanopack that are able to control or modified internal temperature within the package as per external and internal temperature. With the nanoparticles and nanopackaging techniques we can increase Mechanical Strength, Moisture retention, clarity development, Barrier uses, Thermal controller. At the same time the technique and result of recycling process of such product are not tested but it would be more difficult to process.

5.7 Cost of Global Packaging

In the Globalization world buyer/ customer are well educated and well informed about the product they are going to buy. Even though packaging is healthy tool to sale the product in the market off the shelf or on the shelf. This include product information, positive and comparative pricing in the global competitive market. Product packaging designee has already taken its note and adopted the packaging style accordingly. Today's educated world product designer and seller always consider open view of the buyer and as per buyer they are looking for clear, concise information and more visibility and clarity about the what product they are going to buy and their good as well as bad impact on the human life as well as environment.

Packaging are varies as each stage of buyer as well as at each stage of transport movement. Product which move to direct buyer are having final stage of primary and more expensive as well as attractive packaging. So that product can be easily attracted and pickup by the customer, which would be easy and proud to carry with them. Buyers are most cautious about their health as well as environment health.

Figure 10 Various level packaging

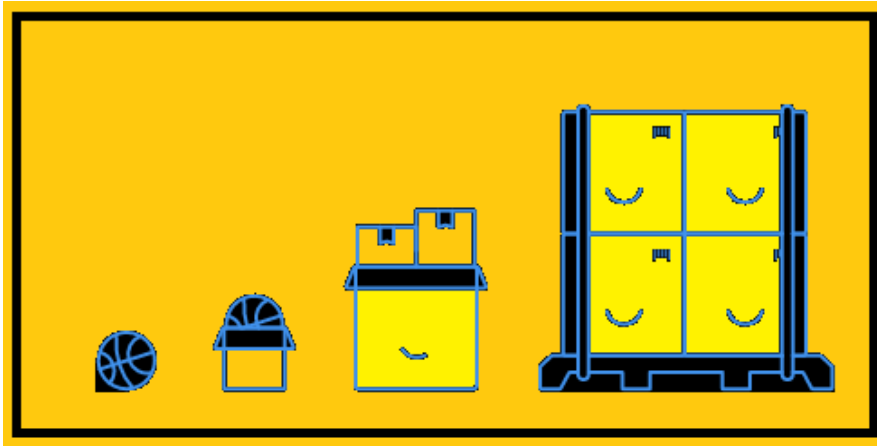


Figure 10 shows the various level of packaging right from factory to retailer for easy and cost effective supply at the same time it ensure product protected from damages.

For factory product directly sold to the retailer which carry with additional packaging as they need to consolidate the material into one pallet or truck or transport equipment to save on freight as well as multiple handling. Retailer need to ensure the package should be intact at the same time packaging should not carry more weight interm of either actual nor the volumetric ways. As more weight may cost more freight and more handling charges. As part of globalization there are more scope to make the product available at any part of world, so retailer and sub dealer are ensuring the same. Retailer has to arrange for freight cost at the same this he has to ensure the cost is equivalent. Retailer to save on cost they use TQM Transporation Quality management system to ensure more number of packages are safely travel across with safe container. Cut down in wasteful and unwanted part of packaging are always helpful to retainer to serve as dual functions of as saving the transportation cost as well as it help to save the environmental pollution.

5.8 Advantage of Globalizations:

Globalizations is process, system, stream, advancement type of integration of multicounty that normally developed from exchanging the global product, thought, view, idea, tradition and various kind of culture. Globalizations help to generate advance communication system in every aspect Information technology as well as telecommunication. Most of the

country are dealing in global environment with powerful & independent economy which is major contribution to global economy. Globalizations is part of marketing which is creating variety and new market for every kind of product. With globalization each kind of product can be made available to with few easy step and action. There are unlimited advantage of globalization few of them we can discussed as below.

Global Education: Education is integrate part of the modern life. Exchanging the culture along with education is always beneficial part of globalization. It help to internationalization of education so that the higher studies are easier to reach. Educational internationalization bright quality education and high level teaching and educational patter. Due to the globalization as well as Information technology interference distances studies is possible to whom want to go for high level and global education.

Globalizations help to gather best and verity of pattern of education style and materials.

Global Employment: Globalizations create more global job opportunities. This is the process where industries are easily moving from country to country level, which is part of technology transfer. Global employment help to raise the standard salary scale as well as standardizes job works. Skill worker can easily transfer for country to country and employee can seek their most favorite job as per their desire.

Cheaper Price: Due to globalization healthy competition are being initiated as well as quality of product improved. Price is a part of healthy competition, and to retain the product and brand into market prices has to reasonable and minimum. Globalization offer the product with low price to the buyer as well as uniformity.

Quality product: With the globalization more competition is in place and to retain in the competition good quality is prime factor. As quality is best sales man for the product. Globalization demand best quality world all the time. So with the globalization mean the quality factor to be considered

Communication: Globalization demand more communication with fast and reliable way. The patter of communication has been changes, today we are in world of Telecommunication as well as information technology. The communication is a channel help to share culture, tradition, process, education as well as political knowledge.

Global Innovation: Advantage to SSI are more as per studies small scale industries are major part of innovation industries. As per studies the number of innovation in small scale industries are two and half times more than the large industries. As per US management more than half the major advance technology in last century is produce by small scale industries. Large scale industries heavily depend on small scale industries for instant Mc Donald's heavily depend upon small scale industries of agriculture.

5.9 Limitation of Globalization:

Globalization helping to develop economy and business in the fast track but at the same time it has their own limitation.

- i. Culture: Globalization helping to develop and form entire new culture and advance tradition because continues movement people from country to country. Its resulting country or state they are losing their existence culture and tradition. Globalization world people choose advancement in culture rather than live just the way before.
- ii. Health: Most of immigration possible due to globalization, and as more people move from country to country health issue may pop up in major way. Due to globalization people prefer to eat junk food and it is main cause of health issue. Globalization concept more toward outsourcing job work it means more pressure to unskilled worker which resulting unhealthy culture.
- iii. Environment issues: Due to globalization demand of natural resource increasing, hence to earn more money countries engaging more into utilizing natural resource which cause adverse effect on environment. Globalization give more opportunities to dump unwanted and unused material to underdeveloped countries which may pose to soil and various kind of pollution to environment.

Apart for above issue in absence of proper training to industries and economist it may lead company and country economy in wrong direction. Cost of life and cost of infrastructure would be reaching to global level and would be definitely out of reach to local and underdeveloped people. Lack of assets and finance is biggest worry for small scale industries and it can be biggest hurdle to reach them to global match.

Globalization does have both the impact positive as well as negative to small scale industries economy. My people and countries are unhappy because of the health issue and other negative impact on culture which is affecting their day to day life.

Many Indian domestic languages are under treat to become abolish from market and it became history due to globalization. As per many observation and as per Minister of State and tourism Shripad Naik said that under heavy pressure of globalization and in view of global languages dominated local languages are disappearing from board and its heavy treat to local languages to miss their identity.

As per “The Central Institute of Indian Languages (CIIL), Bangalore has stated that globalization is indirectly killing local languages. It is agreed and true that globalisation is not only affecting local languages but it is acting as bad conductor various actual word of tradition, culture, especially variety of local food, clothing fashion, literature, rituals. Languages die when its speaker or leader die, we can take the example of Andaman and Nicobar islands where the local people use local language namely Aka-Bo which is no more in operation from the day the language speaker die in 2010. With the case studies government of India has to take persuasion and initiated the scheme which is known as “Protection and Preservation of Endangered languages of India”. This scheme initiated by government of India through Central Institute of Indian Languages” which prime object to protect the local languages by various methods.

Globalization has their own limitation in term of cost, material availability, demand and supply We have seen few analysis where in most developed countries are not given that much important on Packaging but at the same time under developed countries as well as developing countries are more tends towards attractive packaging.

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CHAPTER 6
DATA COLLECTION AND ANALYSIS
CONTENTS

6.1 Introduction

6.2 Data Analysis & Testing

6.3 Summary of Analysis

6.1. Introduction

Network of Small Scale Industries are spread across the Maharashtra very deeply. Its more than 150 years of history. As per one of the field survey the Small Scale Industries in the Maharashtra can be classified into cities / regions vice which are given below. So I am target the Greater Mumbai sector consist of Small Scale industries presence in Mumbai, Thane and Belapur locations

Western Maharashtra	Kokan Region	Marathwada	Vidharbha	Greater Mumbai
Pune	Ratnagiri	Aurangabad	Nagur	Mumbai
Kolhapur	Sawantwadi	Nanded	Amaravati	Thane
Satara	Kudal	Latur		Belapur
Nasik		Beed		
Ahmednager				

The type research is descriptive Research which includes surveys and fact finding enquires about SSI packaging practice and feedback regarding significance of packaging. Core finding of this project would be based on information receive from end users as well as Manufacture small scale industries present in Greater Mumbai zone.

The population of the sample are Small Scale Industries in Greater Mumbai city. The size of sample are 200 units. The technique of sampling will be Stratified Random Sampling. In this data I have collected to samples in the form of questioner from Electronics, Machinery and Computer Equipment, Chemical products, Glass, Automobile manufacturer, Pharmaceutical products, Paper & Rubber products, Food and beverage products and others.

Here I have try to collect all type of Small Scale industries data more over in same proportionate which help me to get better understanding and their views on packaging aspect.

The reason behind the Greater Mumbai is Mumbai being financial capital and its most expose towards global market and economy.

SAMPLING DETAILS

As per District wise Classification of Industries published by Maharashtra Government there are total 44178 small scale industries are available. It has further classified in various District level requirement which is as below

Table: 5 : Number of Small Scale industries

District	Number of SSI
Mumbai	4622
Thane	5388
Belapure	2971
Raigad	943
Kalyan	2408
Nasik	6371
Amravati	1787
Pune	4759
Kolhapur	6932

Source : District wise Classification of Industries published by Maharashtra Government

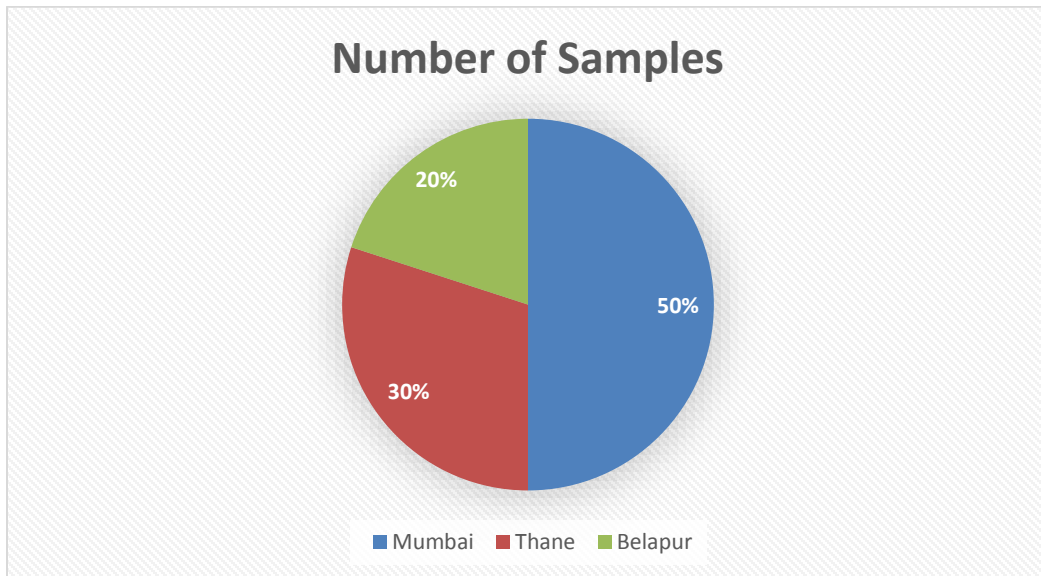
Table : 5 Shown number of registered small scale industries available in various district of maharashtrara. We can see Kolhapur and nasik having major small scale industries presence.

Simple random sampling for the selection of the SSIs.

Sr.No	District	Number of SSI	Frequency	Percent	Cumulative
1	Mumbai	4622	100	50	50
2	Thane	5388	60	30	80
3	Belapur	2971	40	20	100
	Total	12981	200	100	

Table 6 Sampling cumulative.

Using simple random sampling method, Above table represent 50 percentage of total sample are pickup from Mumbai and rest 30 & 20 percentage from Thane and Belapur respectively



Graph :11 Number of Samples

Illustrates that a sample size of 200 respondents has been drawn from 3 different district in Maharashtra A sample of 100, 60, 40, and 20 respondents have been selected from Mumbai, Thane & Navi Mumbai The sample size from each village works out 50.0% , 30.0% and 20.0%, respectively.

Packaging is important factor in each and every type of industries. While randomly visiting area and respective small scale industries I found most of small scale industries are manufacturing in nature. i.e 172 out of total population collected are manufacturing in nature. Keeping all objective nature I have drafted the questioner and collected required information. While collecting the information one thing I understand that Small Scale Industries are somehow know the requirement and importance of packaging but at the same time they ignore the significance of packaging which helps to grow their business for long run. Most of Small Scale industries reluctant to share the information so it was really difficult task to collect the most accurate data from them.

I observed that most of Small Scale Industries are treating packaging is additional cost and time factor to their product which may hit their bottom line. Most of the small scale industries doesn't prefer to have packaging to their finished or end product before moving them to market or international market.

Small Scale industries which are engage in export their products are adopting the packaging to fulfil export compliance norms define by India Customs or buyer specification. While collecting the data I understand most of Small Scale industries are fail to grapes their future order in account of poor packaging or damaging their product while traveling to international market. I guess this is really time where in Small Scale industries need to focus more on their products safety and various other majors. I have try to identify the desire objective of the studies with help of various analytical questioners which help me to understand exact situation of packaging in small scale industries.

6.2. Data Analysis

The researcher has considered various variables in the analysis. The main objective of the study is to measure awareness in SSI regarding packaging of finished products and to study the present packaging practice, problem and to evaluate whether packaging is considered as mode of competition of small scale industries. Therefore selected variables have been used to explore the overall picture of significance of packaging in Small Scale industries. The researcher has given data analysis with selected variable as below.

6.2.1 Nature of Business

Nature of Business in Small Scale industries are also play significance role to find out packaging awareness. Researcher try to take equal sample of all type of industries so that it can give fair idea of all kind of business. Researcher categories business as Electronic and Electrical equipment component, Machinery and Computer Equipment Component, Chemical and Allied Products, Glass, Agriculture, Automobile, Pharmaceutical Products, Paper Plastics & Rubber products, Food and Beverage products etc. Understand all

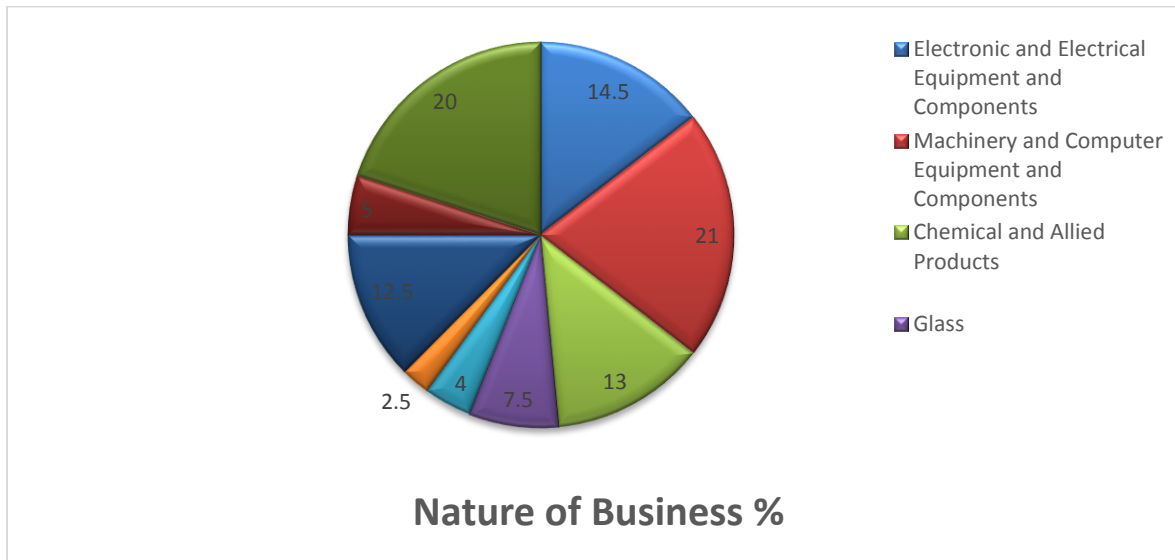
industries playing major role in developing Small Scale Industries as well as generation of Employment.

Table No. 7 Nature of Business

Electronic and Electrical Equipment and Components	Machinery and Computer Equipment and Components	Chemical and Allied Products	Glass	Automobile manufacturer	Pharmaceutical products	Paper, Plastic s & Rubber products	Food and beverage Products	Any other
29	42	26	15	8	5	25	10	40

Source: Field survey

Graph 12



Source: Field survey

Table 6.1 and Chart 6.1 explain 14.5% Electronic and Electrical equipment component, 21 % Machinery and Computer Equipment Component, 13 % Chemical and Allied

Products, 7.5% Glass, 4% Automobile, 2.5% Pharmaceutical Products, 12.5% Paper Plastics & Rubber products, 5% Food and Beverage products and others 20%. This shows all kinds of industries played a vital role to give their opinion and make successful this research.

6.2.2 – Base Nature of Business

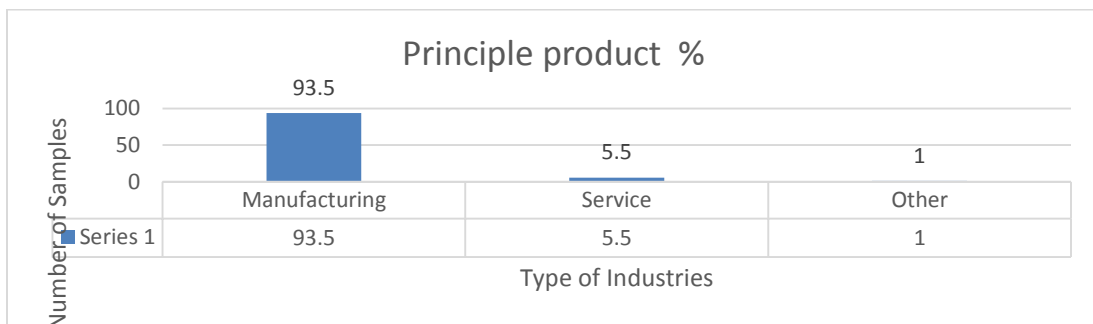
With the help of Table 5.2 and Chart 5.2 researcher identifies number of samples pertaining to kind of principle category of SSI sample size. Researcher collected 187 samples from Manufacturing category, 11 from Service category and 2 from others like non-defining category. So we can find SSI majors in manufacturing activity. Since manufacturing leads more and more finished goods which help to get more accurate results. This will provide more fuel to derive hypothesis studies as 93.5% data received from Manufacturing SSI's.

Table 8

Manufacturing	Service	Other
187	11	2

Source: Field survey

Chart 13



Source: Field survey

Chart 13 Describe 187 SSIs out of 200 are belongs to manufacture industries and very small amount of ratio is in service sector.

6.2.3 Ownership Structure

Table 9

Proprietorship	Private Ltd.	Public Ltd.,	MNC
109	84	7	0

Source: Field survey

Table 9 shows Small Scale Industries are majority run by Proprietorship business ownership. During the survey we can see out of 200 numbers of samples 109 businesses own by Proprietorship and 84 number of businesses owned by Private ltd companies.

6.2.4 Need and Importance of Packaging in Business

Packaging is importance aspect of business. To find out significance of packaging we need to view of Small Scale Industries towards Need and importance of packaging in Business.

Researcher analyze Small scale industries view on need and importance of packaging with different angles like Management briefing, Internal communication, Training and awareness programs, Initiatives taken by the company for awareness and importance about packaging and it importance of growth, Packaging allocation in Budget, any third party assurance or audit or public report on packaging, does company has any policy statement on packaging, does company has tracking system to identify and monitor full proof delivery, identification emergency situations, any training to employee on packaging , does the company provide standard guidelines for packaging, does company depute any special team for packaging and last whether company using any packaging for their finished or produce goods.

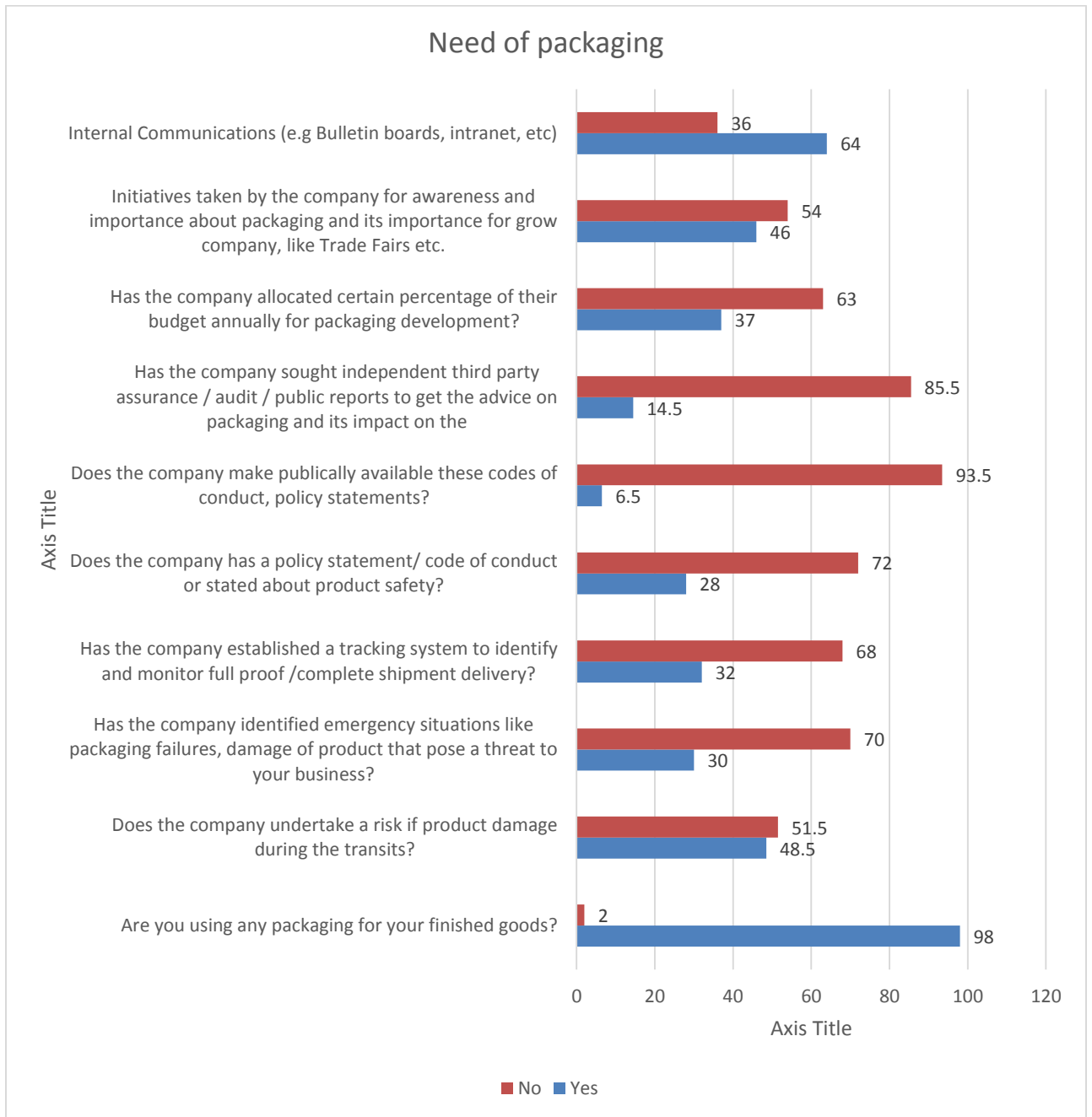
All these questions help us to understand more better way on packaging aware among Small Scale industries. Let's see all questioner co relation one by one below.

- i. Whether SSI using packaging for their finished goods/ or end product with help of field survey of total 200 population we understand 98% of SSI are using packaging for their finished goods whereas only 2% are not using packaging for the end products.
- ii. 51.5% companies does not undertake a risk if product damage during the transits where as 48.5% of companies undertake a risk if product damage during transits
- iii. Majorities of company ie. 70% of total sampling does not identified emergency situations like packaging failures, damage of product that pose a threat to your business
- iv. 68% of total population doesn't established any tracking system to identify and monitor full proof /complete shipment delivery
- v. SSI are doesn't maintain any policy statement/ code of conduct or stated about product safety. With the help of field survey we can see 72% of samples doesn't have any policy statement or code of conduct or state about product safety.
- vi. Most of the SSIs companies does not sought independent third party assurance / audit / public reports to get the advice on packaging and its impact on the business. Field survey report clearly shows 85.5% of population does not conduct any such kind studies to understand packaging impact on business.
- vii. Most of the SSIs does not allocated any amount to their budget annually for packaging development. SSIs are not focusing on developing packaging only 37% of population are working on packaging development budget within the organization. Whereas 63% of population doesn't make any provision or spending on packaging development.
- viii. 54 % of SSI's does not take Initiatives taken for awareness and importance about packaging and its importance for grow company, like Trade Fairs etc.
- ix. Training and awareness program data collection says 76.5% of total population say no for any kind of training or awareness program in SSI. This is clear evidence on SSI awareness on significance of packaging which shows only 23.5% of SSI are undergoing awareness and training program.

- x. Importance of packaging is being measure by asking whether any internal communication like bulletin boards, intranet etc. are in place to understand need and significance of packaging. Where we can see 64% employee/companies are providing significance of packaging on their internal communication link.

Chart 14.

Need and Importance of Packaging in Business



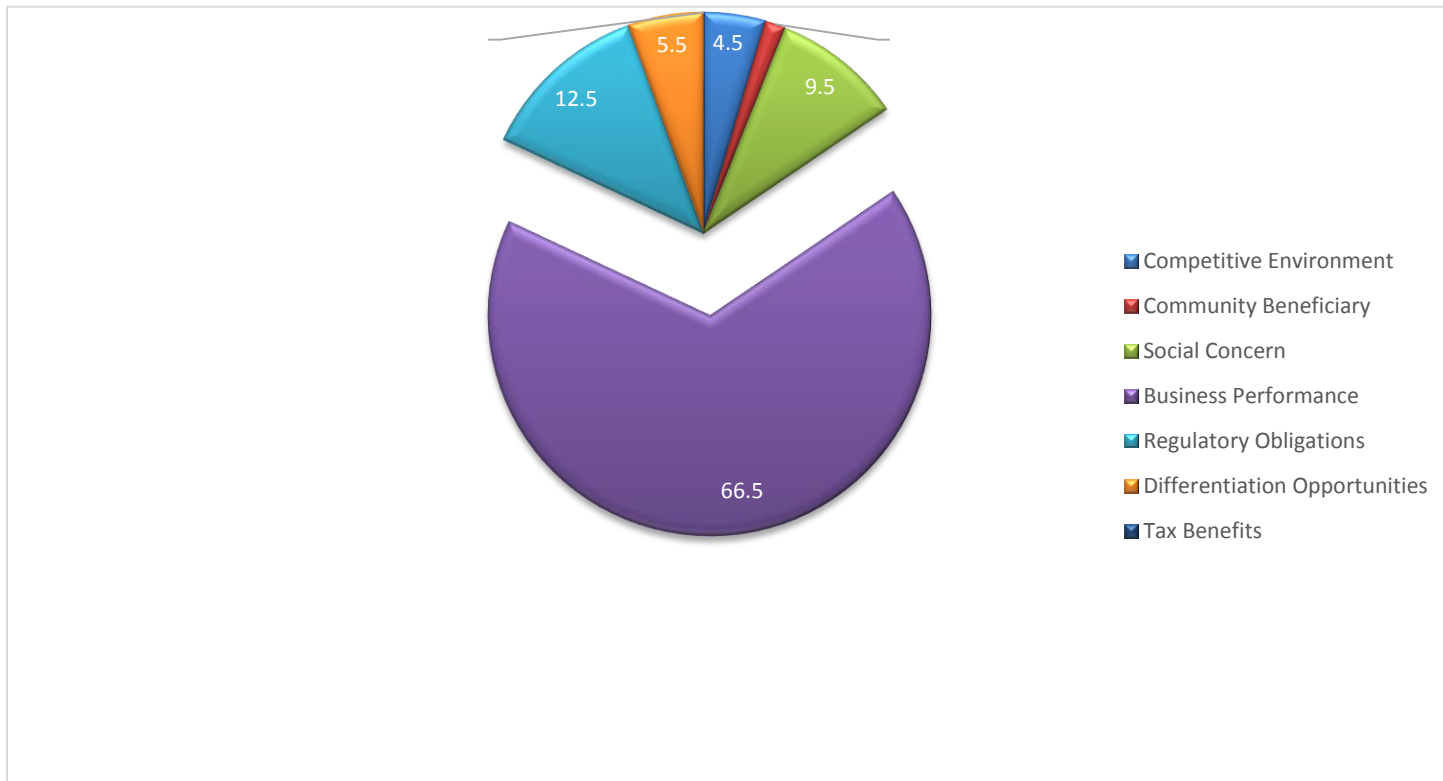
Source: Field survey

6.2.5 Measure awareness in SSI regarding to measure awareness in SSI regarding packaging of finished products.

Researcher try to measure awareness considering various factory in place with the help of various different kind of questioner which are as follows

i. With help of the question on why is the company interested in packaging research could analysis perfect hypothesis correlation in this studies? We understand from filed survey only 4.5 % of population believe packaging reasoning is Competitive environment, however 5.5% population believe packaging is nothing but differentiation of opportunities. 66.5% of total population understand packaging is part of business requirement.

Chart 15 Reasoning interest in packaging



Source: Field Survey

Chart 15 clearly shows 66.5% are in opinion that packaging is part of business requirement where are 4.5% believe packaging is help full for competitive environment and 5.5 % understand packaging is for differentiation of opportunities. 1.5%, 9.5% & 12.5 are for community beneficiary, social concern & regulatory obligation respectively.

- ii. Packaging responsibility during the packing before its takes place of international market among the employee is more important. Field survey help to clearly understand that only 31.5% population/employee believe packaging is nothing but business development opportunity so packaging must be as per international standard before it take place to International market. 32.5% population states that it product responsibility mean packaging is part of shipping process.

Chart 16

Packaging Responsibility Category



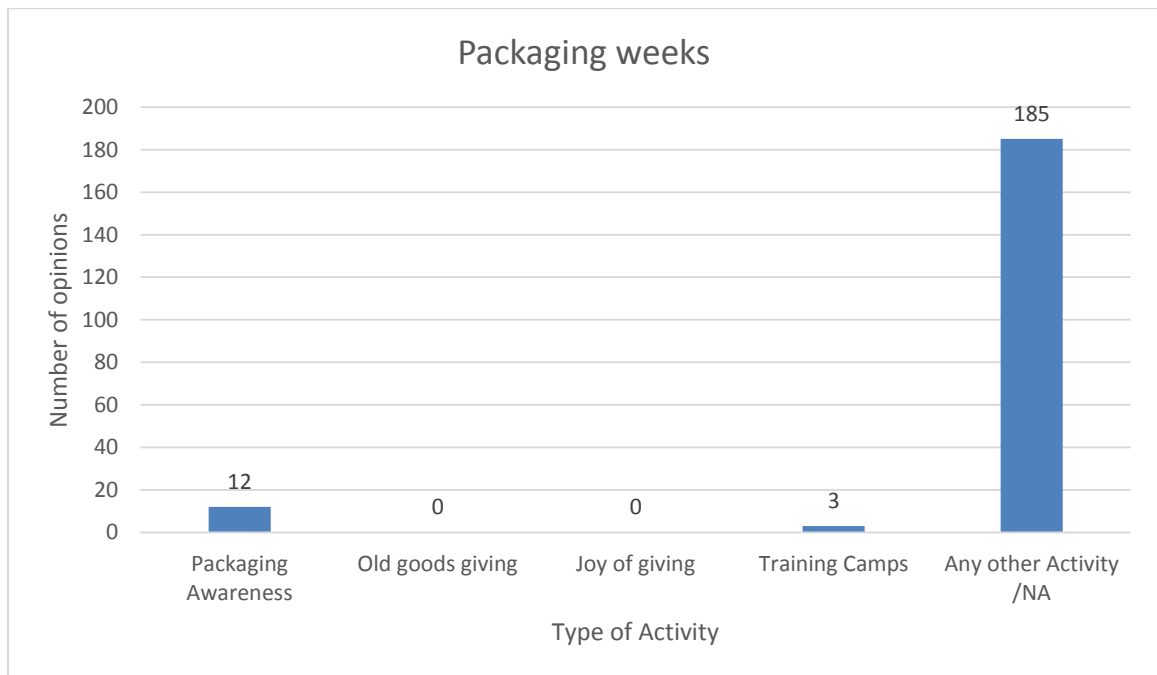
Source: Field survey

Chart 16 defines 31.5% believe packaging is business development opportunities, 32.5% mentioned packaging is product responsibility whereas environmental, health and safety and procurement practices are 2.5, 21.5 & 12 % respectively

- iii. Measure the awareness and significance of packaging we must know the whether SSIs are conducting any packaging week activity. As we aware most of the companies are more focusing on safety and security of factory or products development weeks’ activity which show there interest and involvement in that particular topic or studies. Here with the help of this question researcher try to find out awareness and significance among the SSIs about packaging. We can find around 92.5% population does not work on packaging week activity into their industry or company.

Chart 17

Packaging Weeks Activity



Source: Field survey

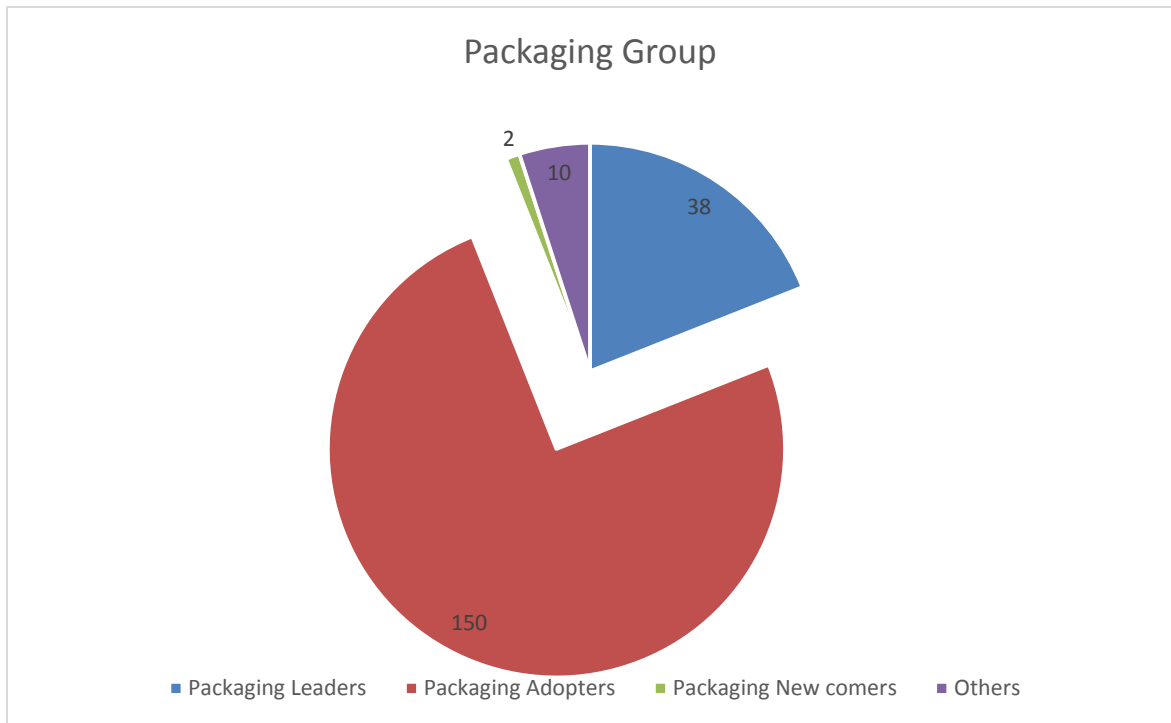
Chart 17 describe ratio of packaging week activity among the SSI and we can see 185 population are not conducting any activity towards packaging awareness where

are only 12 population believes and understanding the signification of packaging awareness week. Only 3 number of cases found to conducting training campus towards packaging week's activity.

- iv. Researcher find out Packaging pattern of the company belongs to which group. We need to understand whether SSIs are packaging leader or adopter or new comers etc. With the help of survey we can easily identify 150 samples are belongs to packaging adopters categories whereas only 38 population belongs to packaging leader.

Chart 18

Kind of Packaging Expert Group



Source: Field survey

Chart 18 describe 150 populations are packaging adopters patters only 38 number of populations are packaging leaders whereas packaging new comer are 2 and others 10.

- v. Globalization is key aspect of business success and every industrial moving towards global role. With this question researcher try to find out current situation of SSI in term of globalization. Here we can see large number of population are not associated with any International Packaging Expert i.e. 81% for total population does not use any international expert view during their packaging style or pattern. Only 19% of SSIs population are some or more using or take support of International packaging expert for their international business.

Chart 19

SSI Association with International Packaging Expert



Source: Field survey

Chart 19 shows 162 number of SSIs are not associated with any kind of international packaging expert whereas only 38 number of SSI are associated with International Packaging expert.

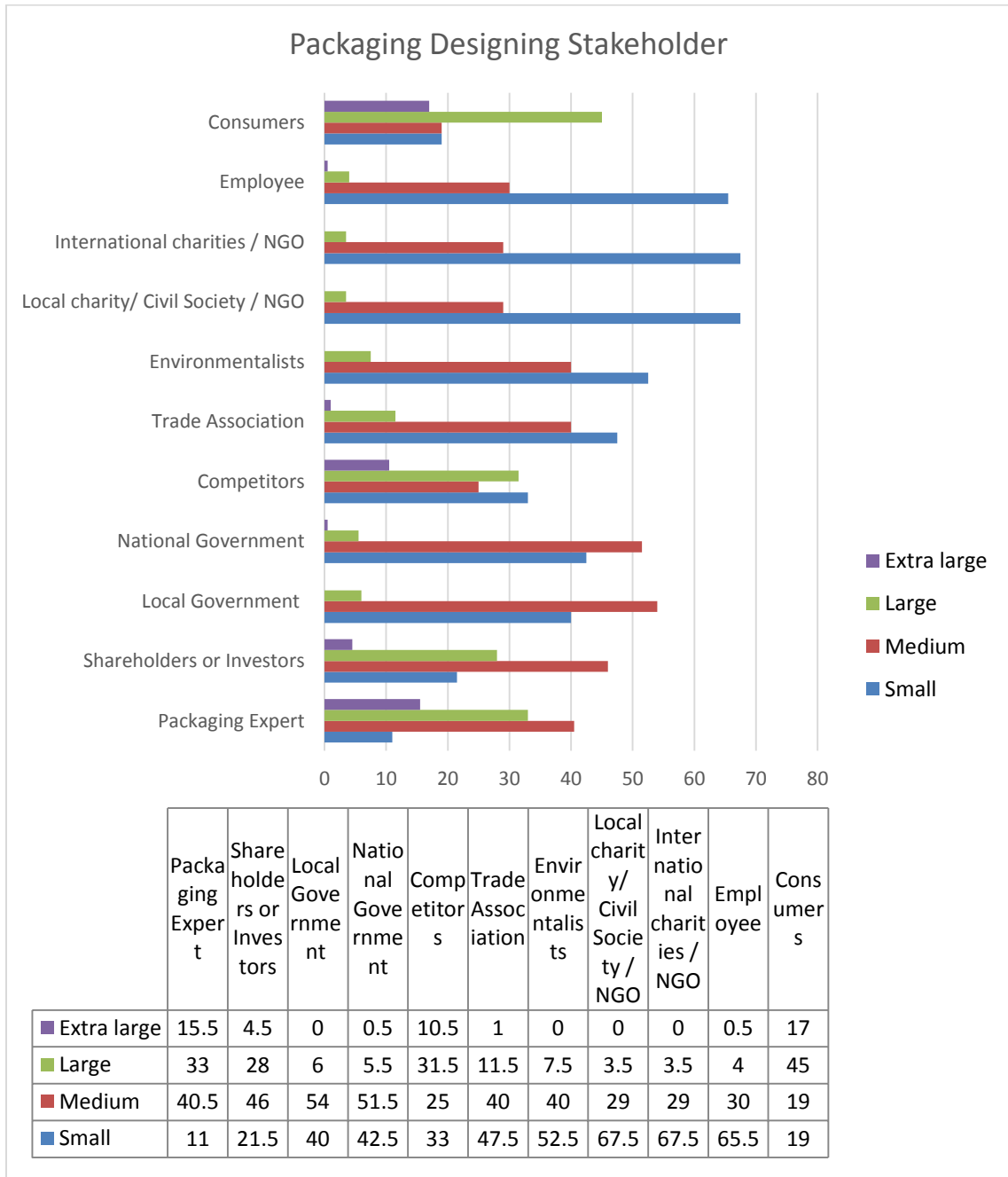
6.2.6. Need to understand and study the present packaging practice of Small Scale industries.

This will help to interpret the report and analysis more firmly. Researcher try to incorporate various parameter like Packaging designing stakeholder, view on packaging as Mode of competition, packaging benefit measurable to stake holder

i. Packaging designer stakeholder play very important role in SSIs business development. While designing the packaging which are the parties consider most like consumers, employee, NGO, Civil society, Media, Environmentalists, Trade association, Competitors, National Government, local Government, Investors or packaging expert. Output answers are expected in 4 variables i.e. Small, Medium, Large and extra-large.

Chart 20

Stakeholders Consideration during Packaging Design.



Source: Field survey

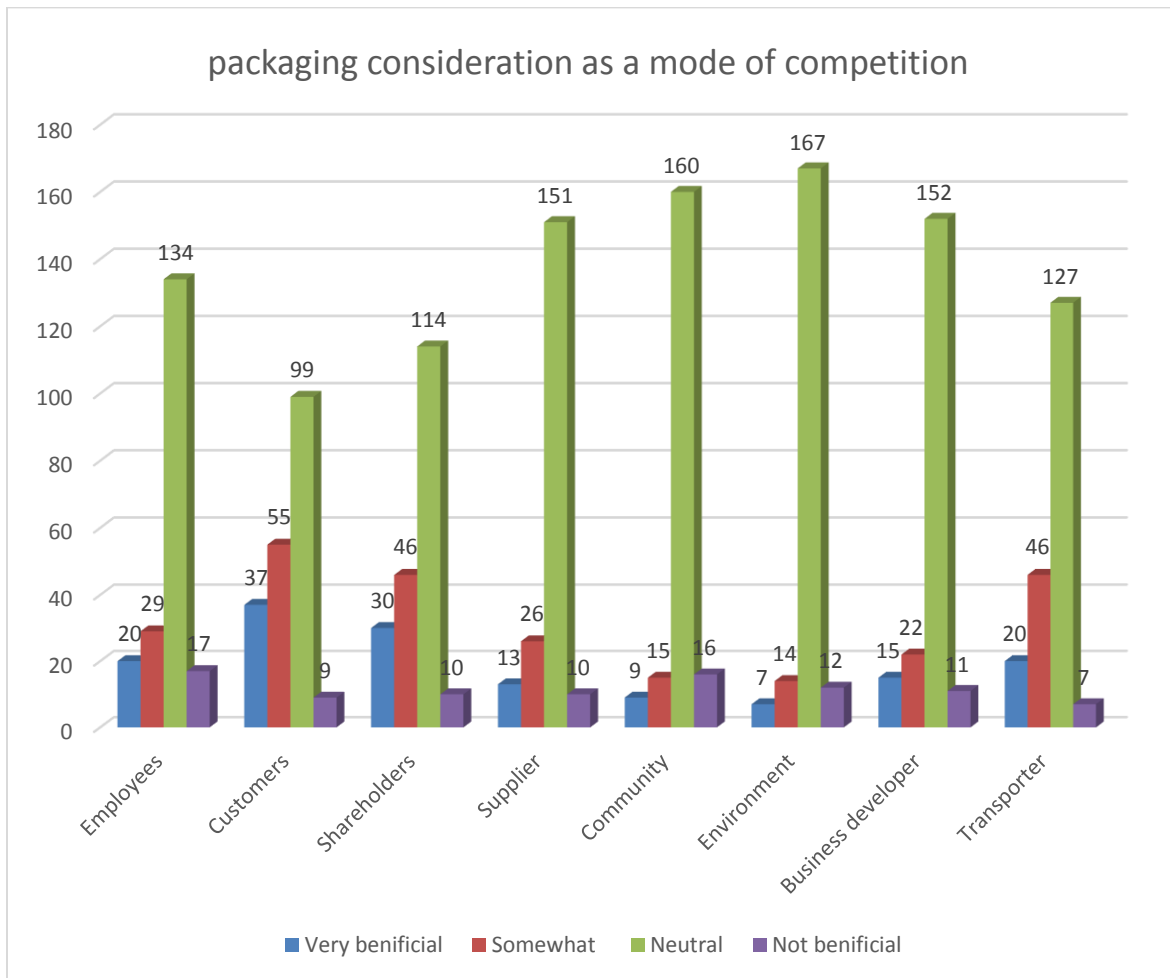
Chart 20 describe packaging designer stakeholder pattern in four different variance Small, Medium, large and extra-large. All stake holders' view and consideration can be observed as below.

- a. Given population show majority of SSIs are using medium range consideration. Only 15.5% of SSIs are using Extra-large opinion and 33 % of SSIs are using large opinion from Packaging expert
- b. Share holder or investors plays important role to design packaging 46% of SSIs population are using medium whereas around 32.5 % considering large and extra large
- c. Local Government are consider 54% medium and 40% small category during design packaging respectively
- d. National Government are consider 51.5% medium and 42.5% small category during design packaging respectively
- e. National Government are consider 51.5% medium and 42.5% small category during design packaging respectively
- f. National Government are consider 51.5% medium and 42.5% small category during design packaging respectively
- g. Trade association are consider only 1 % extra-large and 11.5% large during design packaging
- h. Environmentalists consider zero percentage in extra large scale where as 52.5% and 40% in small and medium scale.
- i. Civil society consider 67.5 % small , 29% medium, 3.5% larges and zero percentage in extra-large range
- j. International Charity or NGO 67.5 % small , 29% medium, 3.5% larges and zero percentage consideration during packaging design,
- k. Employee consider 65.5 % small , 30% medium, 4% larges and 0.5% in extra-large range
- l. Consumer consider higher rating i.e. in extra-large range 45 & 17 in large and extra-large category respectively and 19 each on medium and small wavelength.

- ii. Need to evaluate whether packaging is considered as a mode of competition. To evaluate the correct information research has taken the opinion of each stake holder like employee, customer, shareholder, supplier, community, environment, business developer and transporter and understand almost all opinion leaning towards neutral in nature.

Chart 21

Packaging Mode of Competition



Source: Field survey

Chart 21 describe about packaging consideration as mode of competition by taking every one view. As per employees 134 polls are neutral while considering packaging is mode of

competition. Where as in case of customers 99 views are neutral but 37 and 55 are very beneficial and somewhat beneficial.

Shareholder view is 151 on neutral and 13 & 26 views are very beneficial and somewhat beneficial respectively

Community view is 160 on neutral and 9 & 15 views are very beneficial and somewhat beneficial respectively

Environment aspect is 167 on neutral and 7 & 14 views are very beneficial and somewhat beneficial respectively

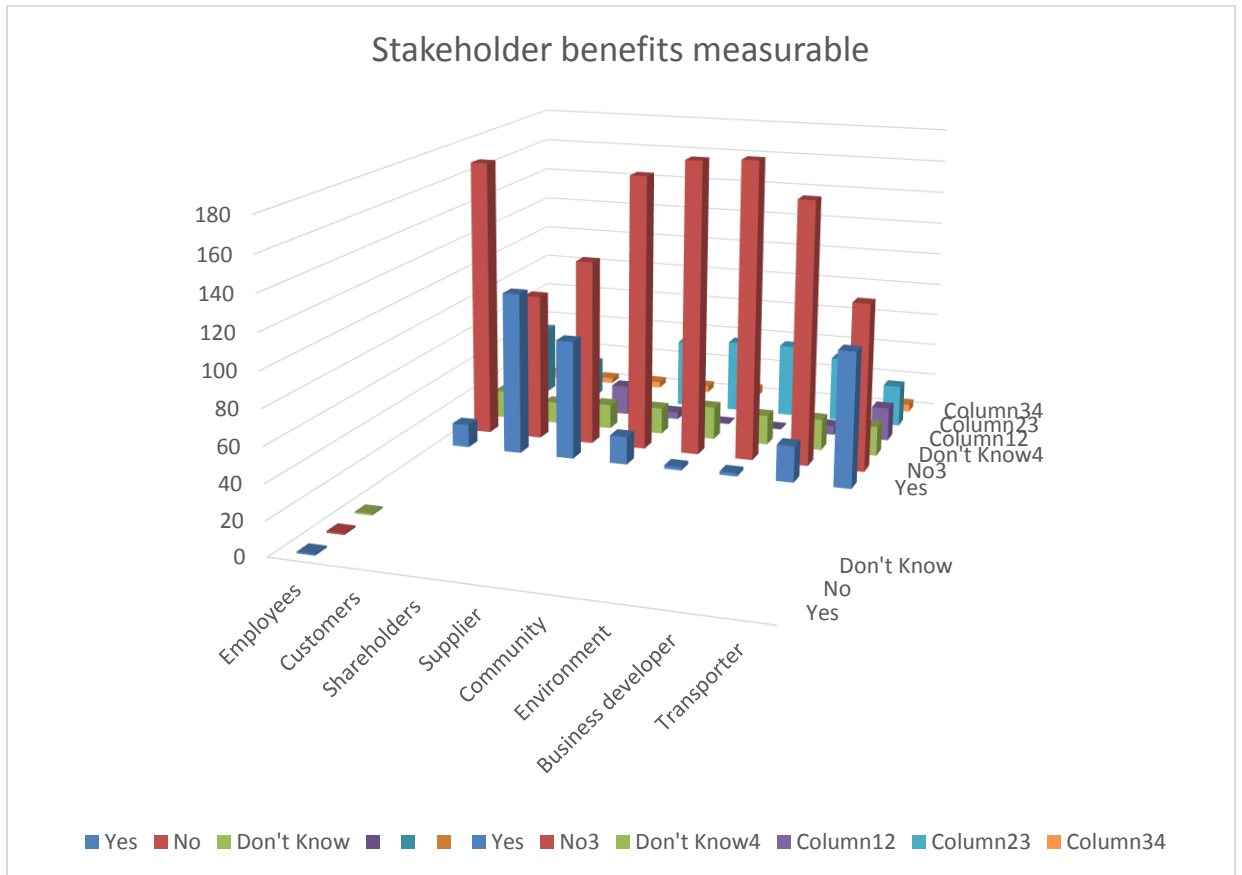
Business developer view on packaging as mode of completion says 152 neutral and 15 & 22 views are very beneficial and somewhat beneficial respectively

In view of transporter 127 polls are neutral 20 & 46 views are very beneficial and somewhat beneficial respectively

Benefits to each stake holder must be measurable and to find out the same researcher put some valid question in form of yes, no and don't know variable. And result are as expected with majority of opinion as NO factor

Chart 22

Stakeholder benefits Measurable



Source: Field survey

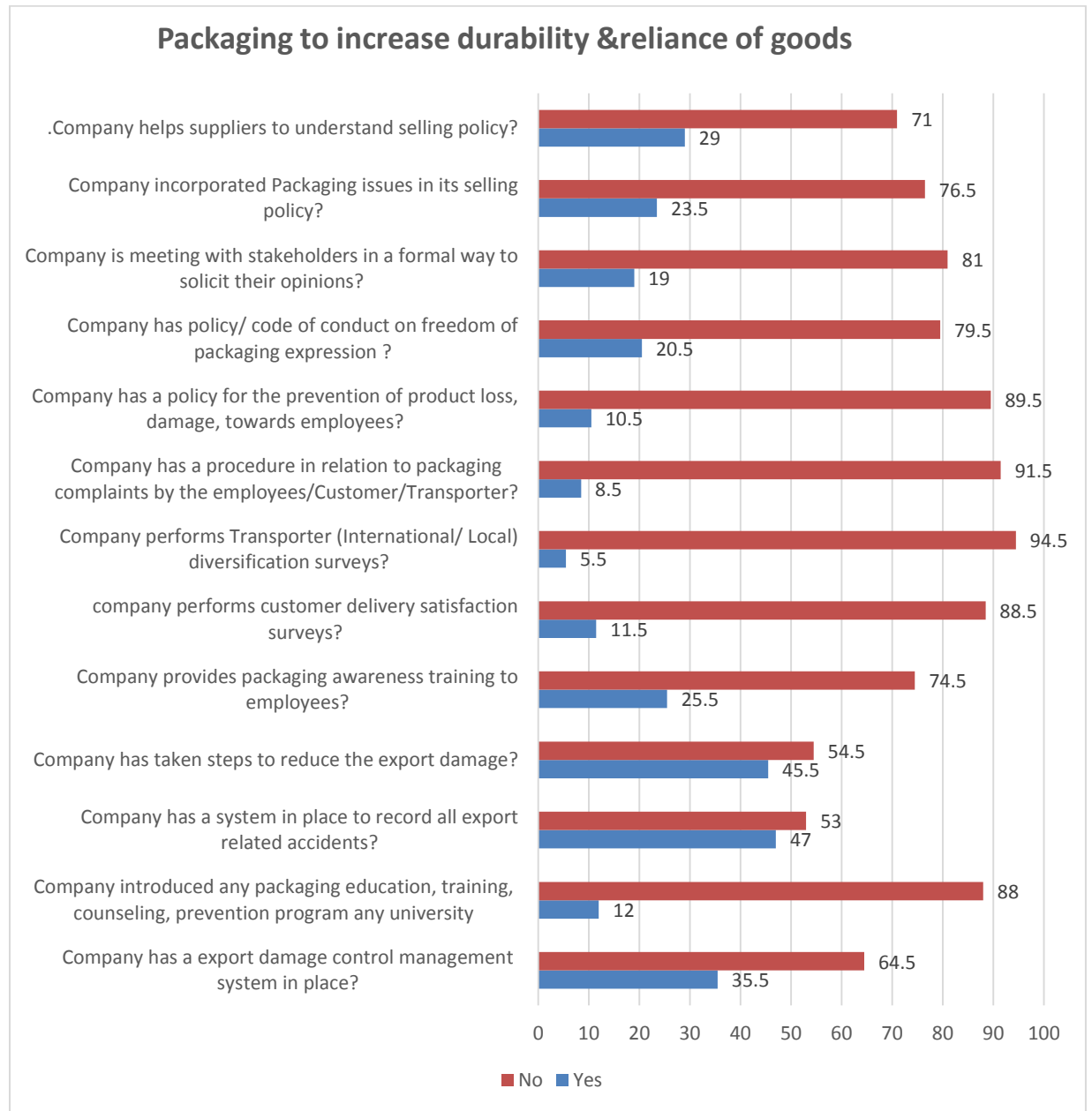
Chart 22 describe about stakeholder benefits measurements. Employee benefit due packaging is almost rule out with 84.5 % opinion say NO to benefits measurement. Customer benefit measure due to packaging 44.5% and 49% says No and Yes accordingly. Shareholder benefit measure with 56.5% No and 36% Yes. Supplier benefit is measure possibilities 83.5% No and 8.5 % Yes. Community and environment benefit measure is almost no as 89 % and 90 % respectively. Business development measure packaging benefit 79.5% say No and only 11% say yes. And as far as Transporter concern 50.5% say No and 40.5% says yes.

6.2.7. To study whether packaging would be important reason to increase durability & reliance of goods

Study whether packaging would be important reason to increase durability and reliance of goods is one of the important aspect to find out significance of packaging. As we aware customer are mostly focus on products durability and reliance of goods and we need to establish relation between both the components. Find out the relation, researcher by come out with various packaging control and quality system adopted SSI which help to understand whether SSI are focusing to have goods packaging system is place. We may find survey with answers like damage control management, packaging education, export accidents record, steps to reduce export damage, training awareness, transport survey, packaging compliant handling plan, policy towards products loss, code of conduct on packaging policy, packaging incorporation in sealing plan etc. These all question will give fair idea about packaging is important reason to increase durability and reliance of goods. With this survey we understand SSI keeping record of accident of export but towards other question like 65% of SSI doesn't have export damage control management where as in other cases 90% and above SSI units doesn't introduce any packaging education, any packaging awareness, customer stratification survey, transporter survey etc. which can be understood with help of below chart.

Chart 23

Packaging Importance towards increase durability and reliance of goods



Source: Field survey

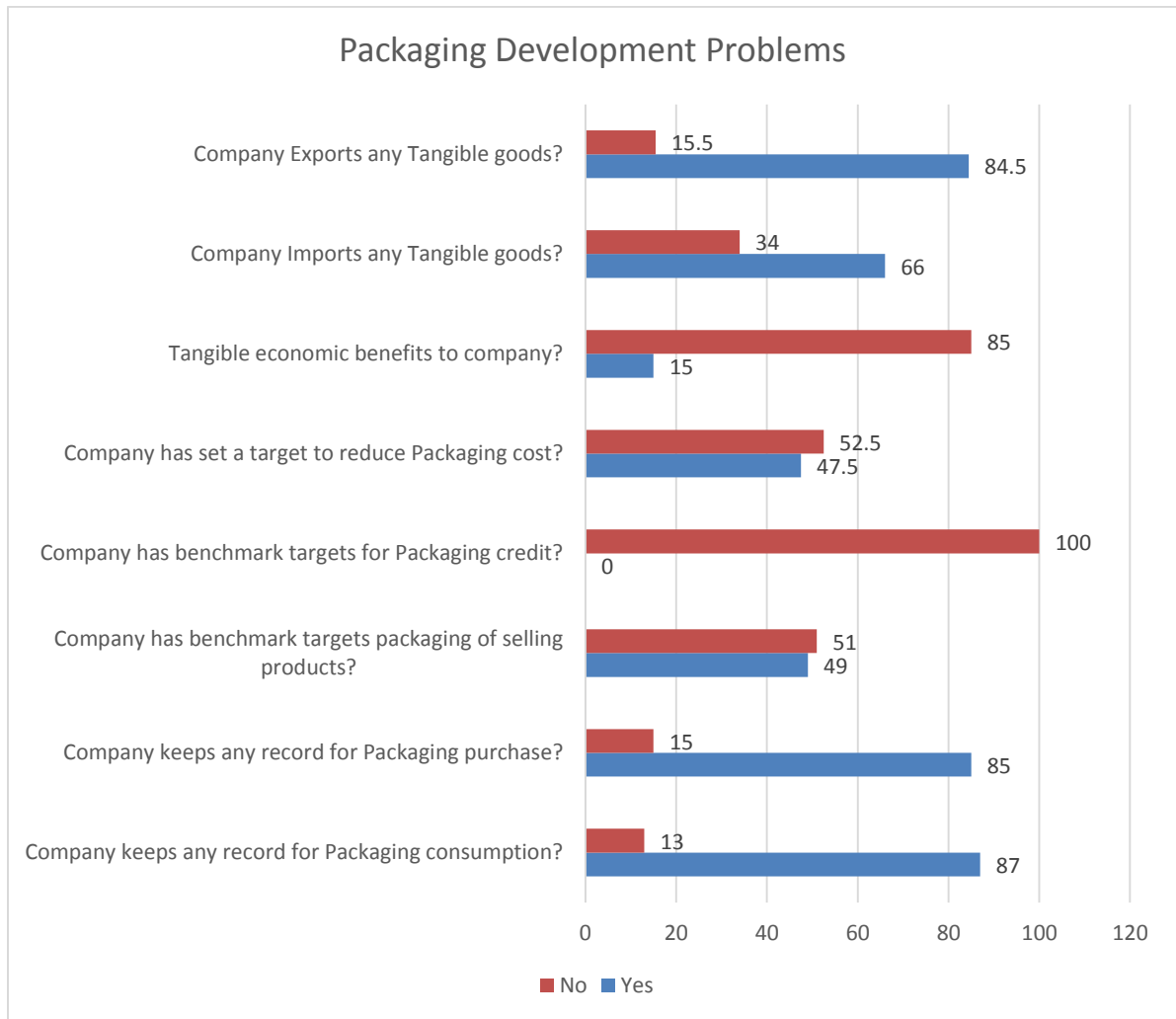
Chart 23 describe packaging is important reason for customer reliance and increase durability. Only 35.5% companies has damage control system in place where as 64.5% Company has not any export damage control management system in place. Level of

introducing packaging education, training, counselling and university program etc. is very very low , we can see only 12 % of total population is conducting such kind of activities where are large number i.e. 88% of total population does not conduct such kind of activity. Number of SSIs keeping record all export related accident are relatively good we can see 47% of total survey are having proper system in place of keeping all export related accident records whereas 53% of SSIs are not having any system in place for export related accident records. 54.5% SSI's doesn't take any step to reduce down export damage for their ongoing or future shipments.

In term of awareness to increase durability and reliance of goods is significantly very low which 74.5% of total population. Only 25.5% of SSIs are providing such kind of awareness training. Customs satisfaction survey is key performance indicator but we found 88.5 % of SSI doesn't conduct such kind of survey. As far as Transporter (International/ Local) diversification surveys we can see 94.5% of SSIs doesn't conduct any such survey whereas only 5.5% of SSIs are conducting survey. We can see 91.5% of population say No to have any procedure in relation of packaging complaints by the employees' /customer/ transporter whereas only 8.5% follow the same. Company must have policy towards prevention of products loss, damage but 89.5% of SSIs not having any policy towards it. Expression and freedom on any product or process must be available with organization. But SSI 79.5% of population doesn't have any Code of Conduct on freedom of packaging expression. Two way communication is success for any business but in SSIs 81% of unit says No for any communication with stakeholders in a formal way to solicit their opinion. 76.5% population doesn't incorporate packaging issue in its selling policy and only 29 % of SSI helps to understand significance of packing while purchasing the products and they help supplier to understand selling policy.

6.2.8. We need to identify packaging problem as that we can work on development area. To get the clear idea on SSI problems towards development of packaging researcher has draft various series of questioner. To start with company engagement in international exposure up to cost, credit and record retention etc. This is helping to understand the SSI problems.

Chart 24 Packaging Problems and Development



Source: Field survey

Chart 24 show various parameter to understand exact problem and key hurdle for packaging development in SSIs.

Record retentions is key aspect to released and understand analysis of packaging development 87% of SSIs keep record of packaging consumption where as 13 % does not keep any record of packaging consumption.

85% of SSIs keeps record of packaging purchase where as 15 % SSIs does not keeps record of packaging purchase. Which is really good sign but ratio of analysis of these information is really very poor which can be seen in above various charts. SSIs has

benchmark targets packaging of selling products with 49% of yes opinion and 51% of No opinion. With no wonder 100% of SSIs has No benchmark targets for packaging credit. In term of cost saving 52.5% of SSIs has not set a target to reduce packing cost but whereas 47.5% of SSIs has set a target to reduce packing cost.

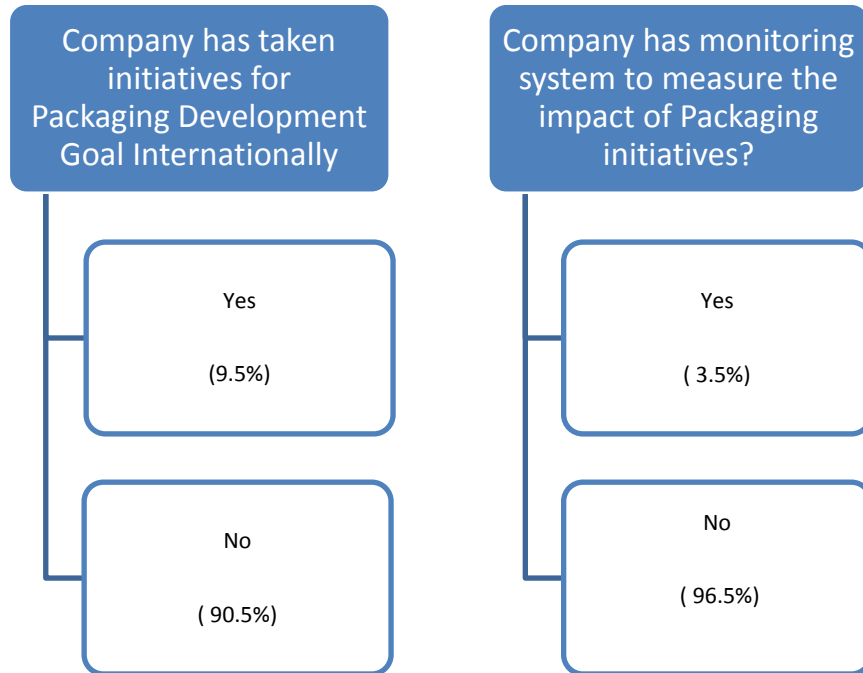
66% of SSIs importing tangible goods where as 34% of SSIs are not importing tangible goods. In capacity of export 84.5% of SSIs exporting tangible goods and only 15.5 % of SSIs are sealing their product in local market and which are away from export.

6.2.9. Packaging Initiative & products long term Development in International market

Packaging Initiative and products long term development in International market are two important aspect to understand SSIs view on packaging. As we are on 21st century with leading globalization environment we need to understand significance of packaging in Global environment and to find out the same researcher has analyses various questions like packaging initiative and its monitoring systems.

Chart 25

i. Packaging Initiative and it monitoring system shows very less initiative towards packaging development and monitoring systems. Developed economics and their SSI shows more involvement towards packaging development goal internationally and monitoring system to measure continuous impact of packaging initiative

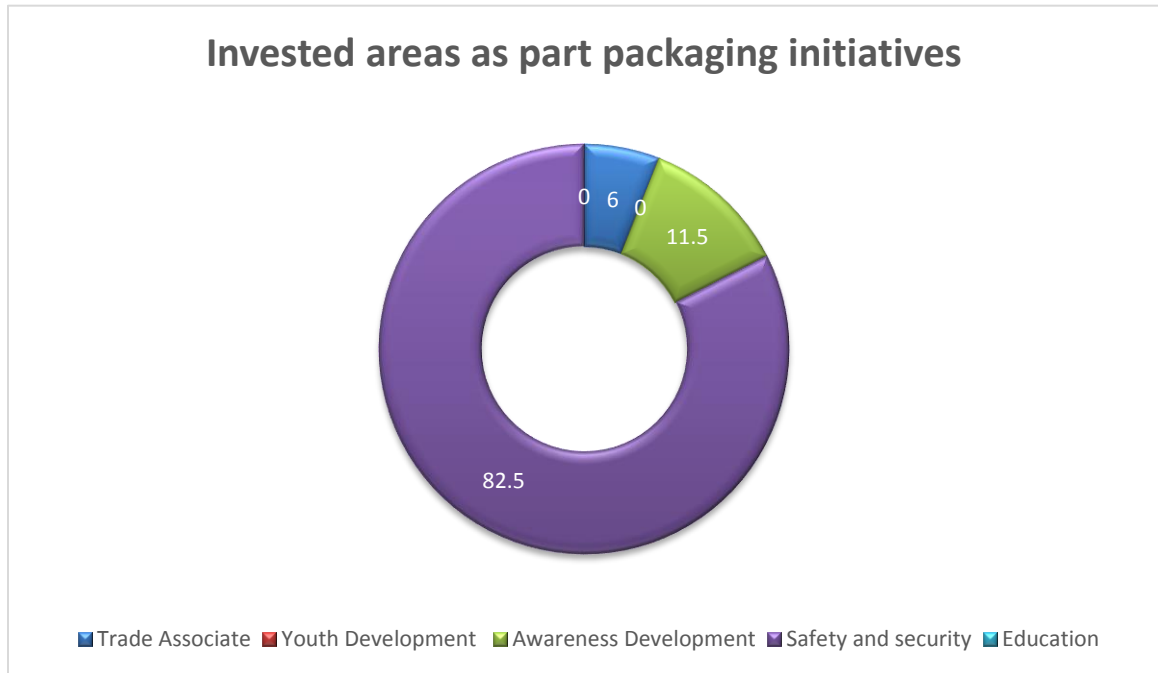


Source: Field survey

Chart 25 shows number of SSIs has taken initiatives for packaging development goal internationally. We can see 90.5% of SSIs didn't taken initiatives for packaging development goal international where as 9.5% of population has taken initiative. SSIs which are monitoring system to measure the impact of packaging initiative very low. Only 3.5% of SSIs are taking part of monitoring system to measure the impact of packaging initiatives.

i. Here attempt to find out Company invested in which areas as part packaging initiatives. Researcher categories the questioner with various angle i.e. Trade associate, youth development, awareness development, security and safety and finally education. This ratio will help to understand SSIs packaging initiatives and awareness. With this report we can understand 82.5% of total population investing packaging as safety and security where only 11.5% of SSIs are consider investment at awareness development. This survey make us clearly understand the packaging initiatives investment pattern

Chart 26 Company investment as packaging initiatives

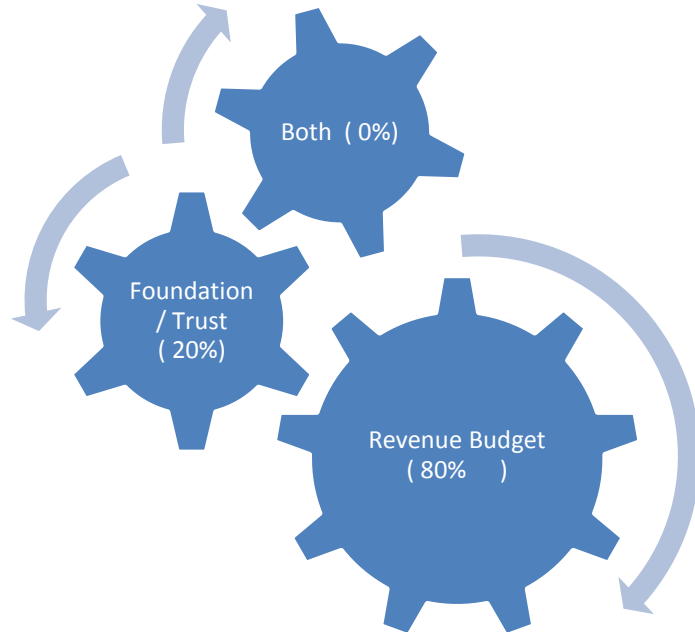


Source: Field survey

Chart 26 help to understand SSI investment as packaging initiatives. 82.5% of SSIs are investing packaging initiatives as safety and security. Whereas 6 % & 11.5% investing awareness development and trade associate respectively. No one investing neither trade associate nor education.

Philanthropic investments allocated as budget for Packaging. Primary allocation of budget allocation for packaging help to understand awareness of packaging importance. Research allocated budget factor in three basket i.e. revenue budget, foundation or trust budget or both. Where we can find 80% SSIs are having packaging fund allocation in revenue budget.

Chart 27
Budget allocation for Packaging



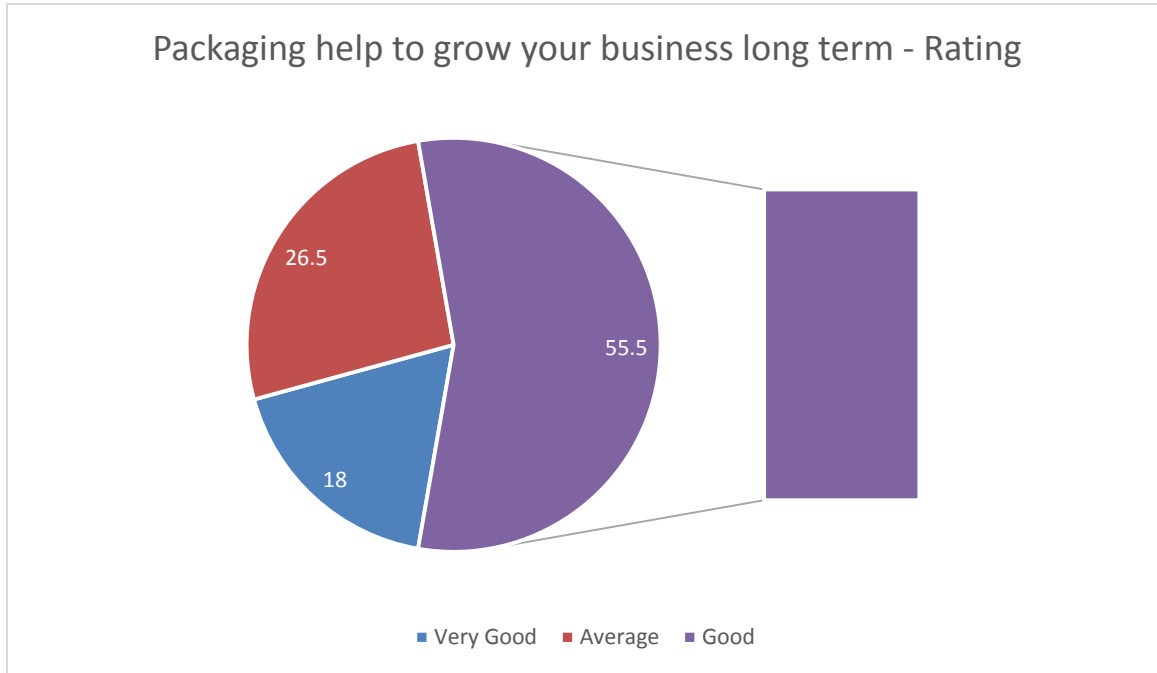
Source: Field survey

Chart 27 describe 80% of SSIs of total survey population allocating funds towards revenue budget and 20% towards foundation /trust.

i.SSIs view rating on Packaging help to grow your business long term. Equal number of SSI considering packaging help to grow business long term where as 18 percent population says it help with very good manner. And 26.5 are on average opinion.

Chart 28

Packaging help to grow business long-term



Source: Field survey

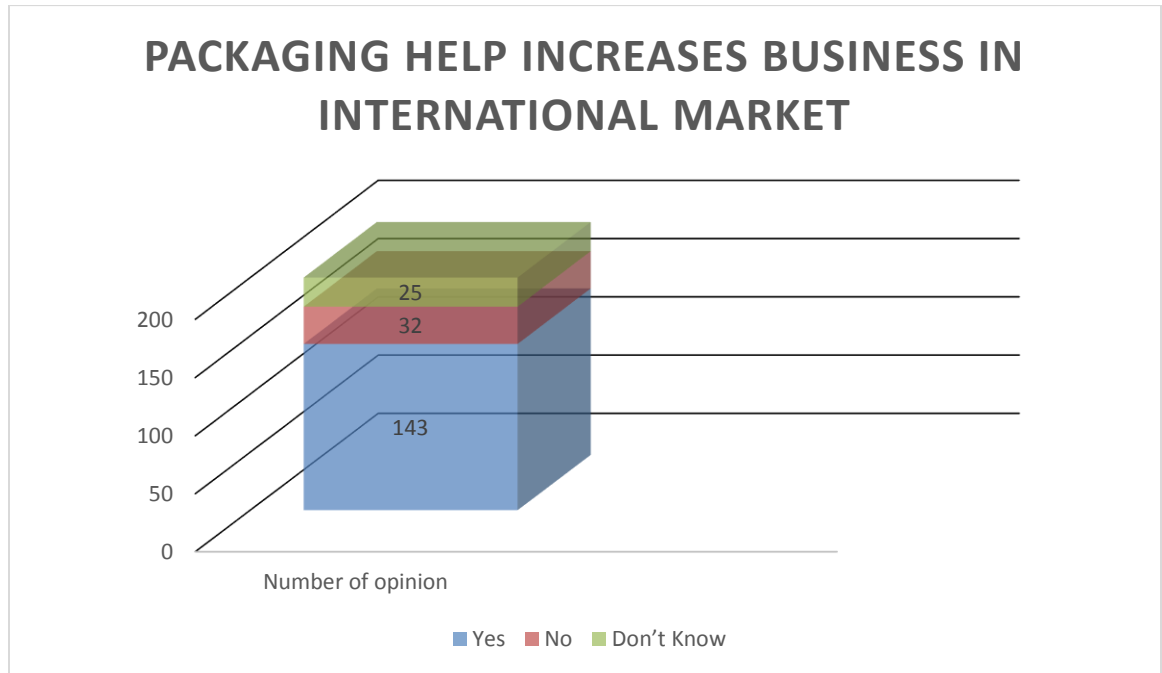
Chart 28 describe 55.5% of SSIs says packaging help to grow business in long term with good rating and 18% on Very goods opinion as 26.5 of SSI are on average rating on packaging help to grow business.

6.2.10. Good packaging help increases business in International Market.

We need to have good packaging while moving business or products to international market. As goods packaging is key reason and success to grow business internationally. We can see with help of chart and survey report that 143 samples believe good packaging will help to increases business ie 71% of total population in view of good packaging help to increases business in international market.

Chart 29

Packaging helps to increases business in International Market



Source: Field survey

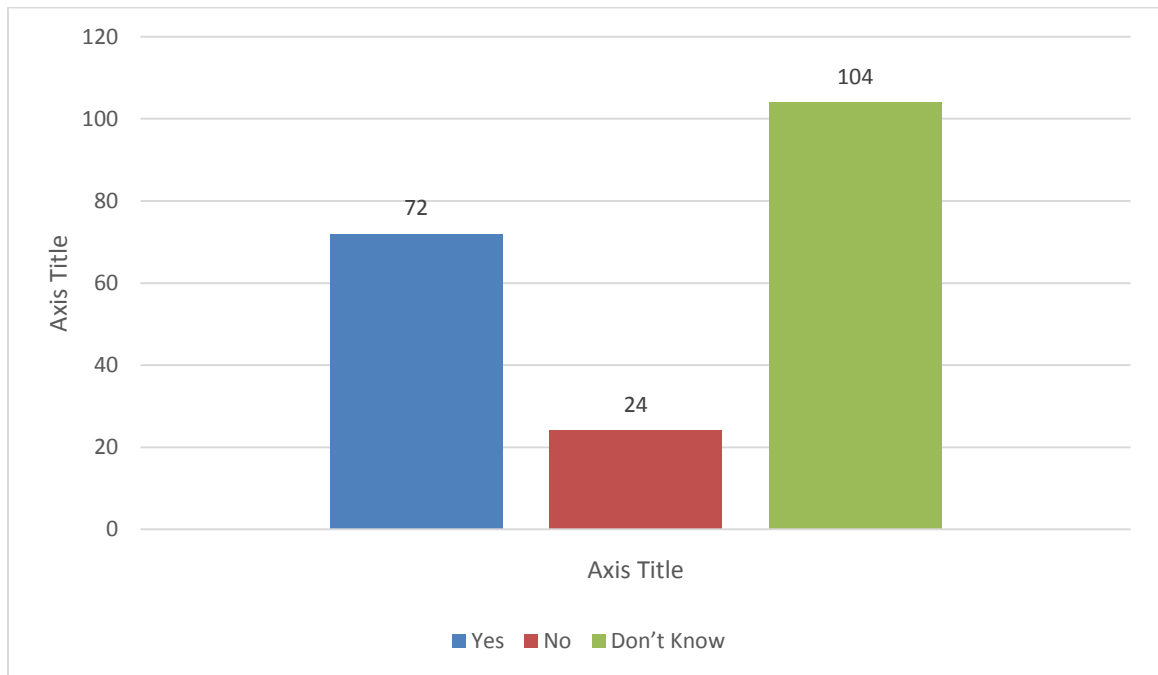
Chart 29 describe 143 number of SSIs out of total 200 sample agreed and yes to statement that packaging help to increases business in international market. Where 25 number of SSIs don't know and 32 number of SSIs are in view of No.

6.2.11 Packaging helps to convert SSIs into Large Scale Industries.

Field survey says 36% of total samples agreed with Yes opinion on good packaging helps to convert SSIs into large scale industries. Whereas 52% of SSIs in view of don't know pattern.

Chart 30

Packaging helps to convert SSIs into large Scale industries



Source: Field survey

Chart 30 describe 104 of samples don't know whether good packaging help to convert small scale to large scale whereas 72 samples are in yes favor and 24 samples say No.

6.2.12 Statistical Testing: SPSS Analysis result

For testing hypothesis with help of Statistical tools researcher using Chi Square test for association using SPSS statistic tools. Chi- Square test been done with consider yes remark. Total number of samples are 200 and results as follows

Chi Square test for Association using SPSS statistics.

Analysis of Need and important of packaging in business found that 99 percentage of variables Small Scale Industries are using packaging for finished goods.

Need and Importance of Packaging in Business		Total
Base : ALL (With variable Yes factor)		200
Are you using any packaging for your finished goods?	N	196
	%	99
Does the company undertake a risk if product damage during the transits?	N	97
	%	49
Has the company identified emergency situations like packaging failures, damage of product that pose a threat to your business?	N	60
	%	30
Has the company established a tracking system to identify and monitor full proof /complete shipment delivery?	N	64
	%	32
Does the company has a policy statement/ code of conduct or stated about product safety?	N	56
	%	28
Does the company make publically available these codes of conduct, policy statements?	N	12
	%	6
Has the company sought independent third party assurance / audit / public reports to get the advice on packaging and its impact on the business?	N	29
	%	15
Has the company allocated certain percentage of their budget annually for packaging development?	N	74
	%	38
Initiatives taken by the company for awareness and importance about packaging and its importance for grow company, like Trade Fairs etc.	N	92
	%	47
Training and awareness programs?	N	46
	%	23
Internal Communications (e.g Bulletin boards, intranet, etc)	N	128
	%	65

Table 10 Analysis of Need and important of packaging in business.

Table 8 show 99% of population is using packaging for their finished good that's mean almost all small scale industries are using packaging. So considering the packaging factor researcher tested various criteria. And found only 23 % of population is working on training and awareness programs, whereas only 6 make packaging policy statement and making available to public. Point to consider is only 15% of SSI are having independent third party assurance, audit, public report to get the advice on packaging and its impact on business.

Packaging week activity: To make understand packaging awareness among the small scale industries analysis of yes factor is as below

Base : ALL		200
BQiii_1 : Packaging Awareness	N	11
	%	6
BQiii_2 : Old goods giving	N	0
	%	0
BQiii_3 : Joy of giving	N	1
	%	1

BQiii_4 : Training Camps	N	3
	%	2
BQiii_5 : Any other Activity	N	185
	%	93

Table 11- Packaging awareness activity analysis.

Table 11 shows 93 percentage of variable are not performing packaging week or packaging awareness activity whereas only 11 percentage of variable are performing packaging awareness campaign. Only 2 percentage of total population performing training camp as part of awareness campaign.

Packaging designing stake holder: As per the analysis almost 99 percentage of population is using packaging for finished goods. So it's mandatory to understand who all are the prime stakeholder to design packaging which analysis in the below table

Base ALL		Small	Medium	Large	Extra Large	Mean	SD
Packaging Expert	N	23	80	66	31		
	%	12	40	33	16	2.53	0.89
Shareholders or Investors	N	43	92	56	9		
	%	22	46	28	5	2.16	0.81
Local Government	N	80	108	12	0		
	%	40	54	6	0	1.66	0.59
National Government	N	85	103	11	1		
	%	43	52	6	1	1.64	0.61
Competitors	N	67	50	63	20		
	%	34	25	32	10	2.18	1.01
Trade Association	N	95	80	23	2		
	%	48	40	12	1	1.66	0.72
Environmentalists	N	105	80	15	0		
	%	53	40	8	0	1.55	0.63
Local charity/ Civil Society / NGO	N	135	58	7	0		
	%	68	29	4	0	1.36	0.55
International charities / NGO	N	135	58	7	0		
	%	68	29	4	0	1.36	0.55
Employee	N	131	60	8	1		
	%	66	30	4	1	1.4	0.59
Consumers	N	38	38	90	34		
	%	19	19	45	17	2.6	0.98

Table 12 – Packaging designing stake holder analysis

Above table help us to understand mean and standard deviation of packaging designing stake holder analysis as per SPSS output. Where are only 12% population using packaging expert to design their packages

Packaging, the company belongs to which of the following group?		
		Total
Base : ALL		200
Packaging Leaders	N	38
	%	19

Table 13 – Company packaging group

Table 13 show only 19 percentage of variable are consider them self as packaging leaders

Is the company currently associated with any International Packaging Expert?		
		Total
Base : ALL		200
1	N	38
	%	19

Table 14. Companies association with International packaging Expert

Above table clarify only 19 percentage of population are associate with International packaging expert.

		Not beneficial	Neutral	Somewh	Very beneficial	Mean	SD
Employees	N	16	137	29	18		
	%	8	69	15	9	2.25	0.73
Customers	N	9	99	55	37		
	%	5	50	28	19	2.6	0.84
Shareholders	N	10	114	46	30		
	%	5	57	23	15	2.48	0.81
Supplier	N	10	151	26	13		
	%	5	76	13	7	2.21	0.63
Community	N	14	162	15	9		
	%	7	81	8	5	2.1	0.56
Environment	N	12	167	14	7		
	%	6	84	7	4	2.08	0.51
Business developer	N	11	152	22	15		
	%	6	76	11	8	2.21	0.65
Transporter	N	5	129	46	20		
	%	3	65	23	10	2.41	0.7

Table 15. Packaging Consideration as a mode of competition

Table 13 represent all stake holder view on packaging consideration as mode of competition. 5% shareholder and only 6 percentage of Business developer are in opinion of packaging can consider as mode of competition.

The Chi-square test performed below is used to determine whether the variables are independent or associated: a Chi Square and p-Value. Chi-square is a measure of the difference between the observed counts and the expected counts.

And p- Value is used to decide whether the variables are associated

Almost 99 percentage of Small Scale industries using packaging for finished goods are associated with various questioner like 3rd party audit or advise, Code of conduct, engagement with trade fair etc.

Chi Square Test :

The Chi-square test performed below is used to determine whether the variables are Independent or associated: a Chi Square and p-Value. Chi-square is a measure of the Difference between the observed counts and the expected counts.And p- Value is used to decide whether the variables are associated

- If p-Value is less than or equals to α -level (usually 0.05 in most of the hypothesis tests), then we can conclude that the variables are associated

- If p-Value is greater than α -level, then we cannot conclude that the variables are Associated.

Pacakging using finished goods		Value	Approx. Sig.
Does the company undertake a risk if product damage during the transits?	Phi Coefficient	.139	.050
Has the company identified emergency situations like packaging failures, damage of product that pose a threat to your business?	Phi Coefficient	.094	.186
Has the company established a tracking system to identify and monitor full proof /complete shipment delivery?	Phi Coefficient	.099	.164
Does the company has a policy statement/ code of conduct or stated about product safety?	Phi Coefficient	.089	.208
Does the company make publically available these codes of conduct, policy statements?	Phi Coefficient	.036	.609
Has the company sought independent third party assurance / audit / public reports to get the advice on packaging and its impact on the business?	Phi Coefficient	.059	.405
Has the company allocated certain percentage of their budget annually for packaging development?	Phi Coefficient	.109	.122
Initiatives taken by the company for awareness and importance about packaging and its importance for grow company, like Trade Fairs etc.	Phi Coefficient	.132	.062
Training and awareness programs?	Phi Coefficient	.079	.268
Internal Communications (e.g Bulletin boards, intranet, etc)	Phi Coefficient	.190	.007

Table 16- Chi Square Test result.

Phi coefficient varies from 0 to 1, higher the value better the strength of relation.

0.1 = 10% sig level => weak evidence against H0 in favour of Alternate

0.05 = 10% sig level => Strong evidence against H0 in favour of Alternate

0.01 = 10% sig level => Strong evidence against H0 in favour of Alternate

Chi Square Test Conclusion: Out of 10 test total 8 tests are possible which is favoring to accept the hypothesis.

6.3 Summary of the Analysis:

The Researcher has studied the existing practice and significance of packaging among the SSIs. Researcher conducted survey of 200 SSIs as sample size from Mumbai SSIs zone. After going through data analysis on various economic variables the researcher came to following summary of the analysis.

- ✚ Various type of industries are established in SSIs zone. Majorly of Machinery and computer equipment component as well as electronic and electrical equipment's industries available and most of the industries are manufacturing base.
- ✚ SSIs are not focusing on code of conduct of product safety nor conducting any packaging awareness program. Secondly most of the companies does not have any system which can identified emergency situation like packaging failures, damage of product that pose a threat to business. Most of the company does not have any budget allocation for packaging development.
- ✚ Only few almost equivalent to zero percentage of SSIs are interest in packaging as a part of differentiation opportunities.
- ✚ Packaging responsibility is scatter in various heads but not largely in business development
- ✚ Almost all SSIs are not performing any packaging weeks activities to have packaging awareness and responsibility
- ✚ Large number of SSIs are packaging adopters
- ✚ SSIs are not associated with any international packaging expert.
- ✚ Presently SSI are not taking any expert opinion while designing packaging pattern. They consider stakeholder view while designing the packaging.
- ✚ SSIs are very neutral on consideration of packaging as mode of competition.
- ✚ SSIs doesn't measure packaging benefit to various stakeholder

- ✦ SSIs are not taking any measures for damage control, reduce damage, delivery tracking system. They neither provide packaging awareness training to employee or any other stake holder.
- ✦ SSIs import and export the goods as well as they have proper track of packaging Consumption but SSIs are looking at packaging as cost and they have target to reduce the same. Which is major problem and challenge
- ✦ Significance low number of SSI are taking initiative towards packaging development as goal internationally and same ratio is applicable for monitoring system to measure the impact of packaging initiatives for long term development
- ✦ SSIs are having packaging fund allocation in revenue budget.
- ✦ SSIs give high rating on good packaging help to grow business internationally for long terms
- ✦ Most of SSIs in view of good packaging helps to increase business in International Market.
- ✦ Half of SSIs find difficult to comment on statement of packaging helps to convert SSIs into large scale industries but most of the SSI still feel that packaging helps to convert SSIs into large scale industries.
- ✦ Very few SSIs taking packaging initiative as product and market development

CHAPTER 7
FINDING AND CONCLUSION
CONTENTS

- 7.1 Introduction**
- 7.2 Finding of the Study**
- 7.3 Testing of Hypothesis**
- 7.4 Conclusion**
- 7.5 Recommendation**

7.1 Introduction

This chapter deals with the research findings, conclusions, hypothesis testing and theoretical implications thereon. The main objective in the course of study was to estimate significance of packaging and measure packaging awareness, evaluate whether packaging is mode of competition In selective Mumbai SSIs zone district. Furthermore, it was also intended to study the packaging is most important to increase the reliance of customer which help business development among the SSIs in Greater Mumbai zone in India and state of study area i.e. Maharashtra. The investigation made was exclusively based on the primary data collected from the small sized industries those grown significantly well. For the study, area chosen as probability proportion of Mumbai SSIs Zone i.e .Mumbai, Thane and Belapur based on active SSIs unit. SSI are major part of Indian Economy. There has been increasing number of SSI's in India. This trend has promoted the SSI's in India. The progress of Indian economy and a rapid expansion of SSI's industries have raised the expectations that consumption of corrugated packaging will begin to expand again as the number and volume of goods packaged in corrugated increases. Researcher visited Greater Mumbai SSIs randomly and could collect the sample of two hundred questioner. Survey conducted with the help of a pre-tested schedule and accesses the data on resource use, awareness, existing practice, and problem. Various tabular analysis carried out and obtained the following result.

7.2 Finding of the study

7.2.1 Higher Percentage of Manufacture industries.

Out of 200 SSIs 187 SSIs (93.5 per cent) were belongs to manufacture industries, which shows there is high level of packaging requirement for movement of finished goods into local as well as international market. Out of which 14.5% are belong to Electronic and Electrical Equipment components manufacture and 21% Machinery and computer equipment and 7.5 % are belong to Glass manufacture

7.2.2. Higher Percentage of Proprietorship: 109 SSIs out of 200 Samples are owned by Proprietorship business. Which show majority of decision like packaging

design, training is being taken by owner itself. 162 SSIs out of 200 does not consider any other opinion from employee on packaging.

7.2.3 Absence of professionalism and lack of packaging responsibility

Packaging of finished goods is mandatory and 98% of samples collection using packaging for finished goods. But 70% SSIs doesn't have any system to identify emergency situation like packaging failures, damage of product where as 68 % SSIs doesn't have any tracking system to track the full proof delivery to customers. Whereas most of the SSIs does not have Packaging Code of conduct, product safety statement, third party auditor to check the packaging compliance. Which is impacting their long term business development and business relationship. 76.5% of SSIs does not conduct any kind of training and awareness and surprisingly 82.5% of SSIs work on proprietor instruction.

7.2.4 Lack of Packaging important awareness.

Out of 200 SSIs only 11 SSIs using packaging as part of differentiate Opportunities and only 9 SSIs using packaging as Competitive environment.

185 SSIs out of 200 does not conduct any awareness program like packaging week. 149 out of 200 SSIs does not provide any awareness training to employees.

7.2.5 Lack of packaging expert:

Out of 200 SSIs 150 SSIs were packaging adopter whereas only 38 SSIs are Packaging Leaders. Further 162 SSIs were does not associate with any international packaging expert. Which is key aspect of losing business in international market

7.2.6. Lack of higher level standard during packaging design and packaging decision

SSIs were following the instruction of shareholder or investor decision in term of packaging. They were believe in medium capacity on packaging expert. Most of SSIs does not look packaging as mode of competition its additional cost for them

7.2.7. Practicing packaging as mode of Non-competition.

134 SSIs out of 200 SSIs samples are very neutral on whether packaging is part of product competition. This means significance of packaging is not aware by SSIs. Numbers of SSIs are not measuring packaging benefit to business.

7.2.8 Improper packing & control system lead loss of reliance and durability of goods

Out of 200 SSIs 129 SSIs don't have export damage control management system in place. 183 SSIs don't have process to entertain customer complaint on packaging. 179 SSI does not have policy and code of conduct to prevent the loss, damage etc.

7.2.9. Packaging is Cost to SSIs

Most of the SSIs were part of Import and export of goods, hence SSIs are keeping proper track of purchase and selling of packaging. But 105 SSIs are treating packaging is cost to their profit. This thinking is major problem to developed good packaging for their products.

7.2.10 Lack of International level measure and development initiatives

Majority of SSIs are not taking any initiatives to develop their product packaging as international level. 90.5% of SSIs of total sample does not take any initiatives for packaging development internationally as well as 96.5% of SSIs of total sample does not take initiative to measure the impact of packaging.

7.2.11 Good packaging help to grow business for long term

Large number of SSIs ie 73.5% of total samples in opinion of Good and Very Good category which says good packaging help to grow business for long term

7.2.12 Good packaging help increases business in International Market

Out of 200 SSIs 143 SSIs are on primary believe that good packaging help to increases business in international market.

7.3 Testing of Hypothesis

The researcher has set two hypothesis as below. These hypothesis have been tested with the help of statistical data

Hypothesis No 1.

There is no significant difference in awareness of packaging among SSIs

Justification:

- ✚ As indicated in Chart 5.3 there is no much Packaging Training and Awareness program are being conducted by SSIs. Total 76.5 percentage SSIs are not part of Packaging Training and Awareness program
- ✚ As indicated in Chart 5.3 there is No Policy statement and code of conduct on packaging. Total 93.5 percentage of SSIs not having packaging policy statement or packaging code of conduct.
- ✚ As indicated in Chart 5.6, Total 185 SSIs out of 200 are not part of Packaging week activities
- ✚ As indicated in Chart 5.7 total 150 SSIs out 200 are packaging adopter. Mean they just adopt local packaging.
- ✚ As indicated in Chart 5.8 total 162 SSIs out of 200 are not associate with International packaging expert
- ✚ As indicated Chart 5.12 Most of the SSIs does not have any process to take customer complaint on packaging i.e. 91.5 percentage does not have process to take customer complaint on packaging
- ✚ As indicated Chart 5.12, Total 64.5 percentage of SSIs doesn't have packaging damage control in place
- ✚ As indicated Chart 5.14 Major percentage (ie 90.5%) has not any initiative of packaging development goal internationally
- ✚ As indicated Chart 5.14 almost all (ie 96.5%) has not monitoring system in place to measure the impact of Packaging initiatives
- ✚ Chi Square test is accepting hypotheis

On the basis of above justification, the hypothesis No 1 has been proved

Hypothesis 2

With the help of proper Packaging, rate of growth of SSI would be very high however it results into rise in conversion of Small Scale industries into large Scale industries

Justification

- ✚ As indicated Chart 5.17 More than 50% of SSIs samples are in opinion on packaging help to grow business in long term with good rating and 18% on Very goods opinion as 26.5% of SSI are on average rating on packaging help to grow business.
- ✚ As indicated Chart 5.18, 143 number out of 200 agreed on statement that packaging help to increases business in International Market.

On the basis of above justification, the hypothesis No 2 has been proved

With the help of Chi Square test $P < 0.05$ then alternate hypothesis accepted. Here we got value 0.03 which is accepting the hypothesis

7.4 Conclusion

In today's global world, business Dynamics are undergone completely change. Growth of the business or industry is not only depend revenue and profit aspect but other dimension must be considered like R&D, long term relation, Innovation and packaging is one of them. We can find more number of manufacture industries are part of SSIs hence their finished products must be carry with good packaging. Most of the SSIs are not focusing on their packaging pattern. As we aware there customs is king but there is no system available to hear voice of customer neither system available to hear employee voice to improve packaging. Customs voice system must be introduce by each unit. SSIs really failing to work on packaging awareness and initiative towards it in global market. SSIs neither incorporate with expert nor with international packaging consultant. We don't find any initiative to measure packaging impact on long term growth but most of the SSIs agreed on good packaging help to increase business and retention for long term. SSIs are not working to control and measure on goods damage or lost in transits which is really harmful to grow of SSIs. There is no significant difference in awareness of packaging

among SSIs. With the help of proper Packaging, rate of growth of SSI would be very high however it results into rise in conversion of Small Scale industries into large Scale industries.

7.5. Recommendations

7.5.1 Introduction

After the data analysis, the researcher has given selected recommendations. These recommendations are based on practical problems. The researcher has considered the approach in desire packaging awareness to sustain as well as to grow in international business and competition. The recommendations can be given as below.

7.5.2 Recommendations/ Suggestion

To Small Scale Industries

- i. SSIs need to increase awareness of other dynamic of business and packaging must be on the top priority.
- ii. Voice of customer system need to introduce among SSIs which help to understand required correction in existing packaging.
- iii. SSIs need to introduce proper delivery tracking and monitor systems which help to understand proper goods delivery to customer.
- iv. Packaging should not treat as a cost of SSIs but it must consider value added services.
- v. Packaging must consider as option of mode of competition among large scale industries.
- vi. SSIs must encourage with high level of professionalism by introducing various employee training and development program towards best packaging
- vii. SSIs must introduce awareness programs like Packaging week etc. this will help to overcome packaging problem
- viii. Standard packaging guidelines and code of conduct must be introduced by SSIs this will help to overcome packaging issue.

- ix. Third party packaging audit or public report must be introduced by SSIs this will help to understand ground level packaging problem
- x. Internal communication regarding Packaging and safety of product must be introduced by issuing monthly or weekly Packaging handout or circulating weekly email.
- xi. Packaging must consider as differentiated opportunity rather than part of additional cost
- xii. SSIs must be packaging leader or Innovator to identify new opportunity in global market rather than packaging adopter
- xiii. Packaging design must draft looking at customer and future requirement rather than SSI's owner.
- xiv. SSIs must conduct periodic review on significance and benefit measurement of packaging pillar.
- xv. Export damage control must be addressed strongly to long term sustainability in international market.
- xvi. Two way communication must be allowed in SSIs, as there is no such liberty to express their view towards packaging by employee or any stakeholder like transporter etc. other than owner of the company
- xvii. International packaging expert must be considered as high priority option while designing the final packaging of any products.
- xviii. SSIs must view themselves as global suppliers which help them to understand Global packaging requirements more better way

To Policy makers

- i. Policy makers need to introduce Training on Global packaging environment so that SSI can understand need of packaging and develop global packaging awareness.
- ii. Policy makers must consider packaging compliance as one of the parameters while providing any subsidy to SSI units.

- iii. Policy makers must insist to use global packaging as competition platform among the SSI.
- iv. Policy maker need to adopt continuous monitor and observation pattern on packaging front.
- v. Policy maker must introduce check point to verify packaging quality among SSI.

To Future Studies

- i. Suggestion for future studies is to try to identify individual industries studies on packaging which will help to understand individual industries packaging sickness and awareness .
- ii. Need to collect some of the International packaging Sample to present SSI while conducting survey.
- iii. Try to focus Small Scale industries which are in remote location to compare the result.
- iv. Need to draft few questioner on basis of Government subsidiaries and training effectiveness.
- v. Need to find out Government Packaging Policy awareness towards SSIs
Packaging

Questioner

Objective of this questionnaire is to collect primary data for PhD. on Significance of packaging.

1. Company Name _____
2. Address _____
3. Tele _____
4. E- Mail I. D _____
5. Website _____
6. Contact Person _____
7. Department _____
8. Designation _____

9. Nature of Business

Electronic and Electrical Equipment and Components	Machinery and Computer Equipment and Components	Chemical and Allied Products	Glass	Automobile manufacturer	Pharmaceutical products	Paper & Rubber products	Food and beverage Products	Any other

10. Which best describe your principle product

Manufacturing	Service	Other

11. Ownership Structure

Proprietorship	Private LTD	Public LTD	MNC	Any other

12. What is the company's registered capital?

0- 50 Lakhs	51lakhs-100 lakhs	101 Lakhs to 500 Lakhs	501Lakhs & Above

13. Total no. of employees

Section A. Need and Importance of Packaging in Business

Sr	Questions	Yes	No
1	Are you using any packaging for your finished goods?		
2	Does the company undertake a risk if product damage during the transits?		
3	Has the company identified emergency situations like packaging failures, damage of product that pose a threat to your business?		
4	Has the company established a tracking system to identify and monitor full proof /complete shipment delivery?		
5	Does the company has a policy statement/ code of conduct or stated about product safety?		

6	Does the company make publically available these codes of conduct, policy statements?		
7	Has the company sought independent third party assurance / audit / public reports to get the advice on packaging and its impact on the business?		
8	Has the company allocated certain percentage of their budget annually for packaging development?		
9	Initiatives taken by the company for awareness and importance about packaging and its importance for grow company, like Trade Fairs etc.		
10	Training and awareness programs?		
11	Internal Communications (e.g Bulletin boards, intranet, etc)		

Section B: To Measure awareness in SSI regarding to measure awareness in SSI regarding packaging of finished products.

i. Why is the company interested in packaging?

Competitive Environment	Community Beneficiary	Social Concern	Business Performance	Regulatory Obligations	Philanthropy	Differentiation Opportunities	Tax Benefits

ii. Employee within the company, with packaging responsibility falls in which category before its takes place in International Market?

Environmental	Health and Safety	Employee Welfare	Packaging/ Business	Procurement Practices	Product Responsibility

			development		

iii. Does the company have Packaging weeks for the following activity?

Packaging Awareness	Old goods giving	Joy of giving	Training Camps	Any other Activity

iv. With respect to Packaging, the company belongs to which of the following group?

Packaging Leaders	Packaging Adopters	Packaging New comers	Others

v. Is the company currently associated with any International Packaging Expert?

Yes	No

Section C. To study the present packaging practice of Small Scale industries.

i. When designing Packaging, which of the following stakeholders are considered the most?

Extents	Small	Medium	Large	Extra large
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Packaging Expert				
Shareholders or Investors				
Local Government				
National Government				
Competitors				
Trade Association				
Environmentalists				
Local charity/ Civil Society / NGO				
International charities / NGO				
Employee				
Consumers				

ii. Evaluate whether packaging is considered as a mode of competition?

Stakeholders	Very beneficial	Somewhat beneficial	Neutral	Not beneficial
Employees				
Customers				
Shareholders				
Supplier				
Community				
Environment				
Business developer				
Transporter				

iii. Are benefits to each stakeholder measurable?

Stakeholder	Yes	No	Don't Know
Employees			
Customers			
Shareholders			

Supplier			
Community			
Environment			
Business developer			
Transporter			

Section D. To study whether packaging would be important reason to increase durability & reliance of goods

Sr	Questions	Yes	No
1	Company has a export damage control management system in place?		
2	Company introduced any packaging education, training, counseling, prevention program any university sponsorship to assist employees?		
3	Company has a system in place to record all export related accidents?		
4	Company has taken steps to reduce the export damage?		
5	Company provides packaging awareness training to employees?		
6	Company performs customer delivery satisfaction surveys?		
7	Company performs Transporter (International/ Local) diversification surveys?		
8	Company has a procedure in relation to packaging complaints by the employees/Customer/Transporter?		
9	Company has a policy for the prevention of product loss, damage, towards employees?		
10	Company has policy/ code of conduct on freedom of packaging expression ?		
11	Company is meeting with stakeholders in a formal way to solicit their opinions?		

12	Company incorporated Packaging issues in its selling policy?		
13	Company helps suppliers to understand selling policy?		

Section E. Packaging Problems & Development.

Sr	Questions	Yes	No
1	Company keeps any record for Packaging consumption?		
2	Company keeps any record for Packaging purchase?		
3	Company has benchmark targets packaging of selling products?		
4	Company has benchmark targets for Packaging credit?		
5	Company has set a target to reduce Packaging cost?		
6	Tangible economic benefits to company?		
7	Company Imports any Tangible goods?		
8	Company Exports any Tangible goods?		

Section F. Packaging Initiative & products long term Development.

i. Packaging Initiative.

Sr	Questions	Yes	No
1	Company has taken initiatives for Packaging Development Goal Internationally		
2	Company has monitoring system to measure the impact of Packaging initiatives?		

ii. Company invested in following areas as part packaging initiatives?

Trade Associate	Youth Development	Awareness Development	Safety and security	Education

iii. Philanthropic investments allocated as budget for Packaging from following?

Revenue Budget	Foundation / Trust	Both

IV. How you can rate Packaging help to grow your business long term

Average	Good	Very Good

Section G. Good packaging help increases business in International Market

Yes	No	Don't Know

Section H: Packing helps to convert SSIs into Large Scale Industries

Yes	No	Don't Know

Section I :

Suggestion with respect to Government Policy:

Suggestion to improve packaging:

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