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Marketing Practices and Problems of Small Scale Industries in India

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ABSTRACT: Everything you need to know about the problems faced by small scale industries in India. Small scale industries are industries which produce goods or provide services on a small scale with the help of machines, hired labour and power. Small businesses face various problems because of their small size. They have limited capital for expansion. They are unable to take advantage of economies of large scale production and also lack motivation for expansion as they are unable to take benefit of the government schemes and incentives. As a result, the business units may become sick or even close down their operations.

Some of the problems faced by small scale industries in India are:-

1. Shortage of Funds
2. Lack of Latest Technology
3. Shortage of Raw Materials
4. Shortage of Power
5. Labour Problem
6. Marketing Problem
7. Managerial Skills
8. Quality
9. Problem of Industrial Sickness
10. Production Problems
11. Technology Problems
12. Financial Problems
13. Personnel Problems

For a developing country like India, these industries bloom because of huge demand and opportunity. Some small-scale industries are also exporting goods, thereby bringing foreign currencies in India. In India, nearly half of the products (45-55%) shipped are from Small scale and mid-scale industries. Some small-scale industries are created because of the demand of vendors for multinational companies. There are government bodies set up for the welfare of the member of small scale industries. Ministry of small scale industries designs policies, schemes and program to promote the small scale industries. Ministry of Agro and rural industries coordinate and help in the development of villages and khadi industries, micro and tiny industries in rural and urban areas.

KEYWORDS : small scale industries, financial, capital, india, gudd, baskets, pottery

I. INTRODUCTION

It is evident that the small-scale industrial units have been facing production, financial & personal problems. Apart from these problems, the problems relating to different aspect of marketing planning cannot be ignored. As a matter of fact, if the SSI's are weak in the above mentioned areas, they would be weak in the area of marketing planning too.

The following marketing related activities:

1. Marketing Research.
2. Research & Development, product upgradation and standardization.

3. Preparation of strategic marketing plan. (255)
4. Advertising, branding, catalogue preparation, production of audiovisual aid etc.
5. Participation in trade fairs and exhibitions, undertaking sales promotion tools etc.
6. Establishing distribution network including showrooms/retail outlets and warehousing.
7. Training of personnel in activities relevant to marketing etc.[1]



Fig.1. Swadeshi Jagran Manch

However there are many more problems viz. The lack of infrastructure, logistics and marketing support, lack of adequate information ,improper new product development, Highly inadequate credit flow, Non-exposure to best management practices in manufacturing, marketing, distribution and branding, Lack access of packaging technologies , Lack of Skilled Human Resources ,poor credit facilities, high interest rates, etc. absence of skilled manpower , Non-availability/ difficulty in procuring construction materials like cement steel etc, Delay in getting power connection , water connection , permission of concerned authorities to discharge effluents , etc . Non- availability of raw materials or increase in the price of raw materials without a corresponding increase in sale price of the products. Introduction of better substitutes. Entry of many new manufacturers leading to cut-throat competition , Poor quality of products, Lack of sales promotion, Poor delivery schedules and lack of proper distribution system. Inadequate bank finance. Diversion of working capital funds for acquisition of fixed assets Absence of work force planning, poor industrial relations. Non-availability of skilled man- power.[3]

The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery

in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.[4]

We can have small scale businesses most sanctioned here:

Food being one of the three basic necessities of life makes a top choice for people to indulge and open up a business in F&B (Food and Beverage) Industry. This is why as a small-scale business idea, food joints will never run out of customers, as long they serve delectable food. Of course, a start-up business does not need to be a full-fledged restaurant from the start. One can start with only a few key dishes such as a wholesome traditional breakfast with optional snacks as an add-on.[2]



Fig.2: Food

As more and more Indians grow health-conscious, **fresh juices** without preservatives are emerging as a popular healthy alternative to cold drinks. This is why the humble juice bar has made into this small business ideas list for India as a top option for a potentially successful venture. While one is at it, diversification into related drinks especially (perhaps less healthy) summer drinks like lemonade, buttermilk, and lassi might also work out well for this small business. Of course one can decide to go the whole hog and get started with a fully-loaded food truck instead. As long as the food/drinks provided are of high quality and all the requisite permits are in order, ensuring the success of this business idea should not be too hard.[5]



Fig.3. Juice

As far as successful business ideas go, this one is based on another basic requirement of life – clothing, so the size of the market includes well, everyone. As a start-up business, tailoring and embroidery have been around for decades and most are usually home-based businesses that receive and complete orders on behalf of small **boutiques**. But being a tried and tested idea does improve its chances of emerging as a successful future business especially in larger cities where tailoring services are in high demand. Obviously one needs to undergo the requisite training and ideally should have sufficient experience in order to improve the chances of succeeding in this small-scale business venture.



Fig.4. Boutiques

In case a skillful professional cook does not fancy the idea of slogging it out at a restaurant or food truck business, there is an alternative – **cooking class**. This is a unique trend that's catching on among urban families in India as something that couples do together and create something that's delicious yet healthy. What's more, it is even possible to carry out these classes both in-person and online or one could make a vlog teaching others the intricacies of culinary skills. The scope to expand and monetize from potential market segments that one might not be able to reach otherwise increases manifold by taking advantage of the online route.[8]



Cooking Class Business

In India, the concept of **crèches** in the office for working mothers is yet to catch on and as more women enter into and stay on in the workforce even after marriage, it is obvious that the demand for daycare services will continue to rise in the near future. As a start-up business, daycare services and crèches have been around for years, if not decades especially in the larger cities that have a larger number of working women and nuclear families.[6]



Fig.6. creches

Knowledge of **Yoga** and the habit of self-practicing all the ‘Yoga Asanas’ makes a good yoga instructor. Yoga is considered to be above all stress buster practices and has proven results worldwide. Yoga instructors are in high demand in India, as well as abroad. Zero investment is required in doing this business.[7]



Fig.7: Yoga

Opening a **salon** is the most trending business option in metro cities. The youth of young India is more cautious of looking presentable and groomed. Therefore, almost every salon has decent customers irrespective of location. Salon owners make huge profits during festive or marriage seasons, especially in metro cities.



Fig.8: Salon

Tutions for children is a field of diversity and a good low-cost business idea. Financial break-even is easily achieved and it's not a full-time business.[10]



Fig.9: Coaching classes

III. OBSERVATIONS

A review of the **textile industry** finds that it is the largest manufacturing sector in India, accounting for around 20% of India's industrial output and 37% of its total exports. We therefore feel that adequate importance should be given to the welfare of the millions of workers employed in this sector, especially those working from their homes for the small-scale garment industry.

Work provides income and thus contributes to a better socioeconomic condition which, in turn, is related to good health. However, the **work environment exposes many workers to health hazards** that may result in injuries, respiratory diseases, cancers, musculoskeletal disorders, reproductive disorders, cardiovascular diseases, mental and neurological illnesses, eye damage, and hearing loss, as well as communicable diseases.[8]



Fig. 10. Skin Cancer in textile wastewater worker

The variety of morbidities detected among garment workers, especially the high prevalence of musculoskeletal problems, is alarming. It is high time that steps are taken for revising their wages and the other conditions related to their jobs so that they can improve their socioeconomic condition. Counseling for **alcohol and tobacco addiction** is necessary and they must be educated regarding the prevention of common diseases and the importance of personal hygiene.

Women Entrepreneurs play an important role in present economy and a large number of micro enterprises in developing countries are undertaken by women. Rural women frequently have their primary responsibility as agricultural production, in addition to domestic responsibilities and childcare. In developing countries like India where economic status of women is very pathetic especially in rural areas and opportunities of earning are very less in this scenario. The **Self Help Groups (SHGs)** have paved the way for economic independence of rural women. This paper reviews concisely the literature in this field and addresses in particular opportunities and challenges faced by women entrepreneurs in rural areas. It examined the impact on women empowerment through micro entrepreneurship development and SHGs[9]



Fig.11. Women Self Help Groups (SHGs)

IV. DISCUSSION

Women entrepreneurs are facing many obstacles specifically in finance and marketing of their produce. Micro finance is playing a vital role in the success of SHGs, particularly the entry of rural women in micro enterprises will be encouraged and aggravated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. The rural women are having basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is the need is knowledge regarding accessibility to loans, various funding agencies procedure regarding certification, awareness on government welfare programmes, motivation, technical skill

and support from family, government and other organization. More over formation and strengthening of rural women Entrepreneurs network must be encouraged. Women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. This will **motivate other rural women** to engage in micro entrepreneurship with the right assistance and they can strengthen their capacities besides adding to the family income and national productivity.[11]

The small scale sector is assuming greater importance every day. Hundreds of thousands of people start their own businesses at home every year, and untold more dream about the possibility of becoming their own bosses. Starting a business at home is the best when you do not have enough funds. While entrepreneurship has its many potential rewards, it also carries unique challenges. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. In fact, before starting a business also one has to be thorough with the requirements of current line of industry.[12] Above all taking advantage of various schemes provided by government and other financial institutions. For the reason that rest of the challenges for setting up, a business is based on the type of the product and fund to invest. Entrepreneurship helps in the development of nation. **A successful entrepreneur not only creates employment for himself but for hundreds.**[13] Deciding on a right project can lead you to the road to success. An entrepreneur requires a continuous flow of funds not only for setting up of his/ her business, but also for successful operation as well as regular up gradation/ modernization of the industrial unit. To meet this requirement, the Government (both at the Central and State level) has been undertaking several steps like setting up of banks and financial institutions; formulating various policies and schemes, etc.[14] All such measures are specifically focused towards the promotion and development of small and medium enterprises. In both developed and developing countries, the **Government is turning to small and medium scale industries and entrepreneurs, as a means of economic development and a veritable means of solving problems.** It is a seedbed of innovations, inventions and employment.[15]

Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. **Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories.** It was also announced that the loan shall be in the ten lakh to one crore rupee range.[16]



Fig.12: Stand up Scheme by PM Modi

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.[18]

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.[17]

Startup India offering to the Entrepreneurs

Stand up India backed up by **Department of Financial Services (DFS)** intends to bring up Women and SC/ST entrepreneurs. They have planned to support **2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch)** which can be returned up to seven years.

PM announced that “There will be no income tax on startups’ profits for three years”

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.[18]

V. RESULTS

Papad is a thin wafer-like very tasty and popular food product. Any individual can initiate a papad manufacturing business on a small-scale, home-based basis or on a large scale. It sometimes described as a cracker or flatbread. The other popular names are Papadum and Papar. Papad is a traditional food. Also, it is a good appetizer, carminative and digestive. Basically, papad comes with different tastes and flavors. People consume papad either as roasted or as fried. Apart from household consumption, hotels, restaurants are the bulk consumers of this product.



Fig.13. Pappad entrepreneurship

Papad can be cooked by deep-frying, roasting over an open flame, toasting, or microwaving, depending on the desired texture. Papad making is considered a very lucrative and profitable food manufacturing opportunity, considering the low-cost capital investment.

Demand for different varieties of papad is increasing steadily. The demand is steady throughout the year and it generally hikes 10-155% during the festive season.

Recently, the trend of going back to the roots, simple components and non-invasive procedures has been popular in the cosmetics industry. It is the reason for the sudden interest in raw materials obtained directly from nature and used to produce natural cosmetics.[19]

Natural cosmetics are products that contain only natural raw materials – **mineral resources and ingredients of plant or animal origin.** In addition, they should be obtained as a result of such processes as: filtration, extraction, drying, distillation, pressing, milling, lyophilization and sieving. Obtaining natural raw materials with the use of the aforementioned physical methods, which process the material to a small extent, allows to preserve the nutritional values, vitamins and beneficial substances found in the raw materials.



Fig.14. Natural cosmetics

Own Pottery Business

Pottery is definitely one of the best hobbies you can turn into a business. Starting your own pottery business doesn't require large amounts of money nor crazy skills. As long as you know the basics of pottery making, have some practice and basic equipment, you can start selling your art either as a side hustle or as a full-time business.[20]

In this mini-guide you'll find the basic information about how to start a pottery business divided in 3 categories: The space and equipment you'll need, the legal requirements to start a business* and how to promote and sell your art.

The space & equipment: clay, wheels, kilns and other tools

While you do need your own equipment to start a pottery business, you don't need to have your own private studio. Any space in which you can comfortably and safely work from can become your pottery studio whether that's a spare room in your house, the basement, the garage or even the attic.

You can always find more convenient spaces as your business grows and makes more money. Just make sure to read and understand the safety information on any equipment you'll be working with, especially kilns, as they need special setup depending on a variety of factors such as heat, size or voltage. You can read more about kilns and safety here*.

When it comes to equipment, it really depends on the kind of pieces you will be creating and the techniques you use to create your art.

Obviously, you will need clay. If you are already thinking about opening a pottery business, you are likely to be an expert on the matter. If you would still like to read some more information, here you can read everything you need to know about clay for pottery making.[18]



Fig.15: Pottery business

You can always make pottery without major equipment by using handbuilding techniques. However, if you are going to start a business, you will definitely need a pottery wheel and a kiln, as they make the production fast and efficient.

If you still don't know what pottery wheel you should buy, here is a guide on what to look for when buying a pottery wheel. Kilns come in a wide variety of sizes. They all work similarly, it all depends on the amount of pieces you plan to fire at once. At Soul Ceramics we sell pottery kilns in a variety of sizes from 0.11 to up to 53 cubic feet. You can learn more about pottery kilns here.

You can see the kilns available at Soul Ceramics here.

When you start a pottery business, usually the kiln and the pottery wheels are going to be the two biggest investments you'll have to make before you start making money.

All the other tools and equipment (modeling tools, safety gear, decoration materials and other supplies) are much less expensive and they vary greatly depending on the kind of items you'll make, so perhaps you'll only need a few of them to start with. [19]

We advise you to make a list of all the tools you'll need and check them out online just to have an idea of how much money they'll cost. You can then add that amount up to the cost of the clay, kiln and pottery wheel and you'll have a rough estimate of how much money you need to invest in the equipment and materials needed to start your pottery business.

Keep in mind though, that even if you start your pottery business at home and save money on renting a separate studio, you will see an increase in your electricity and water bills.

Promoting and selling your art: marketing for pottery businesses

If you want to start a business, marketing is the single most important tool that'll help you drive sales.[20]

There are several options in both the digital and the traditional marketing worlds that will help you sell pottery.

Digital marketing, however, is the way to go for small businesses with limited resources.

Digital marketing includes promoting your pottery business on the Internet through social media, your own website, e-Commerce store or through other ecommerce platforms and marketplaces. Selling pottery using digital platforms is by far the best options for those who are planning to start a small business from scratch simply because it can be done quite cheaply when compared to renting a showroom or other kind of retail space.



Fig.16: Digital marketing

There are several ways you can go about selling your pottery online. You can create your own eCommerce store and promote it yourself or you can sell your art through an ecommerce platform/marketplace that is already known and has traffic, in exchange for a commission. You could also consider utilizing social media.

For example, you can create your own eStore and list your products on your own website using Shopify. You could then drive traffic by running paid ads on Facebook & Instagram, by building a strong social media presence and then sending your followers to your site or by using content marketing strategies to drive organic traffic.

On the other hand, an example of a great ecommerce platform where you can create an account and start selling pottery quite easily without having to deal with creating a full website and running ads, is Etsy. [13]

Etsy is a platform focused on handmade items and craft supplies in which artists, including potters can sell and promote their products. It's not free, it charges some fees depending on the items you sell. However, you only need to pay 20 cents per listing to get started. Yes, 20 cents!

If you want to learn more about Etsy and how you can sell your pottery there, you can read more about them here.

If you want to learn more about how to create and promote your very own eCommerce store, you can read Shopify's blueprint on how to start an online business.

If you need help choosing the right equipment to start your pottery business, we can give you a hand. Check out our products page in which you'll find all the pottery wheels and kilns for both beginners and professionals available in our store. You can always contact us and we'll help you decide what's the best equipment for you to start your pottery business based on your specific needs. [15]

Another study explores the socio-cultural and economic context in which Indian women's **basket weaving enterprise** develops and operates in **Calcutta** and their beliefs about how entrepreneurial action can alleviate poverty. We conducted a qualitative study of 48 women entrepreneurs who run local basket weaving enterprise in 16 rural communities of 4 out of the 5 States (southeast region) of Calcutta to explore the impact of informal entrepreneurial learning, socio-cultural and economic issues, individual values in business start-ups and development in the cities after post-primary education in an attempt to alleviate poverty in line with **Sustainable Development Goal (SDG 1)**. Focusing on three dominant themes (including socio-cultural and economic issues of the Igbo women basket weaving entrepreneurs, etcetera) from the thematic analysis, we analyze the factors that contribute to understanding the socio-cultural context of the women's basket weaving enterprise. [18]



Fig.17: Basket weaving enterprise

Findings provide a framework of the women entrepreneurs' poverty alleviation and show evidence of a perspective of entrepreneurship for poverty alleviation that is different from the mainstream entrepreneurship literature on poverty alleviation.

Two women, 50 weavers, 5.5 Cr - the incredible story behind Suta, a house of handwoven sarees. A feeling that sisters-turned-entrepreneurs Sujata and Taniya Biswas are familiar with, growing up in Kharagpur and various parts of eastern India. "Our love for textiles and art forms and a strong will to empower very talented and deserving artisans, made us quit and take a big step towards our dream," says Su and Ta, quickly adding, "the magic of thread, drew us like a magnet." The search, Sujata and Taniya explained, took them to the remote villages of Madhya Pradesh; Meghalaya; the home of Banarasi sarees - Varanasi; Maniabandha in Odisha; the district of Kutch in Gujarat; and West Bengal; where they currently have their two offices - in Shantipur, in Nadia district, and Dhaniakhali.[20]

"We started working with one weaver (whom they fondly call Gopida) and his daughter-in-law," the sisters recount. "Our first collection was the Made-in-Heaven Mul sarees. In those days, we would get one saree every 3-4 days from Gopida and his daughter-in-law would make the pom-poms for us."



Fig.18. Starting weaver (saree work)

"The weavers feel very proud of what they do," they say, "and now that they have a stable income they are considering bringing their next generation into the same business instead of losing their ancestral craft." "We make



sarees that anyone can drape, from a three-year-old to a 100-year-old. It's fuss free," they say adding, "It reeks of innocence yet looks the sexiest."

VI. CONCLUSION

Institutional support to small business. To start and run a business enterprise one requires various resources and facilities. These may be in the form of technical, financial, marketing or training support. Such support is provided by the Government by establishing different institutions or organisations from time to time. Let us now learn about some of such intuitions and their role in providing support.[12]

National Small Industries Corporation Ltd.: The National Small Industries Corporation Ltd. (NSIC) was set up in the year 1955 to promote, aid and foster the growth of small industries in India. It provides wide range of promotional services to small-scale industries. It provides machinery to small-scale industries under hire purchase schemes and also on lease basis. It helps in export marketing of the products of small-scale industries. It also helps in development and upgradation of technology and implementation of modernisation programme of small-scale industries.

2. State Small Industries Development Corporations: The State Small Industries Development Corporations (SSIDCs) are set up in various states of our country to cater to the developmental needs of small, tiny and village industries. Their main functions include procurement and distribution of scarce raw materials, supply of machinery on hire purchase basis, and providing marketing facilities for the products of small-scale industries.

3. National Bank for Agriculture and Rural Development: The National Bank for Agriculture and Rural Development (NABARD) was set up in 1982 as an apex institution for financing agricultural and rural sectors. It provides financial assistance through Regional Rural banks and cooperative banks to agriculture, small-scale, cottage and village industries, handicrafts and other allied activities in rural areas. [16]

4. Small Industries Development Bank of India: The Small Industries Development Bank of India (SIDBI) was set up in 1990 as a principal financial institution for promotion, financing and development of small-scale industrial enterprises. It acts as an apex institution for all banks providing credit facility to small-scale industries in our country.

5. Small Industries Service Institutions: The Small Industries Service Institutions (SISIs) are set up to provide consultancy and training to small enterprises. These institutions render technical support service and conduct entrepreneurship development programmes. They also provide trade and market information to small scale industries.

6. District Industries Centres: For promotion of small industries in our countries District Industries Centres (DICs) are set up at district level. They conduct industrial potential survey keeping in view the availability of resources. Their main function includes implementation of various schemes of central and state governments. They appraise the worthiness of various proposals of the entrepreneurs to establish new units, guide them in choosing suitable machinery, equipment and raw materials. [18]

On the basis of fixed capital investment in plant and machinery, small businesses in India are classified as (a) **Small-scale industries;** (b) **Tiny industries;** (c) **Ancillary small industry;** (d) **Village industries;** (e) **Cottage industries;** (f) **Micro business enterprises;** (g) **Small- scale service and business (industry related) enterprises;** and (h) **Trading units.**

Importance of small Business in India: Small scale business contribute about 35% gross value of output in manufacturing sectors, 80% of total industrial employment and 45% of total exports. They generate employment opportunities, require less capital investment, promote balanced regional development, improve standard of living of the people and exports quality products.

Scope for Small Scale Business: The scope for small scale business is vast covering a variety of areas like trading, personalised services, produce products and service for local area, etc. [19]

The Government of India provides several assistance and support to small business enterprises. These include: liberalised credit policy, capital subsidy, concession and exemption in excise and sales tax, special support for promotion, financing and development of small-scale industries through SIDBI, NABARD, and DICs. It also provides land, power and water etc. at concessional rate to small business enterprises. It has established separate ministry for the over all development of small industries in our country. [20]



The Government provides technical, financial, marketing and training support to small business enterprises by establishing various organisations like NSIC, SSIDC, SIDBI, NABARD, SISI and DICs.

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