

## “THE PRESENT PACKAGING PRACTICE OF SMALL SCALE INDUSTRIES IN GLOBALISATION INDIA – A STUDY OF SSIs IN MUMBAI”

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### ABSTRACT

Globalisation is process to enter into huge potential market that means more scope to market the product and grab verity of buyers. In this article, an attempt made to examine existing practise of packaging by small scale industries which may be one of the key hurdle to increase their success ratio and meet international market requirement. Different dimensions of current practise and its long term impact on Small Scale industries have been identified

For analysing these issues questionnaire based survey methodology was used. Total 50 responses were received. On the basis of analysis of data, it is observed that Small scale industries are not paying attention on packaging aspect which is key factor to retain their brand in domestic as well as international marketing. To compete in international market small scale industries need to adopt latest and smart technology. Existing practise of small scale industries are not found satisfactory practises compare to international norms. Due to globalisation the potential market door are welcoming of Small Scale Industries to groom up, but unfortunately lack of packing standard practise losing the confidence and capability. This study implies that Indian SSIs need to adopt research and frequently changing customer taste pattern to retain in the market for long term specifically looking at global business requirement.

### KEYWORDS

Small scale industries, Packaging practices, Competitiveness, Globalization, International standard Packaging, customer taste.

### I. INTRODUCTION :

Small Scale industries are playing major role in Economy in terms of employment, GDP, immediate assist or solution, and cost effective etc. As we are progressing in economy, globalisation is significant step as life cycle of any upcoming or growing economy. Industrial growth in view of globalisation is linked with economic development of any country in 21<sup>st</sup> century. With the growing economy and globalisation resulting increasing and greater expectation of standard of leaving.

With the high standard of leaving the expectation from industries or production serving pattern always matters. As the proper presentation and packaging represent the product very strong and effective. It has been observed that Indian small scale industries are very effective and trustworthy product selling but at the same time the manufacturing of these product by small scale industrials need to focus or pay attention on packaging and branding pattern. Which help them to serve in global competitive market for longer.

### **SMALL SCALE INDUSTRIES IN MAHARASHTRA:**

Maharashtra state is always encourage small scale industries to boost economy with friendly and motivated policy support, but it is unfortunate to say the conversion ratio of small scale industries into large scale industries are significant low. Moreover the small scale industries are found in sickness condition and subsidies are only way to keep them alive, at the same time subsidiary also likely to affect economy badly.

In any industry, Packaging is a very important selling strategy in order to fast attract the consumer's attention. Most of the time packaging presentation of product is so important that carries company image as well as standard of production. Today's generation customer are judging the product by view of packaging, so it's more important to keep attract the first time buyer with attractive and quality packaging.

In case of secondary supply or raw material or services part primary impression with effective packaging presentation with organization brand make more different for longer time to gain the business or it help to remember the organization for quite longer time period.

### **II STATEMENT OF PROBLEM:**

Few researcher have done their extensive studies on Mumbai's small scale industries. Most of those researched are base economic aspect only. They are not comprehensive and lack of standard packaging practises are not highlighted. This study deals with existing practise of packaging pattern among small scale industries which are bigger mismatch of international requirement. Which may be one of the key aspect not to get success for small scale industries conversion into leading large scale industries. This study deals with in Mumbai Area SSIs.

Non- standardised packaging and logistics practise may be prime reason for non-achieving success growth of Maharashtra Small Scales industries”

### **II SIGNIFICANCE OF PACKAGING:**

Packaging is one of the most important dimension of the success of a product in the market. In marketing criteria there are four P's which are product, price, place and promotion and packaging is the part of very first 'P' without which not a single product can be assumed complete

Packaging is have basic functionality of shelf appeal as well as its part of way to convenience tools to customer to buy the product or remember for longer period. Globalization is a process where the customer are more attract towards quality of product and representation of product with effective cost.

Today's world packaging is not only characterized of protecting the goods but it shows manufacture handling and care intention of the product which may either sell as finished goods or supply as raw materials.

Packaging is the silent salesman and it has grown in importance as regarded as a vital marketing tool it enhances product value and helps expand markets within and outside the country. Indian small scale industries are not only the major part of growing economy but it is India facial representation across the global. And packaging may improve SSI as well as Country image in international market place.

In view of objective of study, it was considered necessary to undertake a survey of SSI from major parts of Maharashtra covering following sectors-

Engineering, Electrical, Food processing, Chemical and pharmaceuticals.

### III OBJECTIVE OF THE STUDY

- I. To study the existing packaging practise of SSI's.
- ii. To measure packaging initiative.
- iii. SSI vision toward packaging as long term growth.
- iv. Packaging investment model by SSI's.

### IV SCOPE OF THE STUDY

The present study attempts to understand the existing packaging modus operandi among the small scale industries. This study will help to understand Small Scale industries vision and thought about packaging requirement. This Project focuses on to understand the packaging is integral part of business and current existing packaging practices need to change to match international requirements. This study will help to find out packaging vision of SSI in long term growth and success. Packaging negligence or avoidance can harm the business and the impact of the same may be there for long time growth. The prospects of SSI's Packaging can then be better understood and accordingly, necessary measures can be advised to make the programme realise its set objectives.

### SCOPE AND SIGNIFICANCE OF THE STUDY:

To identify SSI presence in Maharashtra (Greater Mumbai).

To understand existing practice of packaging by Small Scale Industries in Maharashtra (Greater Mumbai).

To identify stakeholder of designing packaging initiative by small scale Industries.

To identify involvement of packaging expert in Small Scale industries. To identify packaging decision based what kind of environment.

To identify view on good packaging boost business in International environment

V Research Methodology

### A. TYPE OF RESEARCH:

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

### B. DATA COLLECTION & RESEARCH TECHNIQUES;

#### 1. DATA COLLECTION METHODS

**I. Primary data ;** Core finding of this project would be based on information receive from end users/ customers as well as Small Scale industries present in Maharashtra (Mumbai Circle).

**ii. Secondary data;** Would be collected from Periodic magazine, Monthly report produce by Small scale industries, relative web site, newspaper

### C. SAMPLING TECHNIQUE:

The population of the sample will be SSIs units in Mumbai city. The size of sample are 50 SSIs. The technique of sampling will be collected from field thru questionnaire.

### VI LIMITATION OF THE STUDY

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

Study would be limited for over all industries presence under small scale & it won't help for individual industrial studies.

**VII SSIs IN MAHARASHTRA**

According to one of the Field survey Maharashtra SSI can be classified into cities / regions vies. So I will target the Greater Mumbai sector.

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

**Definition of terms and concept :** SSI: Small Scales industries

**Promotions:** Style to Market the products

**Packaging:** Covering shelf to protect from damage and produce your product more presentable manner

**4 P's:** Product, Place, Promotions, Price

**Visual merchandising:** Visual effect of product at display

**Distribution and logistics:** Various mode the store and move the material from one place to another.

**TO IDENTIFY SSI PRESENCE IN MAHARASHTRA (GREATER MUMBAI):.**

Industrialisation is the key factor and the only possible answer to come out with desire economical results. The moment we talk about industrialisation and economy, the small scale industries is major contribution in this field. The small scale industries help to promote balance economy development across the region. Post independent there was separate vertical has been established reserves Small scale industries and it has enormous opportunities due to various factor like extensive support by Government, its attract various subsidies, export promotion etc. . Eventhou small scale industries is major contributor to economy, it face various challenge to grow as per expectation. Challenges are like finance, credit assistance, skill manpower and adequate technology adaptation with respect of packaging and marketing. The Liberalisation, Globalisation and Privatisation policy open all door to reach and compete global market and product. So it is essential to develop desire instrument to compete the market. Small scale industries need to change their view and target towards competitive market, and progress should be made without any subsidiaries.

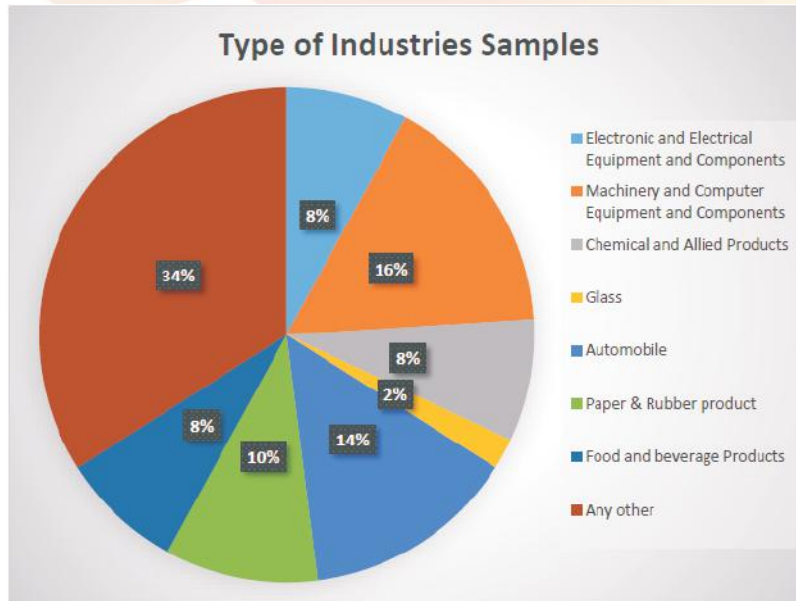
There are various problem has been describe and study by various researcher but Packaging is also key aspect of success which need to be understand by Small scale industries and policy makers. Small Scale player need to study wide range of packaging importance and its long term positive impact.

**NATURE OF BUSINESS:**

To understand Industries types are significant to understand role of packaging and study these kind of project. This data give fair idea on kind of industries are available in small scale industries number

The sample which I could get thru are majority pertains to computer equipment components, auto mobile manufacturer, plastic and other industries which cover majority part of Mumbai Small Scale Industries Units.

**Figure. 1 Type of Industries Samples.**



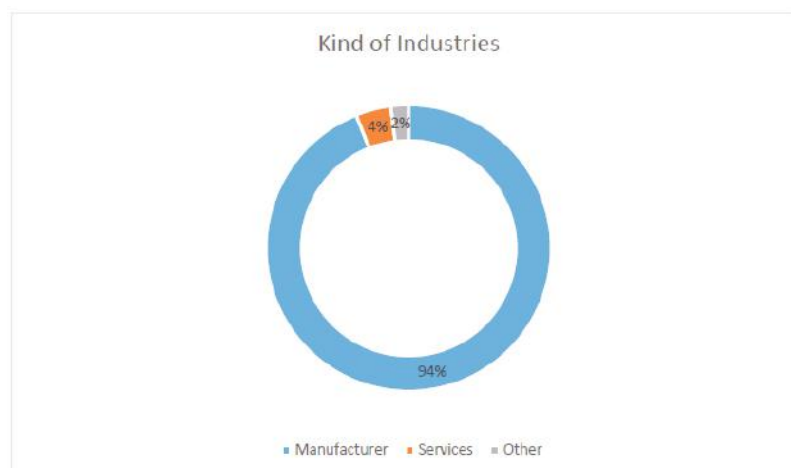
Source: Survey Data.

The above figure shows that out of 50 SSI unit samples 16% belong to Machinery and computer equipment, whereas Paper and rubber product 14% Glass and Chemical allied products. It reflects SSIs industries is dominated by Glass, Electrical, Rubber and paper products. There are 34 % industries are belongs to various kind of industries which are very difficult to classify. This shows Small Scale industries are not restricted upto specific classified industries.

**BEST DESCRIBE PRINCIPLE PRODUCT**

To understand the existing practise of packaging we need to find out principle product type so that packaging need towards small scale industries can be studies with respect of their existing practise.

**Figure 2 : SSI’s kind of industries.**

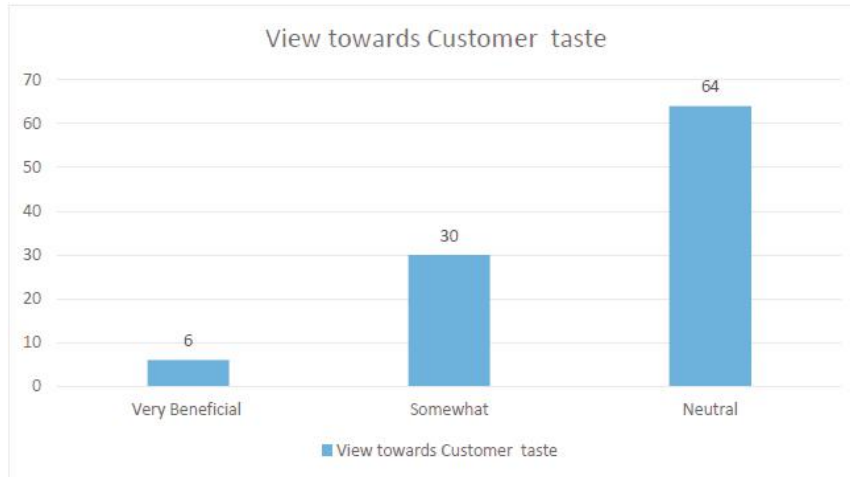


Source : Survey Data

Above figure show 94 percentage of Small Scale Industries are pertaining to manufacturing sector where as 4 percentage are service industries and 2 percentage are other kind of industries which difficult to categories.

To understand small scale industries existing packaging practise this data is being used as effective tool and which support objective studies. Packaging being used primarily being used by manufacturing industries to supply their product either direct to market or secondly source. And to understand packaging style and practise of manufacturer industries would be more effective.

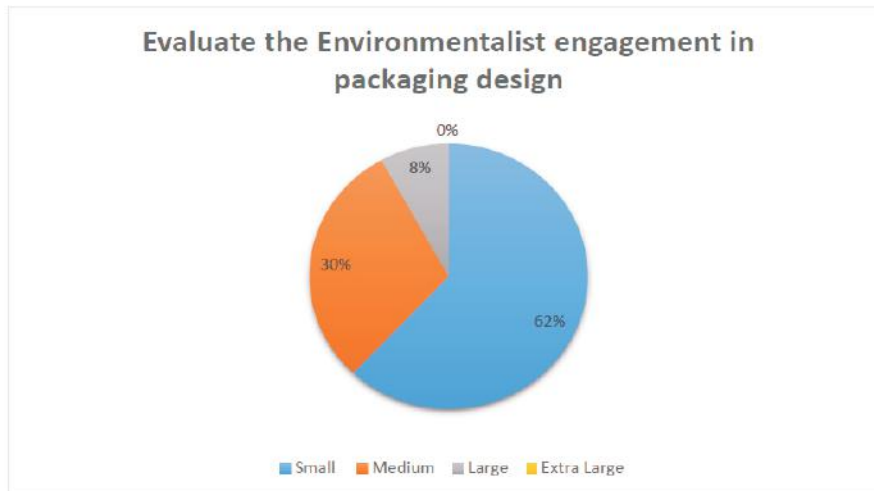
**CONSIDERATION OF CUSTOMER VIEW AND ENGAGEMENT IN PACKAGING DESIGN**



Above figure shows the 64 percentage of population are neutral on taking customer view and engagement/ taste during

**ENVIRONMENTALIST ENGAGEMENT IN PACKAGING DESIGN**

**Figure 3: Environmentalist engagement in packaging design**

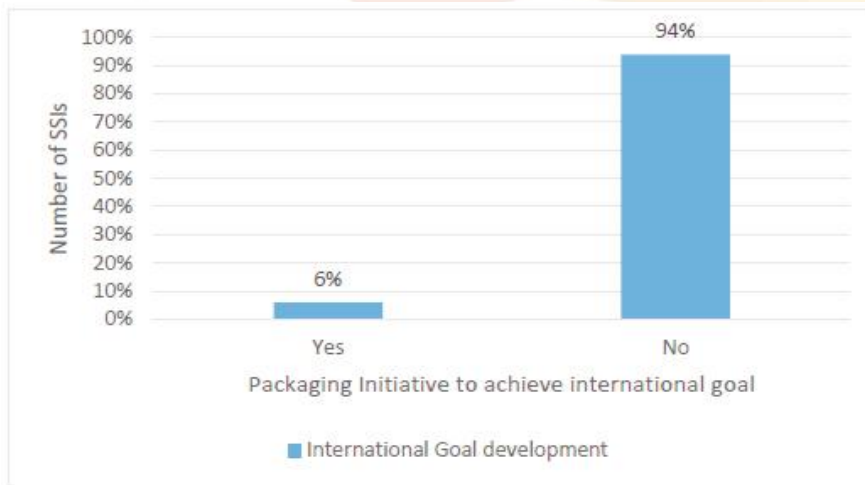


Source: Survey Data

Packaging is key aspect of business to survive into international business for very long period and design the packaging considering environmentalist is positive effect on manufacturer or seller. Above figure show none of the population considering environmentalist in extra large scale and only 8 % population are considering in large way. While 62% are considering in very small way of environmental factor while designing the packaging.

## SSI's PACKAGING INITIATIVE

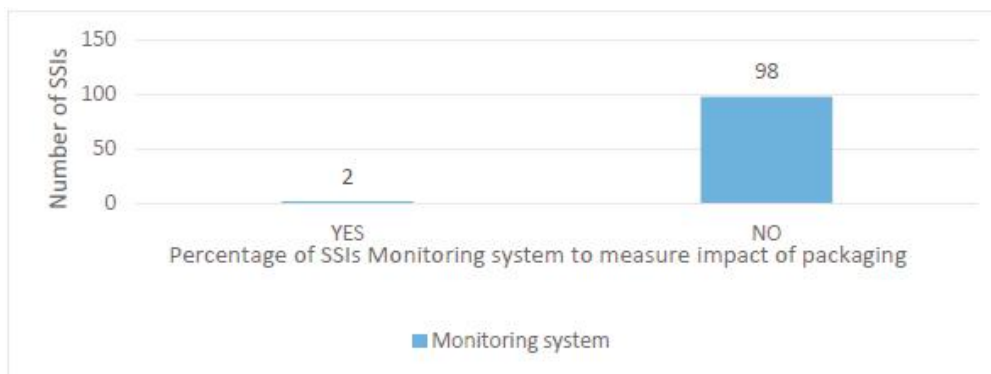
### a. Packaging Initiative to develop or achieve international goal.



Source: Survey Data

Above figure provide clear idea on Small Scale industries vision on packaging in the international market. 94 percentage of population not having any initiative towards packaging development as part of international goal, whereas only 6 percentage of population having vision towards international development.

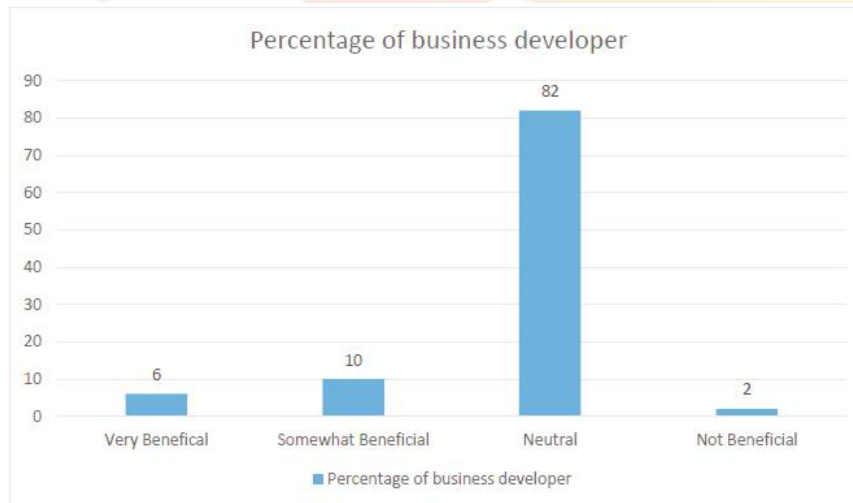
### b. SSI's monitoring system to measure impact of packaging.



Source: Survey Data

Above chart shows 98 percentage of population doesn't carry any system which monitor and measure business impact of packaging in international market. Where are only 2 percentage of population having systems to monitor and measure the business impact of packaging?

## SMALL SCALE INDUSTRIES BUSINESS DEVELOPER VIEW ON PACKAGING CONSIDERATION A MODE OF COMPETITION.



Above graphs show 82 percentage of population in Small Scale industries business developer are neutral in opinion on packaging is mode of competition. Where 6 & 10 percentage of population are in favour of very beneficial and somewhat beneficial.

Above result show there are lack of awareness about the packaging concept in small scale industries.

## PACKAGING PRACTISE & PROBLEMS AMONG SSI'S IN GLOBALISATION INDIA SSI'S PACKAGING INITIATIVE

### a. Packaging Initiative to develop or company achieve international goal.

Initiative towards world class packaging as well as international level packaging requirement are very less in Small Scale Industries. Only 6 percentage of population are considering packaging as international norms requirement which is almost negligible. So SSI have big scope to improve their current practice of packaging to make their product as global competitive packaging environment.

### b. SSI's monitoring system to measure impact of packaging.

Almost 98 percentage of Small Scale industries of given samples are not having any monitoring system to measure impact of packaging to their business. Packaging monitoring system to measure impact is significant tools to understand its positive or negative impact.

### c. Small Scale Industries business developer view on packaging consideration a mode of competition.

Most of the small scale industries sample result make us surprise that 82 percentage of population are neutral to say packaging is consider as mode of competition. Where most of survey and various expert are in view of opinion of packaging is most successful tools to develop the competition and get the good business out come

### d. Environmentalist engagement in packaging design.

In today's world customer is more educated and knows the significance of packaging at the same time customer also understand whether packaging is worth of environmental support. So while developing packaging material it should be environmental supportive and material should be recyclable or else customer are reluctant to purchase the product.



## VIII SUGGESTIONS

1. SSI need to understand packaging is one of the key mode of competition and first interaction with product is packaging.
2. Environmental factor must consider while designing the packaging. It should be recyclable and environment supporting
3. Packaging impact monitoring system in place which help SSI to measure the cost verses the growth of business due to packaging.
4. India is fastest moving towards developed country status. And each and every economic participate participation is very important. Today globalisation each product and each packaging is representing India in global world. So packaging globalisation packaging norms need to follow.

## IX CONCLUSION

In the study area SSIs, packaging need to follow globalisation standard as all these product are not only help SSIs to earn the profit but also its representing India in global environment. So various factor like global design, environmental factor, engaging packaging expert to develop packaging material need to consider.

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