

To whom it may concern

Subject: Completion of Projects by CNDV students of Semester VI in 2021-22

The undersigned hereby certifies that the students mentioned in the table from Serial No. 1 to 17 in the table given below have completed their Entrepreneurship Development Projects in CC-13 course in 2022 and students with Serial No.18 and 19 have completed their field visit report in DSE-B-3-P in Semester VI of Clinical Nutrition & Dietetics Major for the University of Calcutta B.A/B.Sc. Semester-VI Examination, 2022. These students are mentioned in the modified template of Metric 1.3.2 (for DVV compliance) as CNDV (SEM VI) with pdf link of their projects stated alongside.

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193013-13-0023

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**SUB-CLINICAL
NUTRITION AND
DIETETICS (MAJOR)**

**PAPER-
ENTREPRENEURSHIP
DEVELOPMENT**

SEMESTER-6

**GOKHALE MEMORIAL
GIRLS' COLLEGE.**



MSME

MICRO, SMALL & MEDIUM ENTERPRISES

Presented by -

TWINKLE DAS

ACKNOWLEDGEMENT

I would firstly thank GOKHALE MEMORIAL GIRLS' COLLEGE and my department-CLINICAL NUTRITION AND DIETETICS (MAJOR) that served the opportunity to work on tutorials.

Next, I would thank my Professor-Ms. Atiba Batul Mam for providing us with such new topics to work on, which enriched us with a lot of knowledge and helped analyze the country's economy in depth.

Mam was available at all times of need and clearly made us understand how the project is to be done and supported us immensely.

I would like to thank my family members and friends for supporting, and providing me with an environment to work peacefully on my project.

TOPIC

**MAKE A COMPARATIVE ANALYSIS OF
THE CONTRIBUTION OF MSME
SECTOR OF INDIAN ECONOMY
TOWARDS GDP GROWTH IN LAST 5
YEARS.**

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Introduction

The Micro, Small and Medium Enterprises (MSMEs) play a very crucial role in the Indian economy, generating around **12 crore employments** through almost **6.34 crore MSME units**. MSME sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the socio-economic development of the country by fostering entrepreneurship and generating large employment opportunities at comparatively lower capital cost, next to agriculture. MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country.

As per the **MSMED Act 2006**, the MSMEs are classified into manufacturing and service enterprises and they are further defined in terms of investments in plant & machinery. According to that, **Micro** enterprises are the enterprises having investments up to **Rs.25 lakh** in **manufacturing** and up to **Rs.10 lakh** in **services**. **Small** enterprises have investments between **Rs.25 lakh** to **Rs.5 crore** in **manufacturing** and between **Rs.10 lakh** to **Rs.2 crore** in **services**. **Medium** enterprises have investments between **Rs.5 crore** to **Rs.10 crore** in **manufacturing** and between **Rs.2 crore** to **Rs.5 crore** in **services**.

A revision in MSME criteria of classification has been done in order to be realistic with time and to establish an objective system of classification and to provide ease of doing business which came into effect from 1st July, 2020. As a result, a new composite classification for manufacturing and service units has been notified on 26.06.2020 and from now, there will be **no difference between manufacturing and service sectors**. Also, a new criterion of turnover has been added in the previous criterion of classification based only on investment in plant and machinery.

It has also been decided that the **turnover with respect to exports will not be counted in the limits of turnover** for any category of MSME units.

Coming to the context of **GDP**, MSMEs contribute around **6.11% of manufacturing GDP and 24.63% of GDP from service activities**. MSMEs account for approximately **40% of India's total exports**. Due to comparatively low capital costs and their forward-backward linkages with other sectors, MSME sector plays a vital role in the success of '**Make in India**' initiative and has huge potential in solving structural problems like unemployment, unequal distribution of national income and growth, regional imbalance etc.

Realising the importance of MSME sector over the time, the government has undertaken a number of initiatives to promote and development of this sector, such as -

- i) Prime Minister's Employment Generation Programme (PMEGP) – A bank-appraised and -financed programme to generate employment opportunities
- ii) CREDIT GUARANTEE TRUST FUND FOR MSEs (CGTMSE) - Provision of Collateral Free Credit for MSMEs
- iii) Scheme of Fund for Regeneration of Traditional Industries (SFURTI)
- iv) A Scheme for Promotion of Innovation, Rural Industries & Entrepreneurship (ASPIRE)
- v) Micro and Small enterprises Cluster Development Programme (MSE-CDP)
- vi) MSME Champions Scheme (Erstwhile Credit Linked Capital Subsidy and Technology Upgradation Scheme) (CLCS-TUS) - Providing upfront 15% subsidy to facilitate technology upgradation in MSMEs.

Analysis-

The overall impact of MSME sector in Indian economy, including regional and activity wise distribution of MSMEs, role in employment generation, contribution of MSME sector to total export and GDP & GVA, has been discussed and analysed briefly in the previous section.

In this section, we will look into the year wise contribution of MSME sector in India's GDP. Due to data unavailability of recent years, we have analysed the GDP data of last available financial years. As per the data available with Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation, the contribution of MSME Sector in country's gross value added (GVA) and Gross Domestic Product (GDP), at current prices for financial year 2011-12 to 2016-17 is as below:

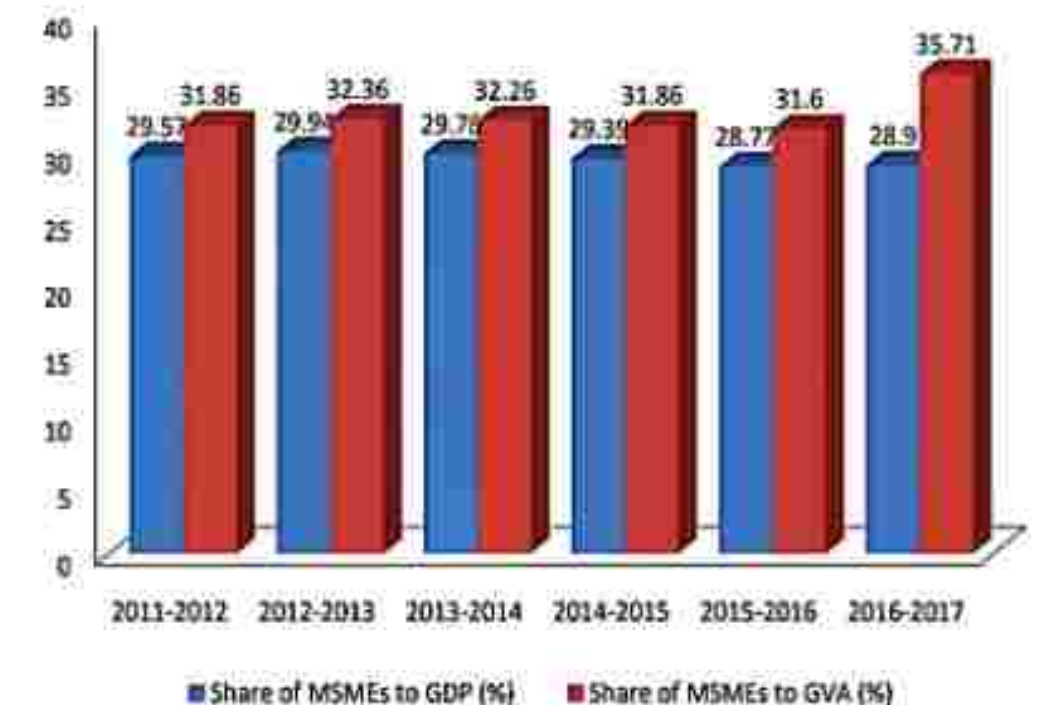
| (Figures in Rs. Crores) | | | | | | |
|-------------------------|-------------|------------|-----------|--------------------------------|-----------|-----------------------------------|
| Year | MSME GVA | Growth (%) | Total GVA | Share of MSME in GVA (%) | Total GDP | Share of MSME in GDP (in %) |
| 2011-12 | 2622574 | - | 8106946 | 32.35 | 8736329 | 30.00 |
| 2012-13 | 3020528 | 15.27 | 9292692 | 32.62 | 9944013 | 30.40 |
| 2013-14 | 3389922 | 12.27 | 10363153 | 32.71 | 11233522 | 30.20 |
| 2014-15 | 3704956 | 9.29 | 11504279 | 32.21 | 12467959 | 29.70 |
| 2015-16 | 4023395 | 8.65 | 12566646 | 32.03 | 13764037 | 29.20 |
| 2016-17 | 4405753 | 9.44 | 13841591 | 31.83 | 15273514 | 28.90 |

(Source: MSME Annual Report 2018-19 GDP)

Analysing the above mentioned data, it is evident that The MSMEs averagely contribute almost 30% share of the Gross Domestic Product (GDP) and an average of 32% to the Gross Value Added (GVA).

From the financial year 2014-15, it can be observed that MSME contribution percentage to GDP and also the growth rate is declining year by year. In the financial year 2013-14, share of MSMEs in India's GDP was 30.20%, whereas in the financial year 2014-15, it decreased by 0.50% and became 29.70%. Similarly, in the financial year 2015-16, share of MSMEs in India's GDP was also decreased by 0.50% from 2014-15 and became 29.20%. Although several initiatives by government of India were taken in the next years to promote MSMEs. As a result, this gradual decline in GDP share of MSME sector has been stopped and according to the last available data, MSME contributes 30.74% of India's GDP.

Contribution of MSME sector to GDP and GVA in Indian Economy is shown in the following graph.



Source: Ministry of MSME annual report, 2017-2018

RESEARCH PAPER-1

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MSMEs' Role in Economic Growth – a Study on India's Perspective

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ABSTRACT

India's Micro, Small and Medium Enterprises (MSMEs) sector has appeared as a vibrant and dynamic sector for the economy. It has been recognized as a catalyst in promoting the growth and development. MSMEs are playing a pivotal role in creating a huge amount of employment at meagre cost of capital in comparison to large industries, helping in establishment of industries in economically backward regions and truncating regional inequalities, promising justifiable dispersion of national income and wealth. The MSME's has steadily enumerated surpassing progress in comparison to the entire industrial sector. This paper attempted to examine the contribution of MSMEs Sector in the nation's growth and also the areas which are required to strengthen the MSMEs sector to its continuous contribution to the development of India. It is found from the study that MSMEs can be boon and a hope for Indian economy in near future. The MSMEs are providing uniform development to the society and can be a strong mean to utilize the natural resources of India. The MSMEs are very helpful to remove the regional imbalances if it is established in the underdeveloped areas. The MSMEs are providing more employment per unit. If this contribution is to be sustained, then their uniqueness needs to be nurtured in an overt and explicit manner.

RESEARCH PAPER-2

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Growth and Future Prospects of MSME in India

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Abstract

In recent years, the significance of MSME has been recognized in the world's countries for its major contribution in various socio-economic objectives such as higher economic growth and employment, output, nurturing entrepreneurship and encouragement and support for exports. MSME play a vital role in the industrial development of any country. The MSME sector is a backbone of Indian economy for its contribution to growth of Indian economy. The MSME sector can help for achieving the target of Nation Manufacturing Policy that manufacturing should contribute 25% in India's GDP by 2022. For that purpose, the government of India has taken a good initiative of "Make in India". This paper is to focus on performance of MSME & growth and opportunities This sector is large contributes to the socioeconomic development of the country. The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy with a vast network of around 30 million units, creating employment of about 70 million, manufacturing more than 6000 products, contributing about 45% to manufacturing output and about 40% of exports, directly and indirectly. This sector even assumes greater importance now as the country moves towards a faster and inclusive growth agenda. Moreover, it is the MSME sector which can help realize the target of proposed National Manufacturing Policy of raising the share of manufacturing sector in GDP from 16% at present to 25% by the end of 2022. (Planning Commission)¹. The objective of paper is to find current status of performance of MSMEs in India also to examine the major challenges faced by MSMEs for inclusive growth and to find the opportunities available for development of this sector.

Findings-

1) MSME Redefined

The erstwhile ceilings on investment for enterprises to be classified as micro, small and medium enterprises are revised in 2020 and the present ceilings are as the following-

- (i) In case of a **micro** enterprise, the investment in plant and machinery or equipment does not exceed one crore rupees and turnover does not exceed five crore rupees;
- (ii) In case of a **small** enterprise, the investment in plant and machinery or equipment does not exceed ten crore rupees and turnover does not exceed fifty crore rupees;
- (iii) In case of a **medium** enterprise, the investment in plant and machinery or equipment does not exceed fifty crore rupees and turnover does not exceed two hundred and fifty crore rupees.

| SR. NO. | ECONOMIC PARAMETER | REGISTERED | UNREGISTERED | TOTAL | |
|---------|--|------------------|--------------------|------------------|--------------------|
| 1. | NO. OF ENTERPRISES (LAKH) | 15.53 (5.94%) | 245.48 (94.06%) | 261.01 (100%) | 633.88 |
| | 1) Manufacturing Enterprises | 10.35 | 64.18 | 74.53 | ----- |
| | 2) Service Enterprises | 5.18 | 181.30 | 186.48 | ----- |
| 2. | EMPLOYMENT (LAKH) | 92.04 | 502.57 | 594.61 | 1109.89 |
| | 1) Manufacturing Enterprises | 79.84 | 224.22 | 304.07 | ----- |
| | 2) Service Enterprises | 12.19 | 278.35 | 290.54 | ----- |
| | 3) MALE | 73.40 | 412.75 | 486.15 | 844.68 |
| | 4) FEMALE | 18.64 | 89.82 | 108.46 | 264.92 |
| 3. | AVERAGE EMPLOYMENT PER UNIT (NUMBER) | 5.93 | 2.05 | 2.38 | 1.75 |
| | 1) Manufacturing | 7.71 | 3.49 | 4.08 | ----- |
| | 2) Service | 2.35 | 1.54 | 1.56 | ----- |
| 4. | Share in GDP | | | 35.13% | 37.54 (2012-13) |

MSME at a Glance

3) Activity wise Distribution of MSMEs in India -

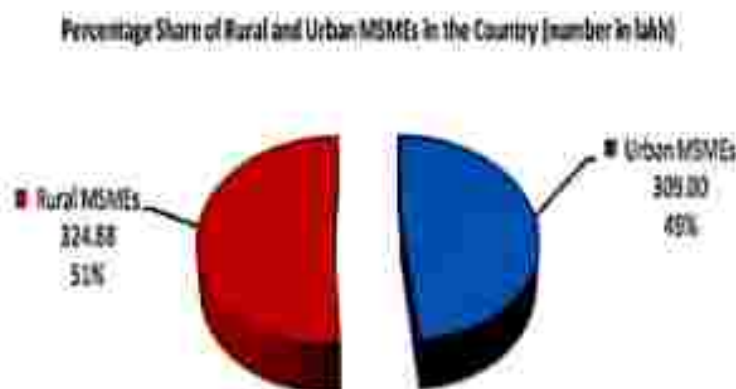
As per the National Sample Survey (NSS) 73rd round, conducted by National Sample Survey Office, during the period 2015-16, there were 633.88 lakh unincorporated non-agriculture MSMEs in the country engaged in different economic activities such as- **Manufacturing, Non-captive Electricity Generation and Transmission (electricity), Trade and in other services.** The following table shows activity wise distribution of MSMEs in the country with the **trade** industry having the lion share of the sector. The **trade** industry had 230.35 Lakhs MSME followed by 206.85 lakhs MSMEs engaged in **other services, manufacturing** following with 196.65 lakhs and lastly **Non-captive electricity generation and transmission** with 0.03lakhs.

| ACTIVITY CATEGORY | ESTIMATES IN LAKHS | | | SHARE (%) |
|----------------------|--------------------|--------|--------|-----------|
| | RURAL | URBAN | TOTAL | |
| Manufacturing | 114.14 | 82.50 | 196.65 | 31 |
| Trade | 108.71 | 121.64 | 230.35 | 36 |
| Other Services | 102.00 | 104.85 | 206.85 | 33 |
| Electricity | 0.03 | 0.01 | 0.03 | 0 |
| TOTAL | 324.88 | 309.00 | 633.88 | 100 |

(Source - Ministry of Micro, Small and Medium Enterprises Annual Report 2021-22)

4) Regional Distribution of MSMEs in India -

The following figure illustrates the urban and rural percentage share of MSMEs. The rural areas have the highest concentration of MSMEs representing 51% and the Urban areas in India have 49% share of the MSMEs in the country. This higher presence of industries in rural areas not only create employment there, but also prevent rural-urban migration, uplift standard of living of the rural dwellers, and help in equal distribution of wealth.



(Source - Ministry of Micro, Small and Medium Enterprises Annual Report 2021-22)

5) Employment Created by MSMEs -

The MSME sector contributes about 40% of the total employment in India becoming the second largest employer apart from agricultural. As per the National Sample Survey (NSS) 73rd round conducted during the period 2015-16, MSME sector has created 11.10 crore jobs. The following table illustrates the percentage share contributed by the various categories of MSMEs to the employment quota.

Trade leads with 35% followed by other services, Manufacturing, and

Non-captive Electricity generation and transmission with 33%, 32% and 0% respectively.

| Broad Activity Category | Employment (in lakh) | | | Share (%) |
|-------------------------|----------------------|--------|---------|-----------|
| | Rural | Urban | Total | |
| (1) | (2) | (3) | (4) | (5) |
| Manufacturing | 186.56 | 173.86 | 360.41 | 32 |
| Electricity* | 0.06 | 0.02 | 0.07 | 0 |
| Trade | 160.64 | 226.54 | 387.18 | 35 |
| Other Services | 150.53 | 211.69 | 362.22 | 33 |
| All | 497.78 | 612.10 | 1109.89 | 100 |

*Non-captive electricity generation and transmission

Table: Estimated Employment in the MSME Sector (Activity Wise)

Micro sector with 630.52 lakh estimated enterprises provided employment to 1076.19 lakh persons that in turn accounts for around 97% of total employment in the sector. Small sector with 3.31 lakh and Medium sector with 0.05 lakh estimated MSMEs provided employment to 31.95 lakh (2.88%) and 1.75 lakh (0.16%) persons of total employment in MSME sector, respectively. MSMEs have created 55% employment in the urban areas whereas in the rural areas MSMEs have created 45% employment. The following table represents Distribution of employment by type of Enterprises in Rural and Urban Areas.

(Numbers in lakh)

| Sector | Micro | Small | Medium | Total | Share (%) |
|--------|---------|-------|--------|---------|-----------|
| Rural | 489.30 | 7.88 | 0.60 | 497.78 | 45 |
| Urban | 586.88 | 24.06 | 1.16 | 612.10 | 55 |
| All | 1076.19 | 31.95 | 1.75 | 1109.89 | 100 |

6) Contribution of MSME to Total Export -

As per the information of Directorate General of Commercial Intelligence and Statistics, the share of export of specified MSME related products to All India exports during 2019-20 and 2020-21 was 49.8% and 49.5% respectively. Export share of Indian MSME during the year 2018-19 stood at 48.10%. The following table shows the percentage contribution of MSMEs to the total exports of India. It can be observed that the percentage share of MSMEs in India's exports has been on ascendancy. There was a 40% contribution from the MSMEs to the exports in 2012-2013, 42.42% in 2013-2014, 44.76% in 2014-2015, and 49.86% in 2015-2016 financial years.

| YEAR | PERCENTAGE SHARE IN EXPORT |
|-----------|----------------------------|
| 2012-2013 | 40% |
| 2013-14 | 42.42% |
| 2014-15 | 44.76% |
| 2015-16 | 49.86% |
| 2018-19 | 48.10% |
| 2019-20 | 49.8% |
| 2020-21 | 49.5% |

7) Contribution from MSME Sector to GDP and GVA -

Gross domestic product (GDP) is the total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period.

Whereas, Gross value added (GVA) is an economic productivity metric that measures the contribution of a corporate subsidiary, company, or municipality to an economy, producer, sector, or region. GVA provides a monetary value for the amount of goods and services that have been produced in a country, minus the cost of all inputs and raw materials that are directly attributable to that production. GVA thus adjusts gross GDP by the impact of subsidies and taxes on products.

Now, MSME sector contributes about 6.11 percent of the manufacturing GDP, 24.63 percent of the services, and 33.4 percent of India's manufacturing output. It's contribution to exports stand at 40 percent. MSMEs contributed averagely 32% to the GVA of India and an average of 30% to the GDP growth of the country within the same financial years.



(Source - Ministry of Micro, Small and Medium Enterprises Annual Report)

8) Allocation for MSME sector in the Union Budget 2022-23 -

- According to the Union Budget 2022-23, 130 lakh MSMEs are provided additional credit under Emergency Credit Linked Guarantee Scheme (ECLGS) which has to be extended up to March 2023. Guarantee cover under ECLGS to be expanded by Rs. 50000 Crore to total cover of Rs. 5 Lakh Crore.
- Rs 2 lakh Crore additional credit for Micro and Small Enterprises to be facilitated under the Credit Guarantee Trust for Micro and Small Enterprises (CGTMSE).
- Raising and Accelerating MSME performance (RAMP) programme with outlay of Rs. 6000 Crore to be rolled out

Conclusion

The Analysis of the data gathered alludes to the fact that MSMEs serves as a catalyst to the evenly distribution of development and wealth in the country. MSMEs engaged in Trade activities dominate the industry. As much as 51% of Indian MSMEs operates from the rural areas whereas 49% operates from the urban cities.

The significance of the sector is evident from the government's numerous initiatives to boost its growth making MSMEs more robust, competitive, and resilient in the national as well as in the global scenarios. Export plays an important role in Indian economy, influencing the level of economic growth, employment and the balance of payments. MSMEs are playing a very vital role in this era of globalized market. The consistent growth of Indian economy cannot be mentioned without acknowledging the contribution of the MSMEs. The MSMEs sector contributes as much as between 40 and 50% of India's total export.

Obviously, MSMEs comes in a package with employment creation. The sector is credited with about 40% of the total employments in the country. 55% of these created employments are found in the urban cities whereas 45% emanates from the rural areas. Out of these, 76% are male while 24% are female.

As per Central Statistics Office, Ministry of Statistics & PI, share of MSME Gross Value Added (GVA) in All India Gross Domestic Product at current prices (2011-12) for the year 2018-19 and 2019-20 were 30.5% and 30.0% respectively. The share of the MSME manufacturing in All India manufacturing gross value output during the year 2018-19 and 2019-20 were 36.9% and 36.9% respectively. Further according to, Directorate General of Commercial Intelligence and Statistics, the share of export of specified MSME related products to All India exports during 2019-20 and 2020-21 was 49.8% and 49.5% respectively.

With the help of both state and union government, and public sector interference, MSMEs has the potential to take India to new heights.

By providing the right quality of products with right quantity at right time and satisfying the end customers, it is expected that MSMEs may one day overtake strong competitor nations in their volume and contribute much higher amount in India's Gross Domestic Product (GDP) and Gross Value Added (GVA). Budget allocation for the MSME sector in FY22 more than doubled to Rs. 15,700 crores (US\$ 2.14 billion) from Rs. 7,572 crores (US\$1.03 billion) in FY21. Financial support from state and central governments and favourable policies can push India into becoming a high-growth manufacturing-based economy. India can meet its goal of achieving sustainable fiscal and socio-economic growth through a clear vision and concrete plans involving MSMEs.

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MSME

MICRO/SMA LL & MEDIUM ENTERPRISES



CU ROLL NO. – 193013-13-0019

CU REGISTRATION NO. – 013-1212-0273-19

SEMESTER – VI

PAPER – CC13 – Entrepreneurship Development

SUBJECT – Clinical Nutrition & Dietetics(Major)

COLLEGE – Gokhale Memorial Girl's College

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I would like to express my special thanks of gratitude to Miss Atiba Batul, our professor of CC13 – Entrepreneurship Development, for giving me this golden opportunity to do this wonderful tutorial project on “Comparative Analysis of Contribution of MSME(Micro, Small & Medium Enterprises) Sector of Indian Economy towards GDP(Gross Domestic Product) Growth in the last 5 Years.”

I would also like to thank our principal, Dr. Atashi Karpha and our course co-ordinator, Mrs. Pratyasha Agrawal, for their support and guidance.

Lastly, I would also like to thank my parents for guiding me in doing the project.

COMPARITIVE ANALYSIS OF
CONTRIBUTION OF
MSME(MICRO, SMALL &
MEDIUM ENTERPRISES) SECTOR
OF INDIAN ECONOMY TOWARDS
GDP(GROSS DOMESTIC
PRODUCT) GROWTH IN THE
LAST 5 YEARS.

INDEX

| <u>SL.NO.</u> | <u>TOPIC</u> |
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INTRODUCTION

The Ministry of MSMEs (Micro, Small and Medium Enterprises), a branch of the Government of India, is the apex executive body for the formulation and administration of rules, regulations and laws relating to micro, small and medium enterprises in India. The Minister of Micro, Small and Medium Enterprises is Nitin Gadkari and the Minister of State is Pratap Chandra Sarangi since 31 May 2019.

Under the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, the Government of India established The National Board for Micro, Small and Medium Enterprises (NSMSME) to examine the factors affecting promotion and development of MSME. This board also reviews the existing policies and suggests recommendations to the Government for the growth of the MSME sector.

The services provided by the Ministry of MSME are as follows:

- Facilities for testing, training for entrepreneurship development.
- Preparation of project and product profiles.
- Technical and managerial consultancy.
- Assistance for exports.
- Pollution and energy audits.



In accordance with the Micro, Small, and Medium Enterprises Development (MSMED) Act in 2006, the enterprises are classified into two divisions:-

1. Manufacturing enterprises - engaged in the manufacturing or production of goods in any industry,
2. Service enterprises - engaged in providing or rendering services.

MANUFACTURING SECTOR:-

| <u>Enterprises</u> | <u>Investment in plant and machinery</u> |
|--------------------|--|
| Micro enterprises | < or = Rs 25 lakh |
| Small enterprises | > Rs 25 lakh < Rs 5 crore |
| Medium enterprises | > Rs 5 crore < Rs 10 crore |

SERVICES SECTOR:-

| <u>Enterprises</u> | <u>Investment in equipment</u> |
|--------------------|--------------------------------|
| Micro enterprises | < or = Rs 10 lakh |
| Small enterprises | > Rs 10 lakh < Rs 2 crore |
| Medium enterprises | > Rs 2 crore < Rs 3 crore |

Source 2

MSME's are classified as per their turnover and investment. On 13th May 2020, Finance Minister, Nirmala Sitharaman added the additional principle of turnover along with the investment.

The new classifications as per the Atma Nirbhar Bharat Abhiyan Scheme in 2020 is given in the table below:

| <u>SIZE OF THE ENTERPRISE</u> | <u>INVESTMENT AND ANNUAL TURNOVER</u> |
|-------------------------------|--|
| Micro | Investment less than Rs. 1 crore Turnover less than Rs. 5 crore |
| Small | Investment less than Rs. 10 crore Turnover up to Rs. 50 crore |
| Medium | Investment less than Rs. 20 crore Turnover up to Rs. 100 crore |

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POLICIES AND DEVELOPMENTS The MSME sector is governed under the Micro, Small and Medium Enterprises Development Act, 2006. This act came into effect to facilitate and promote the sector and enhance its competitiveness. Schemes launched by the government under this act are:

- Prime Minister Employment Generation Program (PMEGP) – A bank-appraised and-financed programme to generate employment opportunities

- Credit Guarantee Fund for Micro & Small Enterprises (CGTMSE) – Jointly set by Ministry of MSME and Small Industry Development Bank of India (SIDBI) to catalyse the flow of credit to micro and small enterprises
- Interest Subsidy Scheme – Introduced by Reserve Bank of India (RBI) to provide relief of up to 2% of interest to legal MSMEs
- Credit Linked Capital Subsidy Scheme – Providing upfront 15% subsidy to facilitate technology upgradation in MSMEs
- Gram Udyog Vikas Yojna – One of the two components of Khadi Gramodyog Vikas Yojana, aimed at promoting village industries

The Indian government announced various policies to promote MSMEs in India. Key policies include:

- SAMBHAV, a national-level awareness programme to promote economic growth
- Collateral-free automatic loans up to Rs. 3,00,000 crore (US\$40.85 billion) for MSMEs to buy raw materials, meet operational liabilities and restart businesses
- Revision of MSMEs definition to provide maximum support to the sector
- Creation of attractive opportunities for domestic firms by disallowing global tenders in procurements of up to Rs. 200 crores (US\$26.5 million)
- Commitment of the government and public sector units (PSUs) to clear MSME debts within 45 days

5 GOVERNMENT INITIATIVES FOR MSME



LIST OF MSME BUSINESSES:

Leather products, Moulding including products like combs, umbrella frames, plastic toys, etc., Natural Fragrance and Flavours, Placement and Management Consultancy Services, Training and Educational Institute, Energy Efficient Pumps, Xeroxing, Beauty Parlour and creches, Auto repair services, and garages, X-Ray Clinics, Tailoring, STD/ISD booths,

Scale: Chemicals (including T.N. with High Antenna, Laundry and Dry Cleaning), Automobile (Increase Components products), Electronic Surveillance and Security, Mechanical Engineering (including Transport Equipment which is inclusive of steel structure, locks and valves, etc. etc.), Electronics, VCRs, Radio, Transformer, Monitor, Watch, Ayurvedic Pharmaceutical Ingredients and Ayurvedic Products, Khadi Products and Handicraft Products, Handicraft activities like Spinning, Weaving, Artisan, Printing and other products made of paper, Gift Industry, Furniture and wood products, Paints, Dyes, Bicycle parts, Stationery Items, Call centre, Rubber Products, IT Solutions, Jewellery, Ceramics and glass products include roofing tiles, glass flooring tiles, granite, etc... Retail and wholesale business.

The Government has its exceptions and certain activities are not included under MSME. They are listed here – Forest and logging, Fishing and aquaculture, Activities of households as employers for domestic personnel, Activities of extrajurisdictional organisations and bodies, Undifferentiated goods and services-producing activities of private households for their own use.

Certain Businesses are not covered in the MSME List as The Government in its notification passed in June 2017 very clearly stated that organizations that do not deal with manufacturing and offering services will not come under MSME. This is because the main purpose of MSME is to support startups with benefits and subsidies.

FEATURES OF MSMEs

Here are some of the essential features of MSMEs:-

1. MSMEs are known to provide reasonable assistance for improved access to the domestic as well as export markets for businesses.
2. MSMEs support product development, design innovation, intervention, and packaging elements of a business.
3. MSMEs support the upgrading of technology, infrastructure, and the modernization of this sector as a whole.
4. MSMEs provide employment opportunities and loans.
5. MSMEs provide credit limits or funding support to various banks in the country.



MSME

MICRO, SMALL & MEDIUM ENTERPRISES

सूक्ष्म, लघु एवं मध्यम उद्यम

OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India

ROLE OF MSMEs IN THE INDIAN ECONOMY

The MSME sector is considered the backbone of the Indian economy that has contributed substantially to the economic development of the nation. It generates employment opportunities and works in the development of backward and rural areas. India has approximately 6.5 crore MSMEs.

MSMEs contribute to approximately 8% of India's GDP, employ over 60 million people, have an enormous share of 40% in the exports market and 45% in the manufacturing sector. Hence, they are of paramount importance for overall economic development of India. MSMEs have played an essential role in providing employment opportunities in underprivileged areas. They have helped in the industrialization of such areas with a low capital cost compared to the larger industries in cities. MSMEs have also continued and played an essential role in the country's development in different areas like the requirement of less investment, flexibility in operations, low rate of imports, and a high contribution to domestic production.

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

MSMEs contribute directly to the overall economic development of an economy. They play a considerable role in GDP growth on account of increased output, value add and profits.

Taxes and Duties

MSMEs contribute immensely to government revenues through the taxes and duties they pay. MSMEs pay direct taxes on their revenues and profits as well as indirect taxes such as value-added taxes, sales tax, apart from duties such as excise, cess and levies. It is estimated⁶⁶ that MSMEs contribute to about US\$14 trillion in taxes.

Employment and Jobs Creation

MSMEs usually deploy more labour-intensive production processes than large enterprises, so proportionally require more employees. Consequently, they contribute significantly to the provision of productive employment opportunities, the generation of income and the reduction of poverty.

ESTIMATED MSME DISTRIBUTION BY SECTOR



Manufacturing
Services
Trade
Other sectors

ANALYSIS

ANALYSIS OF THE CONTRIBUTION OF MSME TOWARDS GDP GROWTH IN LAST 5 YEARS

❖ FACTORS LEADING TO GROWTH OF MSMEs:

- Campaigns like Skill India, Startup India, Digital India and Make in India aim to provide MSME players with a level playing field and a definitive push towards enhanced productivity.
- Digitalisation: Increasing internet penetration, customer's familiarization with digital payments fuelled by B2C e-commerce players facilitate MSME sector growth.
- Tie-ups with new-age non-banking finance (FinTech) companies allowed access to timely collateral free finance to MSMEs.
- Changing employment patterns: Younger generation shifting from agriculture towards entrepreneurial activities creating job prospects for others.

❖ ISSUES FACED BY MSMEs:

| <u>ISSUES AND CHALLENGES</u> |
|--|
| <u>Access to credit</u> <ul style="list-style-type: none">• 90% of the MSMEs are dependent on informal sources for funding• Lack of sufficient collateral and high working capital needs |
| <u>Access to Markets</u> <ul style="list-style-type: none">• Low outreach and non-availability of new markets.• Lack of skilled manpower and ineffective marketing strategy.• Difficult for MSMEs to sell products to government agencies.• Competition from MNCs and other big industries. |
| <u>Technology Access</u> <ul style="list-style-type: none">• Limited human resources and weak financial standing.• MSMEs, particularly in the unorganised sector, show lower adaptability of new technology and innovation. |

2

Quality and Export Issues

- Low quality products impact export competitiveness.
- Inadequate access to quality raw materials.
- Use of traditional machines causes low productivity.

Ease of Doing Business

- Cumbersome government procedures and rules for establishing new units.
- Bureaucratic delays in getting clearances.
- Poor litigation system in the country.

❖ STEPS TAKEN TO IMPROVE THE CONDITION:

STEPS TAKEN

Access to credit

- Launch of the 59 minute loan portal to enable easy access to credit for MSMEs.
- 2 percent interest subvention for all GST registered MSMEs, on fresh or incremental loans.
- Trade Receivables e-Discounting System (TReDS) to enable access to credit from banks, based on their upcoming trade receivables from corporate and other buyers.

Access to Markets

- Union government announced to launch an e-commerce platform on the lines of "Amazon" to sell products from MSMEs and the Khadi and Village Industries Commission.
- Public sector companies now compulsorily procure 25%, instead of 20% of their total purchases, from MSMEs.
- More than 40,000 MSMEs registered on Government e-Marketplace (GeM) portal. It provides transparency in procurement and facilitates MSMEs to directly reach out to the buyers.

Technology Access

- 20 hubs and 100 spokes in the form of tool rooms will be established across the country. This will facilitate product design and easy access to latest technology to MSMEs.
- Financial assistance is provided for implementation of lean manufacturing techniques to enhance the manufacturing competitiveness of MSMEs.

Quality and Export Issues

- Financial support to MSMEs in ZED (Zero Defect Zero Effect) certification to improve quality of products.
- Government provides subsidy towards the expenditure incurred by enterprises to obtain the product verification licenses from national and international bodies.

Ease of Doing Business

- The return under 8 labour laws and 10 Union regulations must now be filed only once a year.
- Computerised random allotment for inspector visits to the establishment.
- Environmental Clearance under air pollution and water pollution laws, have been merged into one. Also, the return will be accepted through self-certification.
- For minor violations under the Companies Act, the entrepreneur will no longer have to approach the courts, but can correct them through simple procedures. This signifies simplification of government procedures and instilling confidence among entrepreneurs.

❖ **MSMES IN INDIA – COVID SCENARIO**

The pandemic affected the entire country's economy, with the MSME sector being the worst hit. MSME industry not only provides huge employment but also adds to regional balance by industrialisation generated in remote rural locations and backward areas. According to the MSME ministry data, there are about 6.3 crore MSMEs in India which contribute about 29 per cent to the country's GDP from their national and international trade.

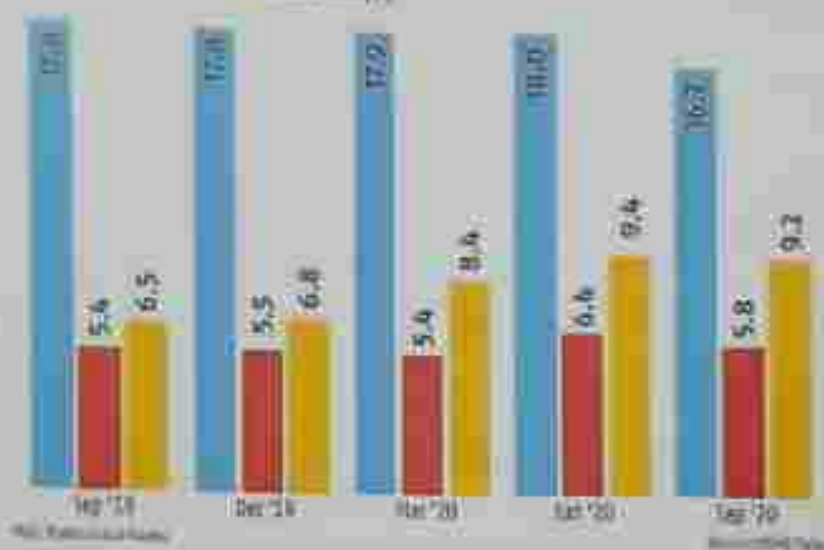
IMPACT OF COVID-19 PANDEMIC

The MSMEs sector has been one of the most vulnerable sectors during pandemic because of its size, scale of business and availability of financial resources. Studies and surveys showed that approximately 95% firms were impacted negatively due to national lockdown imposed in April 2020, 70% of businesses remained disrupted till August 2020. Even after progressive unlocking, reports suggest that almost 40% businesses remained interrupted till the end of February 2021. The three critical barriers faced by MSMEs are market access, overall productivity and getting access to more finances. An average 11% decline in business volume of Indian MSMEs has been recorded because of lockdown in 2021 in comparison to 46% decline during nationwide lockdown in year 2020.

The apparel manufacturing units of the export sector realised business loss of over Rs. 130 crore from March 2020 to May 2020. Loss of India's leather industries has been valued to be Rs. 11,210 crore in global market. All India Manufacturers Organisation conducted survey on MSMEs and confirmed that the self-employed MSME units, predominantly 35% of MSMEs sector, do not have any scope of recovery for their businesses and have already started winding up their units.

PANDEMIC IMPACT

% Sales of leather goods in Home segment
 = Fiat * Franchisee * Finance firms (%)



❖ FACTORS RESPONSIBLE FOR VULNERABILITY OF MSMEs

- Crunch of Capital** – SMEs in India are largely unorganized, most of the transactions carried by them are in cash and not entered properly in accounting books. In the absence of accurate transaction data, these businesses do not get the mandatory credit score and find it difficult to access business loans from the formal sector.
- High Cost of Transaction** – Business volumes of MSMEs remain low in most of the cases and hence cost of transactions remains high, both in offline and online modes of payment. This affects company's profit margin significantly in medium to long run.
- Risk perceptions by banks & financial institutions** – In absence of high credit score or collaterals, most of the banks perceive MSMEs as risky clients. This problem amplifies when the client is any start-up. Even if banks get convinced to disburse loan, rate of interest remains higher than normal. Different MSMEs have different financial

requirements depending upon the size of business, cash flow pattern and vendor engagement. All this requires tailor made services and products.

- **Cybercrime**—In absence of adequate awareness and knowledge about handling digital banking and transaction activities, MSMEs are found to be more vulnerable for cybercrime and phishing.

❖ MANAGING THE CRISIS

- There is no legal requirement for MSMEs to assess their financial status and security. To support MSMEs during pandemic crisis, governments may come forward to provide soft loans with longer term of repayment and increased credit limit. MSMEs need to re-assess its overall value proposition, through improving quality of products, strengthening distribution channels and using innovative promotion methods etc. There is a need to create a strong digital ecosystem to increase the outreach among buyers and suppliers in market.
- Government of India started its e-market place (GeM) to increase the share of MSMEs in Government procurement. A digitally activated market ecosystem is capable to reduce cost, improve work efficiency, foster product development and improve safety of workers. Collaboration with research institutions, tech start-ups, existing foreign players may prove an effective business strategy for MSMEs to develop a low-cost production base and penetrate in Indian market. Indian Government's supportive programmes from SMEs like Emergency Credit Line Guarantee Scheme, low repo rate, e-market linkages, PF and EPF support for both businesses and workers etc, have started showing positive results.

❖ FUTURE PROSPECT FOR MSMEs

- The Government of India has envisioned doubling the Indian economy to US\$ 5 trillion in five years. In order to achieve this goal, career opportunities for the young population have been generated and MSMEs have the potential to serve as a key employment generator. Therefore, the government has taken up promotion of MSMEs in order to create new jobs in the sector. Further, the government aims to enhance MSME's share in exports and its contribution to GDP.
- In order to achieve these targets, the government should invest in providing more back-end services to improve performance of the MSME sector as it supplies goods and

services to big industrial enterprises. Lack of technology-based production activities and low investment in R&D activities are bottlenecks hindering the sector to become competent. Globally available technology could be subsidised by the government to boost the product quality of MSME players can be improved using the existing resources. This also requires the help of academic institutions in the form of providing research and development (R&D) services for product innovation.

Therefore, the government should continue to put concerted efforts for holistic development of MSMEs in key areas like human capacity development, knowledge services, access to finance, technology, infrastructure, market access, and ease of doing business. In globalised world, it is imperative to enable MSMEs to adapt and thrive in a more open environment and participate more actively in the digital transformation, to boost economic growth and deliver a more inclusive globalisation.

- Today enterprises need to adopt best practices and follow international standards to go forward for offering innovative solutions.
- Focus should be on transfer of information and skill development to effectively use the transferred technology.
- There is an urgent need to upgrade infrastructure utilities (like water, power supply, road/rail) for any enterprise to run its operations successfully.
- Entrepreneurs need to develop quality conscious mindsets embedded in the organisational culture.
- Sensitisation and handholding of MSMEs at different and upgraded level of certification is the need of the hour.

Finally, as recommended by India MSME Report 2018, we need an entitlement approach that can have the potential of compelling all related stakeholders to work on a common national agenda and solutions under a scientifically structured framework. This approach demands the identification and analysis of major security threats to the MSMEs, and entrepreneurship at the grass root level.

RESEARCH PAPERS

1. An Analysis of Growth of MSMEs in India and Their contribution in Employment and GDP of the Country- published on January 2017.

The Micro, Small and medium enterprises of India is an important driving factor for the growth of Indian Economy. These MSMEs not only provide the employment opportunities but helps in the process of industrialization in rural areas simultaneously reducing the unequal income distribution among the residents. The MSMEs contribute significantly in the development of Indian economy through export production, domestic production, low investment requirements, operational flexibility, technology oriented enterprises etc. The SMEs are complimentary to large industries operating in the economy & contribute

significantly in the development of the country. On an average this sector has almost 36 million units that provide employment to about 60 million individuals. This sector through the production of 6000 products contributes 8% to GDP of the country. It constitutes the 45% portion of the total manufacturing output and 40% of the total exports of the country. So, this paper has made an attempt to understand the role of MSMEs in providing employment opportunities & push towards the inclusive development of the country. The various problems faced by these MSMEs in executing their operations have also been discussed in this paper. The data for the study has been collected from the various secondary sources such as government websites, magazines, various reports & news papers.

REFERENCE - Kumar,V.(2017). "An Analysis of Growth of MSMEs in India and Their contribution in Employment and GDP of the Country". *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, 4(2), 187-191, <https://www.researchgate.net/publication>

2. COVID-19 Pandemic and Micro, Small and Medium Enterprises (MSMEs): Policy Response for Revival- published on August 2021.

The outburst of COVID-19 has not only distressed the economic and social activities of Indian economy but also the world economy as a whole. Out of different economic activities, the micro, small and medium Enterprises (MSMEs) affected a lot. This article attempts to measure the contribution of MSMEs towards Indian economy and also attempts to find out the challenges and problems in pre- and during COVID period. We have used different descriptive statistics to measure the impacts of MSMEs and also use of correlation and co-integration to measure the relationship among the variables such as number of MSMEs, investment amount, employment and output. This pandemic is an exceptional shock for MSMEs. It is evident that there is a high degree of significant positive correlation among the variables. Johansen's co-integration analysis resulted in the rejection of the null hypothesis signifying the existence of long-run co-integrating relationship. Given the extensive COVID-19 chaos, the government needs to establish an ongoing monitoring system and declare urgent relief steps to improve the MSMEs sector's confidence. E-market linkage for MSMEs should be promoted, and fiscal stimulus should increase for this sector. The Government of India should take various measures to improve Indian MSMEs and achieve the vision of Self-reliant India.

REFERENCE- Behera,A.R., Behera,M., Mishra,S., & Mohapatra,N.(2021). "COVID-19 Pandemic and Micro, Small and Medium Enterprises (MSMEs): Policy Response for Revival", *Sage Journals*, 47(3), 213-228, <https://journals.sagepub.com/doi/full/>

FINDINGS

CONTRIBUTION OF MSME TOWARDS GDP IN LAST 5 YEARS

- ❖ The MSME sector is an important sector of the Indian economy. As per the information received from Central Statistics Office, Ministry of Statistics & PL, share of MSME Gross Value Added (GVA) in All India Gross Domestic Product at current prices for the year 2018-19 and 2019-20 were 30.5% and 30.8% respectively. The share of the MSME manufacturing in All India manufacturing gross value output during the year 2018-19 and 2019-20 were 36.9% and 36.9% respectively. Further, as per the information received from Directorate General of Commercial Intelligence and Statistics, the share of export of specified MSME related products in All India exports during 2019-20 and 2020-21 was 49.6% and 49.5% respectively.

1. PLAN ALLOCATION AND EXPENDITURE DURING 2017-18, 2018-19, 2019-20 and 2020-21

(Rs. in crore)

| Items | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
|---------------------|---------|---------|---------|----------|
| SME DIVISION | | | | |
| BE | 130.22 | 170.29 | 213.99 | 223.72 |
| RE | 106.21 | 143.03 | 174.93 | 171.34 |
| EXPENDITURE | 94.69 | 135.61 | 136.00 | 139.70* |
| ARI DIVISION | | | | |
| BE | 2065.48 | 3308.24 | 3841.75 | 4066.94 |
| RE | 2537.79 | 3408.40 | 3714.83 | 2570.98 |
| EXPENDITURE | 2249.69 | 3577.98 | 3692.21 | 1698.40* |
| O/w DC(MSME) | | | | |
| BE | 8270.26 | 3074.08 | 3155.55 | 3281.34 |
| RE | 3858.05 | 2923.18 | 3121.93 | 2921.70 |
| EXPENDITURE | 3877.83 | 2799.54 | 3083.35 | 1287.29* |
| TOTAL BE | 6401.96 | 6552.61 | 7011.29 | 7572.20 |
| TOTAL RE | 6481.96 | 6552.61 | 7011.29 | 5664.22 |
| TOTAL EXPENDITURE | 6222.21 | 6543.13 | 6717.84 | 3125.55* |

(upto 31.12.2021)

Source: MSME Annual Report for the year 2020-21; Govt. Of India.

- The MSME sector of India gave a major boost to the economy. It rose 21 percent MSME's spread across the country contributed 38.5% to India's GDP in FY19 and 39% in FY20. It has created more employment opportunities compared with large firms. Investment, mainly in the infrastructure of road, water, electricity, capital etc. The sector has made significant contribution to the country's economic growth and employment from industries as well. MSMEs account for approximately 87% of total exports, 45% of GDP from the manufacturing sector and 24.87% of GDP from the services sector.
- Micro, small and medium enterprises across India accounted for nearly 70 percent of India's GDP in financial year 2019. This adds an increasing contribution to the country's GDP in more than, in line with the growth rate of nearly 11 percent that was registered in the previous year.
- Since October, Union Minister for Micro, Small and Medium Enterprises in written reply to a question in Lok Sabha said that 22.85 lakh Micro, Small and Medium Enterprises (MSMEs) were registered on Udyam Aashir Portal in the country during March, 2018 to March 2019. The Ministry of MSME facilitates access to finance for Micro and Small Enterprises through its schemes / programmes namely Prime Minister's Employment Generation programme (PMEGP), Credit Guarantee Scheme for Micro and Small Enterprises and Credit Linked Capital Subsidy Scheme. The credit flow to MSME sector by all Scheduled Commercial Banks during the year ended March 2019 was Rs 1497687.10 crore as against Rs 1149353.82 crore as on March ended 2018. The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) was launched by the Government of India to make available collateral-free credit to the micro and small enterprise sector.



Source: MSME Annual Report for the year 2020/21, Govt. Of India

Under the Prime Minister's Employment Generation Programme (PMEGP), the estimated employment generated (number of persons) in micro enterprises during the year 2020-21 and 2021-22 (as on: 01.07.2021) are 5.95 lakh and 1.19 lakh respectively. This information was given by Union Minister for Micro, Small and Medium Enterprises, Shri Narayan Prasad in a written reply in Rajya Sabha today.

1. Plan Allocation and Expenditure During 2016-19, 2019-20, 2020-21 and 2021-22 (Rs in crore)

| Items | 2016-19 | 2019-20 | 2020-21 | 2021-22 |
|---------------------|---------|---------|---------|-----------|
| SME DIVISION | | | | |
| BE | 170.29 | 233.95 | 223.52 | 272.10 |
| RE | 143.03 | 174.93 | 171.54 | 204.65 |
| Expenditure | 135.63 | 136.08 | 140.68 | 109.11* |
| ARI DIVISION | | | | |
| BE | 1303.24 | 1641.75 | 1664.94 | 1927.56 |
| RE | 1409.40 | 1711.43 | 2370.90 | 4282.71 |
| Expenditure | 1577.90 | 1662.20 | 2072.76 | 2644.59* |
| O/o UC(MSME) | | | | |
| BE | 1071.00 | 1155.55 | 1181.54 | 12551.81 |
| RE | 2421.10 | 3121.83 | 2921.79 | 11200.27 |
| Expenditure | 2799.53 | 2889.25 | 2605.06 | 8206.23* |
| Total BE | 6552.63 | 7011.29 | 7372.20 | 13699.65 |
| Total RE | 6552.63 | 7011.29 | 5664.23 | 15699.65 |
| Total Expenditure | 6513.42 | 6717.53 | 5647.50 | 10761.72* |

* (Tentative Expenditure upto 31.12.2021)

Source: MSME Annual Report for the year 2021-22, Govt. Of India.

MARKET SIZE

The BSE SME (small and medium enterprises) platform is expected to witness ~6k SMEs to enter the market in one year (2021-22) to bring up equity funds for meeting their business requirements. The initial public offering (IPO) route witnessed 16 SMEs enter the market; they raised Rs. 100 crore (US\$ 13.74 million) in 2020. In June 2021, Bombay Stock Exchange (BSE) announced that it has collaborated with Electronics and Computer Software Export Promotion Council (ESPC) to build awareness among small businesses and start-ups about advantages of listing.

MSMEs are being encouraged to market their products on the e-commerce int., especially through Government e Marketplace (GeM), owned and run by the government, wherefrom Ministries and PSUs (public sector undertakings) source their procurement. As of March 24, 2022, the GeM portal has served 9.63 million orders worth Rs. 219,071 crore (US\$ 28.70 billion) from 4 million registered sellers and service providers for 59,259 buyer organisations. Domestic business requires a strong financial stimulus with concessional working capital loans to ensure adequate liquidity is maintained in business operations from the government and financial institutes. Indian Micro, Small and Medium Enterprises (MSMEs) are rapidly adopting digital payments over cash, with 72% payments done through the digital mode compared with 28% cash transactions. Rise in digital adoption presents prospects for further growth in the sector.

STATUTORY BODIES


MSME Ministry has four statutory bodies namely, Khadi and Village Industries Commission (KVIC) who is responsible for promoting and developing khadi and village industries for providing employment opportunities in rural areas, thereby strengthening the rural economy. Coir Board in charge of promoting overall development of the coir industry and improving living conditions of workers in this industry. National Small Industries Corporation Limited (NSIC) responsible for promoting, aiding and fostering growth of micro and small enterprises in the country, generally on commercial basis, National Institute for Micro, Small and Medium Enterprises, (NI-MSME) in-charge of enterprise promotion and entrepreneurship development, enabling enterprise creation, performing diagnostic development studies for policy formulation, etc. and lastly, Mahatma Gandhi Institute for Rural Industrialisation (MGRI) responsible for accelerating rural industrialisation for sustainable village economy, attract professionals and experts to Gram Swaraj, empower traditional artisans, encourage innovation through pilot study/field trials and R&D for alternative technology using local resources. New online system of MSME/Udyam Registration launched by the Union MSME Ministry, w.e.f. July 01, 2020, successfully registered >1.1 million MSMEs until November 2020. In June 2021, the Ministry of Micro, Small and Medium Enterprises extended the validity of Udyog Aadhaar Memorandum from March 31, 2021, to December 31, 2021.

Statement 2.1 Share of Gross Value Added (GVA) of MSME in all India GDP

| Figures in Rs. Crores adjusted for PPSM at current prices | | | | | | |
|---|----------------|------------|-----------|--------------------------|---------------|---------------------------------------|
| Year | Total MSME GVA | Growth (%) | Total GVA | Share of MSME in GVA (%) | All India GDP | Share of MSME in All India GDP (in %) |
| 2014-15 | 3458394 | - | 11894279 | 21.80 | 12487939 | 29.24 |
| 2015-16 | 4259660 | 10.97 | 12574499 | 21.28 | 12771874 | 29.48 |
| 2016-17 | 4502779 | 10.80 | 12965200 | 22.24 | 15391649 | 29.25 |
| 2017-18 | 5086492 | 12.98 | 13513122 | 22.79 | 17090334 | 29.75 |
| 2018-19 | 5741763 | 12.88 | 17119942 | 23.18 | 18971237 | 30.27 |

Source: Central Database (MSME) Ministry of Statistics and Programme Implementation

RECENT DEVELOPMENTS

- In November 2021, the Small Industries Development Bank of India (SIDBI) inked a pact with Google to pilot social impact lending with financial assistance up to Rs. 1 crore (US\$ 133,939.60) at subsidised interest rates to micro enterprises. To reinvigorate the Indian MSME sector, Google India Pvt. Ltd. (GIL), will bring a corpus of US\$ 15 million (~Rs. 110 crore) for micro enterprises as a crisis response related to COVID-19.
 - In November 2021, digital freight forwarder Freightwala, launched a shipment tracking service for MSME exporters and importers based on predictive analytics to help businesses tackle risks associated with shipment delays and improve supply chain efficiency.
 - In October 2021, Sundaram Finance and the MSME Development Institute (Chennai), provided marketing assistance to MSMEs. Entrepreneurial and managerial development of MSMEs will be done through an incubator scheme, that will give innovators opportunities to develop and nurture ideas for the production of new products.
 - In September 2021, Aerospace Engineers Private Limited, a Tamil Nadu-based MSME, secured a contract from Boeing to produce and supply critical aviation components.
 - In September 2021, Walmart and Flipkart announced the completion of the first phase of training of >2,500 MSMEs under Vridhi, the supplier development programme.
 - In September 2021, Flipkart introduced 'Flipkart Boom' to help digital-first consumer brands and empower MSMEs.
 - In September 2021, HDFC Bank collaborated with the National Small Industries Corporation (NSIC) to offer credit support to the micro, small and medium enterprise (MSME) sector.
 - In August 2021, the US Agency for International Development (USAID) and the US International Development Finance Corporation (DFC) collaborated with Kotak Mahindra Bank to support MSMEs.
 - In August 2021, Facebook India, in collaboration with Indifi, announced 'Small Business Loans Initiative', a new programme to support small and medium businesses (SMBs) get quick access to credit via independent lending partners.
 - In August 2021, Indian Bank introduced 'MSME Prerana', an online business-mentoring programme for MSMEs in Odisha. In FY21, the state (Odisha) accounted for ~5% of the total MSME credit exposure of Indian Bank and recorded an increase of 39% YoY.
 - In July 2021, Amazon India announced to expand its existing nine fulfilment centres and launch additional 11 new centres. This expansion plan is expected to create direct and indirect job opportunities in India and further strengthen Amazon's foothold in the country.
- 

- In July 2021, Raropay acquired TERA Finlabs, a provider of embedded financing solutions, to strengthen capabilities in data-driven risk management, capital solutions and credit underwriting to financially support MSMEs.
- In July 2021, the Federation of Indian Export Organisations (FIEO) signed a memorandum of understanding (MoU) with Aramex India, logistics services provider, to support MSME exporters in India.



Source: MSME Annual Report for the year 2021-22, Govt. Of India.

ACHIEVEMENTS IN THE SECTOR

The Ministry of MSME runs numerous schemes targeted at providing credit and financial assistances, skill development training, infrastructure development, marketing assistance, technological and quality upgradation and other services for MSMEs across the country.

CONCLUSION

The topic gave me immense knowledge on MSME contribution to GDP. I got to learn that the MSME sector in India is growing at good pace & even is providing employment opportunities to masses of the people. The contribution of Manufacturing Sector as well as Service Sector of MSMEs is significant to the total GDP of the Country. The Govt. of India has taken number of initiatives & is in the process of gearing up the growth of Micro, Small & Medium Enterprises in the country. The Govt. of India is also making number of tie-ups & agreements with the NGOs, Governmental agencies as well as with the Universities for making it sure that proper implementation of Governmental policies for setting up of MSMEs is there & entrepreneurs are properly guided for starting their ventures. But still MSMEs are facing many challenges. The problem of unawareness towards technological advancement can be removed after running effective training and skill development programs.

First, I would like to thank Miss Aritha Banul, our professor of CC13 - Entrepreneurship Development for giving us this interesting tutorial project

I would also like to thank our principal, Dr. Atushi Kartha and our course co-ordinator, Mrs. Pratyusha Agrawal, for giving us this beautiful opportunity.

These are part of
acknowledgment!

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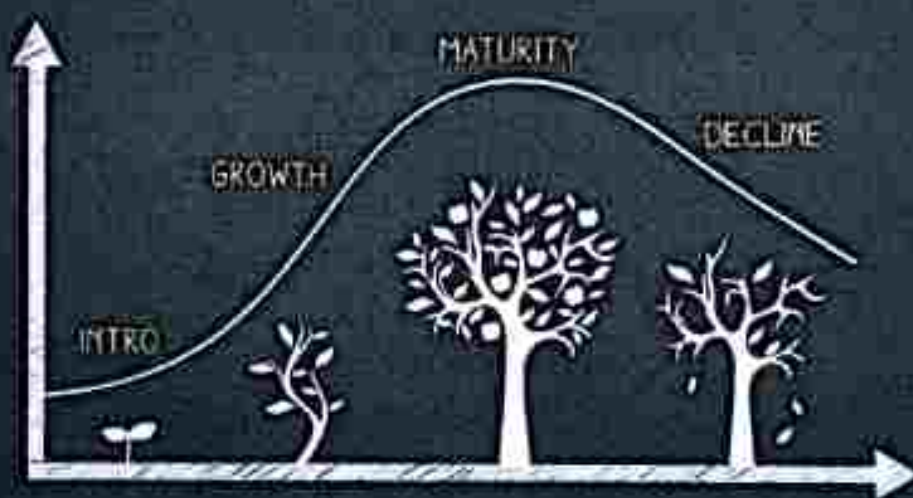
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CLINICAL NUTRITION AND DIET
"WALK BEHIND YOUR DOG"
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15/11/22
Examination
B.Sc (Hons) PL-13
Exam - 2022
100% Score - 01

ENTREPRENEURSHIP DEVELOPMENT PROJECT

PRODUCT LIFE CYCLE



UNIVERSITY REGISTRATION NO.: 013-1212-0286-19

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SEMESTER: 6

SUBJECT: CLINICAL NUTRITION AND DIETETICS

PAPER: CC-13

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I would like to express my special thanks of gratitude to our Entrepreneurship Development teacher Atiba Batul mam for the kind support and guidance without whom the completion of this project wouldn't have been possible.

I would also like to extend my gratitude to our Principal Mam Dr. Atashi Kapha and Pratyasha mam for providing us with this opportunity. Their contributions are sincerely appreciated and gratefully acknowledged.

Lastly, I want to express my profound thanks to my classmates for the unending support.

TOPIC:

AB VISIONS LIMITED WANT TO INTRODUCE A NEW VARIETY OF GLASSES WHERE THE VISIONS CAN BE ADJUSTED ACCORDING TO THE USER'S REQUIREMENT. EXPLAIN ALL THE STEPS IN THE LIFECYCLE OF THIS PRODUCT.

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- Findings..... Page 10
- Conclusion..... Page 11
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INTRODUCTION

The concept of a product life cycle has occupied a prominent place in the marketing literature, both as forecasting tool and a guideline for corporate marketing strategy. In its simplest form, it serves as a descriptive model of the stages of market acceptance of a product. There are several factors which can and do affect product's life cycle in the market such as customer's needs, competition, new technologies and other aspects of marketing environment. A firm's competitiveness increases through effective product and marketing strategy which involves production of a variety of products and successfully marketing them. The deep knowledge of marketing management is most essential to improve products life cycle.

WHAT IS A PRODUCT AND PRODUCT LIFE?

Basically, a **PRODUCT** is the object of the exchange process, the thing which the producer or supplier offers at a potential customer in exchange for something which the supplier thinks as equivalent or of greater value. The product is an important component of the marketing mix. A product is anything that can be offered to a market to satisfy a want or need. It includes goods, services, experiences, events, persons, place, properties, organizations, information and ideas

Under the traditional approach, a product is seen as the entire bundle of utility that is offered by a marketer to the market place. This bundle contains a potential for satisfaction that comes in part from a tangible, objective feature of the product. Satisfaction is also derived from the intangible, subjective features of a product.

Those products which ultimate users buy for their final consumption are called consumer products, while those bought for resale or for producing other items intended for sales are industrial products.

PRODUCT LIFE is context dependent as well as user-dependent, E.g., for a customer the product life is the period of time that she/he uses it (e.g., from purchasing until it is disposed of). In contrast to this, the product life is normally longer for the producing company; it starts with the ideas of a product and concludes with the end of the production with the end of the service period for the product.

PRODUCT LIFE CYCLE(PLC)

Every product pass through a number of stages, namely introduction, growth, maturity, decline, and abandonment. These stages are collectively referred to as **PRODUCT LIFE CYCLE**.

Product like people have a certain length of life during which they pass through different stages. For some the life cycle may be as short as a month, while for others it may last for quite a sufficiently long period. The examples may be of a trendy dress or an electrical appliance. From the time the product idea is born, during its development and up to the time it is launched in the market, a product goes through the various phases of its development. Its life begins with its market introduction. Next it goes through a period during which market grows rapidly. Ultimately it reaches maturity stage, after which its market declines and finally the product dies.

The product lifecycle may move through the following 5 stages:


1. Introductory, pioneering or development stage
2. Growth or the market acceptance stage
3. Maturity stage
4. Decline stage
5. Abandonment stage.

It is worth noting that the duration of each stage is different among products. Some products take years to pass through the introductory stage, while others may be accepted in the market in a few weeks. Further, not all products pass through all stages, some fail in the initial stages, others may reach the maturity stage after a long time. In virtually all cases decline and possible abandonment are inevitable because:

- i. the need for the product disappears
- ii. a better or less expensive product is developed to fill the same need; Or
- iii. a competitor does a superior marketing job,

FEATURES OF A PRODUCT LIFECYCLE:

The concept of PLC has the following features:

- i. All products generally pass through the five stages of PLC.
 - ii. There is no clear-cut demarcation between one stage and the subsequent stage.
 - iii. Different products do not have identical lifecycles
 - iv. At any given point of time the same product might reach different stages in different market segments.
 - v. There is a specific time limit of PLC of a product or any of its stages.
- 

SIGNIFICANCE OF PRODUCT LIFECYCLE:

The concept of product lifecycle indicates that sooner or later all products die and if management wishes to sustain its revenues, it must replace the declining products with the new ones. The product life cycle concept also indicates as to what can be expected in the market for a new product at various stages. Thus, the concept of product life cycle can be used as a forecasting tool. It can alert management that its product will inevitably face saturation and decline and the host of problems these stages pose. The product lifecycle is also useful framework for describing the typical evolution of marketing strategy over the stages of product lifecycle. This will help in taking sound marketing decisions as different stages of the product life cycle

After a product has been developed, it is launched in the market with the help of various promotional devices such as advertising, sales, promotion, publicity and personal selling. In other words, product development (some people call it incubation stage of product life cycle) must be followed by the successful introduction of the product in the market. For this, planning for introduction of the product starts during the process of product development itself. Every firm makes sale projections during introduction, growth and maturity stages of the product life cycle. To achieve the projected sales target, it formulates promotional pricing and distribution policies. Thus, concept of product lifecycle facilitates integrated marketing policies relating to product price promotion and distribution.

THE ADVANTAGES OF FORECASTING THE LIFECYCLE OF A PRODUCT:

- When the product lifecycle is predictable, the management must be cautious in taking advanced steps before the decline stage by adopting product modification, pricing strategies, distinctive style, quality change, etc.
- The firm can prepare an effective product plan by knowing the product lifecycle of a product.
- The management can find new users of the product for the expansion of market during growth stage and for extending the maturity stage.
- The management can adopt latest technological changes to improve the product quality, features and designs.
- The management can abandon the product which is not demanded by the customers.

CHARACTERISTICS OF PLC STAGES

| STAGES IN PLC | OBJECTIVES | SALES | COSTS PER UNIT | PROFITS | COMPETITORS | CUSTOMERS |
|---------------------|---|-------------|----------------|------------|-------------|-----------------|
| Introduction | Product awareness | Low | Very high | Negligible | Few | Innovators |
| Growth | Maximize market value | Fast growth | High | Rising | Growing | Early adopters |
| Maturity | Maximize profit and retain market share | Peak level | lowest | Peak level | Many | Mass market |
| Decline | Minimise expenditure | declining | low | low | declining | Loyal customers |

Score 2

ANALYSIS

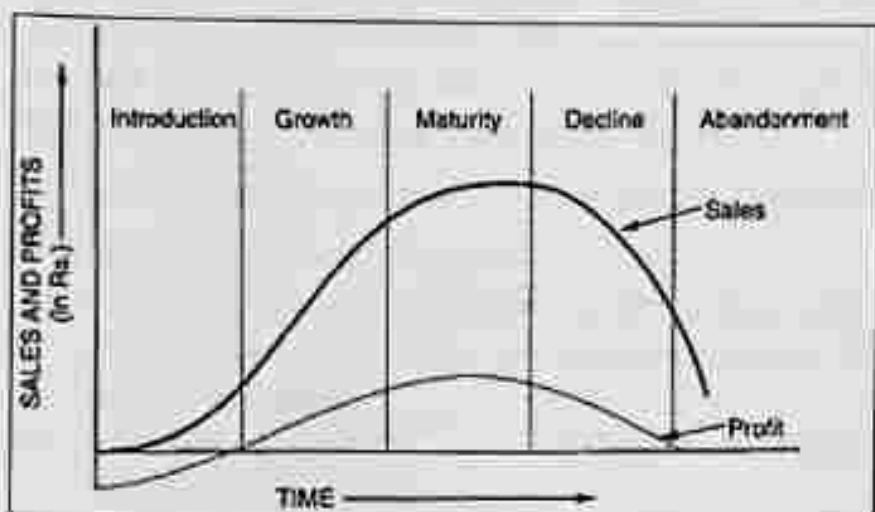


Fig. Stages in Product Life Cycle

INTRODUCTION STAGE:

During this stage, a product is introduced in the market. Since the product is of new variety, so competition is virtually absent market is limited and prices are relatively high. As sales are low and promotion expenses are high profits are usually absent. AB Vision Limited will inform the market about the existence and features of the product. This stage is also very risky because a high percentage of new products fail during this period.

To introduce the product successfully, the following strategies may be adopted:

- i. Advertisement and publicity of the product- 'Money back' guarantee may be offered to stimulate the people try the product.
- ii. Attractive gifts to customers.
- iii. 'Price off' as an introductory offer introducing the product at a discount to attract the people.
- iv. Attractive discounts to dealers.
- v. Higher price of product to earn greater profit during the initial stages i.e., skimming the cream pricing policy. If there is competition in the market, the firm may fix lower price to penetrate the market.

GROWTH STAGE

This stage is characterized by increased competition, larger sales and price falls. In this stage, sales grow rapidly. The firm expands sales by increasing market share in the existing markets and by entering into new markets. Therefore, profits grow rapidly. AB Vision Limited should lift its promotional focus from "buy my product to buy my brand". In this stage, AB Vision Limited may adopt strategies like heavy advertising, expanding distribution channels and keeping the price at competitive levels.

The following strategies are followed by the business firms during the growth stage

- i. Advertisement and publicity of the product.
- ii. Incentive schemes may be offered to stimulate more people to try the product.
- iii. New versions of the product are introduced to cater to the requirements of different type of customers.
- iv. Channels of distribution are strengthened so that the product is easily available whenever required.
- v. Brand image of the product is created through promotional activities.
- vi. The price of the product is competitive.
- vii. There is greater emphasis on customer service.

MATURITY STAGE

The product of AB Vision Limited enters into maturity stage as complete competition intensifies further and market gets saturated. Profits come down because of stiff competition and marketing expenditures rise. The prices are decreased because of competition and innovations in technology. But sooner or later, demand of the product starts declining as new variations in the products are introduced in the market. Product differentiation, identification of new segments and product improvement and emphasized during this stage.

In order to lengthen the product of maturity, the following strategies may be adopted:

- i. Product may be differentiated from the competitive products and brand image of AB Visions Limited may be strengthened further.
- ii. The warranty period may be extended.
- iii. Reusable packaging may be introduced.
- iv. New markets may be developed.
- v. New users of the product may be developed.

DECLINE STAGE

This stage is characterized by either the products gradual displacement by some new products or change in customer consumer buying behaviour. The sales fall down sharply and the expenditure on promotion has to be cut down drastically. The decline may be rapid with the product soon passing out of market or slow if new users of the product are found to avoid sharp decline in sales, the following stages may be used.


- i. New features may be added to the product and it's packaging maybe made more attractive.
- ii. Economy packs or models may be introduced to revive the market.
- iii. Promotion of the product may be done on a selective basis to reduce the distribution cost.

ABANDONMENT STATE

AB Visions Limited abandoned the obsolete product in order to put their resources to better use. Innovative products are introduced in the market to take place of the abandoned products. As far as possible, attempts should be made to postpone the decline stage. But if the decline is rapid, the product model may be abandoned and the new model with unique features may be introduced. If it is not possible or there are heavy losses, the manufacturer may seek merger with some other strong firm.

LIMITATIONS OF PRODUCT LIFECYCLE.

The following limitations of the concept of product lifecycle may be noted:-

- It is very difficult to determine the particular stage in which a product is.
 - The determination of length of each stage in the life cycle is a complicated process.
 - It is not necessary that all stages can be applicable to every product.
 - Product lifecycle alone cannot be devised for marketing success.
- 

Product Life Cycle And Marketing Management Strategies

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Abstract

A company's positioning and differentiation strategy must change as the product, market and competitive change over the product life cycle (PLC). In this stage of rapid change, every organization must the product to keep a long and happy life. To improve their product process and systems. The understanding of a product's life cycle and marketing strategies can help an organization to understand and realize when it is time to launch and withdraw a product from market. Thus, the purpose of this paper is to understand the product life cycle and its marketing management strategies. A lot of factors were discussed for good importance of marketing strategies and product life cycle highlights. The paper further takes a look at various concepts of scholars on marketing management strategies. Finally, the study shows that the cycle of Marketing strategies and some product's move through their life cycle process different marketing management strategies are developed and applied as appropriate.

Introduction

The concept of a product life cycle has occupied a prominent place in the marketing literature, both as forecasting tool and a guideline for corporate marketing strategy. In its simplest form, it serves as a descriptive model of the stages of market acceptance of a product. There are several factors which can and do affect product's life cycle in the market such as consumer's needs, competition, new technologies and other aspects of marketing environment. A firm's competitiveness is increases through effective product and marketing strategy which involves production of a variety of products and successfully marketing them. The deep knowledge of marketing management is most essential to improve product life cycle. In this paper I

will try to present issues relating to the product life cycle as well as Marketing Management Strategies as applied in each stage of product life cycle. Such discussion will help the organizations to develop effective strategies and successfully manage a product's life cycle.

What is Product and Product Life?

Basically, a product is the object of the exchange process, the thing which the producer or supplier offers to a potential customer or exchange for something which the supplier thinks is equivalent or of greater value. The product is an important component of the marketing mix. A product is anything that can be offered to a market to satisfy a want or need. It includes goods, services, experiences, events, persons, place, properties, organizations, information and ideas.

Scholar and Smith (1980:224) recognized the dominant extended approaches in defining a product. Unlike the traditional approach, a product is seen as the entire bundle of utility that is offered by a marketer to the market place. This bundle contains a product for satisfaction that comes in part from a tangible, objective feature of the product. Satisfaction is also derived from the intangible, subjective features of a product. Narayana (1981:38) sees a product as a bundle of physical and psychological satisfaction that a buyer receives from a purchase. This includes not only the tangible object, but also such supportive elements as packaging, convenience of purchase, price, purchase services and others that boost a value. New products may lead to sales growth or stability, increase profits, control, reduce risk through diversification, offer differential advantages, improve distribution and respond to customer needs.

These products which enhance sales but for their final consumption are called consumer products, which those bought for resale or for producing other items intended for sale are industrial products.

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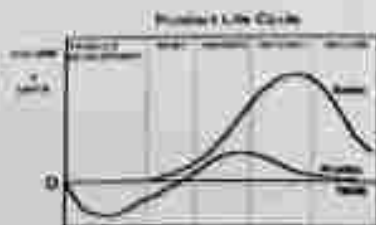
Page 8

Product Life: The duration of product life is somewhat dependent on what an user depends on. E.g., for a consumer the product life is the period of time that elapses from buying from purchasing until it is disposed off. In contrast to this, the product life is normally longer for the producing company. It starts with the taking of a product and concludes with the end of its production, with the end of the service period for the product (Zandka:2009).

The Product Life Cycle (PLC)

The product life cycle is the period of time over which an item is developed, brought to market and eventually removed from the market. It is an important tool for analysis and planning of the marketing mix activity.

A marketing mix consists of a set of marketing decisions that a



Source: Williams D

This cycle varies according to industry.

A Comparative study of product life cycle and its marketing applications

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 Associate Professor, National Institute of Distance Education (NIDEL), Hyderabad, India
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Abstract

In this paper we explain the product life cycle models that studies a set of strategic decisions facing manufacturers in their design, the product-consumer benefits which may require continuous and repeat support after its sale. Traditional product analysis relies on purely econometric and statistical factors and is to ascertain that an emerging market's dimensions and its potential. The objective of this paper is to present an empirical product life cycle (PLC) specific to the assessment of emerging markets at domestic and international expansion opportunities, based on the literature pertaining to the product life cycle in domestic and international markets with graphs, presentation and models the need for a specialized economic and econometric approach, additional models are introduced to assess emerging market potential. Emerging markets provided the reference for the product life cycle in emerging markets. Product life cycle (PLC) model, serial PLC, national product PLC, network PLC, emerging PLC, and international PLC, systems. Marketing with PLC philosophy gives insight to practicing managers to follow the systems and make necessary decisions for products they are dealing with. Composite PLC has been established as literature and this paper will fill the gaps by qualitative study on the market conditions.

Keywords: product life cycle, marketing.

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Introduction

A product is believed to go through different life stages in the same manner as a living organism. Products are first introduced in the market and consumers accept it they find it worthy that needs, takes no rapidly. Finally, everyone who needs the product accepts it and takes pleasure. At some stage, either the need for product is disappearing or due to crisis, or a different solution to that need emerges. A consumer stops buying the product and eventually the product goes to crisis. A company which anticipates new product, constantly hopes that the product will contribute to the product and provide consistent satisfaction for a long period of time. Thus, domestic, time and happen to produce or progressively organization has to keep in aware of what is happening throughout the life of the product in terms of sales and maximum profit. Therefore, Lawry (1965). A well known marketing management scholar has produced two ideas in the basic concept of the life cycle of the product.

Concept of Product life cycle

Lawry (1965) defines the concept of the product life cycle as:

1. Products have a limited life span.
2. The sales and consumption passed through distinct stages, each passes different challenges, opportunities, and problems in the market.
3. Profit rise and falls at different stages of the life cycle of products.
4. Product required different marketing financial, manufacturing, purchasing and human resource strategy in each stage of their life cycle.

The product life cycle is an product and full based and it is divided into four stages.

1. **Introductory Stage:** There is likely to be no profit is more likely to loss at the early stage of any product. This because customers for some time depending on market factors. Thus, there may be either loss at the beginning, throughout or either profit over rapidly or gradually. At this stage, a considerable amount of funds are being

Q

involved in promotional activities with a view to generating sales while the volume sales are low. There is the beginning, there is likely to be loss and later on, as sales grow, the profit might accumulate.

2. **Growth stage:** In the case of a product launched successfully, the sales start picking up and rise rapidly. The early stage is reached which witnesses in the growth stage. When the sales start picking up fast, and profit growth will give the impression considerably. This is because the cost of distribution and promotion is now spread over larger volume of sales. As the volume of production is increased, the manufacturing cost per unit tends to decline. Thus, from a strategic point of view, this is a very critical stage.

3. **Maturity stage:** It is an extremely to think that the sales will keep climbing up. At this stage, it is more likely that the competition becomes more active. If the product is a novel one, its new competitors would have some new and better products in the market to compete with. Therefore, the sales are likely to peak in this stage. It is characterized by pronounced sales, would have to increase to try and maintain or sales. This is called the maturity stage. At this point, it is difficult to profit because. With regard to the profit picture, the profit is likely to be stabilized or start declining, and more promotional efforts have to be taken now, in order to meet the competition.

The 4 Life Cycle Stages and their Marketing Implications


Introduction Growth Maturity Decline

FINDINGS

1. During the initial stages in the product life cycle, AB Visions Limited should focus on correcting product problems in design, features, and positioning so as to establish a competitive advantage and develop product awareness through advertising, promotion, and personal sales techniques.
2. The unpredictability of a products life span comes from the fact that all the factors that influence the product life cycle are constantly changing. For example, changes in the cost of production or a fall in consumer demand due to the launch of alternative products, could significantly alter the duration of the different product life cycle stages.
3. Stage span fluctuates- the length and pattern of product life cycles can vary significantly from product to product. There is no reason to believe that all products inevitably pass through all the stages; some might proceed, for example, straight from growth into decline because of, say, the introduction of some superior new product.
4. Unpredictability- while a product's life may be limited, it is very hard for manufacturers to predict exactly how long it is likely to be, especially during the new product development phase. While most manufacturers are very good at making the best decisions based on the information they have, consumer demand can be unpredictable, which means they don't always get it right.
5. Varying market conditions- there may be a variance in the sales data due to varying market conditions. Therefore, products which are hit in one place, might not be hit in other regions or territories due to the differences in consumption patterns of those territories.
6. Not applicable to brands or services – Product life cycle is generally applicable to products only and not applicable to brands or services. For example – A firm which has so many products which have come and gone but this does not mean that the brand of the firm is in maturity stage or decline stage. Some products of the brand are growing whereas others are maturing or declining
7. Rate of market acceptance- If the customers of a country accept a new product very fast, the lifecycle of the products in such country will be limited because the customers who have accepted a product so fast can accept another product on next day.
8. Ease of entry of competitors- If the competitors can enter into a market very easily, the product lifecycle will be short because the competitors can make the products out.
9. Risk bearing capacity- The companies having more risk bearing capacity can keep their products standing in the market for a long period.
10. Economic and managerial strength- If an enterprise has good economic and managerial strength, the lifecycle can be longer.
11. Protection by patent- If the patent of the product is registered, the product lifecycle can be fairly long.


CONCLUSION

All the products go through the different life cycle stages of development, introduction, growth, maturity, and decline. A product life cycle may very last for a few days or continue for years. When an organization recognizes that a product has gone into decline or is not performing as well as it should, it has to decline what to do. Organizations need to determine the life cycle to set performance goals, such as sales and profit, growth targets, and make resources allocation decision, such as strategic and human resource planning. To improve successful product during each of its phase of its cycle, a company must understand how marketing management works for customer, market and competitors.



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Examined.
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DEPT. OF CLINICAL NUTRITION AND DIETITICS
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EXAMINATION - 2022

(UNDER CBCS)

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I would like to thank each and every member of my family and friends for their moral support, trust and constant guidance that they offered me during preparation of the project.

AB visions limited want to introduce a new variety of reading glasses where the visions can be adjusted according to the users requirement. Explain all the stages in the lifecycle of this product.

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INTRODUCTION

- Product Life Cycle (PLC) is a normative and descriptive model for the life of products in general. Individual products will experience their own variation.
- Some products may have a higher sales curve than normal. Some products may have a lower sales curve - appear to a smaller segment than normal. Some products may have a longer segment in the curve or a longer curve overall. Some products may have a shorter segment in the curve or a shorter curve overall.
- The PLC's importance to marketing decision makers is to help to identify appropriate strategies and tactics for presenting a product.
- Each stage represents a different set of uncontrollable variables to consider in the development of product and market strategies.

A product is believed to go through definite stages in the same manner as a living organism. Products are first introduced in the market and customer accept if they find it serving their needs, sales go rapidly. Finally everyone who needs the product acquires it and sales stop buying the product and eventually the product seems to exist.

At some stages, either the need of product was satisfying to see to exist, or a different solution to that need emerges. A company which introduces new product naturally hopes that the product will contribute to the product and provide consumer satisfaction for a long period of time. This, however does not happen in practice so progressive organization tries to remain aware of what is happening throughout the life of the product in terms of sales and resultant profit.

The management of the product development process is supported with the adoption of the product life cycle concept, which is used as a decision making tool.



CONCEPT OF PRODUCT LIFE CYCLE:

- 1) Products have a limited life span.
- 2) The sales and consumptions passed through distinct stages, each poses different challenges, opportunities, problems to the seller.
- 3) Profit rise and fall at different stages of the life cycle of products.
- 4) Product requires different marketing financial, manufacturing, purchasing and human resource strategy in each of their life cycle.

The product life curves are portrait and divided into ~~five~~^{five} stages:

- 1) Introductory Stage: There is likely to be no profit, is more likely to lose at the entry stage of any product. This loss may continue for some time depending on market factors. Thus there may be either lost in the beginning throughout or either profit rise or gradually. At this stage, a considerable amount of funds are being

involved to promotional schemes with a view to generating sales while the volume sales are low. Thus in the beginning there is likely to be loss and later on sales grow, the profit might accumulate.

During the stage, a product is introduced in the market. Since the product is of new variety so competition is virtually absent; market is limited and prices are relatively high. As sales are low and promotion expenses are high, profits are usually absent. Advertisements limited will inform the market about the existence and features of the product. This stage is also very risky because a high percentage of new products fail during this period. Effective strategies like introductory offer, money back, guarantee, removing technical and other deficiencies etc may be employed.

2) Growth Stage: In the case of a product launched successfully, the sales starts picking or rise more rapidly. Here the sales would climb up fast and profit picture will also be improved considerably. This is because cost of distribution and promotion is now spread over large volume of sales. As volume of production is increased, the manufacturing cost per unit tends to decline.

This stage is characterised by increased competition, larger sales and price falls. In this stage, sales grow rapidly. The firm expands sales by increasing market share in the existing market and by entering into new markets. Therefore profit grows rapidly, AB vision limited should shift its promotional focus from "buy my product to buy my brand". In this stage, AB vision limited may adopt the strategies like heavy advertising, expanding distribution channels and keeping the price at competitive levels.


3) Maturity stage: At this stage, it is more likely that the competitors become more active. During this stage sales continue to grow but at a decreasing rate and market get stabilised. Falling prices will reduce profits. Producers attempt to differentiate products, and brands are the key to this attempt. The market reaches saturation. AB vision limited should focus on differentiating the product from competitive product, focusing on brand image, extending the warranty period, introducing reusable packaging and developing new markets.

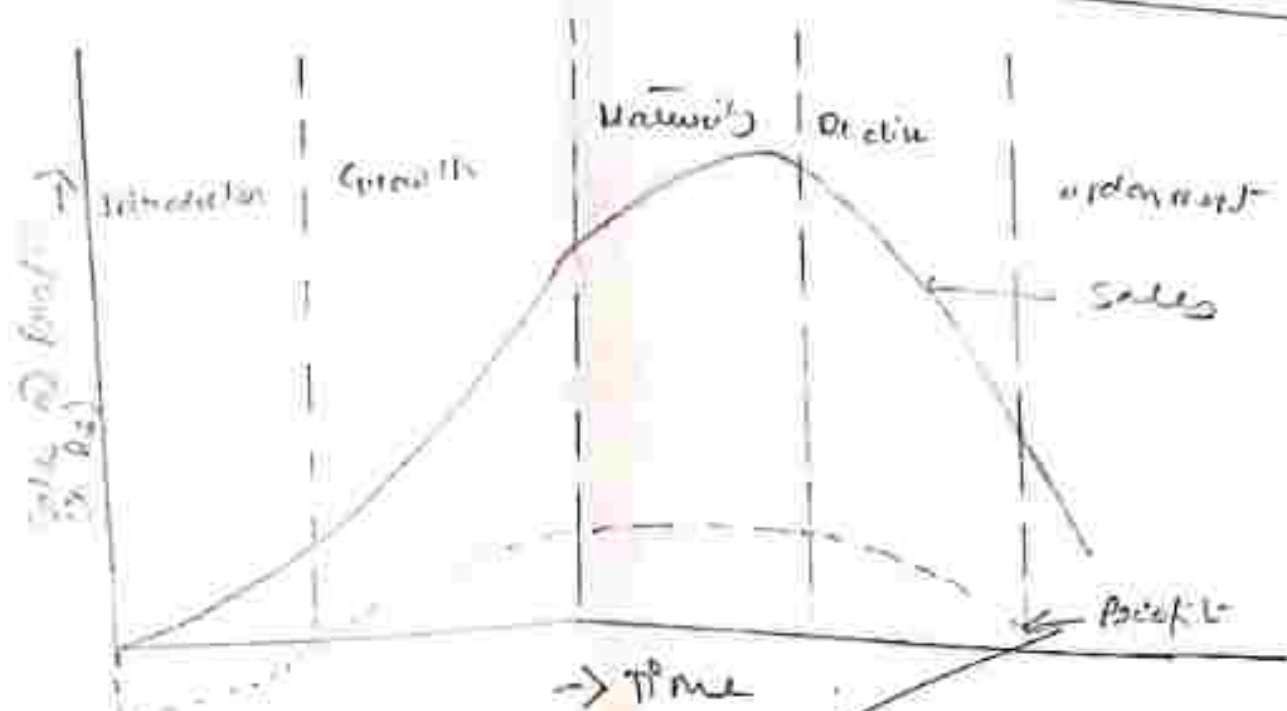
✓

4) Decline Stage: Sales fall down sharply and product becomes obsolete. Either more innovative products are introduced or consumer tastes have changed. Steps are to be taken to prevent obsolete and avoid their decline. NB vision Limited can improve in the technologies used, introduce better substitute, new features can be added, economy models and packs may be introduced, new and attractive packaging may be used. Selective promotion may be adopted. This is the stage where profit drops rapidly and ultimately the last stage emerges. Retaining such a profit after these stages may be risky and certainly not profitable to the organisation.

5) Abandonment of the product stage:

Firms abandon their products in order to make better use of their resources. Preferences of consumer may change and new innovations in the market to take place of abandoned product. NB vision Limited may postpone the abandonment stage by introducing unique features.





Graph 1: STAGE IN PRODUCT LIFE CYCLE

Advantages of Product Life Cycle:

- 1) When PLC is known the firm can prepare an effective product plan.
- 2) Management can take advanced step before the decline of the product.
- 3) Maturity stage can be extended by finding new uses of the product.
- 4) Technological Innovation can be adopted to improve the quality feature and design of the product.

ANALYSIS

Research Papers

Research Paper 1:

Product Life Cycle and Marketing Management Strategies

Milind Kamthe, Dr. Surendra Singh Kurma

April - 2003

Abstract:

A company's positioning and differentiation strategy must change as the product, market and competitors change over the product life cycle (PLC). In this stage of rapid change every organization wants the product to enjoy a long and happy life by improving their product process and system. The understanding of a product's life cycle and marketing strategies can help an organization to understand and realise when it is time to launch and withdraw a product from market.

- The Product Life Cycle (PLC)

Research Paper 2:

Understanding the Stages of the Product

Life Cycle

Chinonso Kenneth Udozpono

August 2021

DOI: 10.5772/intechopen.91036

Abstract

originally formulated in the context of biological studies, the life cycle concept was and now has become widely adopted as a framework for the interpretation and evaluation of phenomena that are subject to, and bound by the inevitability of change. The application of life cycle concept to the development of industrial product is an important element in the administration of technological innovation. On this basis, therefore it is referred to as product life cycle (PLC). The concept of PLC is used to support decision making in the management of product development. It may also be used in corporate strategies development, as well as the planning of activities and can be adapted to focus on technology development.

• Introduction

FINDINGS

Various problems can arise during the different stages of the Life cycle:

1) Introduction Stage:

As the product is new to the market i.e. the glasses, so initially the competition is absent, market is limited and the prices are relatively high.

As sales are low and promotion expenses are high, profits are usually absent.

This stage is very risky because a high percentage of new products fail during this period.

There may not be proper advertisement and publicity of the product, so the consumer might be unaware of the features and uses of the product.

There can be technical and other deficiencies.

Due to the skimming the cream pricing policy, the consumer may not accept the product at a high rate.

Proper introductory offer is not given reduces the sales of the product.

2) Growth Stage:

- Failure in proper advertisement to create brand image.
- Failure in expanding the distribution channels.
- Unable to introduce new features or versions of the product.
- Unable to keep the price at a competitive level.
- Not giving enough emphasis on customer service.

3) Maturity Stage:

- AB visions limited not able to differentiate their product from the competitive product.
- Fails to focus on the brand image.
- Not extending the warranty period.
- Not developing new markets.
- Not finding new uses of the product.
- Unable to introduce sensible packaging.

✓

Decline stage:

- New features may not be added to the product.
- Fails to create economy models and packs.
- Unable to create new and attractive packaging.
- Not adopting selective promotion.

Abandonment of product stage:

- Eventually if the problems are not resolved it will lead to abandonment of the product and also due to change in preference of consumer and new innovations enter the market.
- Unable to postpone the abandonment stage by introducing new/unique features.



CONCLUSION

The product life cycle may be used in planning. Marketers who understand the cycle concept are better able to forecast future sales and plan new marketing strategies.

Marketers must be sure that a product has moved from one stage to next before changing marketing strategies.

A temporary sales decline should not be interpreted as a sign of the product dying. Pulling back marketing support can become a self-fulfilling prophecy that brings about the early death of a healthy product.

Examining a product in relation to market needs, competitions, costs and profits allows a company to pivot their product focus to maintain longevity in the marketplace.

Knowing when a product is going into decline prevents the company from following as a result of being overly reliant on a fading market. A product life cycle strategy means that you can reinvent an existing product,

develop new replacement product or change direction to stay abreast of a changing marketplace.

While all products have a life cycle, many of the most successful ones are able to maintain the mature stage of the life cycle for many years before any eventual decline.


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not in mind

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MEMORIAL GIRLS' COLLEGE
CUTTACK



Tutorial for the

Paper - CC13

Paper name- Entrepreneurship Development

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Semester - VI

Clinical Nutrition & Dietetics Department

Gokhale Memorial Girls College

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TOPIC

“ To make a comparative analysis of lending performance of two commercial banks in the past five years with reference to MSME.”

INDEX

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Introduction to MSME

Micro, Small and Medium Enterprises are better known by the acronym MSME. MSMEs are the backbone of the Indian economy. It contributes to a staggering 30% to the country's GDP, and around 45% of the manufacturing output, and approximately 48% of the country's exports.



Additionally, more than 11 crore people are employed in the MSME sector. They're rightly referred to as the 'Backbone of the country.'

MSME Loans also known as Micro, Small, and Medium Enterprise Loans are types of loans which you can avail if you own a business or is an entrepreneur. This type of loan provides you working capital which you can use for various purposes such as purchasing new inventory, buying new equipment, paying your staff their salary, or aid yourself in expanding your business. There are multiple lenders in India who offer MSME loans to their customers. The interest charged also differs from banks to banks.

The definition of MSME was altered, and was announced by the Government of India on 13th May 2020 as

- ◆ The criteria for MSME classification have been changed from Investment to Investment and Annual Turnover.
- ◆ The Government of India also increased the investment limit for classification of MSME units. This means, that more firms and enterprises can now avail MSME schemes.
- ◆ Criteria for the classification of MSMEs is now uniform for Manufacturing and Services Enterprises which is given below in the table below:

Micro, Small, and Medium Enterprises can avail MSME loans for the expansion of businesses or for setting up new enterprises. The interest rates on MSME loans start at 7.65% p.a. The loan amount

sanctioned ranges from as low as Rs.50,000 and can go up to a few crores. On the basis of the sanctioned loan amount, the loan repayment tenure can go up to 15 years.

Table no. 1 – updated classification of MSME.

| Classification | Micro | Small | Medium |
|--|--|--|---|
| Manufacturing Enterprises and Enterprises rendering Services | Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover ; not more than Rs. 5 crore | Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover ; not more than Rs. 50 crore | Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore and Annual Turnover ; not more than Rs. 250 crore |

Source 2.

The MSME ministry in order to strengthen the backbone of the country targets to increase its contribution towards GDP by up to 50% by 2025 as India moves ahead to become a \$5 trillion economy.

In any economy, banks are considered as the prime source of formal finance especially for Micro, Small and Medium Enterprises (MSMEs) though their contribution towards MSMEs' financing is confined to 17.7 percent of total industrial lending.

In a post-Covid-19 world, there are various impediments to the sector's growth, such as lack of formal finance, modern technology, unavailability of skilled workforce, and limited access to global markets. And they can only be overcome with the concerted efforts of government as well as financial institutions.

Features and Benefits of MSME Loan.

- ✓ Through an MSME Loan, micro small and medium business owners can use the funds effectively to expand their business or even set up an additional arm of their current business. Below are some of the features and benefits of an MSME Loan
- ✓ An MSME loans facilitate extensive credit flow in the MSME sector.
- ✓ With MSME loans, businesses can upgrade their technology to meet their small business sector requirements.
- ✓ MSMEs loans offer a comprehensive development competence for the small scale industries through skill development and training packages.
- ✓ MSME loans are offered to all borrowers associated with small scale industries such as Sole Proprietorship Firms, Partnership Firms, Private Limited Companies, and Public Limited Companies. Further, Manufacturing or service-based micro and small enterprises are eligible excluding Retail traders, educational institutions, training institutions, agriculture & Self Help Groups
- ✓ The tenure of an MSME loan is for a maximum period of 15 years
- ✓ MSME loans are offered as secured and unsecured loans. The choice depends on the borrower his repayment capacity and the requisite terms and conditions of the bank.

Usage of MSME Loans

MSME Business Loans can be used for a multitude of purposes such as:

- ✓ To meet working capital requirements
- ✓ Enhance the business
- ✓ New and innovative business expansion
- ✓ Management of Business Cash Flow
- ✓ Installation of new equipment and machinery
- ✓ Procurement of business tools, vehicles and other fixed assets
- ✓ Development of inventory, such as raw materials or stock.

ANALYSIS-

◆ Importance of comparing the lending pattern to MSME by commercial bank at present time-

MSME is one of the most emerging sector of our nation specially to be considered during the post pandemic times as

1. At 30 per cent loan growth, the MSME book is the fastest-growing vertical for the bank. This is a testimony to our commitment to strengthen the MSME sector that accounts for about 30 per cent of GDP and the largest employer.
2. MSME portfolio is spread across sectors like textiles, fabrication, agri-processing, chemicals, consumer goods, hotels & restaurants, auto components, pharma and the paper industry, and also include the entire selling chain ranging from wholesalers, retailers, distributors, stockists and supermarkets.
3. mainly boosted by the pandemic-induced ECLG scheme under which it disbursed over Rs 23,000 crore. The growth is also driven by a renewed push towards customers in semi-urban and rural areas.

◆ Comparative analysis of lending performance of two commercial banks (a private and a public bank) in the past five years with reference to MSME.

The two banks compared for analysing the lending pattern to MSME :

1. Housing Development Finance Corporation Limited. (HDFC) - [private bank]
2. State Bank of India (SBI) - [public bank]

◆ Points of significance in comparing the MSME Loans pattern offered by the two banks.

The MSME loans offered by HDFC-

1. March 2017 the MSME lending was 74,000 crore

During the period -- March 2017-December 2019, the bank added more than 3 lakh customer accounts -- from 30.74 lakh customer accounts to nearly 34 lakh accounts.

- Micro, Small and Medium Enterprises (MSME) advances to the MSME segment as on March 31, 2019 stood at ₹ 128,976.48 crore as against ₹ 89,042.1 crore in 2018
- In December 2019, the bank's MSME book stood at ₹ 1.4 lakh crore, which has grown by over 60,000 crore or 30 per cent to ₹ 2,01,758 crore by the December 2020 quarter.

The Emergency Credit Line Guarantee Scheme (ECLGS) was introduced during the pandemic in May 2020, to provide financial assistance to the companies hit by the pandemic, and envisaged to provide ₹ 3 lakh crore worth of unsecured loans to MSMEs and companies across the country.

- In quaters of 2021 HDFC'S bank MSME book grew 30 percent crossing the 2020 year lendings due to ECLG scheme which was the biggest driver boosting the loan book by ₹ 23,000 crore disbursed to around 1,10,000 MSME customers.

[providing it a 10.6 per cent share system-wide MSME lending, becoming the second-largest lender in this segment after the State Bank of India.]

MSME loans offered by SBI-

SBI has leveraged on the various opportunities put forward by the government through their initiatives like Make in India, CGTMSE cover, Mudra, Stand-up India, formalization of this sector on GST regime, 2 per cent interest subvention to GST registered MSMEs, etc. to contribute significantly in developing the MSME ecosystem as well as create a bouquet of MSME products offering customization of the credit requirement of different sectors of MSME units.

- State Bank of India (SBI) has sanctioned loans worth ₹ 20,000 crore to over 400,000 micro, small and medium enterprise (MSME) accounts under the Emergency Credit Line Guarantee Scheme (ECLGS) past year 2021 quaters.
- In the financial year 2021-22 stood at ₹ 1.26 lakh crore, four times higher than ₹ 30,800 crore credit growth in FY20, according to data from the latest SBI Ecowrap report.
- In the financial year 2020, it had 800,000 eligible borrowers under the credit guarantee scheme where the eligible amount was estimated at ₹ 29,000-30,000 crore.
- SBI's SME loan portfolio shrunk by 7.27 per cent from ₹ 2.88 trillion in March 2019 to ₹ 2.67 trillion in March 2020

- State Bank of India was awarded 'Best MSME Bank Award-Large Bank' by CIMSME and the "Noteworthy lender to MSE Award" by SIDBI-ET
- ECLGS was a big factor that improved the quality of SME loans to be maintained by banks and also improved the overall profile of the MSME sector. Moreover, the government had revised the definition of MSME in 2020 which brought many large businesses into the MSME category.

➤ Bad loans scenario of SBI -

- The largest bank in the country, the State Bank of India (SBI), has written off Rs 17,590 crore bad loans in 2020-21 amid the pandemic and the total combined write-offs in the last four years have touched Rs 52,758 crore where the large write-off amount shows the challenges in recovering bad loans.

Public sector versus private sector bank loans for MSME

In the financial year 2020-

Public sector banks accounted for the largest share of loans disbursed under the ECLGS scheme under which the government guarantees a certain amount of loans to MSMEs as compared to private sectors.

Of the total loan applications received under the ECLGS scheme, the share of public sector banks is about 47%. While that of private sector banks is 44 per cent.

- In the financial year 2022 - the loan share of private sector banks to MSME sector has more than tripled in FY22 from the previous year's levels. Private lender's share of loans to MSMEs has surged to 69.8 per cent from 18.2 per cent in FY21 and 33.6 per cent in FY20, after the Covid pandemic, however, they started lending out more to the MSME sector in FY22 as government guarantees came in existence as compared to Public sectors.
- while private lenders increased their share in FY22, public banks' lending to small segments dropped to as low as 19.1 per cent.

Reasons for better lending performance of Private sector banks –

- Public sector banks with their extensive network operationalized the ECLG scheme as soon as it was launched. This enabled the scheme to reach out to a maximum number of MSME borrowers spread across the length and breadth of the country, within a short time.
- They efficiently channeled credit infusion to deserving MSMEs in a timely manner by astutely utilizing credit information analytics and digital drivers.
- According to the central bank's report public sector banks disbursed Rs 79,800 crore which is lesser than Rs 95,700 crore disbursed by private banks according to Reserve Bank's latest Financial Stability Report.

Public sector banks have managed to attract 22.65 lakh new borrowers while private banks have recorded 67.61 lakhs fresh borrowers under ECLGS scheme.

Reasons for comparatively down performance of Public sector bank.

- factors like technology changes, availability of cheaper substitutions etc. are to be considered .
- The positive maximum outreach to rural people with Govt. policies are correlated to MSMEs growth and would be helpful for growth and success of MSMEs.
- The Govt. policy on not imposing heavy duty on imported goods are correlated to the MSMEs growth and higher levy by Govt.

IMPACT OF PUBLIC SECTOR BANKS ASSISTANCE TO MSME: A CASE STUDY WITH REFERENCE TO MSMEs AND THEIR PERFORMANCE

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ABSTRACT

The Gross Domestic Product of a country indicates the prosperity and wealth of a country. In the recent past India has become one of the fastest growing countries and competing with the most advanced and developed countries in several areas. The Micro, Small and Medium Enterprises are small enterprises carry out the manufacture and allied activities will also contribute significantly to GDP, including one-third of India's manufacturing output. In India, 12 crores were employed through MSMEs and contribute to 45% of overall exports. Most the developed countries contribution to GDP is more than 50%, and Centre for Economics and Business Research, 2018 reported that Indian would overtake both France and UK GDP by 2032. To achieve the countries ambition of 5 Trillion economy, there is an urgent need to strengthen the MSME in India. Therefore, the presented research study makes an critical analysis on the assistance of Public Sector banks to MSMEs and its effect on their performance. The research concludes that efficient management and enhancement of MSMEs will boost the employment and enhance the country's GDP.

Keywords: Growth, MSME, Public Sector Banks, Performance, Impact.

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<http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&IType=1>

1. INTRODUCTION

A country's productivity and rating is determined by its G.D.P. (i.e.) Gross Domestic Products, which consists of the value of the goods and services it produces throughout the year. Every nation aims to raise GDP in order to improve the country and its people in order to live with more stability, peace and wealth. Our nation has also become one of the fastest growing countries on a par with advanced and developing countries.

Our nation is basically agriculture based and our production of goods and services are par excellence with advanced countries enabling more export earnings. The Govt. of India, various State Governments, support for achieving higher GDP thro' various schemes, notifications, concessions to enable big industries and also small units to increase the output of goods and services. The PSU Banks under the guidance of RBI play a vital role in achieving above.

The GDP of India during 2017-2018 is around 7% and expected to be 7.4% to 7.7% during 2018-2019. The GDP of India consists of Contribution of 57% from production of goods, 26% from services and 17% from Agriculture sector. The GDP of India has doubled in a decade (Economic Survey 2017-18). While big industrial houses produce in a big way, the MSME viz. Micro, Small and Medium Enterprises too contribute for the GDP.

The Indian MSME Sector is the major contributor to the national economy providing it resilience to ward off global economic stress and adversities with around 36.2 million units of MSME across India. The MSME contribution is 6.11% of manufacturing GDP and 24.63% of GDP of service sector as well as 33.4% of India's manufacturing output (about 1/3) and providing employment to 12 crore persons. Further it is contributing forty-five (45%) percent of overall exports from the country. The Centre for Economics and Business Research reported in July, 2018 mentioned that India would overtake both Britain and France this year in terms of GDP and has a chance to become the third highest by 2032.

The MSMEs play an important role in providing large scale employment opportunities with comparatively lower capital cost when compared to big business houses. The MSMEs help enhancing the industrialization and employment in backward areas. The Government has also initiated the Pradhan Mantri Mudra Yojana for development and refinancing activities relating to micro industrial units (Economic Survey, 2017-18).

1.1. Brief on MSMEs

Even though we got Independence in 1947, the Governments were not very serious to support the Small Scale Industries due to insignificant value individuality, lack of collectiveness and spread throughout India and hence were neglected both by Central Government and various State Governments. Earlier it was not getting proper care as it was called "Small Scale Industries" and virtually got ignored.

After five decades viz. on 18.01.2006, the Govt. of India enacted in Parliament MSMED Act, 2006, to enable MSMEs Sector for vibrant growth and installed a separate Ministry of Micro, Small & Medium Enterprises, with Independent Minister incharge was created and presently Hon'ble Minister, Shri Giriraj Singh, Minister of State independent charge for MSME under able and dynamic leadership of our respected Prime Minister Sri Narendra Modi and are taking all positive steps for growth of MSME Sector (MSME, 2019).

The significance and contribution of the Sector by successive Governments results in providing the Micro, Small and Medium Enterprises Development Act, 2006 for facilitating the promotion, development and enhancing the competitiveness of MSME and for matters connected there with or incidental thereto (Senapathy, 2014).

1.2. Major advantages of MSMEs

Micro, Small and Medium Enterprises require less capital but generates more employment, more prosperity for urban and rural development. If well maintained would yield unimaginable quantum of prosperity and GDP for the country.

- Employment generation
- IT Initiatives
- New Initiatives
- Accountability to Credit
- Skill Development & Training
- Performance of attached organization

Thro' MSME Ministry, Development Industries in India so far 6,42,272 people were trained and 91634 got placements. Under assistance to training institutions 207235 were trained of which 43761 got wage employment and 21783 self-employed.

Table I. Classification of MSME as per MSME Act 2006 on the basis of Investment in Plant and Machinery and Equipment

| Classification | Manufacturing sector | Service sector |
|--------------------|--|--|
| Micro Enterprises | Upto Rs. 25.00 Lakhs | Upto Rs. 10.00 Lakhs |
| Small Enterprises | Over Rs. 25.00 Lakhs Less than Rs.5.00 Crores | Over Rs. 10.00 Lakhs Less than Rs.2.00 Crores |
| Medium Enterprises | Over Rs. 5.00 Crores Less than Rs. 10.00 Crores | Over Rs. 2.00 Crores Less than Rs.5.00 Crores |

Over and above limits are not covered by MSME Act 2006.
Source: MSME 2019

1.3. MSME and PSU Banks

There are 21 PSU banks functioning in India during 2018 are providing assistance to MSMEs. The specific reasons for choosing PSU banks assistance for MSMEs growth are:

- Government holds 51% shares and works on the objective of not-for profit motto
- Social Justice by extending credit advances, guidance for Micro, Small and Medium Enterprises who need support.
- PSU Banks to MSMEs for their growth and how far it has helped one considered relevant for the analysis of the study



Role of commercial banks in the development of MSME sector in India

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Abstract

Micro, Small and Medium Enterprises (MSME) plays a dominant role in the generation of employment opportunities in a country. But these MSMEs are suffering from lack of financial resources. Among the sources of finance available to MSMEs the major source is loans from banks. Especially commercial banks are concentrating more on large scale and profitable industries that is why MSMEs are not in a position to get adequate loan from these banks. Central Government has recently announced that merging of syndicate bank with canara bank in the coming days. A case study of these two banks are taken into consideration to know the role of these banks in the development of MSME sector in the country. An attempt has been made to know the difference in lending by commercial banks towards MSME sector. T test is used to know the difference between Loan disbursed by canara bank and syndicate bank towards MSME sector. The difference in the average lending towards MSME sector between Canara Bank and Syndicate Bank found to be significant. (5% level of significance) ($P=0.000592$). Hypothesis H_0 is rejected and H_1 accepted that there is a significant difference in the Loan disbursed by Canara bank and Syndicate bank towards MSME sector. Canara bank contribution is comparatively more towards lending loan to MSMEs than Syndicate bank. They have to introduce some more schemes to MSME sector, to provide more benefits to new entrepreneurs in MSME sector to avoid taking loan from outside agencies.

Keywords: commercial banks, MSME, canara bank, Syndicate bank.

1. Introduction

Micro, Small and Medium Enterprises (MSME) plays a dominant role in the generation of employment opportunities in a country. But these MSMEs are suffering from lack of financial resources. Among the various sources of finance available to MSME sector the major source is loans from banks. Especially commercial banks are concentrating more on large scale and profitable industries than MSME. That is why MSMEs are not in a position to get adequate loans from these banks. Government of India has taken some steps for the strengthening of banking sector. On these steps merging of major nationalized banks also one. Central Government has announced that merging of syndicate bank with canara bank in the coming days. In this manner a case study of these two banks are taken into consideration to know the role of these banks in the development of MSME sector in the country.

Meaning of MSME

A small-scale enterprise or Micro, Small and Medium Enterprise (MSME) are a business that employs a small number of workers and does not have a high volume of sales. Such enterprises are generally privately owned and operated sole proprietorships, corporations or partnerships.

Bank-Meaning

An organization where people and businesses can invest or borrow money, change it to foreign money, etc., or a building where these services are offered.

2. MSME Sector in India

Micro, Small and Medium Enterprises play a vital role for the growth of Indian economy by contributing 45 per cent of

the industrial output, 40 per cent of exports, 42 million in employment, create one million jobs every year and produces more than 8000 quality products for the Indian and international markets. The Government of India enacted the Micro, Small and Medium Enterprises Development Act 2006 to provide a policy framework for the development of the MSMEs. The Micro, Small and Medium Enterprises Development Act 2006 groups MSME firms into manufacturing enterprises and service enterprises. A manufacturing firm with investment in plant and machinery not exceeding Rs. 25 lakhs is considered a micro enterprise. Firms with investment in plant and machinery between Rs 25 lakhs and Rs 5 crores are considered a small enterprise, and medium enterprises are those where the investment is in the range of Rs. 5 crores to Rs 10 crores. In the service group, for investment in equipment of less than Rs 10 lakhs, the firm would be in the micro category, if it is between Rs 10 lakhs to Rs 2 crores, then it would fall in the small enterprise category; if investment in equipment is in the range of Rs 2 crores to Rs 5 crores, then it would fall in the medium enterprise category. The Indian market is growing rapidly and Indian industry is making remarkable progress in various industries like Manufacturing, Precision Engineering, Food Processing, Pharmaceuticals, Textile & Garments, Retail, IT, Agro and Service sectors.

However, in India, Small business is defined by Government, as consisting of the following four types of businesses

1. **Small Scale Industries:** The investment in plant and machinery is up to Rs. 1 crore.
2. **Auxiliary Industrial Undertakings:** The investment in plant and machinery not to exceed Rs.1 crore, and the

undertaking must sell not less than 50% of its output to other industrial undertakings.

Export-Oriented Units: The investment in plant and machinery is up to Rs. 5 crores; and the unit must export at least 30% of its output by the end of three years from the commencement of production.

Tiny Units: The investment in plant and machinery is up to Rs.25 lakhs.

2. Review of Literature

Dr. Jayanta Gogoi, (2013) ^[1] reviewed that Micro, small and Medium Enterprises (MSMEs) have emerged as a vibrant and dynamic component of Indian economy by virtue of their significant contribution to GDP, Industrial Production and exports. Being as a financial institution commercial bank plays a vital role for development of MSMEs in Assam. The state has vast potential for setting up of number of enterprises, based on its own resources, like-agriculture, horticulture, forest, jute, rubber, tea, medicinal plants, cane and bamboo, oil, gas, coal etc. The study concentrated on the role of commercial banks for development of MSME in this district.

Sanjosh Kumar Mishra, Sukhamaya Swain (2014) ^[2] reviewed that Micro, small or medium business owners are mostly first time entrepreneurs with very little capital or almost no capital, need not only technical, marketing and managerial support but also require the much needed seed capital to start the business. Many MSME units also need additional capital for technology up gradation, capacity expansion growth, marketing and for imports and exports.

Odisha also banks have been providing all forms of financial support to these MSME entrepreneurs, in turn this SME sector have been able to add value to the GDP and finally concluded that in the process banks have made a mark for themselves by way of being the second highest employment generation sector in the state.

Dr. Arvind Kumar, Dr. Priyanka Sharma (2016) ^[3] reviewed that in the development of MSME sector, role played by credit lending institutions is remarkable. Indian financial institutions and the Government has a crucial contribution in development and promotion of MSME sector. The paper closely analysed the growth and development of the Indian MSMEs from opening of the economy in last few years. Another part looks into the present scenario role of financial institutions in overall development of MSMEs across the nation. Paper also aimed to evaluate opportunities and challenges in the sector for raising funds through financial institutions which should be considered by policy makers for better results.

Shikha Gupta, Dr J S Saini, Dr Sarjoo Chaudhary, (2018) ^[4] concluded that the study focused on analyzing contribution of commercial banks and assessing the factors affecting lenders risk perception towards financing MSMEs in state of Himachal Pradesh. Study basically used cross tabulation, t test and ANOVA to find the difference in lending pattern and risk perception of Public Sector Bank and Other commercial Banks (Pvt. Sector Banks and Rural Regional Banks). The Study concluded that there is no significant difference in risk perception of public sector banks and non-public sector banks, as $p > 0.05$ i.e. 0.97 , $t(28) = 0.157$, $p = 0.88$. Further there is significant difference in lending pattern of banks to MSMEs and public sector banks contribute more towards financing MSMEs in the state of Himachal Pradesh.

Research Gap

The review of literature depicts that a lot of research have been undertaken regarding the lending of Loans by Commercial banks to MSME sector in different states in India. But a comparison made between two commercial banks in the lending of loans to MSME sector is very less. Through this present study, an attempt has been made to fill these gaps and offer suggestions to the commercial banks regarding lending loans towards MSME sector.

4. Objectives of the study

1. To know the various types of loans provided by commercial banks to MSME sector.
2. To study the difference between Loan disbursed by Canara bank and Syndicate bank towards MSME sector.

5. Hypothesis of the study

H₀- There is no significance difference in the amount of Loan disbursed by canara bank and syndicate bank towards MSME sector.

H₁- There is a significance difference in the amount of Loan disbursed by canara bank and syndicate bank towards MSME sector.

6. Methodology

A case study of two public sector banks i.e. Canara bank and Syndicate bank is taken into consideration for the study purpose. Study has covered 7 years data regarding the loan amount disbursed to MSMEs by Canara bank and Syndicate bank from the year 2012-13 to 2018-19. T test is used to know the difference between Loan disbursed by canara bank and syndicate bank towards MSME sector.

7. Types of MSME loans in India

The MUDRA (Micro Units Development and Refinance Agency Ltd) Yojana launched and offers loans for up to Rs. 10 lakh at low interest rates. MUDRA will cater to over 5 crore self-employed persons. The Pradhan Mantri Mudra Yojana, which currently has around Rs. 20,000 crore at its disposal, is a subsidiary of SIDBI.

Some of the different kinds of business loans offered in India are the following:

- **Government:** As mentioned above, government has mooted special schemes to boost the capacity of small business units across the country. Loans are provided to the elderly, minorities, factory equipment or office expenditures among many others.
- **Micro loans:** The maximum repayment term is six years. Micro loans are offered provided there is a robust business plan and a profitable venture.
- **Business organizations:** Large business conglomerates can offer finance assistance to small business units provided the small business show potential for growth and are lucrative in terms of turnover to repay the loan amount. Some examples include franchise loans and export financing.
- **Personal loans:** Several banks offer personal loans anywhere from Rs. 10 lakhs to Rs 25 lakhs which are typically unsecured at 18% to 24%. The loans are repaid through instalments.
- **Professional loans:** These are unsecured loans provided to self-employed professionals such as chartered accountants, company secretary, doctors and

Findings

- ◆ Constant increment in MSME loans provided by HDFC bank as compared to that of SBI

HDFC Bank doubled its MSME book to over Rs 23,000 crore which had grown by over 30 per cent from Rs 2,01,758 crore of the 2020 boosting the loan book whereas SBI had an increment to 1.36 lakh crore after a down in 2019 followed by steep surge.

- ◆ SBI has more challenging aspect for recovery of bad loans

The SBI had a total combined write-offs in the last four years of Rs 52,758 crore as the large write-off amount shows the challenges in recovering bad loans.

- ◆ Private sector made more efficient channelising of ECLG scheme because of extensive network operations.
- ◆ Private sector bank(HDFC) has better MSME loans lending performance than the public banks sector(SBI)
- ✓ public sector banks disbursed Rs 79,800 crore which is lesser than Rs 95,700 crore disbursed by private banks according to Reserve Bank's latest Financial Stability Report.
- ✓ Public sector banks have managed to attract 22.65 lakh new borrowers while private banks have recorded 67.61 lakhs fresh borrowers under ECLGS scheme.
- ◆ Private sector banks had better MSME loans lending performance mainly because

They efficiently channeled credit infusion to deserving MSMEs in a timely manner by astutely utilizing credit information analytics and digital drivers.

Inference - HDFC bank (private sector) contribution is comparatively more towards lending loan to MSMEs than SBI(public sector) thus they have to introduce some more schemes to MSME sector, to provide more benefits to new entrepreneurs in MSME sector for their gross development and assistance to avoid taking loans from informal sectors

Conclusion

The study of "Comparative analysis of lending performance of two commercial banks in the past five years with reference to MSME" enabled me to have an insightful knowledge on the significance of MSME sector towards our economy, the role of commercial banks towards development of MSME and lending patterns to them.

An understanding on distinctive analysis between lending pattern of Public and private bank sector to MSME was also made through the topic.

This topic enabled me to have the knowledge on aspects to be considered for development and success of MSMEs through the hands of commercial banks and also the flaws to be overcome for the ones with comparatively lesser performance.

Thus the topic made us present a clear picture and real scenario of the lending features of commercial banks to MSME.



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SEMESTER - 6

DEPARTMENT - CLINICAL NUTRITION AND DIETETICS

PAPER – ENTREPRENEURSHIP DEVELOPMENT (CCI3)

**SUBJECT OF THE TUTORIAL PROJECT - MAKE A
COMPARATIVE ANALYSIS OF LENDING PERFORMANCE
OF TWO COMMERCIAL BANKS IN THE PAST FIVE YEARS
WITH REFERENCE TO MSME.**

DATE – 13/7/2022

No Index

MAKE A COMPARATIVE ANALYSIS OF LENDING PERFORMANCE OF TWO COMMERCIAL BANKS IN THE PAST FIVE YEARS WITH REFERENCE TO MSME.

INTRODUCTION – A important activity of commercial bank is lending funds to customers in the form of loans and advances, cash credit, overdraft and discounting of bills, etc.

Loans are advances that a bank extends to his customers with or without security for a specified time and at an agreed rate of interest. Further, the bank credits the loan amount in the customers' account which he withdraws as per his needs.

Under the cash credit facility, the bank offers its customers a facility to borrow cash up to a certain limit against the security of goods. Further, an overdraft is an arrangement that a bank offers to customers wherein a temporary facility is offered to overdraw from the current account without any security.

The limit is pre-specified. Additionally, banks also discount and purchase bills. In both of these cases, a bank credits the amount of the bill in the customer's account after deducting discounts and commissions. Subsequently, this amount is recovered from the debtors on the maturity of the instrument.

OBJECTIVES OF THIS ANALYSIS

Before beginning any research work, it is important to finalize the objectives because it helps in

deciding the required data and its characteristics. The objectives of any research work should be

specified clearly, because it saves us from any problem arising later and also saves our money and

time. The main objectives of the present study are as follows:-

- (1) To study the present position of selected Commercial Banks,
- (2) To emphasis the growth profile of selected commercial banks,
- (3) To study the over view of banking sector in India,
- (4) To discuss the various schemes of deposits in selected bank,
- (5) To study the various schemes of finances provided by selected banks,
- (6) To emphasis the appraisal of schemes of loans and advances of selected banks,
- (7) To analysis the various schemes of selected banks,
- (8) To examine the various trends of selected banks and its analysis,
- (9) To identify the various problems faced by the selected banks, and
- (10) To suggest a few parameters for the possible improvement in selected bank.

Data Analysis of Indian Scheduled Commercial Banks Using Camels Methodology Capital Adequacy Capital adequacy is an ultimate indicator of overall financial health of the banking system. It is measured by the Capital to Risk - Weighted Assets Ratio (CRAR) and defined as the ratio of a bank's capital to its total risk weighted assets or said to be a single number that was the ratio of banks capital to its assets. Its basic objective is to protect depositors and minimize the cascading effects of financial sector crises which are unforeseen and erupt unexpectedly by consolidating the soundness and stability of the banking system. In banking two type of capital are measured: Tier one capital, which can absorb losses without a bank being required to cease trading, and Tier two capitals, which can absorb losses in the event of a winding up and so provides a lesser degree of protection to depositors. Capital Adequacy Ratio CRAR is a ratio of Capital Fund to Risk Weighted Assets. It reflects the ability of a bank to deal with probable loan defaults. It in general determine the capacity of banks in meeting out their liabilities and other risk like credit risk, operational risk etc. It is arrived by dividing the Tier I and Tier II capital by risk weighted assets. Tier I capital includes equity capital and disclosed reserves. Tier II capital includes items such as undisclosed reserves, general loss reserves, subordinated term debt.

Table (1)

A capital Adequacy Ratio

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 11.88 | 12.34 | 13.47 | 14.25 | 13.39 |
| ICICI | 13.35 | 11.69 | 13.97 | 15.53 | 19.41 |

Source ?

Interpretation: From the above table it is found that ICICI have better Capital adequacy ratio than other selected competitive banks in the year 2009-10 and even in 2008-9 which are 19.41 and 15.53 and followed by SBI. It has been noted that all the banks have maintained the required CRAR by the RBI according to existing norms even they are above to Basel III

norms of 10.5 which will be implemented in future for the same. Their higher CAR enabled them in risk taking capabilities and consolidated them in facing unexpected loss arising in the banking portfolio and also provided them edge in negotiating the risk. Further it is found that, to control unexpected losses selected banks have adopted defensive approach in disbursement of loans and advances due to which they have higher capital adequacy ratio.

A Debt-Equity Ratio (D/E): The Debt to Equity Ratio is tool which measures the strength of banks ability to borrow over long periods of time. Generally, any bank that has a debt to equity ratio of over 40% to 50% should be looked at more carefully to make sure there are no liquidity problems. It is arrived at by dividing the total borrowings and deposits by shareholders net worth, which includes equity capital and reserves and surpluses.

Table (2)

| Banks | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 13.75 | 13.91 | 10.96 | 12.81 | 12.19 |
| ICICI | 7.45 | 9.5 | 5.27 | 4.42 | 3.91 |
| | | | | | |

Interpretation: From the above table it is been found that in the year 2009-10 debt to equity ratio of SBI is the highest as it relies more on cheaper funds.

B) Advance to Assets (ADV/AST): This is the ratio of the Total Advances to Total Assets which also include receivable and reflect bank's positions and risk taking ability in lending funds. A higher Advances/Asset ratio shows that the bank is aggressively lending fund and vice versa. In this ratio the value of Total Assets excludes the revaluations of all the assts. It is generally adopted that increase in advance means growth in investments which lead to profitability.

TABLE 3

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 0.53 | 0.60 | 0.58 | 0.56 | 0.60 |
| ICICI | 0.58 | 0.57 | 0.56 | 0.58 | 0.50 |

A Study of TWO Indian Commercial Bank's Financial Performance.

Asset Quality The asset quality is to ascertain the proportion of non-performing as a percentage of the total assets. It also ascertains the NPA movement and the amount locked up in investment as a percentage of the total assets.

Net NPAs to Loan given (NNPAs)

TABLE 4



Net NPAs to Loan given (NNPAs)

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 1.88 | 1.56 | 1.78 | 1.79 | 1.72 |
| ICICI | 1.72 | 1.02 | 1.55 | 2.09 | 2.12 |

Interpretation: The ICICI bank has the highest ratio that is (2.12) followed by SBI (1.72)

Management Efficiency:

It refers to the efficiency of the Management in managing the bank.

Total Advances to Total Deposits (TA/TD):

This ratio measures the efficiency of the management in converting the deposits available with the bank (excluding other funds like equity capital, etc.) into advances.

TABLE 5

Total Advances to Total Deposits

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 0.69 | 0.77 | 0.78 | 0.73 | 0.79 |
| ICICI | 0.89 | 0.85 | 0.92 | 1.00 | 0.90 |

Interpretation: The study shows the investment of the bank through approving the loans against accepting the loan in ICICI has continuously improved year by year from (0.89 in 2005-2006 to 1.00 in 2008-2009).

Return on Net Worth (RONW)

Return on net worth determines the management quality as how the assets are used and also measure of the profitability of the organization. This ratio would help the shareholders determine is the management being able to generate additional value for them.

TABLE 6

Return on Net Worth

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 15.94 | 14.5 | 13.72 | 15.74 | 13.89 |
| ICICI | 14.33 | 13.17 | 8.94 | 7.58 | 7.79 |

Source: 20

Interpretation: The study found that SBI has the highest RONW than ICICI.

Liquidity: Liquidity in general term means ability to realize value in money, the most liquid of assets. It refers to the ability to pay in cash, the obligations that are due. It is divided in two parts that is qualitative and quantitative.

Loan to Deposit Ratio: This ratio measures the ability of a bank to meet the demand from demand deposits in a particular year. It helps banks to determine its capability of meeting the liquidity requirements arising from current account and saving account withdrawals at any period of time.

Table 7

Loan to deposit ratio

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 62.11 | 73.44 | 77.51 | 74.97 | 75.96 |
| ICICI | 87.59 | 83.83 | 84.99 | 91.44 | 90.04 |

Interpretation: The study found that the ICICI has the best liquidity position in the market among SBI banks that is 90.04% in 2009-10 and followed by SBI.

Earning Efficiency: For smooth survival earning efficiency is important for all economic activities. In bank's most of the income is earned through non-core activities like investments, treasury operations, and corporate advisory services and so on and thus require high degree of efficiency in all regards.

Percentage Growth in Net profit It is the percentage change in net profit over the previous year in which profit after tax play significant role in determining the efficiency of banks in using their assets and also how have they generated the revenues and could be compared with that of the previous years and with that of competitors to determine the trend in the net profit margins of the bank and its performance in the industry.

TABLE-8

Percentage Growth in Net profit

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 2.37% | 2.37% | 2.37% | 2.37% | 2.37% |
| ICICI | 26.67% | 22.45% | 33.68% | -9.61% | 7.10% |

Interpretation: The study found that all selected banks have positive profit after tax in 2007-2008 generated revenues.


2.

Net Interest Margin (NIM) Net Interest Margin (NIM) is defined as the difference between interest earned and interest expended as a proportion of average total assets. It includes dividend income and interest expended includes interest paid on deposits, loan from RBI, and other short-term and long term loans. The bank NIM normally depends on efficient utilization of banks assets which are consists of all forms of personal and commercial loans, mortgages and securities. It justifies the efficiency of banks and its ability to respond the changes in economic conditions.

Table 9

Net Interest Margin (NIM)

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 3.40% | 3.25% | 3.28% | 3.34% | 3.32% |
| ICICI | 2.40% | 2.19% | 2.22% | 2.40% | 2.50% |

 The study found that the Net Interest Margin of SBI bank is the highest that is 3.32%.

Non Interest Income / Total funds (NII/TF) Non Interest Income measures the income from operations other than lending as a percentage of Total funds and helps us to determine the ability of the bank to earn revenue from sources other than the core activities of the bank. In general lending and borrowing is the core activities of banks supported by other activities like treasury operations and investment activities which have emerged developed over the years. Banks earning quality reflects its profitability and sustainability and growth which are measured by Non Interest Income / Total funds.

Net Interest Margin (NIM)

Non Interest Income measures the income from operations other than lending as a percentage of Total funds and helps us to determine the ability of the bank to earn revenue from sources other than the core activities of the bank. In general lending and borrowing is the core activities of banks supported by other activities like treasury operations and investment activities which have emerged developed over the years. Banks earning quality reflects its profitability and sustainability and growth which are measured by Non Interest Income / Total funds.

TABLE 10

Net Interest Margin (NIM)

| BANKS | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|-------|-----------|-----------|-----------|-----------|-----------|
| SBI | 0.3 | 0.19 | 0.14 | 0.11 | 0.1 |
| ICICI | 0.22 | 0.1 | 0.02 | 0.08 | 0.08 |

Interpretation: The study found that SBI bank has the highest ratio in 2009-10 among all the selected banks that is (0.1).

REFERENCE: 1. Dr S. M. Tariq Zafar* Dr Adeel Maqbool** Syed Imran Nawab Ali*** A Study of ten Indian COMPARATIVE STUDY OF COMMERCIAL BANKS IN INDIA

2 (With Special Reference to State Bank of India and Central Bank of India) Dr K. S. Thakur **Dr. Anuja Bhaduriaian Commercial Bank's Financial Performance Using Camels Methodology .

3 A STUDY ON PERFORMANCE OF INDIAN COMMERCIAL BANKS AND ITS RELATIONSHIP WITH HUMAN ASPECTS IN BANKING Synopsis of the Thesis submitted in fulfillment for the requirement of the Degree of

DOCTOR OF PHILOSOPHY

BY

ELIZA SHARMA

Research Paper

Signature

14/7/22

Examined

B.Sc (Major) CC-13

Exam - 2022

CNDV. Secm. 21

A PROJECT REPORT OF **ENTREPRENEURSHIP DEVELOPMENT**

- ❖ Roll No:- 193013-13-0012
- ❖ Reg No:- 013-1211-0285-19
- ❖ Semester:- VI
- ❖ Subject:- Clinical Nutrition and Dietetics
(CNDV)
- ❖ Paper :- Entrepreneurship Development.
(practical)

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➤ **Title of the project :-**

**UNDERSTANDING THE SALES INCREASING CRITERIA OF
WASHING DETERGENT IN FMCG COMPANY.**

➤ **INDEX:-**

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✓ INTRODUCTION:-

1. Introduction:-

In nowadays competitive environment the role of package has changed due to increasing self- service and changing consumers' lifestyle. Firms' interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs in detergent powder industry. In this context seeking to maximize the effectiveness of growth stage even increasing sales rate in growth stage and beyond of washing detergent in market the reasearch of selling & it's elements & there impacts on consumer buying behaviouing different in a relevant issue in personal sell. Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed food, soaps, washing detergent and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy Products, and baked goods, are highly perishable. Other goods, such as alcohol, toiletries Pre-packaged foods, soft drinks, chocolate, candies, and cleaning products(washing detergent), have high turnover rates. The sales are sometimes influenced by some holidays and season. Though the profit margin made on FMCG products is relatively small (more so for than the producers/suppliers), they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial.

FMCG is a classic case of low margin & high volume business. The following are the main characteristics of FMCGs

1. The consumers' perspective

- 2. Frequent purchase
- 3. Low involvement (little or no effort to choose the item)

- 4. Price
- 5. Short shelf life
- 6. Rapid consumption
- 7. From the marketers' angle

- 8. Volumes
- 9. Low contribution margin
- 10. Extensive distribution networks
- 11. High stock turnover



2. Background:-

We are all distinguishable. So the FMCG Company made their washing detergent according to choice of customer. We know every consumer is unique so their behaviour, personality, choice must be different. So it is difficult to make a conclusion upto high level standard, but it is obvious to find the appropriate sales factors that has a very substantive role to affect the consumer which they display in the time of purchasing detergent powder.

2. Objectives :-

Since the inhabitants are very much engaged with different chores & one of it use in the washing purpose. So, they frequently purchase detergent powder as their washing materials. The ultimate or board objective of this study to understand the role of packaging washing detergent & sales promotion of washing detergent & the specific objectives are follows:-

- A. Find out the effect of packaging of washing detergent on the buying behaviour.
- B. To check the effect of packaging of washing detergent in the buying behaviour
- C. To measure the relative impact of each packaging of the washing detergent on the consumer.
- D. To identify the elements which should be highlighted while in the designing the packages of washing detergent.
- E. To study about the growth state of Washing detergent in FMCG.
- F. The sales & the distribution of washing detergent of FMCG company.

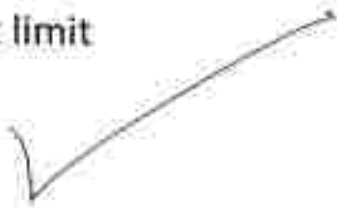
G . About the innovative technologies of washing detergent sales in market.

H. To know about in important competetor of FMCG company.

3. Scope:-

This study will be conducted by FMCG company increasing sales washing detergent on the basis of consumer usage of washing detergent. But the FMCG company being attempt to bring all the necessary materials for sales of washing detergent , but some tentative limitations might be:-

1. Time limit
2. Unavailability data
3. Inaccuracy of Data
4. Lack of Data analysis
5. In cooperation of respondent
6. Budget limit



✓ ANALYSIS:-

1. Introduction:-

The analysis of a project based on the data collection of growing rate in tabular format . Simple percentage is use for the calculation to analyse it. The FMCG sector became more competitive as well as techno-driven in domestic market. On one hand, changing human living life with chosen multi-preferences among variant goods, on the other hand transfer of culture, knowledge and technocrats from western to southern countries. Thus, these are giving much attention to craft strategic policies and actions by traditional owned businesses in India . Although it has maintained fine market share in western part of India and has been continued losing its grip in other parts. Further it was not a favored stock chosen by both retail and high net worth investors in the stock market, which might have due to unaccepted returns. The unanticipated talks on delisting might gave good returns to long holding investors and would be giving an opportunity to become free from regulatory issues. If washing detergent go for restructure and entry in to new capital intensive businesses, would appreciate its heritage brand, but in the long-run it will have to trade on stock bourses. Though, Indian companies are going global and focusing more on the overseas markets like Bangladesh, Pakistan, Nepal, Middle East and the CIS countries, because the similar lifestyle and consumption habits would be observed in these countries. The inorganic choices would be given much advancement and enrichment for washing detergent's corporate growth as well as sustain its brand value in the heart of customers.

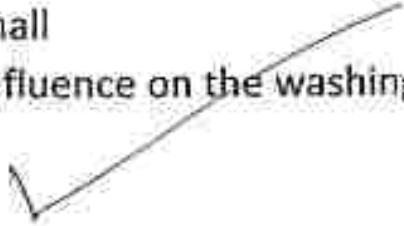
2. Statistical analysis of washing detergent:-

| <u>Question</u> | <u>Very High</u> | <u>High</u> | <u>Medium</u> | <u>Low</u> | <u>Very Low</u> | <u>Total</u> | <u>Check</u> |
|--------------------------------|------------------|-------------|---------------|------------|-----------------|--------------|--------------|
| 1. Brand Name | 76 | 23 | 11 | 7 | 3 | 120 | 120 |
| 2. Packaging | 21 | 34 | 45 | 11 | 9 | 120 | 120 |
| 3. Friends & other refer | 78 | 31 | 5 | 4 | 2 | 120 | 120 |
| 4. Last purchase decision | 89 | 11 | 9 | 6 | 5 | 120 | 120 |
| 5. Reluctance to change bran | 67 | 11 | 33 | 6 | 3 | 120 | 120 |
| 6. Perceived quality – utility | 14 | 56 | 33 | 13 | 6 | 120 | 120 |
| 7. Attract offers & discounts | 34 | 22 | 21 | 24 | 19 | 120 | 120 |
| 8. Availability nearness | 22 | 21 | 31 | 22 | 24 | 120 | 120 |
| 9. Ads influence on mind | 26 | 31 | 29 | 23 | 11 | 120 | 120 |
| 10.Total | 427 | 240 | 217 | 116 | 80 | 1080 | 1080 |

Source?

The above shown factor analysis shows that the data is strong enough to take up Interpretations on the data collected by the survey

1. The percentages of preferences and distribution shown (39 % high degree + 22 % high) shows that there is a great of degree of strength in these parameter in influencing the perception.
2. The values of units or malls are evenly distributed.

3. The Hindustan livers show a greater degree of preference form its consumers psychologically.
 4. The correlation between the preferences between different units are evenly distributed proved by the chi-square tests.
 - a) Brand name of the washing detergent in market,
 - b) The packaging of the washing detergent
 - c) The friends and others references,
 - d) The last purchase and use of washing detergent
 - e) The reluctance to change the brand to a new one,
 - f) The perceived quality in utility of product(say in the case of detergents the washing ability Of the detergent)
 - g) The attractive discounts and offers for the washing detergent
 - h) The availability of washing detergent at the nearest store or mall
 - i) The ads influence on the washing detergent quality
- 

✓ FINDINGS:-

→ should
in the last
part.

1. Introduction:

Sales promotions are a super way to your agency to encourage potential customers to shop for your product(washing detergent) or sign on to your service. Done nicely, they boost short-term sales however also attract new customers, prompt positive on-line reviews, and lead to repeat purchases. But it can also sense like our days are overrun with sales promotions. Chances are, your inbox is packed with advertising and marketing emails from organizations supplying discounts, special prices, buy-one-get one offers, flash sales, and free-transport offers. Today's clients need an overall enjoy that suits their standards for product(washing detergent) quality. As distinct State of advertising file clients are looking for offers which are in my view relevant, and they want to feel like agencies they interact with sincerely recognize them as individuals & they need this patron engagement across the whole purchaser journey — that means marketers need to think properly beyond their conventional domain. Falling brief of expectations could suggest losing customers, attracting poor reviews, and destructive FMCG company brand's reputation.

2. Components of sales promotion:-

Sales promotion has two components. They are:

1. Consumer promotion and
Trader's sales promotion methods

1. Sales Promotion Methods:

Consumer promoting is for the not unusual place consumer, this promoting is supported through advertisements, publicity, direct promoting etc. This form of income promoting is entered on the quit clients. Customer income promoting is a —pull approach and encourages the clients to make a buy price-Off Promotions: It manner presenting product (washing detergent) at decrease than its regular charge. Company gives both a reduction at the regular promoting charge of the product (washing detergent) extra of the product on the equal charge. This form of promoting need to be used with care because the growth in income is received on the price of a loss within side the income. It draws non customers and act as an powerful device to counter competition. It is a way of presenting a reduction presenting. Coupons are the maximum extensively used Consumer income promoting method. A coupon is a certificates that gives a charge discount for a few certain gadgets to the holder. Coupons are disbursed with buy of a product(here washing detergent) magazines, newspapers, etc. A few examples of coupon distribution may be coupon pasted on a package deal, or located inner a package deal to inspire repeat buy. Coupon books are despatched out in newspapers, or provided with the acquisition of an object in a given time frame.

2. Trader's Sales Promotion Methods:

Trade promoting isn't always marketed and publicised. It's far for the channel participants, corporation's gives are for dealer, vendors, shops and dealers. The most important reason is to grow income through presenting incentives to them. It is a —push approach and encourages the channel participants to inventory the washing detergent. This shape of promoting is typically now no longer marketed, as it's far an inner affair among the corporation and its distribution community partners.

Trade Buying Allowance: In this approach there may be brief charge discount and compensation of fees incurred through The sellers in complete or in part. Buying allowance is a brief charge discount provided to the store for buying unique amount/gadgets of the washing detergent. Such a suggestion acts as an incentive to stimulate short-time period income of the store and sell new merchandise for the corporation. It encourages exchange cooperation and stimulates repurchase.

Buyback Allowance: IN this approach, intermediaries are provided a financial incentive for every extra unit bought after the preliminary deal. This approach goals at stimulating the channel participants to buy extra portions of inventory this is over and above the regular inventory, because the financial Incentive they obtain is proportional to the quantity of extra inventory they buy.

Merchandise Allowance: It is an allowance to dealer for offering favored income promoting and washing detergent show. Middlemen are typically required to expose the evidence of the commercial executed through them.

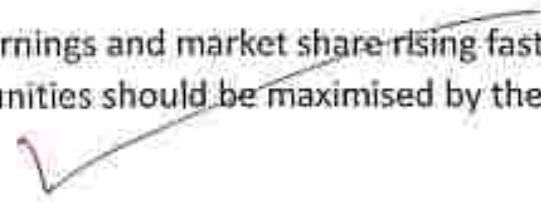
Free Merchandise Schemes: In this income promoting method, an extra quantity of the washing detergent is obtainable with none extra price, as an incentive to buy a minimal amount.

❖ Roles of marketing manager of FMCG company to increase the sale growth of washing detergent:-

A marketing manager is someone who uses & develops marketing tactics to fulfil company's reputation & objectives.

- Input, growth, ripeness and decrease are four different phases of a product (here washing detergent) life cycle. The changes in marketing position of washing detergent is connected with each stage. In each stages different marketing techniques might be employed to try & lengthen washing detergent's life cycle.
- As a marketing manager of FMCG company I would take some strategies for washing detergent growth in its growing stage, the major objectives is to enhance earnings via marketing tactics.
- **The popular objectives are :-**
 1. Enhance the quality of the washing detergent.
 2. Add additional washing detergent characteristics of support services to increase the market share.
 3. The entry of new segments of markets.
 4. Maintain prices as high as is reasonable to maintain strong demand and good profits.
 5. Increased distribution channels in order to meet increased demand.
 6. Move from washing detergent consciousness to washing detergent desire marketing messaging.
 7. Washing detergent prices skimming when company's earnings are too low.

I must see to sales, earnings and market share rising fast in the growing phase. These opportunities should be maximised by the above strategies.



✓ CONCLUSION:-

This is convinced that sales promotion has a brief term effect on client buying behaviour. The most important purpose of the use of such marketing device is increasing sales in short run. However, it is believed that sales promotions play a critical position in building relationship with the clients. Offers and price discounts are most important tools of sales promotion which influenced customers to buy FMCG's washing detergent.

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order!

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CU ROLL NO.: 193013-13-0009

CU REGISTRATION NO.: 013-1211-0280-19

SUBJECT: CLINICAL NUTRITION AND DIETETICS

PAPER: ENTREPRENEURSHIP DEVELOPMENT

(CC-13)

SEMESTER: 6

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I would like to thank my teacher Ms. Aliba Bital who gave me this opportunity to work on this project. I got to learn a lot from this project or rather about this topic in detail. It helped me to research a lot about this topic.

At last, I would like to extend my heartfelt thanks to my parents because without their help this project would not have been successful.

TOPIC:

"You are the marketing manager of FMCG company and you find that one of your products, washing detergent is in its growth stage.

Describe the steps you would take to increase your sales in this stage and beyond."

INDEX

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INTRODUCTION:

The moment a product is commercialised, it enters into its life cycle. A product is like a human being. It is born, grows up fast, matures and then finally passes away. The product life cycle discusses the stages which a product has to go through since the day of its birth to the day it is taken away from the market. A new product progresses through a sequence of stages from introduction to growth, maturity and decline. This sequence is known as the Product Life Cycle and is associated with the changes.

Now the Product of my company is in growth stage, and the first things to be covered in this project are what is growth stage, strategies to be taken here and the stage beyond it, that is maturity stage.



ANALYSIS:

To take appropriate strategies at different stages of product life cycle what we need to focus on first is what are the factors associated with it which are actually the challenges that an organisation or a company faces during its lifecycle. And they are:

1. Rate of Technical Changes:

Life-cycle of a product depends upon the rate of technical changes taking place in the country. If technical changes take place in the country at a very high rate, the life-cycle of the products in that country will be very limited because new and improved products take place of the old products. On the other hand, if the rate of technical changes in a country is not so high, the life-cycle of the products in that country may be longer. For example, rate of technical changes in India is lower when compared with that of the other developed countries. As a result of it, the life-cycle of products in our country is higher than that of the developed countries.

2. Rate of Market Acceptance:

The length of life-cycle of products in a country depends upon the rate of market acceptance in the country also. If the customer of a country accepts a new product very fast, the life-cycle of products in such country will be very limited because the customers, who have accepted a product so fast, can accept another product on next day and the product may stand out of the market.

On the other hand, if the customers of a country accept a product gradually, the life-cycle of products in such country may be quite long. For example, the rate of market acceptance in our country is very low and therefore, the life-cycle of most of the products in our country is quite long.

3. Ease of Competitive Entry:

The success or failure of a product in the market depends to a large extent upon the situation of competition in the market. If the competitors can enter into a market very easily, the life-cycle of the product will be very short because the competitors can make the products out. On the contrary, if the competitors cannot enter into a market so easily, the life-cycle of products in such market can be fairly long.

4. Risk Bearing Capacity:


The enterprises having more risk bearing capacity can keep their products standing in the market for a long period because they can face all the challenges of market effectively. On the other hand, the enterprises having less risk bearing capacity are unable in facing the challenges of the market; life-cycle of their products is curtailed to short.

5. Economic and Managerial Forces:

Economic and managerial forces of an enterprise also determine the success of the enterprise in the market to a great extent. If an enterprise enjoys sound economic and managerial forces, the life-cycle of the product of such enterprise can be longer than that of the products of an enterprise suffering from weak economic and managerial forces.

6. Protection by Patent:

If the patent of a product is getting registered, the life-cycle of the product can be fairly long, and if the patent of a product is not getting registered, the life-cycle of the product is cut short.



FINDINGS:

Before going to the depth of the stages and the steps to be taken during the stage we first need to look into what is product life cycle, what are these steps and why these are important.

Product life cycle: The moment a product is commercialised, it enters into its life cycle. A product is like a human being. It is born, grows up fast, matures and then finally passes away. The product life cycle discusses the stages which a product has to go through since the day of its birth to the day it is taken away from the market. A new product progresses through a sequence of stages from introduction to growth, maturity and decline. This sequence is known as the Product Life Cycle and is associated with the changes in the marketing situation, thus impacting the marketing strategy and the marketing mix. Companies have to design different marketing strategies for their products as they enter the various stages of the product life cycle.

There are four basic stages in the product life cycle— Introduction, Growth, Maturity and Decline.

Introduction: The introduction stage of the life cycle begins at a product's first appearance in the marketplace. Or, when the product is commercialized, the product will enter the introduction stage of the life cycle if it is the first of its kind on the market. At this stage profits are usually negative or below zero. Profits are below zero because initial revenues are low and at the same time that the firm usually must cover large expenses for promotion and distribution. Notice in the above figure how sales should move upward from zero, while profits should move



from below zero. In this stage, it is important to communicate product benefits to buyers.

Growth: During the growth stage, sales rise rapidly as the consumers begin to accept the product. Production runs become longer and economies of scale are achieved, reducing per-unit cost and also helping profits to increase rapidly.

Maturity: During the maturity stage of the product life cycle the sharp growth in sales begins to slow, and profits at the beginning of this stage actually decline. The most notable characteristic of this stage is the peaking of the product's sales and profit curves (see the figure above).

Decline: This is the final stage of the life-cycle of a product. During this stage, the product's sales and profits fall very quickly, and most competitors leave the market. New technology or a new social trend may cause the product to take a sharp turn downward in terms of sales. When this happens, marketers consider pruning items from the product line to eliminate those not yielding a profit.

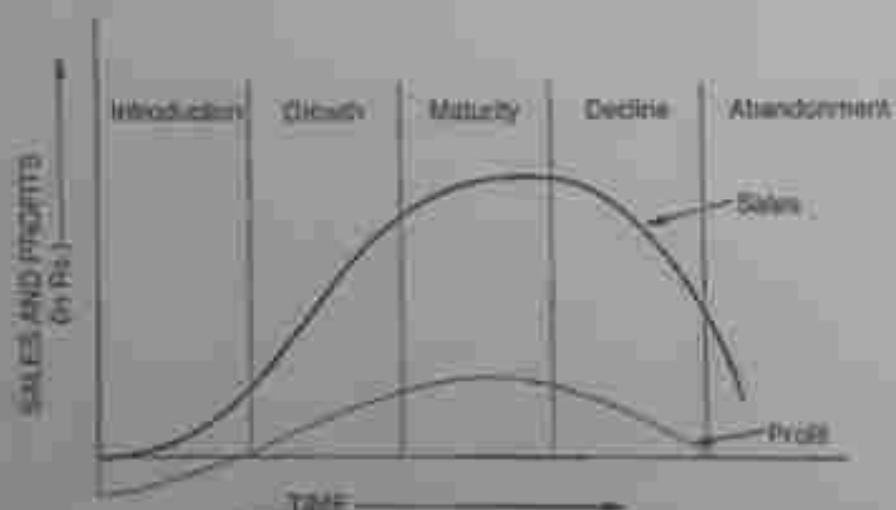


Fig. 6.3 Stages in Product Life Cycle

Now the product of my company is in growth stage, so we first can detail about growth stage and then the strategies which should be taken during growth stage for the product are:

Growth Stage: The growth stage is marked by a rapid climb in sales and profits of the company. Early adopters like the product and the middle majority imitate and following their leads. The firm seeks to build brand preference and increase market share. There is increasing demand in the market, sales curve starts moving upwards and the product starts showing profits. This is a stage which attracts competitors as they would also like to take the advantage of increasing profitability in that product category. Thus, special care is needed to ensure that it does not affect the growth stage of the product.

Characteristics of Growth Stage:

- Rapid climb in sales; early adopters and middle majority can follow the leader.
- New competitors enter the market attracted by large scale production and profit.
- Pricing is maintained as the firm enjoys increasing demand with more and more customers coming forward and buying their products.
- Some of the companies may purposefully lower the prices in order to discourage the entry of competitors.
- Profits increase during this stage as promotion costs are spread over a large volume and unit manufacturing cost falls faster.
- Promotion is aimed at a broader audience.
- Companies maintain their promotional expenses at the same level or slightly raised level to meet competition and continue educating the market.
- Sales rise much faster, causing a decline in the promotion-sales ratio.

The Following Strategies should be used at this stage:

1. Product quality is to be maintained, and additional features and support services may be added.
2. New improved models of the product may be introduced.
3. Companies tend to enter new market segments and increase their distribution network as demand increases and customers accept the product.
4. The nature of advertising shifts from product awareness to bringing about product's conviction and purchase.
5. The company may lower prices at the right time to attract the next layer of price sensitive consumers.
6. Aggressive advertising is required to stimulate the sales of the product.
7. Focus should be on developing the brand image through promotional activities.

The next comes is strategies which should be taken beyond growth stage. So after growth stage which comes is maturity stage.

Maturity Stage: At the maturity stage, the rate of sales growth slows down and the product enters a stage of relative maturity. This stage poses formidable challenges to marketing management. The maturity stage can be divided into three phases:

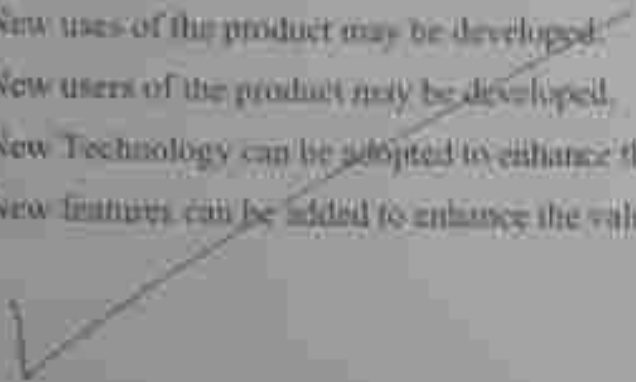
In the first phase, growth-maturity, the sales-growth rate starts to decline because of distribution saturation. There are no new distribution channels to fill, although some laggard buyers still enter the market.

In the second phase, stable maturity, sales come at par on a per capita basis because of market saturation. Most potential consumers have tried the product and future sales are governed by population growth and replacement demand.



In the third phase, decaying maturity, the absolute level of sales now starts to decline and customers start moving towards other products and substitutes.

The strategies which should be taken during maturity stage are:

1. More and more emphasis is required on the brand image in order to differentiate the product from products of the competitors.
 2. More benefits may be provided to the customers e.g., extending the warranty period, guarantee period etc.
 3. Change in packaging may be introduced (Reversible packaging)
 4. Packaging may be used as a silent salesman by making it more attractive
 5. Requirement to explore the new markets for the product.
 6. New uses of the product may be developed.
 7. New users of the product may be developed.
 8. New Technology can be adopted to enhance the quality of the product.
 9. New features can be added to enhance the value of the product
- 

Not in proper order

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Exam - 2022.
CNDV. Saw - 15
Jawahar Education Society's College
Bilaspur

**A COMPARATIVE STUDY OF ALLOCATION OF
FINANCIAL RESOURRCES OF THE CENTRAL
GOVERNMENT BUDGET ON ATMANIRBHAR
BHARAT FOR THE PAST THREE YEARS**



C.U REGISTRATION NO: 013-1211-0283-19

C.U ROLL NO: 193013-13-0011

SUBJECT: CLINICAL NUTRITION AND DIETETICS

PAPER: ENTREPRENEURSHIP DEVELOPMENT

PAPER CODE: CC-13 (TUTORIAL)

DATE OF SUBMISSION: 14/07/2022

COLLEGE: GOKHALE MEMORIAL GIRL'S COLLEGE

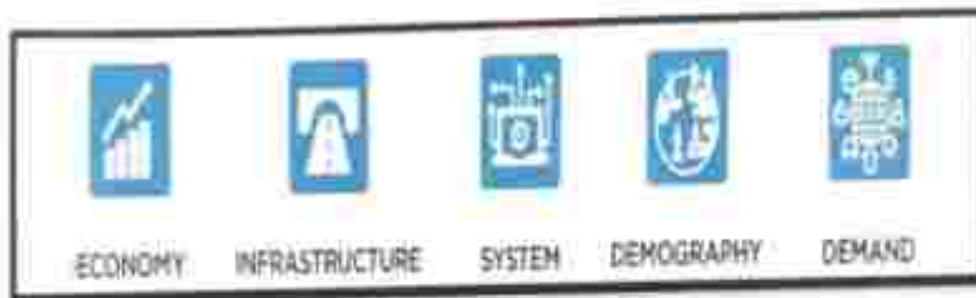
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In the accomplishment of completion of my tutorial project of Entrepreneurship development I would like to extend my deep appreciation towards my subject professor Ms. Atiba Batul, without her support and coordination I would not have been able to complete this project.

Last but not the least, I would like to thank my family and friend for their moral support and encouragement which boosted my will to give my best performance.

ATMANIRBHAR BHARAT: AT A GLANCE

Atmanirbhar Bharat Abhiyan, which translates to 'self-reliant India' or 'self-sufficient India', is the vision of the Prime Minister of India Narendra Modi of making India a bigger and more important part of the global economy. Pursuing policies that are efficient, competitive and resilient, and being self-sustaining and self-generating. Atmanirbhar Bharat does not mean "self-containment", "isolating away from the world" or being perfectionist. The first mention of this came in the form of the Atmanirbhar Bharat Abhiyan or 'Self-Reliant India' Mission during the announcement of India's COVID-19 pandemic related economic package on 12 May 2020. The five pillars of 'Atmanirbhar Bharat' are stated as economy, infrastructure, technology-driven systems, vibrant demography and demand.



name of the pillar

BUDGET ALLOCATIONS IN 2020:

Credit boost to 2.5 crore farmers through Kisan Credit Cards: So far 183.14 lakh applications have been received; banks have issued KCC for 157.44 lakh eligible farmers and sanctioned a limit of Rs 1,43,262 crores in two phases.

PM Street Vendor's Atmanirbhar Nidhi (PM SVANidhi):

- 26.62 lakh loan applications received
- 13.78 lakh loans totalling Rs 1373.33 crores sanctioned.

• Pradhan Mantri Matsya Sampada Yojana (PMMSY): Proposals from Twenty-one (21) States sanctioned at a total cost of Rs. 1681.32 crores.

• Additional Emergency Working Capital Funding for farmers through NABARD: Rs. 25,000 crores have been disbursed out of this special facility.



Boost for Employment Atmanirbhar Bharat Rozgar Yojana: It was implemented in 31.3.2019 to incentivize formalization and creation of new employment.

- Total benefit of Rs. 8300 Crore has been given to 1,52,899 Establishments covering 1,21,69,960 Beneficiaries under PMRPY.

Atmanirbhar Bharat Rozgar Yojana Subsidy support from Central Govt.: Announced as part of the Atmanirbhar Bharat Abhiyaan. The scheme is extended till 31st March, 2021. Fully guaranteed and collateral free.

• Scheme update as on 12.11.2020:

□ Rs. 2.05 lakh crore sanctioned to 61 lakh borrowers.

□ Rs. 1.52 lakh crore disbursement.

Atmanirbhar Manufacturing Production-linked incentives for 10

Champion Sectors: Rs 1.46 lakh crore boost was given to Atmanirbhar manufacturing – Production Linked Incentives for 10 Champion Sectors to give a significant boost to Economic Growth and domestic employment. These sectors are-

| Sector | Estimated Expenditure on new PLIs (Rs. Crore) |
|----------------------------------|---|
| Advance Cell Chemistry Battery | 18,100 |
| Electronic/Technology Products | 5,000 |
| Automobiles & Auto Components | 57,042 |
| Pharmaceuticals/Drugs | 15,000 |
| Telecom & Networking Products | 12,195 |
| Textile Products | 10,683 |
| Food Products | 10,900 |
| High Efficiency Solar PV Modules | 4,500 |
| White Goods (ACs & LED) | 6,238 |
| Specialty Steel | 6,322 |
| Total | 1,45,980 |

PM Awas Yojana (PMAY) –Urban: It is an initiative by the Government of India in which affordable housing will be provided to the urban poor with a target of building affordable houses.

- Rs 18,000 crores will be provided over the Budget Estimates for 2020-21 for Prime Minister Awas Yojana – Urban (PMAY-U) through additional.

allocation and Extra Budgetary Resources. This will help 12 lakhs houses to be grounded and 18 lakhs to be completed.

National Investment and Infrastructure Fund (NIIF): It was founded to provide infrastructure investment for maximizing the economic impact of the commercially available projects.

-Rs 1.10 lakh crore Platform for Infra Debt Financing and Rs 6000 crores Equity infusion in NIIF Debt Platform.

Support in Agriculture sector for subsidised Fertilisers: Rs 65,000 crores being provided to ensure adequate availability of fertilisers to farmers to enable timely availability of fertilisers in the upcoming crop season.

-Increased supply of fertilisers at subsidised rates will help 140 million farmers.

Prime Minister Garib Kalyan Rozgar Yojana (PMGKRY): will help in the boost of rural development and accelerate growth of rural employment.

- Prime Minister Garib Kalyan Rozgar Yojana is also in progress in 116 districts. Rs 37,543 crores spent.
- MGNREGA was provided with Rs 61,500 crore in Budget for 2020-21.
- Rs 40,000 crore was additionally provided in Atmanirbhar Bharat 1.0.
- As on date, Rs 73,504 crore has been released under MGNREGA and 251 crore person-days of employment have been generated.
- Further additional outlay of Rs. 10,000 crores will be provided for PM Garib Kalyan Rozgar Yojana in the current financial year.

Boost for Project Exports:

- Rs. 3,000 crores will be released to EXIM Bank for promotion of project exports through Lines of Credit under IDEAS scheme.
- Exim Bank extends Lines of Credit (LOC) on behalf of the Government of India, as assistance to developing countries under IDEAS scheme.
- Promotes Indian export by mandating recipient countries to import 75% value of the LOC
- Supported projects cover Railways, power, transmission, road and transport, auto and auto components, sugar projects etc.

Capital and Industrial Stimulus:

Rs. 10,200 crore additional budget outlay will be provided towards Capital and industrial expenditure

- Domestic defence equipment
- Industrial incentives
- Industrial infrastructure
- Green energy

R&D grant for COVID Vaccine Development:

Rs. 900 crores provided for Covid Suraksha Mission for Research and Development of Indian Covid Vaccine to Department of Biotechnology.

BUDGET ALLOCATIONS IN 2021:

- The Government, to ensure better health for the citizens has allocated Rs. 2,23,846 Crore in the Health sector. The Union Budget also provides importance to public healthcare institution at the village, block and Panchayat level under the newly launched PM Aatmanirbhar Swasth Bharat Yojana. Starting with Rural and Urban Health Wellness Centres, integrated public health labs, in all districts, public health units will reach to the block level, critical health care hospitals.
- Provision of Rs 35,000 crore was made for Covid-19 vaccine in the Union budget. To strengthen the nutritional intake of children across India, the Government has merged the Supplementary Nutrition Programme and the Poshan Abhiyan which will develop practices that will nurture health, wellness and immunity of children.
- Ensuring India's water security and providing access to safe and adequate drinking water to all Indians, the Jal Jeevan Mission (Urban) has been allotted Rs. 69,053.02 crore, to provide tap water to every household.
- Outlay of Rs. 1,18,101 lakh crores for Ministry of Road Transport and Highway. The Budget also provided a record sum of Rs. 1,10,055 crores, for Railways of which Rs. 1,07,100 crores for capital expenditure. A new scheme launched at a cost of Rs. 18,000 crores to support augmentation of public bus transport services.
- Ministry of Power has been allotted Rs. 15,322.00 crores for improving the transmission lines, and for initiatives like National Hydrogen Energy Mission, for generating hydrogen from green power sources and to reduce petroleum use, greenhouse gas emissions and air pollution.

- The Agriculture Ministry has been allocated Rs. 1,31,531.19 crore. With the Launch of SWAMITVA Scheme and the enhancement of Rural Infrastructure Development Fund from Rs 30,000 crores to Rs 40,000 crores, the Micro Irrigation Fund, with Rs 5,000 crores has been created and union budget proposed to double it, by another Rs 5,000 crores.
- The budget National Research Foundation and added that the NRE outlay will be of Rs. 50,000 crores, over 5 years. It will ensure focus on national priority thrust areas. Further, it would also contribute to thrust forward the nation's economy, enhance its security, promote well-being and societal progress, and grow India's position as a global leader.

BUDGET ALLOCATIONS IN 2022:

- The National Highways network will be expanded by 25,000 km in 2022-23 and Rs 20,000 crore will be mobilized through innovative ways of financing to complement the public resources.
- Ken-Betwa Link Project, at an estimated cost of Rs 44,605 crore will be taken up aimed at providing irrigation benefits to 9.08 lakh hectare of farmers' lands, drinking water supply for 62 lakh people.
- An allocation of Rs 60,000 crore to cover 3.8 crore households in 2022-23 for Har Ghar, Nal Se Jal.
- 2022-23, 80 lakh houses will be completed for the identified eligible beneficiaries of PM Awas Yojana, both rural and urban and Rs 48,000 crore is allocated for this purpose.
- PM GatiShakti, an initial allocation of Rs 1500 crore will enable livelihood activities for youth and women, filling the gaps in various sectors.
- Outlay for the 'Scheme for Financial Assistance to States for Capital Investment' from Rs 10,000 crore in the Budget Estimates to Rs 15,000 crore in the Revised Estimates for the current year.
- For developing India specific knowledge in urban planning and design, and to deliver certified training in these areas, up to five existing academic institutions in different regions will be designated as centres of excellence. These centres will be provided endowment funds of Rs 250 crore each.

RESEARCH PAPER 1

Vision of 'ATMA Nirbhar Bharat' Role and Significance of MSME

THE MANAGEMENT ACCOUNTANT, DEC 2020, VOL - 48, NO. - 12, PAGE - 44-47, ISSN: 0972-1128.

8 Pages • Number 12 Feb 2021

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Date Written: December 7, 2020

Abstract

Purpose: The present paper aims to explore the changing role of MSMEs (Micro, Small and Medium Enterprises) in making India 'Atmanirbhar'. The said research paper proposes list of certain measures to be taken by the government to include and encourage MSMEs in making the mission of 'Atmanirbhar Bharat' realistically achievable. In this context, the author(s) must address key MSME inputs such as access to financial equity, technical workforce, and building market competitiveness and so on.

Design / Methodology / Approach: The study is based on secondary information gathered from diverse sources such as published articles, government and other web sites, news, etc.

Findings: Research paper findings indicate that a systematic framework is required to include MSMEs in making the 'Atmanirbhar Bharat' a reality. It may be advised that there is need to understand our strengths and accordingly to bring-up and support the industry. There is no point in getting driven by the 'anti-China' sentiments. It may be suggested to start with creation of agro-based MSMEs as agriculture is India's strength and is the largest employment generating industry. Artisans and craftsmen are using natural resources for making their products. Providing training and technology to artisans and craftsmen will definitely enhance their business prospects. Another sector is healthcare, which will offer opportunity for MSMEs to provide a range of products and services for the masses. Later other sectors may be thought such as manufacturing (healthcare, consumer electronics, power equipment, to name a few) and latest technology-based industry such as products and services making use of AI (artificial intelligence).

Originality / Value: This study attempts to offer some of the options that may be considered or implemented in the context of strengthening of MSMEs. With significant contribution from the MSME sector in the country's GDP and employment generation, their empowerment will certainly help in achieving the vision of 'Atmanirbhar Bharat'. Agriculture based manufacturing activity will definitely provide boost to MSMEs and will result in employment generation.



The Role of Atmanirbhar Bharat Abhiyan in Indian Economy Transformation through Innovation

Proceedings of the International Conference on Advances in Management Practices (ICAMP-2022)

3 Pages | • Volume 5 Jan-2023

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Date Written: January 4, 2023

Abstract

Atmanirbhar Bharat aims to be self-reliant which pushes independency in the end all so that the economy which has fallen during covid 19 pandemic can be boosted up again by the support of all citizens.

The pivotal concern of Atmanirbhar Bharat has been the revival of lockdown haunted economy. This mission engaged all the fields and gave new platform and opportunities to the society by instilling new hope and trust in the achievement of objective. Atmanirbhar Bharat Abhiyan needs only proper implementation of strategies and government made them.

This mission is directly related to industrialization in all technical, medical and scientific disciplines. The mission committed to sponsor and give first orders to local products and make certain that these products must maintain cost and quality. Largely Indian market were generally dependent on Chinese products, be it fancy items, toys, electronic products and many more. Also in the early days of the COVID pandemic, the sanitizers, PPE kits and other medical equipment which were inadequate, and the same goods were imported from China. But after the advent of the Atmanirbhar Bharat Abhiyan, India has started producing the items in its own country which eventually boosted the country's economy and benefited its employees, and creating job opportunities and reducing unemployment.

It advantageously intends to help the poor by generating subsequent number of career opportunities and dreams to restructure the growth-critical sector to make it worldwide striking.

The economic activities have stimulated after the application of the measures of this initiative. Opportunities in micro, small, agricultural, and medium sectors were to be enhanced. It has been assumed that the same will bring substantial growth in power, coal, defense, aviation and mining. The scheme formulated is a giant step towards the one nation one market and help India emerge as the food factory of the world soon.

CONCLUSION

It has been a wonderful learning experience for me and while working on this project, it helped me recapitulate things that I learnt during my college days. This project took me through the various phases of project development and gave me real insight into the world of budget allotment of Atmanirbhar Bharat. A big thank you each and everyone who aided this journey.

Acknowledgment

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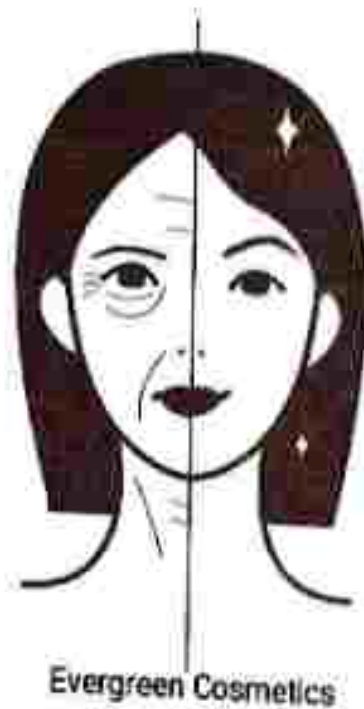
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Exam - 2022

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Dr. CLINICAL NUTRITION AND DIET
JYOTI MEMORIAL GIRLS' COLLEGE
BILCLIFFS



Roll no : 193013-13-0018

Registration no : 013-1211-0295-19

Paper : CC13

Subject : Clinical Nutrition and Dietetics (CNDV)

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to our principal Dr. Atashi Kapha as well as to our professor Mrs. Pratyusha Agrawal of clinical nutrition and dietetic department, and mostly our cc13, Entrepreneurship Development ma'am Mrs. Atiba Batul for guiding us in entrepreneurship field and giving us the opportunity to work in a topic like this.

We all researched a lot for our given topic which helps us to enhance our knowledge.

NAME OF THE TOPIC

Evergreen Cosmetics is planning to launch a new range of anti-wrinkle creams in the Indian market, they conduct a market survey and found potential competition from Remain Young. Since they are targeting the higher strata of society, the cream is being priced much higher than their competitors. They plan to use the television as a media to advertise this anti-wrinkle cream as opposed to print media. Explain the pricing strategy that is being used by evergreen cosmetics and also about the qualities of the sales man and his sales promotion.

INDEX


- Introduction
- Analysis of project
- Finding sites
- Conclusion
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Pg no. 2

INTRODUCTION

Cosmeceuticals are the latest addition to the health industry and are described as cosmetic products with drug-like benefits. With the rise of more knowledgeable, wealthy, and beauty-conscious class of urban consumers, cosmeceuticals have come a long way in recent years to become one of the fastest growing cosmetic options. Advancements in technology and emergence of new ingredients have further contributed to the progress in the commercialization of cosmeceutical products worldwide. The market that reached to the mark of US\$ 31.84 billion by 2016 is likely to augment at a rapid pace in the coming years with anti-aging skin care taking the top spot in revenue patterns, reported as per –Global Cosmeceuticals Market Outlook 2016. The cosmetic industry is a profitable business for most manufacturers of cosmetic products. This industry has not only grown only in the United States, but also in various parts of the world which have become famous for their cosmetic precuts. Some of these include France, Germany, Italy and Japan. It has been estimated that in Germany, the cosmetic industry generated sales of EUR 178 billion at retail sales in 2012 which made German cosmetic industry the 3rd in the world, after Japan and the United States.

The industry encompasses manufacturers' segment revenue related to beauty care products. As per the study, increased awareness has resulted in higher demand for luxury products, especially cosmetics. Providing quality products at a low cost is a challenge for manufacturers. Skincare, the largest segment, represents good growth prospects during the forecast period. Increased demand for multi-feature products such as moisturizing cream with sun protection and anti-aging or anti-wrinkle properties are likely to drive market growth. The cosmetics segment also has growth potential as demand is increasing for premium cosmetics in the expanding middle class in developing nations. Regulatory bodies are also ensuring that consumers have full knowledge about the ingredients of products and hence focusing on labeling. Our report has also evaluated the emerging



male grooming segment as more and more men are becoming concerned about their looks and appearances.

Objectives :

- [1] To understand the consumer behavior in purchasing cosmeceuticals with context to Anti Aging creams.
- [2] To perform the four P Analysis of Anti Aging creams manufactured by various companies.
- [3] To review the existing promotional and marketing strategies of various cosmeceutical companies and how they design effective and efficient marketing strategies.



ANALYSIS

The desire to maintain a youthful image combined with an emerging global market with disposable income has driven the development of many new industries. The cosmeceutical industry is based on the development and marketing of products that lie between cosmetics and pharmaceuticals. Today, there are over 500 suppliers and manufacturers of cosmeceutical products, and the industry is estimated to have a CAGR of 7.7% between 2012 and 2016.

Are consumers more likely to purchase an item from an assortment in which options are priced at parity or from an assortment in which options vary in price? This research examines the influence of parity-pricing and differentiation-pricing strategies on consumer choice and identifies conditions in which parity pricing facilitates choice, as well as conditions in which choice is facilitated by differential pricing. In a series of three experiments, the impact of assortment pricing on choice is shown to be a function of the uncertainty associated with consumers' preferences and the consistency of these preferences with options' prices.

Empathy, in this context, is the central ability to feel as other people do in order to sell them a product or service; a buyer who senses a salesperson's empathy will provide him with valuable feedback, which will in turn facilitate the sale. They discovered flaws in the established methods of selection and revealed the two basic qualities that any good salesperson must have: empathy and ego drive.

FINDING SITES

To launch a new product in the market, firstly the most important part is market survey.

Market surveys are a way in which companies obtain information about their customers and non-customer consumers or businesses, and how these customers or consumers view a company's products and services versus competitive products.


There are several methods of doing a market research : Surveys, focus groups, Qualitative interviews, Social media listening, Observations, Field trials, Competitive analysis, Public data, Purchased data, Sales data analysis. A company may use focus groups when they are developing a new product or service and wish to ask questions that are difficult to ask or answer in written form. For example, with a new product, the company may have the participants begin the session by using the product and then ask them questions about the product. The focus group environment allows the participants to gain experience with the product, helping to ensure that they base their responses on firsthand knowledge.

Marketing strategy comes from marketing mix and analysis the 4Ps. Evergreen cosmetics should have an idea about the 4Ps, the marketing mix. Which will help the company to know about the market value. Marketing mix, describes the basic set of strategies and approaches that marketers use to identify and reach their target market.

4Ps of marketing strategy includes : Product, Price, Promotion, Place.

Pricing strategy of Evergreen Cosmetics :

The advantages of using a differential pricing strategy, such as cost-based pricing, are evident: linking prices to costs allows managers to achieve more consistent profit margins, and linking prices to consumer demand allows optimizing profitability. In fact, there has been virtually no empirical evidence documenting the drawbacks of using differential pricing. In this




context, this research takes a consumer's point of view and questions whether individuals are more likely to make a purchase from an assortment when the products making up this assortment are priced at parity or when their prices vary. Conceptually, this question raises the issue of the role of differentiation and parity in assortment pricing and its impact on the overall purchase probability from a given choice set.

Building on prior findings, this research examines the role of differentiation pricing and parity pricing strategies in consumer choice. It argues that the impact of pricing strategy on choice is influenced by the degree of uncertainty associated with performance of options on nonprice attributes. Thus, when consumers are uncertain about the relative attractiveness of choice alternatives on nonprice attributes, price-based differentiation reduces this uncertainty by offering price as a diagnostic criterion for making a choice. In contrast, when uncertainty about the preference ordering of choice options on nonprice attributes is low, the impact of price differentiation on choice is a function of the degree of consistency of consumers' preferences on price and non-price attributes, such that consistency of these two types of preferences increases the overall choice probability while inconsistency decreases it. The theoretical rationale leading to this prediction and the empirical analyses are outlined in more detail in the following sections.

Company will be using a price skimming strategy when introducing a new product, especially when the product is a newer technology. The objective of price skimming is to set a high price initially to help recover the costs of production and advertising.

- Penetration Pricing: A company entering an existing and competitive market may use a penetration pricing strategy. The goal of penetration pricing is to set low prices early to attract lots of customers. A company will then strive to produce high quality products and offer excellent customer service to retain these customers. Ultimately, the company uses penetration pricing to rapidly increase market share, or the percentage of



total sales it holds in the market. From there, the company can build loyalty among its customers. Eventually, a company will need to raise prices because profits margins are too minuscule in penetration pricing.

- Return on Investment Pricing: A company will often have a target profit figure—return on investment, or ROI—it wants to earn on a product. Therefore, the company may spend lots of time analyzing the costs that go into making the product and projecting sales figures.

- Geographical Pricing: Geographical pricing is more discretionary in nature. Companies realize that the cost of living is higher in certain markets in the U.S. In addition, people may earn more in certain areas of the city or state. Therefore, the company may use a geographical pricing structure and set its prices higher in certain markets. Consequently, pricing can become extremely complicated, so the company may need to decentralize marketing and finance departments on a more regional basis. That way each region can track product sales and make pricing changes as needed.

Qualities of a sales man and his sales promotion :

Our basic theory is that a good salesman must have at least two basic qualities: empathy and ego drive.

Empathy, the important central ability to feel as the other fellow does in order to be able to sell him a product or service, must be possessed in large measure. Having empathy does not necessarily mean being sympathetic. One can know what the other fellow feels without agreeing with that feeling. But a salesman simply cannot sell well without the invaluable and irreplaceable ability to get a powerful feedback from the client through empathy.

The salesman with good empathy, he senses the reactions of the customer and is able to adjust to these reactions. He is not simply bound by a prepared sales track, but he functions in terms of the real interaction between himself and the customer. Sensing what the customer is feeling, he is able to change pace, double back on his track, and make whatever

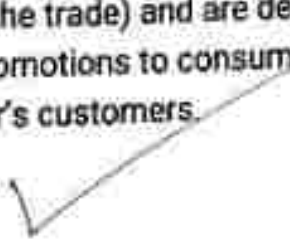


creative modifications might be necessary to home in on the target and close the sale.

Ego. The second of the basic qualities absolutely needed by a good salesman is a particular kind of ego drive that makes him want and need to make the sale in a personal or ego way, not merely for the money to be gained. His feeling must be that he has to make the sale; the customer is there to help him fulfill his personal need. In effect, to the top salesman, the sale—the conquest—provides a powerful means of enhancing his ego. His self-picture improves dramatically by virtue of conquest and diminishes with failure.

The salesman's empathy, coupled with his intense ego drive, enables him to home in on the target effectively and make the sale. He has the drive, the need to make the sale, and his empathy gives him the connecting tool with which to do it.

Sales promotions are designed for different purposes and different target audiences: retailer, trade and consumer. Retailer promotions are offered by retailers to consumers to increase sales for the item, category or store. Trade promotions are offered to members of the channel distribution (called the trade) and are designed to stimulate the channel members to offer promotions to consumers (retailer promotions) or the channel member's customers.



CONCLUSION

As far as promotion of various products in the market, the increase in promotion and marketing of products has lead to a chaos in the market. It is known fact that people tend to stick to a product if they find it satisfying and are content with their choice of product. Same was inferred and showed that 36% women agreed that they used same product out of habit and the satisfaction level. 26% disagreed with the point and hence, the product has to prove its worth to remain in competition of anti aging cream's market. We all love trying new products, but the same is not the case when skin is the matter of concern. A similar concern was shown by the survey and 26% customers did not approve of trying new products. While 19% women showed their spirit in trying new products but the overall result favored in depicting that women are less experimental in trying new products concerned to sensitive issues like skin. Hence, it can be concluded that the product is price sensitive as well as the consumer choice is driven by the performance of the product. As regard to the price of the product, it was clearly visible that the product is price sensitive and women consider that cheap products are as good as expensive. In order to increase the market share of there product the company should focus on customer retention and customer loyalty programs. The companies should tap the innovators who are likely to purchase a new product & should emphasis on the clarity of communication as many consumers find that the range of products and brands present in the market are confusing.

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IN CLINICAL NUTRITION AND DIET
LYRALE MEMORIAL GIRLS' COLLEGE
CHICITA

ENTREPRENEURSHIP DEVELOPMENT PROJECT



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SEMESTER -6

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I , Tiya Bhattacharya, a student of clinical nutrition & dietetics (major) , would like to express my special thanks of gratitude to my teacher Ms. Atiba Batul, who gave me the golden opportunity to do this wonderful project of Entrepreneurship development , Who also helped me in completing my project. I came to know about so many new things I am really thankful to them.

I convey my gratitude towards Mrs. Atashi Kapha, principal of GOKHALE MEMORIAL GIRLS' COLLEGE and our HOD Mrs. Pratyasha Agrawal .

I would also like to thank my parents and friends for their support and being the driving force to bring me on this stage.

TITLE OF THE TOPIC

Evergreen cosmetics is planning to launch a new range of antiwrinkle cream in the Indian market, they conducted a market survey & found potential competition from Remain young. Since they are targeting the higher strata of society the cream is being priced much higher than their competitors. They planned to use T.V. as a media to advertise this cream as opposed to print media.

Explain the pricing strategy that is being used by evergreen cosmetics and also about the qualities of a salesman and his sales promotion.

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1. INTRODUCTION
2. ANALYSIS OF THE PROJECT
3. FINDING SITES OF THE PROJECT
4. CONCLUSION
5. BIBLIOGRAPHY

INTRODUCTION:

Entrepreneurship is execution of idea proposed by entrepreneur with the help of his knowledge, hardwork, skills, ability to operate the business, generating employment for the society as well as generating a revenue for himself.

The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention.

Importance of Entrepreneurship:

- **Creation of Employment**- Entrepreneurship generates employment. It provides an entry-level job, required for gaining experience and training for unskilled workers.
- **Innovation**- It is the hub of innovation that provides new product ventures, market, technology and quality of goods, etc., and increase the standard of living of people.
- **Impact on Society and Community Development**- A society becomes greater if the employment base is large and diversified. It brings about changes in society and promotes facilities like higher expenditure on education, better sanitation, fewer slums, a higher level of homeownership. Therefore, entrepreneurship assists the organisation towards a more stable and high quality of community life.
- **Increase Standard of Living**- Entrepreneurship helps to improve the standard of living of a person by increasing the income. The standard of living means, increase in the consumption of various goods and services by a household for a particular period.
- **Supports research and development**- New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

MARKETING STRATEGY :

Marketing is an umbrella term given to those activities that companies used to identify consumer & convert them into buyers for the purpose of achieving profits.

MARKETING MIX:

Marketing mix is describes as basic set of strategies and approaches that marketers used to reach their target market. there are 7 components in the marketing mix.

4 are related to products and 3 are related to service.

the 4 components are-

- product
 - pricing
 - promotion
 - place
- other 3 are-
- people

- physical environment
- process

Pricing Strategy

Pricing strategy refers to method companies use to price their products or services.

The price of the products and services are set on the basis their expenses. They add on a certain percentage so they can make a profit.

Factors of pricing determination

- cost
- demand
- competitors
- quality and service
- buying motives
- promotional strategy

Promotion

Sales promotions are marketing communications activities that stimulate short term behavioral responses from consumers, the trade (reseller support), or the company's own sales force in order to encourage the trade and/or end customer to purchase or to take other relevant action by affecting the perceived value of the product being promoted.

Sales promotions are short-term incentives designed to stimulate purchase among consumers or trade.

ANALYSIS OF THE TOPIC:

WRINKLE:

Wrinkle is a small ridge or furrow especially when formed on a surface by the shrinking or contraction of a smooth substance: crease specifically one in the skin especially when due to age, worry, or fatigue.

Wrinkles are caused by a combination of factors - some can be control, others

can't:

- Age : As a person get older, the skin naturally becomes less elastic and more fragile.
- Exposure to ultraviolet (UV) light.
- Smoking.
- Repeated facial expressions.

REASONS OF USING ANTIWRINKLE CREAM:

anti Wrinkle creams often are moisturizers with active ingredients that offer additional benefits. These added ingredients are intended to improve skin tone, texture, fine lines and wrinkles. The effectiveness of these products depends in part on your skin type and the active ingredient or ingredients.

It temporarily plumps the skin, making lines and wrinkles less visible. Moisturizers are lotions, creams, gels and serums made of water, oils and other ingredients, such as proteins, waxes, glycerin, lactate, urea.

Pricing & pricing strategy:

Meaning of Pricing:

Pricing is a process of fixing the value that a manufacturer will receive in the exchange of services and goods. Pricing method is exercised to adjust the cost of the producer's offerings suitable to both the manufacturer and the customer. The pricing depends on the company's average prices, and the buyer's perceived value of an item, as compared to the perceived value of competitors product.

Every businessperson starts a business with a motive and intention of earning profits. This ambition can be acquired by the pricing method of a firm. While fixing the cost of a product and services the following point should be considered:

- The identity of the goods and services
- The cost of similar goods and services in the market
- The target audience for whom the goods and services are produces

- The total cost of production (raw material, labour cost, machinery cost, transit, inventory cost etc).
- External elements like government rules and regulations, policies, economy, etc.,

Objectives of Pricing:

- **Survival**- The objective of pricing for any company is to fix a price that is reasonable for the consumers and also for the producer to survive in the market. Every company is in danger of getting ruled out from the market because of rigorous competition, change in customer's preferences and taste. Therefore, while determining the cost of a product all the variables and fixed cost should be taken into consideration. Once the survival phase is over the company can strive for extra profits.
- **Expansion of current profits**-Most of the company tries to enlarge their profit margin by evaluating the demand and supply of services and goods in the market. So the pricing is fixed according to the product's demand and the substitute for that product. If the demand is high, the price will also be high.
- **Ruling the market**- Firm's impose low figure for the goods and services to get hold of large market size. The technique helps to increase the sale by increasing the demand and leading to low production cost.
- **A market for an innovative idea**- Here, the company charge a high price for their product and services that are highly innovative and use cutting-edge technology. The price is high because of high production cost. Mobile phone, electronic gadgets are a few examples.

Pricing Strategy

Pricing strategy is a technique that a company apply to evaluate the cost of their products. This process is the most challenging challenge encountered by a company, as the price should match the current market structure and also compliment the expenses of a company and gain profits. Also, it has to take the competitor's product pricing into consideration so, choosing the correct pricing method is essential.

Factors of price determination

- **Cost**- Retailed prices are cost of production & distribution plus the profit margin.
- **Demand** - The nature & size of demand in relation to the supply is another imp factor. Price & demand are inversely related.
price increase → demand decrease
- **Competitions** - prices charged by competitors act as a guide. in pricing decision. A business man tends - to avoid selling below the market price, as it may lead to price war and selling above is difficult.
- **Quality & Service**- Good quality products are bought at high price on the other hand if the product is of low quality the lower price will also not be of any significance.
- **Buying motives**- Some products are also purchased, for status or prestige.
- **Promotional strategy** - intensive techniques of sales promotion may increase the price + govt. control - prices of certain products are regulated by the govt.

Different pricing strategies:

- **Skimming the cream pricing** - A very high price is set so that in the initial stages the cream of demand may be skimmed & the investment made is quickly realised. This pricing is effective due to high price in the initial stages will provide funds for expansion and the manufacturer can restrict demand to the level which he can meet by setting initial price at high levels.
- **Penetrating pricing** - This strategy involves setting a low price in the initial stage so as to make the brand quickly popular & to maximise the market share. This pricing is desirable when there is strong potential competition in the market and the public is likely to accept the new product as part of their daily life.
- **Cost plus pricing** - Selling price to Total cost = The profit margin or markup i.e. added to the cost differs from firm to firm. It ensures full coverage of cost & helps in achieving reasonable return on capital employed. It fails to reflect competition in the market & ignores the nature level of demand.
- **Parity pricing** - It involves charging according to what customers are charging, what competitors are charging. It is an appropriate strategy when price leadership well established charging according to what competitors are charging then it is safe.



sales promotion:

Sales promotion is a part of the promotion mix that a business uses for stimulating the demand for products and services and also to increase brand awareness of the product or the service.

Sales promotion is used in the following cases:

1. For introducing new products to the existing market
2. To increase the sales of an existing product
3. To introduce a product to a new market

Importance of Sales Promotion Sales promotion has the following importance in business:

1. It is used for spreading information about the brand to the customers in the market.
2. It is useful in stabilising sales volume and also required to increase short term sales of the products or services.
3. It is helpful in stimulating the demand for a product in the short term by making the product appear as a great deal for the customer.

Objectives of Sales Promotion following are some of the objectives of sales promotion:

1. Sales promotion is used to create a market for new products. It can be achieved by using the techniques of offering discounts, penetration pricing, etc.
2. It is used by companies for competing with the marketing strategies of the competitors.
3. It is helpful in gaining trust of the dealers by increasing the sales of the products, which results in an increase in income of the dealers.
4. It can be used for launching a product into a new market. Sales promotion strategies can be used to propel customers to try out the new product.
5. It serves as a great way of increasing brand awareness about the product in the market and among customers.

FINDING SITES OF THE PROJECT:

THE STRATEGY THAT IS BEING USED BY EVERGREEN COSMETICS:

- **Skimming the cream pricing** - A very high price is set so that in the initial stages the cream of demand may be skimmed & the investment made is quickly realised. This pricing is effective due to high price in the initial stages will provide funds for expansion and the manufacturer can restrict demand to the level which he can meet by setting initial price at high levels.

Advantages of Price Skimming

- I. Perceived quality: Price skimming helps build a high-quality image and perception of the product.
 - II. Cost recuperation: It helps a firm quickly recover its costs of development.
 - III. High profitability: It generates a high profit margin for the company.
- **Parity pricing** - It involves charging according to what customers are charging, what competitors are charging appropriate strategy when price leadership well established charging according to what competitors are charging then it is safe.

Parity price refers to a price level that sets two assets or securities equal in value to one another. It is a concept that is used in several markets, including fixed income, equities, commodities, and convertible bonds.

Advantages of parity pricing :

advantage of using this method is to calculate the advertising and branding expenditure is that a business will not be too far away from competitors. The spending will match that of the competitors and the visibility of the brand and its exposure to potential customers will match that of the competitors.

THE QUALITIES OF A SALES MAN AND HIS SALES PROMOTION:

QUALITIES OF SALESMAN:

Good Personality

Personality is a mixture of many traits like physical appearance, dressing-up, way of talking, manners, pitch of voice, habits etc. Personality of a salesperson should be such that the moment he/she comes in contact with the customer, he/she looks amiable with whom the customer is at least ready to start a conversation.

Mental Qualities

A salesperson must have the quality of alertness, imagination, foresightedness, empathy etc. He should

have the ability to read the customer's mind and behave accordingly. There may be certain doubts or apprehensions in the mind of the customer regarding the product. Only a salesperson with these mental qualities will be able to solve the customer's problems. A good salesperson should be able to match the product with the customer's need and ability to pay.

- **Good Behaviour**

A salesperson should be a well-behaved person having ability to interact with people comfortably. He/she should be cooperative so that he/she can help people in making up their minds by patiently answering all their questions. Patience and humility will help him/her in not only holding the attention of the customer but also in getting them interested in purchasing the product.

- **Knowledge**

While buying a television set normally we ask the salesperson a number of questions about the features of the latest model. If the salesperson fails to answer our queries or if we do not satisfy with the reply, we may leave that shop and visit another shop where all of our queries are answered by the salespersons. This is possible only when the salesperson has detailed knowledge about the product. He/she should know every detail relating to the product and the company he/she is representing. Knowledge about competitors' product is also a must so that the salesperson can explain the superiority of his/her product.

- **Ability to Communicate and Persuade**

If a salesperson can communicate properly and effectively then he/she will be able to clear the biggest hurdle of making the prospective customer listen to him/her. The salesperson must speak confidently, clearly and audibly. Good communication ability coupled with good knowledge about the product helps the salesperson in persuading the customer to buy.

- **Persistence**

The salesperson must know the art of persistence. It requires a sense of determination to convince the customers to buy. He/she must not give up easily. Without being offensive, he/she must persuade the customer to finalise the purchase with a sense of satisfaction.

- **SALES PROMOTION:**

All promotional activities other than advertising, salesmanship and publicity which help in increasing the market demand of the product are called sales promotion. It is a nonrepetitive and one-time communication process. According to American Marketing Association "Sales Promotion includes those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as displays, shows and exhibitions, documentation and various nonrecurrent selling efforts not in the ordinary routine".

All elements of a promotion mix such as personal selling, advertising, publicity is used to inform people about the availability of a product, its characteristics and features and to create desire in the mind of the people to buy the product. Sales promotion is an effort in the same direction and is another important element of the promotion mix which includes displays, free sample, trade fairs, exhibitions, discount coupons, deferred payment plans, etc.

DIFFERENT TYPE OF PROMOTION:

- **Advertising-**

It helps to outspread a word or awareness, promote any newly launched service, goods or an organization. The company uses advertising as a promotional tool as it reaches a mass of people in a few seconds. An advertisement is communicated through many traditional media such as radio, television, outdoor advertising, newspaper or social media. Other contemporary media that supports advertisement are social media, blogs, text messages, and websites.

- **Online Promotion-**

This includes almost all the elements of the promotion mix. Starting from the online promotion with pay per click advertising. Direct marketing by sending newsletters or emails.

Key Points of Promotion . It is a communication tool that incorporates all the elements used to spread awareness and convince customers to buy good and services

- A. It is applicable only for short term sales
- B. It is one of the variables of the marketing mix
- C. The effect of promotion is short term
- D. The result or outcome of the promotion is immediate
- E. It is an economic marketing tool as compared to advertising
- F. It can be used for all sorts of businesses irrespective of the size, brand of a company

- **Programme or Sponsored Programme-**

It is a type of telecast where a story, play, a film is sponsored by the advertiser who pays for the time. He takes advantage of this and advertises his product or service.

The merits of sponsored programmes are:

- 1. It builds an image for the advertising house and its products.
- 2. The programme can be designed to fit the sponsor and his product.

- **Announcement-**

Announcement is a kind of telecast which is presented to the audience between the sponsored programme and the station break. Here, the advertiser pays only for the duration of advertisement, as he is not paying for the sponsored period. Majority of the advertisers go in for this type.

The advantages of announcements are-

- 1. It is very economical.
- 2. It is most flexible; and
- 3. It is effective for advertisements that are brief. These television commercials can be of 10,15, 20 and 30 seconds duration.

- **Sales promotion examples for boosting brand awareness**

The more familiar your audience becomes with your brand, the more they will trust and look forward to your business's announcements and content. Let's take a look at some sales promotion ideas to build and strengthen your brand story.

- **Free shipping:**

In addition to coupons, which we discussed earlier, what's another cure for a ton of abandoned shopping carts. Four words: Free shipping. Free returns. Free shipping eliminates one of the last obstacles that could prevent people from completing their orders. This is key because hesitation can be present even when a customer has done business with you before and likes what you offer.

On the other hand, free shipping eliminates the anticipation of the hassle that is paying for return shipping. By getting rid of both forms of friction, you can encourage more repeat purchases from your

product based business.

- **Vouchers and coupons**

You can offer vouchers and coupons via email, your website, or print materials such as product packaging, catalogs, and so on. They are a great way to thank your current customers and to encourage to continue doing business with you.

One way to really get people excited about their next purchase with you is to offer a mystery coupon. Not only is it interactive, but it also makes customers feel as if they're playing a game getting more than just a r the-mill discount.

- **Flash sales and discounts**

A flash sale creates a sense of urgency among your customer base to buy now. So especially if you have a business that does a lot of online sales, flash sales may be one of the more effective sales promotion strategies for you.

CONCLUSION:

- Most of the India people mainly women use anti wrinkle cream. now days in the young age people have to use anti wrinkle cream , because the maturity of the skin is now more faster.
- different reasons are there for using antiwrinkle cream.
- In the market there are so many brands and companies, selling anti wrinkle cream.
- different companies have their own pricing strategies. in terms of evergreen company uses the skimming the cream and parity pricing methods.
- sales mans are playing an important role to increase the consumer. Their knowledge, good behaviour, communication qualities are main components to attract the consumers.
- there are different techniques to promote the cream. mainly televisions are used for promotion, online promotion, sponcers are added the value.

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- GYANT,NIA, 2022,15 INSANELY EFFECTIVE SALES PROMOTION EXAMPLES TO WIN MORE CUSTOMERS,WORDSTREAM

NAME- MARIYA JAMAL

SEMESTER- 6

UNIVERSITY ROLL NO. - 193013-13-0015

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SUBJECT- CLINICAL NUTRITION & DIETETICS

PAPER- CC13 (ENTREPRENEURSHIP DEVELOPMENT)

TUTORIAL PROJECT



ACKNOWLEDGEMENT:-

I am thankful to my Entrepreneurship Development teacher, Atiba Batul maam, for giving me an opportunity to make this project. This project provided me an in-depth knowledge of how to prepare a project. My topic was related to the preparation of a project report by small scale industries, so I got to learn how a project report is prepared.

I am thankful to each and every person who lended their helping hands and helped me intensely.

TITLE OF THE TOPIC:-

In the context of a Project Report, what shall I consider as a checklist of documents which are necessary for submission of an application for approval of a project report in setting up a micro level industry having plant and machinery valued below Rs5 lakhs and why.

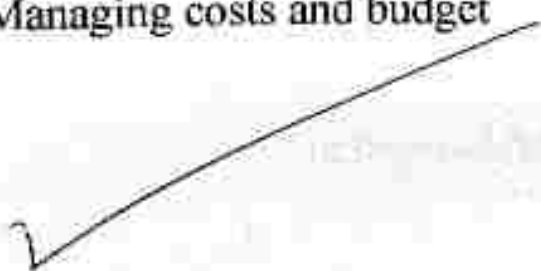
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INTRODUCTION:-

A project report is a document that contains the information about the proposed project and all the details of the project. It details the project proposal in order to assess the feasibility of the planned activity. It is related to a particular investment or a project. It consists the evaluated data on economical, technological, financial, managerial and manufacturing issues that may or may not happen while the project is been build.


Every project report starts with a solid project report objective. A thorough understanding of the objective will help in writing the report and make the purpose of the report clear to all stakeholders. Few objectives are:

- Requesting approval for a new project
 - Tracking the progress of the project
 - Identifying and managing risks
 - Managing costs and budget
- 

- Requesting financial assistance.

Page no.-1

COMPONENTS OF A PROJECT REPORT:-

1. **GENERAL INFORMATION:** The General Information must provide information on the industries history, current state, challenges and future prospects. It must describe the products demand in the local market as well as in national market and in the global market. It should clearly define business alternatives as well as the motivation for starting a business.
 2. **EXECUTIVE SUMMARY:** This report must consist the overall picture of the company which must be in terms of capital that the company holds, operations going on in the company, operating methods, business execution, assumptions and risks that are common in the industry.
 3. **ORGANIZATION SUMMARY:** It must specify whether the company is a sole proprietorship, a partnership or a joint-stock corporation. It must provide biographical information about the promoters and financial stability.
- 

4. **PROJECT DESCRIPTION:** A brief overview of the project must be given which includes the following:

- a. Place of the project where it was being built
- b. Raw material requirement
- c. Target of production
- d. Area required for working
- e. Requirement of electricity
- f. Fuel requirement
- g. Water requirement
- h. Skilled and unskilled labour requirement

Page no.- 2

- i. Technology selected for the project
- j. Production process
- k. Pollution treatment plants requirement

If the company is service oriented, it must specify the services and should provide a detailed description of how customers will be served.

5. **MARKETING PLAN:** It must specify the selling price at which the commodity can be offered and should include the tactics that will be used to win the market. It should also include the following:

- a. Type of customers
- b. Target markets
- c. Nature of market
- d. Market segmentation
- e. Future prospects of the market
- f. Objective of the sales
- g. Cost of marketing
- h. Market share of proposed venture

2

- i. Demand of the product in different markets
- j. Identification of potential product buyers and distribution networks.

6. **CAPITAL STRUCTURE AND OPERATING COST:** It must specify the source of funding as well as the extent of the owners own and borrowed funds. Working capital specifications must be specified and the source of supply and also a breakdown of the running costs.

7. **MANAGEMENT PLAN:** It includes the following:

- a. Information about the business promoters
- b. Management team information
- c. Team members role
- d. Current staff requirements

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- e. Management methods
- f. Plans for re-cruting and training
- g. Management programs and policies.

8. **FINANCIAL ASPECT:** This portion covers the accounting system and inventory management system that will be used. The financial and economic viability of the company must be stated.

9. **TECHNICAL ASPECT:** A project report contains details about the project's technologies and strategic aspects. It includes information on the chosen technology, manufacturing processes, pollution control plants, etc.

10. **PROJECT IMPLEMENTATION:** It must specify when the activities associated with establishing the business will be completed. Time line for project planning and execution is seen in the implementation schemes.

11. **SOCIAL RESPONSIBILITY:** These are based on societal inputs. It makes a significant contribution to society in terms of jobs, revenue, exports and infrastructure and business information.

✓

SEQUENCE FOLLOWED FOR PROJECT REPORT:-

Below is the sequence of standard format which should be followed while preparing new business project report:

Background of the business

Customer's profile

Long and short term Corporate Objectives

To perform a viability assessment of the proposed new business ideas in terms of marketability, technical feasibility, financing and authorities

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To be able to prepare a relevant business plan

To recognize fundamental startup issues

Market Analysis

Brief discussion on the type of market, chief influencers, players, etc

Market description

Reasons for starting business in a particular market

Target clients

Advantages of the services offered by the new business

Market consumption patterns

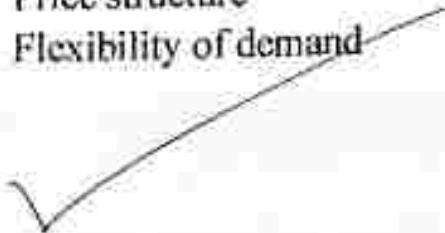
Past and existing supply location

Production prospects and limitations

Exports and Imports

Price structure

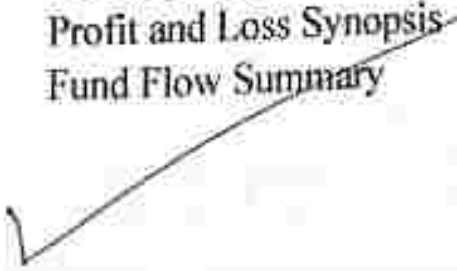
Flexibility of demand



Client behavior, purposes, intentions, impetus, approaches,
inclinations and needs
Supply network and marketing rules formulated by the government
Government and technical limitations imposed on the promotion of
the product
Financial Assessment
Investment expenditure and value of the entire project
Methods of investment
Anticipated productivity
Money flows of the project report
Investment value evaluated in context of different points of merit
Estimated financial ranking
Marketing Assessment
Product

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Place
Promotion
Price
Operational Plan
Business models
Production of goods and services
Financial Plan
Management Structure
Business structure (Ownership, staff, etc)
SWOT Analysis
Significant Success aspects depending on Strengths, Weaknesses,
Opportunities and Threats to be faced by the firm in future
Appendices
Break-Even Assessment
Profit and Loss Synopsis
Fund Flow Summary



PREPARATION OF A PROJECT REPORT:-

The steps to prepare a project plan includes:

1. Create and analyze business case: The business case is the reason why an organization needs to carry out the project. It should outline the problem such as lack of repeat customers or a day longer supply line than competitors and describe its solution and the monetary benefit that the organization, should accrew once the project is completed.
2. Identify and meet stakeholders for approval: Identifying project stakeholders means listing anyone who will be affected by the project that includes the public and government regulatory agencies. For the project planning phase however, it should only be necessary to meet those who will directly decide whether the Project will happen or not.
3. Define project scope: The scope of project is an outline of what it is and is not, setting out to achieve. It is necessary to define the boundaries of project to prevent scope creep, i.e., the resources going towards something that's not in the project goals.
4. Set goals and objectives: Goals and objectives for project will create on the initial objectives outlined in the business plan. At this step one will give finer details to the initial broad ideas and set them in a project charter as reference points for the project as it proceeds.
5. Determine deliverables: Deliverables are the concrete results that a project produces. One of the most important project planning steps is to decide on what these deliverables will be and who is responsible for both producing and receiving them.
6. Create project schedule and milestones: Project schedule is very important that outlines when different tasks of a project are due to

begin and end along with major measurement milestones. It should be referred to when measuring project progress. It will be available to all stakeholders and should be observed as closely as possible.


7. Assignment of tasks: Within the team everyone should know what their role is and who is responsible for different elements of the project. Assigning tasks clearly should remove any uncertainty about roles and responsibilities on the team.
8. Carry out risk assessment: Having a functional risk management plan means performing a strong assessment at the planning stage of the project and likelihood of occurring.

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ANALYSIS:-

→ In a separate page!

A project report or a business plan is a written statement of what an entrepreneur proposes to take up. It is a kind of guide frost or course at action what the entrepreneur hopes to achieve in his business and how is he going to achieve it. A project report serves as a kind of big roadmap to teaching the destination determined by an entrepreneur. Hence a project report can be defined as wealth, an evolved course of action devices to achieve the specified objectives within a specified period of time. It is like an operating document. Project Report for Small Scale Industry helps in identifying the product line and target market of the sector, besides evaluating the level of skill and accuracy.



An entrepreneur is a person who creates something new and assumes the risks and rewards associated with that innovation. The entrepreneur is usually seen as an innovator, a source of new ideas, goods, services, and business/or procedures. Small businesses are either services or retail operations like grocery stores, medical stores, tradespeople, bakeries and small manufacturing units.

The preparation of the project report is of great significance for an entrepreneur. The project report serves to essential purposes. The first is the project report is likely a roadmap, it describes the direction the enterprise is going in, what its goal is where it wants to be and how is it get there. While preparing the project report for small scale industry always keep in mind that the arithmetical figures are not discouraging for the promoters. The project valuation should encourage a sense of practicality among them.

Page no.- 8



Building an integrative model of small business growth

Johan Wiklund · Holger Patzelt · Dean A. Shepherd

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Abstract The purpose of this article is to develop an integrative model of small business growth that is both broad in scope and parsimonious in nature. Such a “big picture” model provides an opportunity (1) to gauge how much we really know about small business growth, when we simultaneously consider the constructs from the dominant perspectives, (2) to assess the contribution of each of these perspectives, (3) to examine the indirect effects that some constructs from one perspective might have on small business growth through constructs from another perspective, and (4) to consider different levels of analysis. Based on an analysis of data from 412 small businesses, we derive a set of propositions that suggest how entrepreneurial orientation, environmental characteristics, firm resources, and managers’ personal attitudes directly and/or indirectly influence the growth of small businesses.

Keywords Growth · SME · Entrepreneurial orientation · Attitude · Environment · Resources

JEL Classification L26

1 Introduction

Small firm growth is a research area that has attracted considerable attention in recent years. Despite substantial increase in research volume, recent reviews of the literature on small firm growth suggest that little is still known about the phenomenon, and conceptual development has been limited (see Davidson and Wiklund 2000, for an extensive discussion of the reviews and shortcomings in the field). A major reason for these shortcomings, it is argued, is that this literature is highly fragmented—several theoretical perspectives have been developed, but there is little conversation between these perspectives. For example, a striking feature of reviews of studies of firm growth is that each study only covers a fraction of the variables considered important in other studies (Storey 1991, Wiklund 1998).

Most of the growth studies explicitly or implicitly relate to one of a number of theoretical perspectives to derive hypotheses for empirical testing. While this approach may contribute substantially to our in-depth understanding of aspects of small business growth, it is often left to the reviewer of this literature to

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Springer

Fig: Research paper

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FINDINGS:-

The micro-scale industries require these documents for approval:

1. A completed Application form 1 to be submitted in duplicate by all businesses that have been in operation for more than 1 year.
2. A copy of both the certificate of incorporation and the articles of association
3. Share Certificate for each shareholder of Applicant company.
4. Company business plan.

CONCLUSION:-

In this project, we learnt how a project report is prepared, and what are the steps to be followed. We learnt how a micro industry of equipments less than 5 lakhs is operated.

Small scale industries (SSI) are those industries in which manufacturing, providing services, productions are done on a small scale or micro scale. For example, these are the ideas of Small scale industries: Napkins, tissues, chocolates, toothpick, water bottles, small toys, papers, pens. Small scale industries play an important role in social and economic development of India. These industries do a one-time investment in machinery, plants, and industries which could be on an ownership basis, hire purchase or lease basis.

Essentially the small scale industries are generally comprised of those industries which manufacture, produce and render services with the help of small machines and less manpower. These enterprises must fall under the guidelines, set by the Government of India.

The SSI's are the lifeline of the economy, especially in developing countries like India. These industries are generally labour-intensive, and hence they play an important role in the creation of employment. SSI's are a crucial sector of the economy both from a financial and social point of view, as they help with the per capita income and resource utilisation in the economy.

The project report is a document prepared by experts that contains all information regarding the proposed project. It is served as a blueprint of all operations. The project report is the business plan of action and

clearly describes its goals and objectives. It helps in transforming the business idea into a productive venture without any confusion as it defines strategies for project execution.

Project reports are important tools to both project teams and stakeholders. Through these reports, we track the current progress of the project and compare it against the original plan. They can identify risks early on, and take corrective action. Reports estimate all costs of operations and possible profitability of the proposed project.

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B.Sc (Major)
CNDV, B.A. - 21
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P. Dr. CLINICAL NUTRITION AND DIET
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SUBJECT - CNDV

SEMESTER VI

PAPER- CC-13

ENTREPRENEURSHIP DEVELOPMENT PROJECT

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I would like to express my sincere gratitude to our Principal Miss Atashi Kapha, our course coordinator Miss Pratyasha Aggrawal and the College for providing me with facilities required to do my project.

I am highly indebted to our Entrepreneurship development teacher Miss Atiba Batul for her valuable guidance which has promoted my efforts in all the stages of this project work.

My Sincere efforts have made me to accomplish the task of completing this project. I have taken effort in this project. However, it would not have been possible without the kind support and help of many individuals.

Finally, words are not sufficient to express gratitude to my cherished family members for supporting me without their encouragement and support I would have not reached this stage.

Title of the Topic

In the context of a project report what shall we consider as a checklist of documents which are necessary for submission of an application for approval of a project report in setting up a micro level industry having plant and machinery valued below ₹ 5 lakhs and why?

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Introduction

Small scale industries (SSI) refer to those small entrepreneurs who are engaged in production, manufacturing or service at a **micro scale**. The term microenterprise, also known as a **microbusiness**, refers to a small business that employs few people. A microenterprise usually operates with fewer than 10 people and is started with a small amount of capital advanced from a bank or other organization. Most microenterprises specialize in providing goods or services for their local areas. Small scale industries play a focal role in the economic and social development of India in the post-independence era. Small scale industries constitute the backbone of a developing economy with its effective, efficient, flexible and innovative entrepreneurial spirit.

Characteristics of Small Scale Industry

- **Ownership:** They have a single owner. So it is also known as a sole proprietorship.
- **Management:** All the management works are controlled by the owner.
- **Limited Reach:** They have restricted area of operation. So they may be a local shop or an industry located in one area.
- **Labor Intensive:** Their dependency on technology is very little because they are dependent on labours and manpower.
- **Flexibility:** Because they are small, they are open and flexible to sudden changes, unlike large industries.
- **Resources:** They utilize local and immediately available resources. They do better utilization of natural resources and limited wastage.

Establishing a micro business enterprise requires detailed **project report** so that promoters can understand that in how many years the endowments can be forfeited. Project Report for Small Scale Industry helps in identifying the product line and target market of the sector, besides evaluating the level of skill and accuracy. Hence, a small scale industry project report must contain 5-7 years evaluations in context of revenues, expenditures, cash flows and outflows, balance sheet of legal responsibilities and assets in hand, and reimbursement agendas of working capital and long-term loans, etc. In this way the endorsers can make use of the estimations provided by the firm in the project reports and compare it with the real performance and accordingly take remedial steps against the negative disparities.

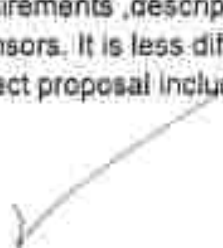
The promoters establishing their commercial enterprises without considering the project reports are taking a big risk as they are equipped with any measuring units to assess the firm's performance. In the competitive market ambiance, industrialist must not make a foray into a new sector or set up a new business without preparing Project Reports.

While preparing the project report for small scale industry, always keep in mind that the statistical figures are not discouraging for the promoters. The project valuation should encourage a sense of practicality among them.

The tiny industries where the investments in plants and machinery for small businesses should not exceed Rs.5 lakhs require a project report. SSI includes decentralised and informal sectors such as handloom and handicrafts. Small scale industries in India include Agarbatti making, Chalk making, Sugar candy manufacturing, Wood making, Toys making, detergent powder making, bakeries and so on.

The other users who could require the project reports are industrialists, Financiers, banks, Financial Analysts, merchants, clients, certifying authorities, Management Accountants, etc

A micro level industry project report differ from other project reports as it gives a small summary about what project is going be about and must include all key information regarding project so that one can get project approved. It mainly focuses on defining outline of what project is going to be about and it does have a specific format. factors affecting project proposal include competition teamwork ,project capabilities, culture, size etc benefits include convince stakeholders to execute project, cost estimation, give information regarding resources required, act as project blueprint etc its main objective is to highlight how project is going to begin i.e. that is commenced so that project can be initiated or executed. it includes introduction ,start and end date, objective and goal, requirements ,description etc. it is generally submitted to supervisor, stakeholders or sponsors. It is less difficult to understand and handle than project report .types of project proposal include formally solicited, informally solicited, renewal, supplemental etc



Analysis

The standard format for preparing a project report for a micro level industry and why this are required -

- The General information must provide information on the industry's history, current state, challenges, and future prospects.
If the proposed company is a manufacturing unit, it must provide details about the product to be produced as well as the reasons for choosing the product. The General information must describe the product's demand in the local market, as well as in national market, and in the global markets. It should clearly define business alternatives as well as the motivations for starting a business.
- An effective executive summary gives stakeholders a big-picture view of the entire project and its important points—without requiring them to dive into all the details. Then, if they want more information, they can access the project plan or navigate through tasks in your work management tool.
- Organization Summary-The project report should indicate the organization structure and pattern proposed for the unit. It must state whether the ownership is based on sole proprietorship, partnership or joint stock. It must provide information about the bio data of the promoters including financial soundness.
- Project Description -It helps the entrepreneur to get an exact idea about the initial inputs required for the business. Project Report is an important document for bank loan including business plan, projected financials, viability study, technical analysis, etc, for availing of the loan.
- Marketing Plan-Having a marketing plan can help us to identify our target market and how our product or service can benefit it. Identify how we might attract new customers, encourage our existing customers to continue purchasing our product or service.
- Capital Structure and Operating Cost- It prevents over or under capitalisation. It helps the industry in increasing its profits in the form of higher returns to stakeholders. A proper capital structure helps in maximising shareholder's capital while minimising the overall cost of the capital.
- Management Plan -a management plan is important because it ensures what is being delivered, is right, and will deliver real value against the business opportunity.

At the time of risk, it will ensure that the project part of that realignment. It ensures there's a proper plan for executing on strategic goals.

- Financial aspects - In order to judge the profitability of the business a projected profit and loss account and balance sheet must be presented in the project report.
It contains data on the basis of which the project has been appraised and found feasible. It consists of information on economic, technical, financial, managerial and production aspects. It enables the entrepreneur to know the inputs and helps him to obtain loans from banks or financial institutions.
- Pros and Cons of the business-SWOT analysis in project report helps you plan out our project and consider factors that may help or hinder its success. The purpose of SWOT is to identify risk areas as well as controllable factors that you need to pay attention to and monitor throughout the project.
- Conclusion- it provides closure for the reader while reminding the reader of the contents and importance of the project. It accomplishes this by stepping back from the specifics in order to view the bigger picture of the document.

This document should focus on MSME operations and development and capabilities. It is concluded that this sector makes a significant contribution to employment, exports and output. The continued growth of the Indian economy cannot be overstated without acknowledging the contribution of the MSME. The MSME sector accounts for 40 to 50 per cent of India's total exports.

Inclusion of project report in this industry:

- Step 1: There are things you are strong in as well as things in which you are weak. You can either produce or sell a product or a service that works well with your strong points and has good returns.
- Step 2: If you prefer products to services, you again need to decide whether you want to start a manufacturing firm or a product retail firm. You will need to consider financial implications, human resource and market dynamics on deciding between product and service industries.
- Step 3: Do some industry analysis and identify a need in the industry that can serve as a doorway for entry. An example of a gap could be consumer dissatisfaction, an imbalance between demand and supply, or unavailability of a product or service in the market.
- Step 4: Lastly Look at the current market trends and make predictions of future dynamics. Develop strategies that will sustain you over the next several decades.

Findings

Documents required for registration- for example if we take a micro level industry like opening a Woodworking manufacturing unit.

The following licence/ registration are required -

- Company Registration- based on the size of the business, based on control, based on number of members on the basis of liability.
- Trade license from the municipal corporation. It is official permission by the local authorities to operate the business in the particular locality.
- Need a No Objection Certificate (NOC) from the state and central Pollution Control Boards.
- Need No Objection Certificate (NOC) from the fire department.
- Certification from the Bureau of Indian Standards.
- IEC registration in the event the business unit strategizes to enter the export market.

General Information

- Information about the details of the industry to which the project belongs to.
- It must give information about the past experience, present status, problems and future prospects of the industry.
- It must give information about the product to be manufactured and the reasons for selecting the product if the proposed business is a manufacturing unit.
- It must spell out the demand for the product in the local, national and the global market.
- It should clearly identify the alternatives of business and should clarify the reasons for starting the business.

Executive Summary

- Project report must state the objectives of the business and the methods through which the business can attain success.
- The overall picture of the business with regard to capital, operations, methods of functioning and execution of the business must be stated in the project report.
- It must mention the assumptions and the risks generally involved in the business.

Organization Summary

- The project report should indicate the organization structure and pattern proposed for the unit.
- It must state whether the ownership is based on sole proprietorship, partnership or joint stock company.
- It must provide information about the bio data of the promoters including financial soundness.

The name, address, age qualification and experience of the proprietors or promoters of the proposed business must be stated in the project report.

Project Description

A brief description of the project must be stated and must give details about the following:

- Location of the site,
- Raw material requirements,
- Target of production,
- Area required for the work shed,
- Power requirements,
- Fuel requirements,
- Water requirements,
- Employment requirements of skilled and unskilled labour,
- Technology selected for the project,
- Production process,
- Projected production volumes, unit prices,
- Pollution treatment plants required.

If the business is service oriented, then it must state the type of services rendered to customers.

Marketing plan

- The project report must clearly state the total expected demand for the product.
- It must state the price at which the product can be sold in the market.
- It must also mention the strategies to be employed to capture the market. If any, after sale service is provided that must also be stated in the project.
- It must describe the mode of distribution of the product from the production unit to the market.

Project report must state the following:

- Type of customers,
- Target markets,
- Nature of market,
- Market segmentation,
- Future prospects of the market,
- Sales objectives,
- Marketing Cost of the project,
- Market share of proposed venture,
- Demand for the product in the local, national and the global market.

Capital Structure and operating cost

- The project report must describe the total capital requirements of the project.
- It must state the source of finance.
- It must also indicate the extent of owner's funds and borrowed funds.
- Working capital requirements must be stated and the source of supply should also be indicated in the project.
- Estimate of total project cost must be broken down into land, construction of buildings and civil works, plant and machinery, miscellaneous fixed assets, preliminary and preoperative expenses and working capital.
- Proposed financial structure of venture must indicate the expected sources and terms of equity and debt financing.

Management Plan


The project report should state the following.

- Business experience of the promoters of the business.
- Details about the management team,
- Duties and responsibilities of team members.
- Current personnel needs of the organization.
- Methods of managing the business.
- Plans for hiring and training personnel
- Programmes and policies of the management.

Financial Aspects

- It must show the estimated sales revenue, cost of production, gross profit and net profit likely to be earned by the proposed unit.
- In addition to the above, a projected balance sheet, cash flow statement and funds flow statement must be prepared every year and at least for a period of 3 to 5 years.
- The income statement and cash flow projections should include a three-year summary, detail by month for the first year, and detail by quarter for the second and third years.
- Break-even point and rate of return on investment must be stated in the project report.
- The accounting system and the inventory control system will be used is generally addressed in this section of the project report.
- The project report must state whether the business is financially and economically viable.

Project Implementation

- Every proposed business unit must draw a time table for the project.
 - It must indicate the time within the activities involved in establishing the enterprise can be completed.
- 

Conclusion

A project report is usually part of a small-scale industry business plan. our small-scale industry will be venturing into a business niche that others have entered before. It is a project report that will guide you in developing strategies on how to become the best small manufacturing business in an already competitive market.

This should include the history, size, products, and geographical limitations of the industry. It also should feature the present players in your niche and the gaps in the market.

Look at the current industry behavior in terms of productivity, technologies, and drivers of present and future competition.

To become the best manufacturing business, you need to find favor with your clients. Therefore, it is essential to understand your potential customers regarding their age,

socioeconomic status, and purchasing behavior.

Lastly, a project report outlines future strategies to ensure the business's survival amid both expected and unexpected challenges.

Microenterprises are small businesses that are financed by microcredit, a small loan available to people who have no collateral, credit history, savings, or employment history. The modest loans are often sufficient to get a small local business off the ground.

These businesses serve a vital purpose in improving the quality of life for people in developing countries, and generally provide a product or service in their communities. Microenterprises not only help improve the quality of life for business owners, but they also add value to the local economy. They can boost purchasing power, improve income, and create jobs.

For running a successful business and for approval of that project report all the enlisted documents are to be correctly included. hence the project report will help an entrepreneur to measure and evaluate the performance of his enterprise. It also helps an entrepreneur in taking necessary corrective actions.

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No research papers!



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KISHORE MEMORIAL GIRLS' COLLEGE
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Lastly, I would also like to thank my family and friends for their guidance during the preparation of the project.

WRITE DOWN THE STEPS TO BE TAKEN SERIALY IN THE SELECTION OF A PRODUCT FOR MANUFACTURING INVOLVING PLANT AND MACHINERY BETWEEN Rs. 15L AND Rs. 25L ALSO DRAW UP A SAMPLE INTERVIEW QUESTIONAIRE FOR THE SELECTION OF KEY PERSONNEL IN THIS PROJECT.

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INTRODUCTION

Undertaking a business venture is a big investment requiring adequate planning. Just as investment opportunities are many and diverse, products or services options for an entrepreneur are uncountable. However, the selection of required product or service is the first step towards success.

Indeed, products provide the business with the most important and visible contact with buyers. Products to the consumers represent psychological symbols of personal attributes, goal and social patterns.

A product is anything that can be offered to a market for acquisition, use or consumption.

CONCEPT OF PRODUCT SELECTION

Product selection is a decision process, in which the team selects one or few product concept for further development.

An entrepreneur establishes a business unit with a modest investments in a small scale level, as he senses business opportunities from the changing environment, he keeps on adding, improving and dropping different types of product. A small business unit progressively becomes large through additional investments.

The new product investment areas are as follows:

- (i) Introduction of new product.
- (ii) Expansion of the existing product.
- (iii) Diversification in a new line of product by an already existing unit.
- (iv) Business integration investments- the business is a step-by-step and sequential conversion of raw material into finish product. E.g. a raw cotton is converted into finished cloths through spinning, weaving, and processing.



PURPOSE OF PRODUCT SELECTION

Product selection refers to the process by which, as a whole, one can select, evaluate and ultimately procure the products that will be used and consumed in service delivery. A key element of the logistics cycle, product selection is directly linked to serving customers by defining what products are procured and used and the range of products that a customer can receive. One of the key elements of product selection is standardization, which enables programs to make decisions regarding several aspects of the products in question leading to the achievement of best value and the avoidance or proliferation of similar products.

The ability to select products enables the development and implementation of a national coordinated logistics system, and allows for the redistribution of products throughout the system. Product selection can provide economies of scale, thereby facilitating reduction of cost for some supplies and access to more affordable commodities. Selecting products is a prerequisite to quantification since it identifies the products that should be quantified.

Selection is an integral part of the application of the concept of value analysis. Value analysis is the systematic and organized application of recognized techniques and criteria to identify the benefits derived from the use of a specific product. The process seeks to enhance the benefit by providing the performance needed at the lowest overall cost. Product selection therefore leads to the efficient use of resources, reduces the opportunity for error, and increases customer-centered outcomes.

APPLYING VALUE ANALYSIS IN PRODUCT SELECTION



IMPORTANCE OF PRODUCT SELECTION

- (i) Changes in Business Risk
- (ii) Changes in Financial Risk
- (iii) Changes in the Existing Production System
- (iv) Changes in existing marketing system necessitating changes in channels of sales and distribution
- (v) Changes in organization structure and personnel positions
- (vi) Tapping the new sources of raw materials and other types of inputs
- (vii) Changes in the competitive market
- (viii) Product Position

STEPS TO BE TAKEN IN SELECTION OF PRODUCTS

In selecting a product for business venture, the following factors must be taken into consideration:

- **Product Concept**

To plan and outline the product idea which include sketches and notes in addition to explanation of what the product will be and how will it be used by consumer.

- **Market Research**

It is a crucial factor which includes thorough market research on current demands, any similar product or competing product already present in the market.

- **Design**

The product should be user friendly and include the following points:

- i. Function of the product
- ii. How will it be used?
- iii. What will it be made of?
- iv. How long customers will use?
- v. Will it require any warranty?
- vi. Will the product make profit?
- vii. Manufacturing Cost
- viii. Packaging Design
- ix. Resource Management

- **Fund**

The size of the funds that can be mobilized is an important factor. Adequate fund is needed to develop, produce, promote, sell and distribute the product selected. One must calculate the fund requirement and cost to acquire them, analyze all the ways of arranging funds and figure out the best for the business.

- **Availability and Access to Raw Materials**

Different products require different raw materials. The source, quality and quantity of the raw materials needed are factors to be seriously considered. It is important to have proper supply of raw materials for manufacturing the product and easy access of the raw materials and the resources required to form the product, as it can help to avoid miscellaneous and unnecessary expenses and fulfilling demand.

- **Technical Aspects**

The production process for the product needs to be considered. There is a need to know the technical implications of the selected product on the existing production line, available technology, and even the labor force.

The choice of a particular product may require either acquisition of the machinery or refurbishing of the old ones. The product itself must be technically satisfactory and acceptable to the user.

- **Manufacturing**

This includes manufacturing cost, pricing strategies, area where the product will be manufactured and time taken to manufacture the product.

- **Profitability/Marketability**

The primary goal of any business is to earn profits. Good profits help to run the business smoothly and also aid for expansion goals; hence the selected product should help one to earn good profit over the production cost.

Most often, the product that has the highest profit potential is often selected. However, a product may be selected on the basis of its ability to utilize idle capacity or complement the sale of the existing products. The product must be marketable.

- **Availability of Qualified Personnel**

Qualified personnel to handle the production and marketing of the product must be available. The cost of producing the product must be kept to the minimum by reducing wastages. This is achievable through competent hands. This also includes the estimation of cost of the workforce.

- **Consumer Demand**

An important criteria is, to figure out if the selected product has a major demand in the market. Some entrepreneurs are known for creating a demand for their product, while some play safe with a product that already has a demand. However, the endpoint is to measure or analyse the intensity of demand for the selected product.

- **Competitive Market**

It is important to identify whether the selected product belong in the game of competitive market or is it lesser known among the people. It would be unwise to choose a product or an industry which is heavily competitive, as it would decrease the chance of standing out among other well-established entrepreneurs. Unless one have a good marketing strategy or some uniqueness to go with, stepping into a competitive market is risky, it's better to select a market where the competition is less or average.

- **Objectives and Goals**

As an entrepreneur, it is mandatory to achieve some personal as well as public objectives and goals. Personal objectives are for self-satisfaction and achievement, whereas public goals are very important as it pertains one's organization image to the society. Hence, the selected product should match this criterion as well. Few examples of public goals could be the safety of the environment, the production process of the product or the product itself should cause no harm to the environment at any stage and the other example are the government rules and objectives which are to be fulfilled strictly. It is advisable to choose a product accordingly as it is important to maintain one's image and goodwill.

- **Affordability and Quality**

The product as a whole should be affordable for the consumers, as the price is an important factor which can overturn the demand of the consumer itself. A high price can cut the target audience belonging to a middle-class family whereas the opposite can gain a wider audience. Product should be affordable for all, along with the quality. Stepping in consumer's shoes, helps one realise that the quality of a product should never be compromised that is why affordability and quality count as an important criterion.

- **Safety**

Some hazardous products or products which are to be handled with care can cause a lot of disadvantage for the business in an unforeseen manner. In some circumstances, it could also result in a form of damage to the consumer, which can be harmful. It is recommended to deal less in such a category of products, as they could turn to be risky and not profitable.

- **Innovative and Uniqueness**

The product selected should be unique, it should have an element that sets it apart from other products out there in the market. A stand-out product would also build a reputation for the business. There should always be room for innovation, as the future is always uncertain, the product selected should adapt with the ever-increasing and changing demand of the consumers, which would help the business in the long run.

- **Testing**

One need to test and solve the errors before finalizing the product. This also includes considering target market and selecting customers to test the products and finding out whether the product fulfills the demand and needs, how it is different from competing product and will they buy it post launch.

- **Product Launch**

When the finished product start selling and making of profit involving marketing strategies. This includes product marketing and advertisement needed to gain attraction and get in front of target audience. Hence, it will include marketing or advertising cost.

One can also create E-commerce website for product promotion and hassle free shopping to avoid going outside and therefore can receive its product while staying at home.

- **Government policy and tax rates**

One can never earn profit in a country whose government policy is against their product. So it becomes more and more critical for an entrepreneur to properly analyze government policy and tax rates if he wants to sustain his product in the market for an extended period and earn a lot of profits from it.

Also, tax rates play a vital role in pricing a product. A new entrepreneur should choose a product with a low tax rate because a higher tax rate means a higher price and higher funds requirement. It is difficult for a new entrepreneur to allocate funds and sell a product to its customer with a higher price tag.

- **Break even point**

One cannot earn profit from the first day of business. One needs to fund their own business from their side to keep it going in the initial years as most probably they will face losses at initial stages.

So it is necessary to accurately estimate the break even point to estimate the future funds requirement. Break even is simply the end of the loss period or the no profit no loss situation of a business. In simple words when the net profit or business income less expenses is zero it means it is in break even point.

Some businesses get their break even point in months while the other take years to achieve it. Break even point is highly dependent on the entrepreneur and its product. One should think wisely to accurately estimate the break even point and if it is after long duration then either be ready for a long and a difficult hustle or change the product.

SUMMARY

Planning for a business requires a huge investment and immense dedication and effort. A product act as the root to any business and it also accounts as the only tangible value or a connector between a business and a consumer, hence it acts as the first step of success for any organization. The above factors can help one analyze and select product accordingly.

FINDINGS

PRODUCT: INTRODUCTION

Honey has been used as a natural sweetening agent and in the preparation of confectionaries. It has vast application in the pharmaceutical industry, and it is also considered as a medicine by Ayurveda. It is popularly used as a household cure for cough and hence used as vehicle for medicines in many popular brands of Cough Syrup. It is a preferred consumable for people on dieting. Honey is also used in cosmetics. However, it is mostly sold in glass Jars as pure honey. In bottled honey, normally moisture content of honey is reduced. Good quality honey has high demand in the international market and it has the potential to generate substantial foreign exchange for the country.



MARKET TRENDS

Honey is produced for export because it is a low-tech, low capital business. Imports of honey into foreign countries have a large effect on the price of honey received by domestic honey producers.

The National Honey Board in the honey industry are trying to find a marketing niche for honey in the years to come. One area that they have focused a great deal of advertising on is potential health promoting effects of honey. There is research being conducted currently that is examining honey's role as a burn remedy, ulcer medication, and antioxidant, laxative and as a wound healer. Honey is also popular with some people in the alternative medicine arena and with people who are interested in organic food. Some people believe that honey is good for allergies or they believe that consuming the wax from the comb promotes overall general health. Some people even attempt to treat nervous system disorders, muscular disorders and arthritis with bee stings. Even though the overall trend is toward an alternative type of medicine, it does not appear that this trend will increase demand for honey very much over the next few years. Without some kind of solid scientific study by Food and Drug Administration confirming any possible health benefits of eating honey, it would seem that the industry should concentrate on promoting honey as a natural food or for its taste.

TARGET MARKET

The key target would be:

- Ayurveda/Pharmaceuticals
- Food processing industries
- Cosmetics Industry
- Exports
- Domestic retail market



QUALITY CONTROL

Quality control and standardization of honey are essential for selling in the international market as well as domestic market. For export to other countries, it's mandatory to control the level of pesticides and insecticidal residue in the finished product. Further, the product must have valid certification that it is unadulterated and uncontaminated and neither prepared unscientifically and in an unhygienic manner, else it will deteriorate and renders the product unfit for exports and consumption.

Honey is a major consumable in international market as food item as well as used in industries such as Pharmaceuticals, Cosmetics and Confectionery. The demand is especially high for refined, high quality honey free from pesticides, insecticides and other agro-chemicals.

In the domestic market very little amount of honey is use for personal consumption, while majority is utilized by the pharmaceutical and confectionary industry. With changing lifestyle and increasing health consciousness, honey is been increasingly consumed as health food. This is likely to drive the domestic demand in future.

PRODUCT IDEA

The business is associated with bee farming. It is one of the easiest business idea that can be started with low cost. Honey is also in great demand in the market including exports. It can also be a home manufacturing business.

LOCATION

The unit should be set up in land area near pollen yielding plants. The unit should be dry and cool as moisture can ruin the quality of honey. The selection of the location should be done in consideration with the various favorable aspects related such as:

- Raw material availability
- Connectivity
- Linkages with markets/procurement center
- Availability of infrastructure such as water, electricity
- Availability of manpower

FUNDS

Self - gathered funds of Rs. 25 lakhs to start the business. No bank loans or mortgages.

RAW MATERIALS REQUIRED

- Honey
- Packaging materials such as bottles, lids and labels

MACHINES REQUIRED

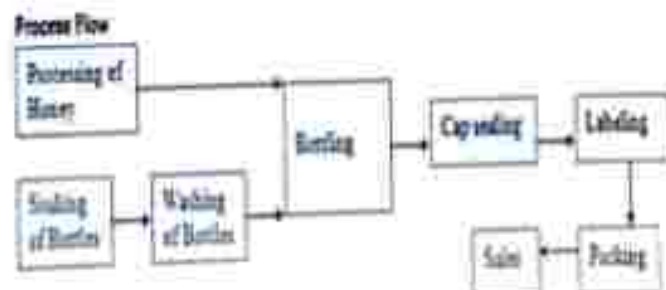
- Honey processing plant
- Storage tanks
- Bottle washing, drying and filling machine
- Honey handling equipment
- Office furniture, computer and printer

LABOUR REQUIRED

- Unskilled labour (bee keepers)
- Technical staff cum operator
- Manager cum Accountant
- Sales supervisor
- Store keeper

MANUFACTURING PROCESS

Honey collected from bee-keepers are tested and fed into honey processing plant. The plant removes excess moisture and wax in honey to yield thick honey. The processed honey is immediately bottled in clean wide mouthed bottles. It is then sealed by polypropylene caps. Bottles are wiped dry and labeled. Filled, sealed & labeled bottles are then packed in labeled cardboard boxes.



LABOUR COST

| Particulars | Quantity | Salary/month |
|------------------------------|----------|---------------------------|
| Bee keepers | 2 | $8000 \times 2 = 16,000$ |
| Manager cum Accountant | 1 | 14,000 |
| Store keeper | 1 | 9,000 |
| Sales supervisor | 1 | 10,000 |
| Technical staff cum operator | 2 | $9,500 \times 2 = 19,000$ |
| | TOTAL | 68,000 |

PLANT AND MACHINERY COST

| Particulars | Quantity | Cost |
|--------------------------------|-------------|-----------|
| Honey processing plant | 1 | 10,00,000 |
| Storage tanks | 1 | 1,50,000 |
| Bottle washing, drying machine | 1 | 1,00,000 |
| Honey handling equipment | 1 | 80,000 |
| Computer and printer | 1 | 50,000 |
| Office furniture | As required | 50,000 |
| | TOTAL | 14,30,000 |

All the machines and equipments are available from local manufacturers. The entrepreneur needs to ensure proper selection of product mix and proper type of machines and tooling to have modern and flexible designs. It may be worthwhile to look at reconditioned imported machines and tooling.

PROJECT COST

| Particulars | Cost |
|--|------------------|
| Land and Building (includes rent and maintenance) | 6,00,000 |
| Plants and machinery | 14,30,000 |
| Water and Electricity charges | 80,000 |
| Labour | 68,000 |
| Raw materials | 1,00,000 |
| Lab Testing charges | 95,000 |
| TOTAL | 23,73,000 |

The remaining funds of Rs. 1,27,000 will be used as working capital.

GOVERNMENT APPROVALS

The following permits and registration are required to set up the unit:

- Registration of firm
- Trade license
- FSSAI license
- GST registration
- Import Export code
- Prevention of food adulteration (PFA) license / Bureau of Indian Standards (BIS) certification

COMPETITIVE ASPECT

The main objective is to provide best quality honey with natural composition and zero adulterants as well as attractive packaging to gain attention from consumers. One may perform the honey quality test i.e., pure honey, when exposed to any kind of heat or flame should remain unburned. This will ensure 100% pure honey provided to customers when compared with market competitors.

SALES

Marketing and sales promotion is the most essential purpose of every business. After processing honey, one need to sell them to earn profits. Therefore identification of target market, considering both retail and industrial market is important. One can also employ different marketing tactics to attract customers such as providing offers, promoting business in the local market etc.

SUMMARY

The business can have a lot of scope and opportunities to grow in the sector due its demand, remedial properties, exports, providing employment , source of income, developing entrepreneurship among youth etc.

SAMPLE INTERVIEW QUESTIONNAIRE FOR THE SELECTION OF THE KEY PERSONNEL IN THIS PROJECT

1. What are your qualifications and previous experiences?
2. What is your greatest strength and weakness?
3. As key personnel in this role, how would you keep yourself motivated to run the show?
4. If a team member is performing his or her job inefficiently, what do you do?
5. How can you handle a dispute between your team members?
6. How would you justify your salary in this role?
7. Why should we hire you ? Why do you want this job?
8. What will be your contribution towards the company ?
9. If you are offered the job, how quick you can join the company?
10. Why do you want to quit your current job?

Not relevant to
the product

ANALYSIS

Reference paper 2 - EVALUATION OF PRODUCT SELECTION METHODS USING PPM TECHNIQUES

This paper is aimed to evaluate and establish the application intensity and most widely used selection methods in selecting products with reference to strategic planning and comparative methods of Project Portfolio Management as part of production planning and control. It presents the research findings along with a comprehensive view on selecting projects in the project portfolio perspective.

Reference paper 3 – LABOUR MARKET IMBALANCES AND PERSONNEL RECRUITMENT

The aim of this article is to investigate the relationship between personnel recruitment and job market imbalances in the various developmental conditions of the macroeconomic environment. Research findings show that employers tend to adopt more active, formal, competitive, targeted, and selective search behaviors in the positive cycles of the economy and employment. Conversely, in downturns of the economy and employment, employers tend to be more passive and defensive, relying on informal relationships and, in some cases, institutional intermediaries.

CONCLUSION

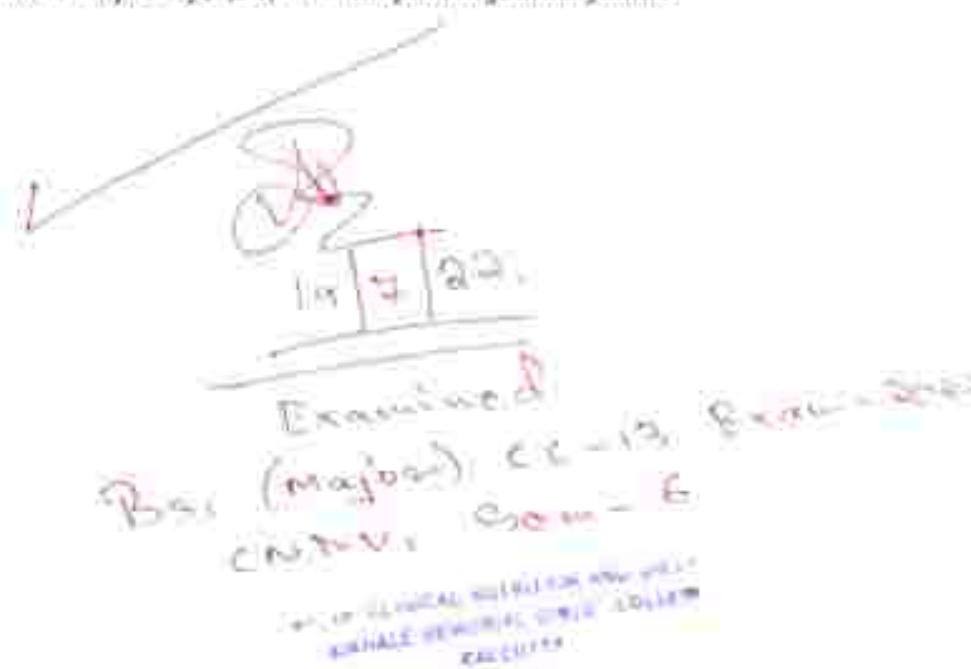
Selecting the right product is necessary to sustain in highly volatile market environment with the given limited available resources such as limited budget, time, and human resources.

One has to select the right products according to the suitable criteria as well as customer demands and market trends. It is important to maintain uniqueness and innovation in a product to outshine the market and achieve target goals, yielding profits.

*Summaries should be
clubbed in "Conclusion"*

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ENTREPRENEURSHIP DEVELOPMENT

“TUTORIAL PROJECT”

DEPARTMENT: CLINICAL NUTRITION AND DIETETICS (CNDV)

PAPER: CC-13 (ENTREPRENEURSHIP DEVELOPMENT)

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INTRODUCTION

Marketing Strategy: A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Marketing Mix: The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market.

A thorough marketing strategy covers "the seven Ps" of marketing while each of these can be part of a company's marketing mix, the first four relate more to products: Product, Price, Place, and Promotion. The remaining three relate more to services: Physical environment, Process and People.

- **Product:** refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good.
- **Price:** refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product.
- **Place:** refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is 'location, location, location'.
- **Promotion:** this refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.
- **Physical environment:** convey value through atmosphere.
- **Process:** build trust through efficient procedures.
- **People:** link Company to customers.

Importance of the marketing mix

- All the elements of the marketing mix influence each other. They make up the business plan for a company and handled right, can give it great success. But handled wrong and the business could take years to recover.
- The marketing mix needs a lot of understanding, market research and consultation with several people, from users to trade to manufacturing and several others.
- The marketing mix serves as link between the business firms and its customers. It focuses attention on the satisfaction of the customer.
- Marketing mix take care of needs of the customer, It helps in increasing sales and earning higher profits.
- Marketing mix provides an opportunity to analyze cost benefit elasticity.
- Marketing mix helps in meeting environmental changes.

having the figures?



LAUNCHING OF NEW MOBILE PHONE

This is a tutorial project report on "Modern Ways of Marketing to Launch a New Mobile Phone" in rural and semi urban areas of India by a Netherland based semi conductor firm. They provide the facilities like—MP3 player, FM radio and a removable flash memory card. The firm has launched a new single chip solution. They offer the price of the product is about Rs. 800/-

The 4P's of the Marketing Mix

Product: The product is the center of the marketing mix and the other three P's are based around it. Consumers purchase goods and services for a variety of individual reasons and a company must aware of all these when selling a product (that is why they conduct market research). This Netherland's firm does exactly the same and comes up with innovative phones. The new phones that the firm launches have some new feature or price difference, thus appealing to the consumers.

Components of Product Mix:

- a. **Packaging:** Packaging implies placing products in suitable packages for safe, safe and easy handling. Also packaging involves designing and producing appropriate packages for products. A package is more than simply a carrier of the product. In fact, in itself it has become a brand and industry to secure better results.
- b. **Labeling:** Label may be a part of the package or directly attached to the product. It is used to communicate the brand, grade or other information about the product.

Features of good labels are—

- Name and address of the company that launches the mobile phone.
- Weight of the phone with other details is mentioned.
- Direction of proper use is mentioned.
- Warranty period of the phone.
- Maximum retail price including local taxes.

Product life cycle strategies: The product life cycle contains four distinct stages: introduction, growth, maturity and decline. Each stage is associated with changes in the product's marketing position. You can use various marketing strategies in each stage to try to prolong the life cycle of your products.

Introduction stages

- Rapid skimming - launching the product at a high price and high promotional level
- Slow skimming - launching the product at a high price and low promotional level

- Rapid penetration - launching the product at a low price with significant promotion
- Slow penetration - launching the product at a low price and minimal promotion.

During the introduction stage, you should aim to:

- Establish a clear brand identity.
- Connect with the right partners to promote your product.
- Set up consumer tests, or provide samples or trials to key target markets.
- Price the product or service as high as you believe you can sell it, and to reflect the quality level you are providing.

You could also try to limit the product or service to a specific type of consumer - being selective can boost demand.

Product growth strategies: Marketing strategies used in the growth stage mainly aim to increase profits. Some of the common strategies to try are:

- Improving product quality
- Adding new product features or support services to grow your market share
- Entering new markets segments
- Keeping pricing as high as is reasonable to keep demand and profits high
- Increasing distribution channels to cope with growing demand
- Shifting marketing messages from product awareness to product preference
- Skimming product prices if your profits are too low

The growth stage is when you should see rapidly rising sales, profits and your market share. Your strategies should seek to maximize these opportunities.

Product maturity strategies: When your sales peak, your product will enter the maturity stage. This often means that your market will be saturated and you may find that you need to change your marketing tactics to prolong the life cycle of your product. Common strategies that can help during this stage fall under one of two categories:

- Market modification - this includes entering new market segments, redefining target markets, winning over competitor's customers, converting non-users
- Product modification - for example, adjusting or improving your product's features, quality, pricing and differentiating it from other products in the market

Product decline strategies: During the end stages of your product, you will see declining sales and profits. This can be caused by changes in consumer preferences, technological advances and alternatives on the market. At this stage, you will have to decide what strategies to take. If you want to save money, you can:

- Reduce your promotional expenditure on the products
- Reduce the number of distribution outlets that sell them
- Implement price cuts to get the customers to buy the product
- Find another use for the product
- Maintain the product and wait for competitors to withdraw from the market first
- Harvest the product or service before discontinuing it

Another option is for your business to discontinue the product from your offering. You may choose to:

- Sell the brand to another business
- Significantly reduce the price to get rid of all the inventory

Many businesses find that the best strategy is to modify their product in the maturity stage to avoid entering the decline stage.

Prices: Price is a key factor in the selling of a product, and is usually the one that is open to most change based in different pricing strategies, for example, competitor based, penetration or skimming.

Factors of Price Determination

- **Cost:** Retail prices are cost of production and distribution plus the profit margin.
- **Demand:** The nature and size of demand in relation to the supply is another important factor.
- **Competitions:** Prices charged by competitors act as a guide in pricing decision. A businessman tends to avoid selling below the market price as it may lead to a price war and selling above is very difficult.
- **Quality and Service:** Good quality products are bought at high price. On the other hand if the product is of low quality the lower price will also not be of any significance.
- **Buying motives:** Some products are also purchased for status or prestige.
- **Promotional strategies:** Intensive techniques of sales promotions may increase the price.
- **Govt. control:** Prices of certain product are regulated by govt.

Different Pricing Strategies

- **Skimming pricing:** A very high price is set so that in the initial stages the cream of demand may be skimmed and the investment made is quickly realized. This pricing is effective due to high price in the initial stages will provides funds for expansion and the manufacturer can restrict demand to the level which he can meet by setting initial price at high level.

- **Penetration pricing:** This strategy involves setting a low price in the initial stage so as to make the brand quickly popular and to maximize the market share. This pricing is desirable when there is strong potential competition in the market and the public is likely to accept the new production as a part of their daily life.
- **Cost + Pricing:** Here selling price = total cost per unit + desired profit per unit. The profit margin or mark up that is added to the cost differs from firm to firm. It ensures full coverage of cost and helps in achieving a reasonable return on capital investment. It fails to reflect competition of the market and ignores the nature and level of demand.
- **Parity pricing:** It involves charging according to what customers are charging, what competitors are charging. It is an appropriate strategy when price leadership is well established charging according to what competitors are charging then it is safe.

Place: It refers to chosen outlets for a product or service, for a product to be successful it must be easy to access. Nowadays mobile company outlets, specialized outlets (mobile stores).

Distribution of products is an important element of marketing mix. It involves the choice of distribution channel through which the product shall flow from the manufacturer to ultimate users and physical distribution comprising transportation and storage of goods.

A good of distribution represents three types of flows—

- A product flows downwards from the producer to the consumer.
- Cash flows upwards from consumers to the producers as payment for products.
- Marketing information flows in both directions.

Consumer products are distributed through the following channels—

- Manufacturer—Consumer
- Manufacturer—Retailer—Consumer
- Manufacturer—Wholesaler—Retailer—Consumer
- Manufacturer—Agent—Retailer—Consumer
- Manufacturer—Agent—Wholesaler—Retailer—Consumer

Factors determining choice of distribution channel

- Product considerations:** Nature and type of the product have an important bearing on the choice on distributive channel.

Its characteristics are—

- **Unit value:** Products of low unit value and common use are generally sold through middlemen as they cannot bear the costs of direct selling.
- **Perishability:** Perishable products like fruits, vegetables, bakery items etc have relatively short channels as they cannot withstand repeated handling.
- **Bulk and weight:** Heavy and bulky products are distributed directly.

- **Standardization:** Non standardized products usually pass through short channels, standardized and branded goods are channelized through middlemen.
- **Technical nature:** For products requiring demonstration, installation etc. and more middlemen are required.

b. Market considerations: This is related to the market.

- **Industrial market:** Goods purchased for industrial uses are usually sold directly or through agents.
- **Number and location of buyers:** In case of small number of buyers and limited market area direct selling is easy and economical. In case of large number of buyers and wide market area, wholesaler and retailers are become necessary.
- **Size and frequency of order:** Direct selling is convenient in case of large sized and infrequent orders. Middlemen is required if goods are purchased frequently and in small order.
- **Buying habits:** Amount of time and effort customers are willing to spend is an important consideration.

c. Company consideration:

- **Market standing:** Well-established companies with good reputation are in a better position to eliminate middlemen.
- **Financial resources:** Firms with sufficient funds can established its own retail shops to sell directly to consumers.
- **Managements:** If the management of firm has sufficient knowledge and experience of distribution it may prefer direct selling.
- **Value of production:** A big firm with large output may set up its own retail outlets throughout the country.
- **Desire for control of channel:** Firms that want to have close control over the distribution of their products use a short channel.

d. Middlemen consideration:

- **Availability:** When desired type of middlemen is not available a manufacturer may have to establish his own distribution networks.
- **Attitudes:** Middlemen who do not like firms marketing policies may refuse to handle its products.
- **Services:** Use of those middlemen is profitable who provide financing, storage, promotion and after sale services.
- **Sales potential:** A manufacturer generally prefers a dealer who offers the greatest potential volume of sales.

Promotion: This involves providing information regarding the product to the customers through various media platforms like *Print Advertising, Outdoor Advertising, Covert Advertising, Surrogate Advertising, Celebrity advertising, and Broadcast Advertising*. The Promotion also informs the customer about various offers and discount which is offered. Advertisement should be made in such a way that it appeals to the psychology of the customer and help them to recall the product brand while the purchasing is done.

CONCLUSION:

While preparing this tutorial project I learned about the techniques or strategies used to do the marketing. I got to know about the points to be kept in mind while doing the marketing mix. Also learned about the importance of "Four P's of Marketing". This project enlightened me with the factors which can enhance or inhibit a products environment, it can be a good influence or a bad one for the promotion of the product. Thus I can implicate my project here with the given information provided in the tutorial project.

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No finding!
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PT. OF CLINICAL NUTRITION AND DIET
"DR. B. R. N. S. COLLEGE"
BAGLUR.

ENTREPRENEURSHIP DEVELOPMENT PROJECT



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TOPIC

Soon you could get a coloured mobile handset which offers a Mp3 player, FM Radio & a removable memory card for about Rs. 800. Netherlands based semiconductor firm has launched a new single chip solution that promises to make this happen. The company is targeting the rural market in India. The firm would like to fulfil the aspirations of first-time handset users by offering the next experience in multimedia among rural & semi-urban areas.

- Write down the modern ways of marketing this product.

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INTRODUCTION

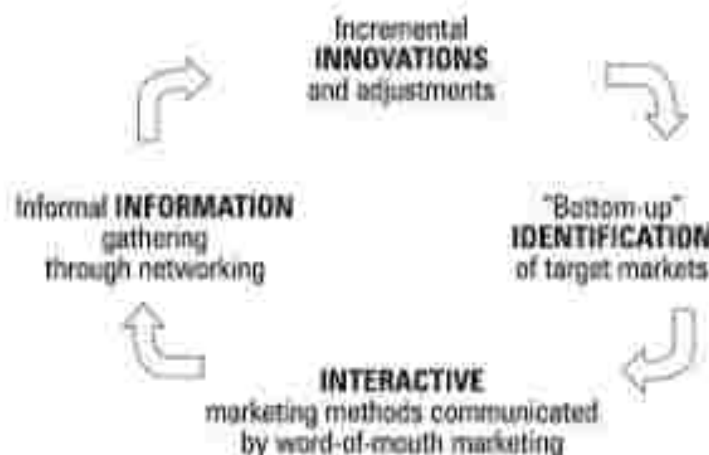
Entrepreneurship refers to all those activities which are to be carried out by a person to establish and to run the business enterprises in accordance with the changing social, political and economic environments.

The American Marketing Association (AMA) defines marketing as "the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individuals. These marketing activities require scanning the environment, analysing market opportunities, and designing marketing strategies, and implementing and controlling marketing programs.

Creating, delivering, and communicating value to customers is at the core of the marketing function.

Additionally, it is also used to manage relationships with customers to achieve profitability and create value for the organization and its stakeholders. Conventional marketing is a thoughtful and systematically arranged process. As a concept it operates as if identifying customer needs, requires formal research to meet these needs. The firms plan to create and organize a structure for new products and service development.

Traditional marketing means a deliberate, planned process of formal market research as its foundation. Prior to creating any product or service the marketer needs to properly assess the consumer needs in order to correctly respond to the customer's desires.



MARKETING

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is —meeting needs profitably. The objective of all business enterprises is to satisfy the needs and wants of the society. Marketing is, therefore, a basic function of all business firms. When a salesperson sells washing machines, a doctor treats a patient or a government asks people to take their children for getting polio drops, each is marketing something to the targets.

- **NATURE OF MARKETING**

Studies of marketing using the scientific frameworks of the natural sciences have found favour with followers of the positivist approach. This holds that, from observations of the real world, it is possible to deduce models that are of general applicability. On this basis, models have been developed to predict consumer behaviour, the profitability of retail locations, and price–volume relationships, among many other phenomena.

The great merit of the scientific approach is its claim to great objectivity, in that patterns and trends can be identified with greater confidence than if they were based on casual observation. Many marketers have appreciated the value of this scientific approach.

A regression model can be developed which shows the significance of each specified factor in explaining sales success. To many people, marketing has no credibility if it does not adopt a rigorous, scientific method of inquiry. This method of inquiry implies that research should be carried out in a systematic manner and results should be replicable.

A model of buyer behaviour should be able repeatedly to predict consumers' actions correctly, based on a sound collection of data and analysis. In the scientific approach, data are assessed using tests of significance and models are accepted or rejected accordingly.

- **SCOPE OF MARKETING**

The scope of marketing can be understood in terms of functions that an entrepreneur has to perform. These include the following:

1. **Functions of exchange:** which include buying and assembling and selling?
2. **Functions of physical supply:** include transportation, storage and warehousing.
3. **Functions of facilitation:** Product Planning and Development, Marketing Research, Standardisation, Grading, Packaging, Branding, Sales Promotion, Financing.

- **MARKETING CONCEPT**

The marketing concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.



- **ASPECTS OF MARKETING CONCEPT**

The important aspects of marketing concept are:

1. **Creation of demand:** Marketing tries to create demand through various means. The producers first ascertain what the customers want and then produce goods according to the needs of the customers. There is a systematic effort to sell goods and services according to the needs of the customers.

2. **Customer Orientation:** Marketing involves undertaking a range of business activities directed at the creation of customer-satisfying products and services.
3. **Integrated Marketing:** The customer orientation alone is not enough on the part of management. To be effective must be backed by an appropriate set up within the country. The responsibility of marketing department is to ensure coordination of the various departments of the company i.e., finance, purchase, research and development.
4. **Profitable sales volume through customer satisfaction:** Marketing tries to realize long-term goals of profitability, growth and stability through satisfying customers' wants. All the basic activities of a company are planned to meet the wants of customers and still making reasonable profits. Modern marketing thus begins with the customer and ends with the customer.

• **DIFFERENCE BETWEEN MARKETING & SELLING**

| Marketing vs. Selling | |
|--|---|
| Marketing <ul style="list-style-type: none"> • Focuses on Customer's needs. • Customer enjoys supreme importance. • Converting customer's needs into product. • Profits through customer satisfaction. • Emphasis is given on product planning and development to match products with the market. • Integrated approach to marketing is practiced. • The principle of caveat vendor (let the seller beware) is followed. | Selling <ul style="list-style-type: none"> • Focuses on seller's needs. • Product enjoys supreme importance. • Converting product into cash. • Profits through sales volume. • Emphasis is placed on sale of products already produced. • Fragmented approach to selling is practiced. • The principle of caveat emptor (let the buyer beware) is followed. |

- **IMPORTANCE OF MARKETING**

1. Since marketing is consumer oriented, it has a positive impact on the business firms. It enables the entrepreneurs to improve the quality of their goods and services. Marketing helps in improving the standard of living of the people by offering a wide variety of goods and services with freedom of choice, and by treating the customer as the most important person.
2. Marketing generates employment both in production and in distribution areas. Since a business firm generates revenue and earns profits by carrying out marketing functions, it will engage in exploiting more and more economic resources of the country to earn more profits.
3. A large-scale business can have its own formal marketing network, media campaigns, and sales force, but a small unit may have to depend totally on personal efforts and resources, making it informal and flexible. Marketing makes or breaks a small enterprise. An enterprise grows, stagnates, or perishes with the success or failure, as the case may be, of marketing.

- **MARKETING MIX**

Marketing mix refers to the primary elements that must be attended to in order to properly market a product or service. Marketing mix is the combination of seven elements: Product, Place, Price, Promotion, People, Physical Evidence and Process. They are called the —Seven Ps of the marketing mix.



1. Product

Before making a product, the company should focus on what customers want and need and then accordingly, they should develop a product to meet the need of the potential customers.

Let's consider, the competitor's products offer the same benefits, same quality, and same price. In such a scenario you should differentiate your product with the following:

- a) Design
- b) Technology
- c) Usefulness
- d) Convenience
- e) Quality
- f) Packaging
- g) Accessories
- h) Warranty

2. Price

A product is only worth if a customer is prepared to pay for it. Therefore, the companies focus on various pricing strategies while pricing their products:

- Premium Pricing: This strategy involves using high pricing where there is uniqueness about the product or service. This approach is used where a substantial competitive advantage exists. Such high prices are charge for luxuries such as Cruises, Luxury Hotel rooms, Designer products.
- Penetration Pricing: It is the strategy of entering the market with a low initial price to capture greater market share.
- Price Skimming: The practice of price skimming involves charging a relatively high price for a short time where a new, innovative, or much-improved product is launched into a market. The prices are set high in order to attract least price sensitive customers to generate high profits.

- Competitive pricing: If your product is sold at the lowest price regarding all your competitors, you are practicing competitive pricing. Sometimes, competitive pricing is essential. For when the products are basically the same, this strategy will usually succeed. Etc.

3. Promotion

This is the way in which you communicate to your potential customers about your product. It includes the various ways of communicating to the customers of what the company has to offer. It is about communicating the features/benefits of using a particular product or service.

- Advertisement: It takes many forms like TV, radio, internet, newspapers, yellow pages, Leaflets, Posters etc.
- Sales Promotion: Buy One Get One Free. Others include couponing, money-off promotions, free accessories (such as free blades with a new razor), and introductory offers (such as buy digital TV and get free installation) and so on.
- Personal Selling: It is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization.

4. Place

It refers to the place where the customers can buy the product and how the product reaches out to that place. This is done through different channels like:

- a. Retails
- b. Wholesale
- c. Internet
- d. Mail orders
- e. Direct Sales

5. People

An essential ingredient to any service provision is the use of appropriate staff and people. Recruiting the right staff and training them appropriately in the delivery of their service is essential if the organization wants to obtain a form of

competitive advantage. Staff should have the appropriate Interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for.

6. Process

It refers to the methods and processes of providing service which helps the customers get what they want. Always keep customers informed. This can be done at the store or through faxes and emails.

7. Physical Evidence

This is particularly important in services marketing as it is the only physical item that a customer will see and so it must reflect the image that the service is trying to project. It includes some of the following:

- a. Internet/web pages.
- b. Brochures.
- c. Furnishings.
- d. Signage (such as those on aircraft and vehicles).
- e. Uniforms.
- f. Business cards.
- g. The building itself (such as prestigious offices or scenic headquarters).

Example: If you walk into a restaurant your expectations are of a clean, friendly, hygienic environment which will want you to visit again.

MODERN MARKETING

Modern Marketing The period the human society is going through is now reflected in various specialized works by names that express its traits in comparison with previous periods: the new economy, the knowledge economy, etc. In the new economy, each science redefines its object, method, and scientific tool. Marketing is no exception to this trend, its contents being continuously redefined and reflected in the framework of some concepts that reported in previous stages of marketing development are grouped in a new concept, called modern marketing.

Modern marketing traces its origin to the primitive forms of trade. As people began to adopt the techniques of work specialization, a need for individuals and organizations to facilitate the process of exchange emerged. We can trace the development of modern marketing through three stages the production era, the Product era and the era of the sales.

According to Philip Kotler, marketing includes 5 competing concepts That the recent 2 concepts are the most modern competing concepts and modern marketing is integrated of them. These 5 concepts are:

- **Production Era:**

The production era, one of the oldest in business, holds that consumers prefer products that are widely available and inexpensive. Managers of production-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution. This orientation makes sense in developing countries, where consumers are more interested in obtaining the product than in its features. It is also used when a company wants to expand the market. Texas Instruments is a leading exponent of this concept. It concentrates on building production volume and upgrading technology in order to bring costs down, leading to lower prices and expansion of the market. This orientation has also been a key strategy of many Japanese companies.

- **Product Era:**

Other businesses are guided by the product concept, which holds that consumers favour those products that offer the most quality, performance, or innovative features. Managers in these organizations focus on making superior products and improving them over time, assuming that buyers can appraise quality and performance.

- **Selling Era:**

The selling era, another common business orientation, holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products. The organization must, therefore, undertake an aggressive selling and promotion effort. This concept assumes that consumers must be coaxed into buying, so the company has a battery of selling and promotion tools to stimulate buying.

- **Marketing Era:**

The marketing era, based on central tenets crystallized in the mid-1950s, challenges the three business orientations we just discussed. 18 The marketing concept holds that the key to achieving organizational goals consists of the company being more effective than its competitors in creating, delivering, and communicating customer value to its chosen target markets. Theodore Levitt of Harvard drew a perceptive contrast between the selling and marketing era: "Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering and finally consuming it."

The marketing era rests on four pillars: target market, customer needs, integrated marketing, and profitability.

The selling era takes an inside-out perspective. It starts with the factory, focuses on existing products, and calls for heavy selling and promoting to produce profitable sales. The marketing era takes an outside in perspective. It

starts with a well-defined market, focuses on customer needs, coordinates activities that affect customers, and produces profits by satisfying customers.



- **Societal Marketing Era:**

Some have questioned whether the marketing concept is an appropriate philosophy in an age of environmental deterioration, resource shortages, explosive population growth, world hunger and poverty, and neglected social services. Are companies that successfully satisfy consumer wants necessarily acting in the best, long-run interests of consumers and society? The marketing concept sidesteps the potential conflicts among consumer wants, consumer interests, and long-run societal welfare. Yet some firms and industries are criticized for satisfying consumer wants at society's expense. Such situations call for a new term that enlarges the marketing concept. We propose calling it the societal marketing concept, which holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

FINDING

According to the research the modern ways of marketing a coloured mobile handset which offers a Mp3 player, FM Radio & a removable memory card for about Rs. 800 is:

1. FAIR:

A fair denotes a gathering of people who assemble at regular intervals in certain fixed places—generally around shrines or other religious institutions. Although, by far the largest number of fairs have a religious background, there are some which owe their origin to purely economic considerations.

The purchase and sale of goods, etc. The important fairs draw people not only from surrounding tracts, but also from very distant places. There are about 1700 fairs organised in different parts of the country involving produce and also livestock. There are a few fairs which are attended by a few lakhs of population and there are others which are attended by a few thousands.

On an average, the attendance per fair works out at about 16,000. The periodicity of fair varies from one fair in one state with that of another in other States also from one region to another within the State. The time schedule of a fair may vary between 1 day to 7 days.

This will bring the product very close to the public. The concept can be explained to the public & their feedback can be received at the same time.

2. PERMANENT RETAIL SHOPS:

These shops are developed as the population of villages increased, their incomes improved, the demand for goods and that too on daily basis increased. The traditional fairs, weekly markets or peddlers were not able to meet the situation and this led to the emergence and growth of permanent shops.

Permanent shops were set up as a result of the demand of the rural inhabitants primarily of the same village. The number of shops, their various forms largely depend upon the size of the population of the village, their incomes, purchasing power, their preferences, etc.

In the Indian context, the most sophisticated types of retail outlets comparable to that of western countries are found in metropolitan cities, while in rural areas (with population less than 10,000), only the traditional independent general stores or small-scale retailing are prevailing.

As these shops are located in the locality of targeted population these shops will directly influence the peoples' concept about the product.

3. ELECTRONIC MEDIA:

It is significant to create awareness about the product in the minds of the customers. The mass media for reaching rural people should be chosen carefully. It should be kept in mind that even today the media reach is lower in villages.

Television ownership is very low in villages and viewership is limited to door-darshan channels even for those who watch television.

Among electronic media, **radio** and **cinema** have a comparatively wider coverage in villages. Advertisements in regional languages broadcast on local radio stations will influence consumer thinking.

4. OUTDOOR ADVERTISING:

Outdoor advertising options like banners, billboards, wall paintings, posters, etc. can be used successfully in rural areas. Advertisements should be in local languages so that people can easily understand them. Hindustan unisilver makes use of street performers like magicians, singers and dancers to promote its products.



CONCLUSION

Modern marketing in rural & semi urban areas is a new concept that represents the needs and values of costumers and society, not just corporate and benefits. Companies seek their advantages and they do not care about basic principle that what kind of goals and values individuals and society have.

Therefore, companies should be familiar with this modern and strategic principal and we must draw their attention to the aims and interests of the people living in these areas and not just company's. It is possible by expansion of modern rural marketing concept and encouraging companies to replace it rather than the traditional way.

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www.iosrjournals.org



ENTREPRENEURSHIP DEVELOPMENT

(TUTORIAL EXAMINATION)



- Roll No - 183013-13-0016
- Reg No - 013-1211-0344-18
- Subject - Clinical Nutrition and Dietetics
- Paper - CC-13(Tutorial)
- Semester- VI

Name-Shreyasi Dey

College roll no- BSCV/18/0164

ACKNOWLEDGEMENT

Before proceeding further, I Shreyasi Dey a student of 6th semester of the dept. Clinical Nutrition and Dietetics, Gokhale Memorial Girl's College, I would like to express my special thanks and gratitude to all the people without whom my

I cannot completed my whole project.

I would like to express my special thanks and gratitude to;

Mrs. Pratvisha Agrawal for her continuous support and guidance.

Ms. Atiba Batul without whom I may not complete my whole project.

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Pg - no - 2

Soon you could get a colour mobile hand set which offers MP3 player, FM radio, and a removable flash memory card for about Rs-800/- only. A Netherlands base semi conductor firm has launched a new single chip solution that promise to make this happen. And the company target the rural market of India. The firm would like to fulfil the aspirations of first time handset user by offering the next experience in multimedia among the rural and semi urban areas.

Write down the modern way of Marketing of this product.

INTRODUCTION

What Is a Market?

A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

Technically speaking, a market is any place where two or more parties can meet to engage in an economic transaction—even those that don't involve legal tender. A market transaction may involve goods, services, information, currency, or any combination of these that pass from one party to another. In short, markets are arenas in which buyers and sellers can gather and interact.

What is Marketing?

Marketing is an umbrella term given to those activities that companies use to identify consumers and convert them into buyers for the purposes of achieving a profit. No matter the size of the enterprise, marketing lays the foundation for how a company reaches and serves its target customers.

What is Market surveys?

Market surveys are a way in which companies obtain information about their customers and non-customer consumers or businesses, and how these customers or consumers view a company's products and services versus competitive products.

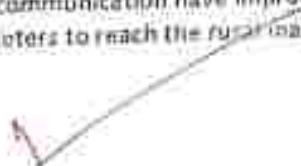
What is Marketing Mix?

Marketing mix, describes the basic set of strategies and approaches that marketers use to identify and reach their target market.



New Product Marketing in Rural and semi urban area:-

Rural India is one of the essential and huge markets which is changing fast with time. The rural market in India is not a separate entity in itself and is highly influenced by the social and behavioural factors operating in the country. The rural market encompasses all marketing activities, facilitating demand, product planning, distribution and the entire marketing process aimed at the satisfaction of the rural consumer. A rural market includes all those business activities involved in the flow of goods and services from producers to rural consumers. Rural marketing is also much easier than the pioneers as the means of transport and communication have improved a lot during the last decade. Many ways help marketers to reach the rural market and rural consumers.



ANALYSIS

Market Survey-



- Market research allows for a deeper, more complete understanding of consumer values. This information can be useful when developing products and creating marketing strategies.
- There are a number of market-survey techniques that companies can use to acquire valuable information on their customers.

Major Categories Of Market Research

Primary

Primary market research is original research conducted to collect information directly from consumers to serve a present need. Primary market research has the advantage of being more specific and more recent, as companies conduct primary research to meet needs as they arise. It usually entails asking people a variety of questions and recording their responses. It involves extensive planning, resources and analysis to arrange, execute and use primary market research.

Secondary

Secondary market research is research already completed by another company or entity and that is available. Secondary research often appears in journals or publicly accessible online sources. It relies on questions that others have devised, which you would apply to your own research parameters, so it may not perfectly serve your research needs. It's useful, however, if you have limited resources to carry out your own market research.

Methods Of Market Research



1) Surveys: With surveys, companies reach out to participants questions. They can conduct surveys through various means, including:

- Phone: Company representatives make calls to ask people respond to a series of scripted questions.
- In-person: Company speaks with people they encounter in high traffic areas. In-person surveying allows participants to services.

Surveys can be a cost-effective way to gather a large quantity of data for analysis. Written surveys may also provide the advantage of encouraging candid responses since they allow participants to feel as though they're expressing their opinion in private.

2) Focus groups

A focus group is a group of people who take part in a moderated discussion. To conduct a focus group, companies gather individuals who represent a consumer demographic. Ask questions and record the responses. Because the participants represent a larger group of people, their responses may provide insight into what consumers want in a company or a product. Focus groups provide an advantage over surveys in that they allow for longer periods of interaction with participants.

Companies may use focus groups when they are developing a new product or service and wish to ask questions that are difficult to ask or answer in written form. For example, with a new product, the company may have the participants begin the session by using the product and then ask them questions about the product. The focus group environment allows the participants to gain experience with the product, helping to ensure that they base their responses on first-hand knowledge.

3) Qualitative interviews

A qualitative interview combines elements of the focus group and the one-on-one survey. It involves speaking with one participant at a time and recording their responses. The questions are often open-ended, and the researchers encourage the interviewee to give in-depth answers. The researchers can ask follow-up questions and sometimes allow the interviewee to ask their own questions.

Qualitative interviews require more time and other resources to execute, but they often produce profound insight into consumers' values and priorities.



4) Social media listening

Users of social media often offer opinions about a wide variety of topics, including companies and their products. With social media listening, researchers can search for topics of discussion and analyse what consumers are saying. For example, a company might search for mentions of their flagship product and see the opinions of people who have bought it. In this way, they can gather data about perceived strengths, weaknesses and potential areas of improvement. Because the opinions are unsolicited, the data is likely to represent honest, unfiltered views.

5) Observations

In market research, observation refers to the act of studying how consumers actually behave when they shop. Often, it involves filming shoppers in a market environment, such as a store, and analysing their shopping habits or patterns. If they are unaware of the observation, this method can show their natural selves, as opposed to how they think of themselves. For example, observation can show researchers what stimuli in the store might affect shoppers' purchases, what products attract the most buyers and how packaging or displays influence decisions.

6) Field trials

In a field trial, a company allows users to use a product under normal conditions and then collects data provided by the participants. For example, a company developing a novel type of toaster might recruit individuals to use the toaster for a specified period. The participants would record and submit their impressions, which the company would analyse to improve the product.

Alternatively, a company might place a new product in a store to see how shoppers respond to it. The aim of the trial might be to analyze shoppers' reactions to advertising, to determine the extent of the product's appeal to casual shoppers or to offer sample use of the product before gathering opinions.

7. Competitive analysis

Competitive analysis is a secondary market research method where a company collects and analyses information about competitors in their market. It involves identifying all the primary and secondary rivals to your business and determining their offerings, profits, marketing strategies and more. This information can give you a sense of your competitors' strengths and weaknesses and your position relative to them. It can also provide insight into successful business models and consumer preferences, allowing you to implement strategies that are more likely to be profitable.

8) Public data

Public data is a secondary market research method that involves seeking and analysing market-related data that's available to the public. Often, this research is available for free on the internet or at the library. The sources for this information might be research centres, polls or government databases. Often, companies supplement their primary

9) Purchased data

Companies that lack the time or resources to conduct their own market research can purchase research data from various sources. There are several market



research companies that sell subscriptions to access their research databases. An annual subscription can be as much as \$8,000, which provides you with market research spanning various industries and countries. This option may be helpful to small or medium-sized companies that cannot afford to invest in primary market research

10. Sales data analysis

Analysing sales data can be a helpful secondary market research method used alongside other methods, such as competitive analysis, to show the relationships between a business's strategies and sales. It can also give insight into the buying habits of consumers in your market and help you spot consumer trends.

Marketing Strategies-

Rural and semi-urban marketing is a process of pricing, developing, promoting and distributing rural specific goods and services, leading to desired exchanges with rural customers to meet their needs and wants and achieve organizational objectives.

In the modern age, many rural marketing strategies in India are available that help marketers reach rural consumers. Complex planning and an effective rural

marketing strategies will help your brand to flourish in rural areas. From hoarding to mobile, many methods are available in the rural and semi urban market. With time, rural marketing India is getting updated, and now reaching rural markets has become easy.



In the below section, we mentioned top rural marketing strategies that help marketers reach rural and semi urban market in India. Rural marketing is now quite an easy process with these ways.

➤ Market Segmentation

- The first and most important strategy of rural and semi urban marketing is the proper segmentation of the market.
- In this process, a potential rural and semi urban market is segmented into distinct sub-markets of consumers with common needs and characteristics.



Marketing involves by recognizing differences in the response characteristics of different market segments.

- Rural market segmentation is the initial stage of implementing a marketing strategy.
- Since the segmentation is done, the marketer targets the distinct customer groups with the appropriate marketing mix so that the target segments can perceive the company's product/brand.
- Market segmentation is a method of obtaining a maximum market response from limited

➤ Product Strategy

Product strategy in rural marketing is an essential step for good marketing. So, for this, check out the points mentioned below:

- ✓ Underland product value
- ✓ Packaging
- ✓ Branding
- ✓ Logo & Slogan

• Pricing Strategy

Companies must price their products competitively and provide maximum value for money spent in their target areas.

Pricing Strategy for Rural Market



- Cost Based Pricing
- Value Based Pricing
- Demand Based Pricing
- Competitive Based Pricing



• Advertisement Via Hoardings & Wall Paintings

- ✓ Advertisement through hoarding is quite an old and effective way of branding. And it sounds strange that it is the best option for rural and semi urban marketing.
- ✓ In this process, the marketer or advertiser put hoardings on the side of the road.
- ✓ Apart from hoarding, wall painting is most effective in rural areas for branding.



Marketers and advertisers decide the design of wall painting. Then, it is handed over to a local artist to complete the artwork of the layout.

- The residents of India prefer to see in simplicity and traditional values.
- Thus, wall painting is a core way of attracting the attention of the people of the village.
- So, if you want good product branding in rural markets, then this method is best for you.



• Mobile VAN

- Videos and audios create a more impactful impression for anything. Similarly, these mediums create highly affected impressions of brands in rural areas. So, for rural marketing, mobile vans must be a good option.



- Mobile vans also work to spread the brand's image and message across multiple locations in a single day in a single village or even in several villages.

- Placing inflators, trees and product samples

in the mobile van will further enhance the brand's image among the local people.



• Kiosk Setup

- When brands want one-on-one interaction with rural people, then kiosk setup is one of the best ways or rural marketing strategies.



- For this, you have to set up the kiosk in the popular areas of the village like a post office, the marketplace, near a high school, etc., to attract them. Then, as a result, they will be influenced to reach the kiosk out of their curiosity.

- Kiosk setup also helps you to have a detailed conversation with potential consumers about the brand. This, in turn, helps in building a solid image of the brand among the villagers.
- Distribution of leaflets and flyers, product/service display and sampling, goes a long way in strengthening the brand's reach.



➤ Shop Branding

- Shop branding is another best strategy to make your brand popular among rural people.
- In this process, you have to advertise your brand in and around the village shop, which will create an immediate response between the rural consumers.

Advertising in Rural Market



- Visiting Cards
- Posters
- Pamphlets

➤ Shop branding in rural marketing is the same as mall advertising in cities.

➤ Advertisement of a brand near a retail outlet induces the customer to buy the product out of curiosity.

➤ Thus, it is a very impactful way of rural marketing.

These above-mentioned strategies should be followed by the Netherlands company to flourish their market in the rural and semi-urban area of India.

FINDINGS

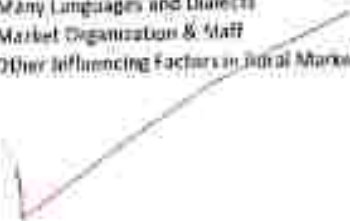
Opportunities of Rural Marketing

- The Government of India has planned various initiatives to provide and improve the infrastructure in rural areas which can have a multiplier effect in increasing movements of goods, services and thereby improve earnings potential of rural areas subsequently improving consumption.
- Infrastructure is improving rapidly.
- More than 90% villages electrified.
- Rural telephone density has gone up.
- Social indicators have improved a lot.

Problem with the rural and semi urban market-

The rural market offers a vast untapped potential; it should also be recognized that it is not that easy to operate in rural market because of several problems. Rural marketing is thus a time consuming affair and requires considerable investments in terms of evolving appropriate strategies with a view to tackle the problems. The problems are:

- Barter System
- Underdeveloped People and Underdeveloped Markets
- Lack of Proper Physical Communication Facilities
- Inadequate Media Coverage for Rural Communication
- Many Languages and Dialects
- Market Organization & Staff
- Other Influencing Factors in Rural Marketing



CONCLUSION

By looking at the challenges and the opportunities which rural markets offer to the marketers it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. A radical change in attitudes of marketers towards the vibrant and burgeoning rural markets is called for, so they can successfully impress on the 230 million rural consumers spread over approximately six hundred thousand villages in rural India.



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DOI: [10.31033/ijemr.10.5.2](https://doi.org/10.31033/ijemr.10.5.2) Project: Review of Rural Marketing in India and Innovations in Rural Marketing Authors: Bhavika Pandita Hakhroo

Not in order!

17/7/22

research paper!

Examined:

BSc (Major), 1st-13

Exam - 2022

CRDN, Bsc - D

TECHNICAL INSTITUTION AND DIST
BIMBALE MEMORIAL GIRLS' COLLEGE
RAJGIRI

Gokhale Memorial Girls' College



Ref. No. GMGC/Admin/21-22/L082

Date: 06/04/2022

To
Mrs. Suman Sengupta
Director of Learning & Development
Taj Bengal
Kolkata

Dear Sir/Madam,

As per curriculum design, the students of Clinical Nutrition & Dietetics Department (Occupational) need to pursue a field visit as a part of syllabus of Bakery Science Practical (BSE-B-6-3-PS-1) in partial fulfillment of their course, we would be glad if 19 CNDV Students of semester VI could visit Taj Bengal in 2 batches - Batch 1- 06/04/2022 & Batch 2- 07/04/2022.

Thanking you,

Charpha

Principal

Gokhale Memorial Girls' College

Principal

Gokhale Memorial Girls' College

for *Dr. Anil Kumar*
LEARNING & DEVELOPMENT
Taj Bengal
Kolkata
17 APR 2022
Received

Authenticated

Charpha

Principal

Gokhale Memorial Girls' College

17 APR 2022

1/1 Harish Mahajan Road, Kolkata - 700 020
Phone : 2223-2555, 2223-2217, 2223-2020 • E-mail: gokhalecollegekolkata@gmail.com
website - www.gokhalecollegekolkata.edu.in

Fwd: Field visit of your students to visit Bakery of Taj Bengal

1 message

Gokhale College <gokhalecollegekolkata@gmail.com>

Thu, Apr 7, 2022 at 5:22 AM

To: Pratyasha Agrawal <agrawalpratyasha85@gmail.com>, Clinical Nutrition and Dietetics Department
<cnrd@gokhalecollegekolkata.edu.in>

----- Forwarded message -----

From: Md Alam <Arif.Alam@tajhotels.com>

Date: Thu, Apr 7, 2022, 5:43 PM

Subject: RE: Field visit of your students to visit Bakery of Taj Bengal

To: Gokhale College <gokhalecollegekolkata@gmail.com>

Cc: Nagalakshmi Nagarathnam <Sowmya.Sengupta@tajhotels.com>, officialanrudhn@gmail.com
<officialanrudhn@gmail.com>, tahira.nabisi@gmail.com <shreerata1@gmail.com>

Dear Dr. Karpha,

Further to our trailing mail, today too, we duly received your nine students and shown them the operation of Bakery of our Hotel and also shown them a soft copy presentation on the subject.

Regarding any other requirement from your end on the subject, you may please write to our Director Learning and development (Ms. Nagalakshmi) directly.

Warm Regards,

Md. Arif Alam

Manager

Legal & Administration

Taj Bengal

34B Belvedere Road, Alipore

Kolkata – 700027, West Bengal, India

T: +91 33 6612 3366 (Mobile No.98746 91119)

www.tajhotels.com

17 APR 2023

Authenticated

Principal
Gokhale Memorial Girls' College

From: Md Alam

Sent: 06 April 2022 17:46

To: 'Gokhale College' <gokhalecollegekolkata@gmail.com>

Dear Dr. Karpha,

Greetings !

As desired by your esteemed institution, we have shown the operation of our Bakery to your students who had come today.

Similarly tomorrow also we will show the rest of the students, as per the schedule.

Warm Regards,

Md. Arif Alam

Manager

Legal & Administration

Taj Bengal

248 Behedens Road, Alipora

Kolkata – 700027, West Bengal, India

T +91 33 6612 3366 (Mobile No. 98746 91119)

www.tajhotels.com

From: Gokhale College <gokhalecollegekolkata@gmail.com>

Sent: 06 April 2022 15:42

To: Nagalakshmi Nagarathnam <Sowmya.Sengupta@tajhotels.com>; Md Alam <Arif.Alam@tajhotels.com>

Subject: Fwd: Field visit to visit Taj Bengal

----- Forwarded message -----

From: Gokhale College <gokhalecollegekolkata@gmail.com>

Date: Wed, Apr 6, 2022 at 2:07 PM

Subject: Field visit to visit Taj Bengal

To: <Sowmya.Sengupta@tajhotels.com>

Cc: <Arif.Alam@tajhotels.com>

To

Mrs. Sowmya Sengupta

17 APR 2022

Authenticated
Arif Alam
Principal
Gokhale Memorial Girls' College

VISIT TO TAJ BENGAL



DATE- 06/04/2022

PAPER- BAKING SCIENCE

UNI. REG. NO. – 013-1215-0291-19

SEMESTER- 6TH

DEPT- CLINICAL NUTRITION AND DIETETICS

CLG- GOKHALE MEMORIAL GIRLS' COLLEGE

HISTORY OF TAJ BENGAL

The Indian Hotels Company (IHC) is the parent company of Taj Hotels Resorts & Palaces. It was founded by Jamshetji Nussrwanji Tata on December 16 1903. Currently the Taj Hotels Resorts and Palaces comprises 76 hotels, 7 palaces at 52 locations in 12 countries & employ over 13000 people. Additional 18 hotels are also being operated around the globe. The Taj Hotels are categorized as luxury, leisure. The Taj Hotels offer a wide range of luxurious suites with modern fitness centers, rejuvenating spas, and well-equipped banquet and meeting facilities. The Taj leisure hotels offer a complete holiday package that can be enjoyed with the whole family. It provides exciting range of sports, culture, environment, adventure, music and entertainment.

The Taj Bengal Kolkata was founded by Jamshetji Nussrwanji Tata on 1989, located in Belvedere Rd, Alipore.



Training visit

In Taj Bengal firstly we visit chocolate room; all the chocolate works done here. In this room should maintain 16° to 18° temp, else chocolate are melt. Then we knew about Allergence section; it is a different section here egg, nuts etc are kept. Then went to cold kitchen, temp of this kitchen is - 5°c; here they kept all the pastry & also the lamination process, how they made butter layers in between the pastry. Then visited to Bakery section; learn about lots of baking machine & equipment which used in the kitchen, that machine are describe below-

- Work table & trolley – A trolley is a small table on wheels which is use for serving drinks & foods
- Minifridge – A small size fridge which is used to store baking essentials
- Dough mixture – Use in bakeries to stir dough ingredients together
- Bread cutting Machine – Is an equipment designed to cut bakery products already prepared into several slices automatically
- Freezer – Use to preserve the different bakery product
- Weighing machine – It is used to measure thebakery ingredient properly
- Dough sheeter – Is a kitchen machine that's rolls out pieces of dough to a desired thickness
- Bread trolley – A trolley is a small table on wheels which is use for serving & carry breads

- Cookie trolley- Table on wheels which use for serving cookie.



Bread slicer



Rotary rack oven



Spiral dough mixture



Vertical mixture



Dough sheeter



coloured pictures?

Type of bakery product

In this training visit they mainly describe 3 type of baking products cookie, breads, cakes. They describe various cookie like cheese cookies, nan khatai, how dough are made; learn about laminating layer how its formed & most important the temp of baking. After that in cold kitchen; how they stored chocolate & pastry, what temp maintain in cold kitchen and described the lamination technique shortly.

Next come to the bread making ; here we see the dough machine how its work, learn about the rest chamber, why rest chamber is important. This whole thing we learn practically.

The whole bakery things, kitchen detail, baking procedure describe by Tanushree ma'am. Then the presentation which is an absolutely amazing describe by Mr. Anirudh Bhattacharya sir, learn and development department of Taj Bengal.

The Topic of presentation

1. The topics presentation was very interesting 1st topic is Demystify Macaron; here we learn

What is Macaron: This is a meringue-based confection (sugar based). Meringue – made from egg-white or castor sugar, there are some more addition icing sugar, granulated sugar, almond mell, colours, filling, egg-white.

Where are Macarons from: Originated in Arabia way back in 8th century. The Arab troops took their dishes made with nuts to sicily for the trips which they used to called Maccarruni (meaning products with ground grain). Currently eaten to celebrate the zoroastria new year (Nowraz) and from there it became Maccheroni to Maccarone which later on were defined as fine biscuits.

How Macarons becoming popular: The answer is the macarons is traditionally held to have been introduced in France by the Italian chef of queen Catherine de Medici during the renaissance period. She also was the queen of France from 1547 until 1559, by marriage to King Henry II. Macarons become popular during French revolution when two nuns sold macarons to fund their housing so they were selling them day in and day out & hence become popular.

Macaron/Macaroon:

Macaroon:

- Coconut based made with shredded coconut egg white & sugar
- Easy to make
- Crunchy & chin texture

Macaron:

- Almond based made with almond flour egg white & sugar
- Difficult to make
- Delicate meringue texture

3 ways of making Macaron:

French- French meringue is used which sugar and egg white whipped together to get a stiff peaked meringue

Italian- Is used with is made via cooked sugar syrups till 118° c & egg white.

Ingredient:

Almond flour- 600 g

Icing sugar- 600 g

Castor sugar- 600 g

Water- 150 g

Egg white- 440 g

Egg white powder- 10 g

Method:

- Mix almond flour and icing sugar together, keep aside.

- Mix water & castor sugar together, take the mixture to 118°c
- Put egg white & egg white powder in the bowl (200 g of egg white)
- Whisk it a bit & add hot sugar syrup
- Make a stiff Italian meringue
- Mix almond flour mixture with 220 g of egg white and make a paste
- Fold the paste with the meringue and mix until glossy & spreads
- Pipe and bake 160°c for 15 mins and macaron prepared

2. Then the 2nd topics Bread making here we learn about classification of yeast dough:

- Lean doughs (low in fat & sugar) – Its hard crusted & whole grain breads. Example- baguette and fougasse, breadsticks, ciabatta.
- Rich doughs- rich dough are rich in fat and sugar. Example- Brioche, Panettone, Stollen, Hot cross buns.

Roll in Doughs: Doughs that have fat incorporated in layer by method of folding & rolling

Basic 4 ingredient of bread – Flour(structure), yeast (leavening agent), water (dispersing & moisture agent), salt (slows down & stops growth of yeast)

Other ingredient like butter (provide moisture), sugar (food of)

12 basic steps in yeast dough production: -

1. Scaling ingredient
2. Mixing & kneading
3. Bulk fermentation
4. Punching
5. Scaling/ portioning
6. Rounding
7. Blenching
8. Make up & panning
9. Proofing
10. Baking
11. Cooling
12. Storing

Step-1

- All ingredients must be weighed accurately
- Liquid ingredient must be weighed by volume

Step-2

- Mixing incorporating the ingredients to make the dough
- Kneading: working the dough to develop the gluten

3 steps of mixing

- Straight dough method
- Modified straight dough method

➤ Sponge method/ yeast stater

Step-3

- Rest dough at a warm 27°c & humid environment
- Yeast feed on sugar and starch
- Carbon dioxide and alcohol is produced
- Slow in cold & less humid regions
- Gluten becomes smoother & elastic during fermentation old dough

Step-4

- Method of deflating the dough
- Expels carbon dioxide
- Redistributed the yeast for growth
- Relaxes the gluten
- Equalizes the temp through out

Step-5

- Use a weighing scale
- Divide the dough into equal portions according to requirement

Step-6

- Shape into smooth round balls
- Rounding simplifies of the dough
- Helps retain gases produced by yeast

Step-7

- Rest on the bench for 10 to 15 mins
- Relaxes the gluten and makes shape

Step-8

- Shaped into loaves or rolls
- Placed in pans on baking sheets

Step-9

- Continuation of yeast fermentation
- Increase volume of the shaped dough
- Proofing

Wash:

- Water used for hard crushed products
- Egg wash gives a shiny brown crust
- Milk wash gives a darker shiny brown crust

Cutting or scoring

- During baking dough expands and crust cracks
- Before baking scores are made for expansion

Step-10

- Production and expansion of trapped gas occur
- Leads to rapid rising in the dough called oven spring
- Coagulation & gelatinization of starches
- Forms firm product and shape
- Forms browning of crust

Oven temp:

Large unit- bake lower temp

Rich yeast doughs- baked at lower temp 19° to 21°c

Lean yeast doughs- baked at high temp 22° to 23°c

Steam:

Hard crusted dough

Low fat & sugar content

Baked

Step-11

- Removed from pan, cool rapidly
- Escape of excess moisture & alcohol from fermentation
- Rolls baked apart are left on the trans
- Adequate air circulation
- For soft crusts, brush fat before cooling

Step-12

- Leave on rack for use within 8 hours
- Longer storage cooled moisture free and frozen
- Hard crusted breads not wrapped unless frozen or crust will soften

Conclusion:

It was great learning opportunity for us. Obviously it gives the both practical and theoretical knowledge. Also learn about the proper uses of the equipment. And the power point presentation by Mr. Anirudh Bhattacharya sir, is also the part of our syllabus it's very much helpful for us. We really loved this session and enjoyed our learning.

Acknowledgment:

I would like to express my special thanx of gratitude to my teacher Miss Tahira Ma'am who gave me the golden opportunity to visit Bakery section on 'TAJ BENGAL' who also helped me in completing my report. I came to know about so many new things. I am rally thankful to them.

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SOMIA MEMORIAL GIRLS' COLLEGE
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VISIT TO TAJ BENGAL



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 - TEMPERING
 - BAKERY EQUIPMENT
 - BASIC PRINCIPLES OF BREAD
 - BASIC STEPS OF BREAD MAKING
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- 

INTRODUCTION:-

Taj Hotels is a chain of luxury hotels and a subsidiary of the Indian Hotels Company Limited, headquartered at Express Towers, Nariman Point, Mumbai. Incorporated by the founder of the Tata Group, Jamsetji Tata, in 1903, the company is a part of the Tata Group, one of India's largest business conglomerates. It has been considered one of the finest hotels in the East since the time of the British Raj.

The five-star deluxe hotel, **Taj Bengal** in Kolkata, was opened in the year 1989. Taj Bengal Kolkata is an abode of sheer comfort. Rakesh Sarna, MD and CEO of The Indian Hotels Company, on his vision for the Taj group & Taj Bengal. The luxury hotel in Kolkata has 229 grand rooms and suites that synthesise old-world charm with modern-day conveniences. The branches of Taj Bengal are Vivanta and The Gateway Hotel.

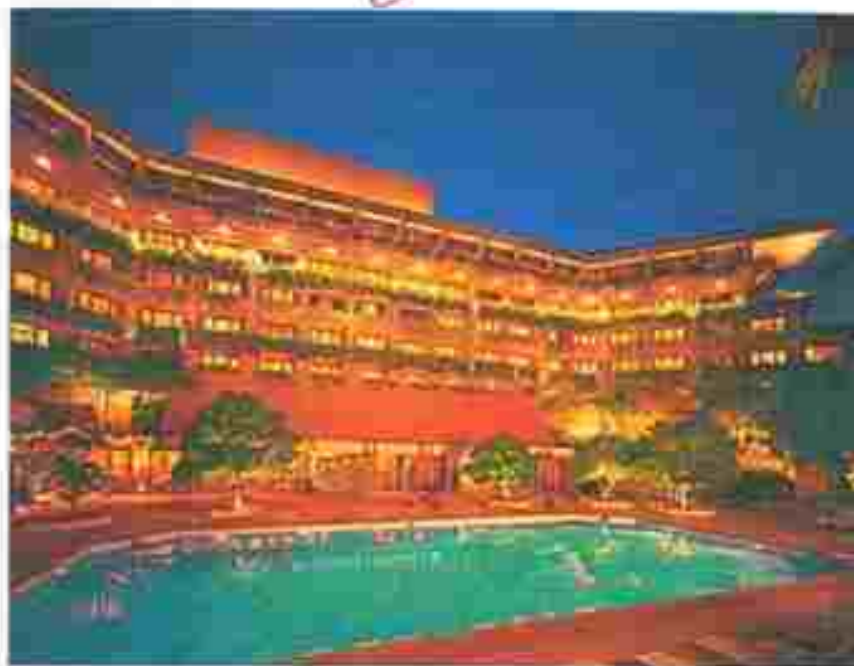


Fig.1.0:- TAJ BENGAL, KOLKATA

BRIEF HISTORY OF TAJ HOTEL :-

Jamsetji Nusserwanji Tata, the founder of the Tata Group, opened the Taj Mahal Palace, a hotel in Mumbai (formerly called Bombay) overlooking the Arabian Sea, on 16 December 1903. It was the first Taj property and the first Taj hotel.

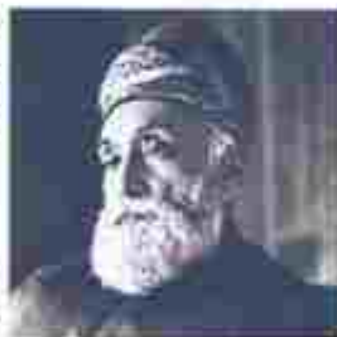


Fig.1.1: Jamsetji Nusserwanji Tata (1839-1904), founded the Tata Group

In 1974, the group opened India's first international five-star deluxe beach resort, the Fort Aguada Beach Resort in Goa. In the 1970s, the Taj Group also began its business in metropolitan hotels, opening the five-star deluxe hotel, Taj Coromandel in Chennai, in 1974, acquiring an equity interest and operating contract for the Taj President (now Vivanta by Taj - President), a business hotel in Mumbai, in 1977, and opening the Taj Mahal Hotel in Delhi in 1978. The group has been converting royal palaces in India into luxury hotels since the 1970s. The first palace to be converted into a Taj luxury hotel was the Lake Palace in Udaipur, in 1971. Other examples include the Rambagh Palace in Jaipur, Umaid Bhawan Palace in Jodhpur, Falaknuma Palace in Hyderabad and Nadesar Palace in Varanasi. In 1980, the Taj group opened its first hotel outside India, the Taj Sheba Hotel in Sana'a, in Yemen and the late 1980s, acquired interests in the St. James' Court Hotel (now comprising Taj 51 Buckingham Gate Suites and Residences and St. James' Court, A Taj Hotel) in London. In 1984, the Taj group acquired, under a license agreement, the Taj West End in Bengaluru, Taj Connemara, Chennai and Savoy Hotel in Ooty. With the opening of the Taj West End in Bengaluru, the Taj Group made its foray into Bengaluru. **The five-star deluxe hotel, Taj Bengal in Kolkata, was opened in the year 1989**, and with this, the Taj group became the only hotel chain in India with a presence in the six major metropolitan cities of India, namely Mumbai, Delhi, Kolkata, Bengaluru, Hyderabad, and Chennai.

REPORT OF THE DAY:-

DATE: 07/04/2022

TIME: 3:00 PM.-5:30 PM.

PLACE: TAJ BENGAL, KOLKATA

We 19 students of Gokhale Memorial Girls' College visited Taj Bengal, Kolkata. We were divided into two groups. The first group of 10 students went on 6th April 2022 and the second group of 9 students went on 7th April 2022. The purpose of visiting the Taj is to develop the concept of materials used, machinery, technology involved, production, packaging, and shelf life of the bakery products. We hope to learn many things from our trainer, Mr Anirudh Bhattacharjee during this training.

We, the second group of 9 students, including our Bakery Science teacher Tahira Rabab entered at Taj on 7th April at 2:30 PM. We first checked in there and after that, we all sat in the guest room for a while until our trainer has come.

After our trainer has come, we all went to a classroom. At first, our trainer introduced himself and then he gave us attendance. After that, he showed a presentation about '**MACARON**'.

MACARON:-

It is a sweet meringue-based confection made with egg white, icing sugar, granulated sugar, almond meal, and food colouring. The macaron is traditionally held to have been introduced in France by the Italian chef of queen Catherine de Medici during the Renaissance. Since the 19th century, a typical Parisian-style macaron is presented with a ganache,



FIG 1.2-MACARON

buttercream or jam filling sandwiched between two such cookies, akin to a sandwich cookie.

MACARON & MACAROON:-

Both cookies are made with egg whites, sugar, a few drops of vanilla and a pinch of salt. However, macarons are typically made with finely ground blanched almonds, while macaroons are made with sweetened flaked coconut. Macaron has a delicate meringue-based texture and is difficult to make while Macaroon has a crunchy or chewy texture and is easy to make.

METHODS OF MACARON:-

There are two main methods for making a macaron - the "French" method and the "Italian" method. The difference between the two is the way the meringue is made.

- In the French method, egg whites are whisked until stiff-peaked meringue forms. From there, sifted, ground almonds and powdered sugar are folded in slowly until the desired consistency is reached. This process of knocking out air and folding is called macaronage.
- The Italian method involves whisking the egg whites with a hot sugar syrup to form a meringue. Sifted almonds and icing sugar are also mixed with raw egg whites to form a paste. The meringue and almond paste are mixed to form the macaron mixture. This method is often deemed more structurally sound yet also sweeter and also requires a candy thermometer for the sugar syrup.
- Either Italian or French meringue can be combined with ground almonds.

A macaron is made by combining icing sugar and ground almonds into a fine mixture. In a separate bowl, egg whites are beaten to meringue-like consistency. The two elements are then folded together until they are

the consistency of "shaving foam", and then are piped, left to form a skin, and baked. Sometimes, a filling is added.

He explained it this way.

After that, we went to the bakery section of Taj Bengal. There we saw all of the machinery, materials, and technology which is involved in the production of bakery products. There a chef was explaining everything to us. She showed us a cold room where different types of foods including ice cream were kept. She also showed us how chocolate is made. There are different types of **CHOCOLATE** including :



Fig.13- Chef was explaining to us

- Dark chocolate:- also known as "plain chocolate" or "black chocolate", is produced using higher percentages of cocoa, traditionally with cocoa butter instead of milk.
- White chocolate:- is made of sugar, milk, and cocoa butter, without the cocoa solids.
- Compound chocolate:- it is made of cocoa with vegetable fat, usually tropical fats and/or hydrogenated fats, as a replacement for cocoa butter.
- Golden chocolate
- Ruby chocolate:- it is made with Cocoa butter; Cocoa mass; Milk; Sugar; Citric acid
etc.

She also explained to us about **TEMPERING**.

TEMPERING:- it is heating and cooling chocolate to stabilize it for making candies and confections—giving the chocolate a smooth and glossy finish.

After that, she showed us various types of **'BAKERY EQUIPMENT'** including-

- WEIGHING MACHINE:

Raw material measurement.

- FLOUR SIFTER

It will aerate the flour and other ingredients for getting a better volume of finished products.

- SPIRAL DOUGH MIXER

Used for making large quantities of yeast dough.

- BREAD DOUGH MAKING MACHINE

Helps in making dough

- DOUGH DIVIDER

Divides the bulk dough into desired sizes

- DOUGH SHEETER

It rolls out a portion of dough into sheets of uniform thickness

- BREAD ROLLING MACHINE

uses rollers to flatten the dough into sheets.



Fig.1.4- Dough Roller



Fig.1.5- Spiral Dough Mixer



Fig.1.6-Whipping Cream Machine



Fig.1.7- Dough Sheeter

- BAKING TROLLY
- PROVING CHAMBER
- COOKIE DRAWERS
- ROTARY RACK OVEN

It is a large oven into which entire racks full of sheet pans can be wheeled for baking.



Fig.1.8- Rotary Rack Oven

- DECK OVEN

Product trays or moulds are placed on the oven floor. There are no racks because they are stacked on top of one another.



Fig.1.9- Group photo of batchmates along with our teacher and chef of Taj Bengal

After completing the visit part, we took a little break and had tea and coffee.

After that, our trainer showed us the next presentation which is related to '**BASIC PRINCIPLES OF BREAD**'. He described the yeast dough.

There are three types of yeast dough including:

- Lean dough- low in fat, examples are breadsticks, hard-crusted bread etc.
- Rolled-in dough- examples are croissants, Danishes and puff pastry
- Rich dough- rich in fat and sugar, for example, Hot cross buns, Brioche, etc.

Then he also described the essential ingredients of bread including

- Flour- provides structure
- Fat- provides moisture
- Yeast- leavening agent
- Sugar- food for the yeast
- Salt- slows down the process of over fermentation
- Water- dispersing agent

After that, he described the '**BASIC STEPS OF BREAD MAKING**':

Steps are:

- Scaling ingredients
- Mixing
- Kneading

- Bulk fermentation
- Punching
- Scaling
- Portioning
- Rounding
- Benching
- Panning
- Proofing
- Cutting and scoring
- Baking
- Cooling
- storing

Bread is one of the most essential products. It is the most nutritious food obtainable at low cost and an essential part of every family's daily food requirement.

That's how he finished the presentation part that day.

CONCLUSION:

It was a great experience to know all of these. We have learnt about bakery equipments and how these work. We also learnt about macaron and the basic principles of bread. Hope to know more. Moreover, I want to thank our respected trainer, Mr Anirudh Bhattacharjee for this valuable training.

✓ EXAMINED.
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