

An Analysis Of Level Of Satisfaction Of MSMEs Towards The Marketing Assistance Programmes Of Government

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1. MSME
2. Direct Assistance
3. Promotional Programmes
4. Regulatory Programmes and marketing

Abstract

In order to foster the growth and development of MSMEs, the government tries to control particular types of business activities and prevent large firms from monopolizing industries. Government provides marketing assistance to MSMEs in various forms namely, promotional programmes, regulatory programmes, direct assistance and their level of satisfaction towards the various government schemes. The objective of the present study is to analyse the level of satisfaction of MSMEs towards the marketing assistance programmes of Government. It is found that there is no significant relationship between the categories of enterprises and the level of satisfaction towards the accessibility of assistance provided by the government. It is also found that there is significant relationship between the categories of enterprises and the level of satisfaction towards the nature of government schemes and amount of assistance. This means that the satisfaction with reference to nature and amount of assistance of government schemes differ with the categories of enterprises. It is to be appreciated that marketing is the primary responsibility of MSMEs and not that of the government because they are privately owned and the marketing efforts depend essentially on the initiative of the owner manager. The governments can only assist and advice on such matters as quality, product, costing, pricing, promotion and selection of distribution channels. It cannot take up ownership and management. This paper makes it clear that all the assistance programmes provided by the central and state government are utilized by more number of small and medium enterprises. The number of micro units utilizing the government programmes is very low as compared to small and medium units.

INTRODUCTION

In order to foster the growth and development of MSMEs, the government tries to control particular types of business activities and prevent large firms from monopolizing industries. They are also the result of the belief that one way to guarantee a competitive economy is to keep the MSMEs afloat Indian economy allow small industries to grow and prosper. The present chapter includes the findings of the study relating to MSMEs under the heads, namely, promotional programmes, regulatory programmes, direct assistance and their level of satisfaction towards the various government schemes.

The various schemes of assistance to the MSMEs broadly cover supply of machinery on hire purchase basis, supply of credit for meeting short, medium and long term capital needs, provision of factory accommodation through establishing industrial estates, and rendering marketing assistance. The marketing assistance programmes adopted by the government may be classified as follows:

I Promotional programmes

- i) Market research and information
 - ii) Publicity of products
 - iii) Quality marking
 - iv) Development of ancillary industries
- ### II Regulatory Programmes
- i) Reservation of items

Promotional Programmes Market Research And Information

In 1958, the National Small Industries Corporation (NSIC) conducted consumer research with the help of trained researchers. In 1959, this function of consumer research was taken over by the Economic Investigation Division attached to the Regional Small Industries Service Institutes (SISI) at Chennai, Mumbai, Delhi and Kolkata. It conducted distribution aid surveys and regional market surveys. Distribution aid survey was a programme for conducting surveys at the request of small manufacturers who sought the assistance of SISI in finding potential distribution outlets and determining the acceptability of their products. While the distribution aid surveys were made only on the request of individual manufacturers, the regional market surveys were meant for an industry as a whole. NSIC has established a Marketing Intelligence Cell for collecting and disseminating both domestic and international marketing

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intelligence in coordination with other relevant departments / agencies as has been recommended by PM's Task Force on MSMEs in January, 2010. The cell helps MSMEs in getting appropriate information at one place which would enable MSMEs in enhancing their ability to gauge and be at par with the global competition.

In Tamilnadu, MSME Development Institute guides prospective entrepreneurs in selection of products and location. It periodically prepares District Industrial Potentiality Survey Reports of all the districts of Tamilnadu and Union Territory of Pondicherry. Market Surveys and Area Surveys are conducted on payment of prescribed fee.

Publicity of products

Trade Fairs

Both, the central and the state governments, devised a programme of trade fairs. At the central level, NSIC facilitate participation of Indian MSMEs in the select international/ national exhibitions and trade fairs. International/ National Technology Expositions / exhibitions were organized by NSIC with a view to providing broader exposure to Indian micro, small and medium enterprises to facilitate them in exploring new business opportunities in emerging and developing markets. Ministry of MSME during the financial year 2010-11 has planned to participate in 15 trade fairs with a target to provide 131 MSMEs to participate in the International Trade Fair under MSME India stall. Till December, this ministry has participated in eight international trade fairs and provided export and marketing opportunity to more than 107 MSMEs.

At the state level, participation in national and international level trade fairs was managed by Micro, Small and Medium Enterprises Development Organization and NSIC.

Quality marking

In this scientific and technical age, quality control in the enterprise is vital for its success and development. Though quality testing is very important, small enterprises generally are not afford to install costly machines for the purpose of quality testing alone. At central level, the Ministry of MSME has therefore, been extending this facility through quality testing, are issuing test certificates and advising the units for improving quality of their products. MSME testing centres at Chennai, Delhi, Kolkata and Mumbai have facilities for quality upgradation, training/consultancy in testing, quality control, quality management, process quality control systems, and so on. The seven Field Testing Stations (MSME-TSs) provide focused testing services in the cities of Bangalore, Bhopal, Ettumanur, Jaipur, Hyderabad, Kolhapur and Pondicherry which have significant

concentration of MSMEs.

Development of ancillary industries – selling goods to large scale industries through sub-contracting exchange

Vendor Development Programmes (VDPs) are being organized by MSME-Development Institutes in every nook and corner of the country to provide common platform for Micro and Small Enterprises (MSEs) as well as large public sector enterprises to interact with each other with a view to identifying emerging demands of the buyer organizations. It simultaneously provides an opportunity for displaying the capabilities of the MSMEs and their industrial ventures. Two types of VDPs are being organized by MSME Development Institutes – National Level VDPs -cum-Exhibitions and State Level VDPs. Region wise seminars, exhibitions and buyer seller meetings are arranged to promote mutually beneficial relationships between small and large enterprises through ancillarisation. In Tamilnadu, the sub-contracting exchange was set up in 1975-76 in Chennai.

Regulatory programme – reservation of items for exclusive manufacture

The Policy of Reservation of Products for Exclusive Manufacture in SSI (now MSEs) was initiated in 1967 with the objective of achieving balanced socio-economic development, through development and promotion of small units all over the country. This was expected to counter the challenges of regional industrial imbalances, employment generation through self-employment ventures, increased productivity, and so on. However, with the gradual opening up of the economy, de-reservation had to be resorted to for providing opportunities to Micro and Small Enterprises (MSEs) for technological upgradation; promotion of exports and achieving economies of scale. Accordingly, the MSEs are being encouraged for modernization for enhancing their competitiveness for facing the challenges of liberalization and globalisation of the economy.

The items are reserved / de-reserved in accordance with Section 29(B) of the Industries (Development & Regulation) Act, 1951, which, inter-alia, provides for the constitution of an Advisory Committee headed by the Secretary (MSME). The Advisory Committee makes its recommendations for reservation/de-reservation in light of the factors like economies of scale; level of employment; possibility of encouraging and diffusing entrepreneurship in industry; prevention of concentration of economic power to the detriment of the common interest and any other factor which the Committee may think appropriate. At present only 20 items are reserved for exclusive manufacture in micro and small enterprise sector.

Direct assistance

The NSIC, Tamilnadu Small Industries Development Corporation Limited, the Directorate General of Supplies and Disposals (DGS&D) and the Controller of Stores, Tamilnadu have been rendering direct assistance in marketing of the products of the MSEs in Tamilnadu.

Government stores purchase programme

The Government of India after considering a recommendation of Mr. Kennard Weddell in 1957 recognised the importance of small scale industries participating in Government's Stores Purchase Programme as an effective implement for stimulating and sustaining the growth of these industries. The basic consideration behind this programme is that if the requirements of quality and timely supply of goods are fulfilled, then the small scale units should be given a preference in the matter of purchases by government's stores department, so that the potential capacity of the existing as well as the new small enterprises could be utilized to the fullest possible extent.

Directorate general of supplies and disposals (dgs & d) and controller of stores

The DGS & D is the main organization for the procurement of stores needed by ministries and departments of the government of India, state governments, public sector undertakings and quasi-public bodies. Controller of Stores is the chief purchasing agency of the Tamilnadu government at the state level. All the indents for purchases to be made by the DGS & D and Controller of Stores are categories into six groups as follows:

- i) Items which are of no interest to small scale units and could be procured only from the large scale sector;
- ii) Items which by their very nature require large scale firms as prime contractors, but permitted substantial scope to other industries;
- iii) Residuary items which both small and large scale firms can supply;
- iv) Items reserved for exclusive procurement from the small scale industrial sector;
- v) Items reserved for exclusive purchase from the small scale industrial units upto 75 per cent.
- vi) Items reserved for exclusive purchase from small scale industrial units upto 50 per cent.

The small units are mainly interested in items falling under groups three to six. In respect of group (iii), small scale industrial units are to compete with large scale units for securing government contracts. As such, a price preference

upto 15 per cent is to be given to small scale industrial units compared to large scale ones. Items in group (iv) could be purchased only from the small scale sector.

Nsic's single point registration scheme

A small manufacturer can participate in the programme mentioned above, either independently or through the NSIC. In case a sample unit chooses to participate through the NSIC, he has to register himself with the later. In that case it need not register himself with the DGS & D. The small enterprises registered under this scheme get the following facilities:-

- i) Issue of Tenders free of cost.
- ii) Advance intimation of Tenders issued by DGS&D
- iii) Exemption from payment of earnest money deposit.
- iv) Waiver of security deposit up to the monetary limit for which the enterprise is registered; and
- v) Issue of competency certificate after due verification, in case the value of an order exceeds the monetary limit.

Up to the financial year 2009-10, cumulatively 47,736 units were registered under the Scheme and the same increased to 49,703 by 31st December, 2010.

CONSORTIA APPROACH

Micro & Small Enterprises (MSEs) in their individual capacity face problems in procuring and executing large orders, which deny them a level-playing field as against large enterprises. In its internal marketing programme, the NSIC accordingly forms consortia of small units manufacturing the same products, thereby pooling in their capacity which provides comfort level to MSEs (suppliers) and also to buyers. The corporation explores markets and secures orders for bulk quantities. The orders are 'broken out' to small units in tune with their production capacity. It provides testing facilities; and also undertakes discounting of bills, whenever necessary, and releases 90 to 95 per cent payment upon the receipt of proof for dispatch of the goods ordered.

OBJECTIVES OF THE STUDY

The objective of the present study is to analyse the level of satisfaction of MSMEs towards the marketing assistance programmes of Government.

METHODOLOGY

The study is descriptive based on both the primary and secondary data. The research problem and the interview schedule all have been formulated and framed accordingly. The study uses both primary and secondary data for the purpose of analysis.

Secondary Data

The secondary data were collected from standard text books related to topic, leading journals, published reports and booklets, documents and records of the Government departments and the internet.

Primary Data

The primary data was gathered through the interview schedule. A number of discussions were held with knowledgeable persons such as academicians, industrialists, office bearers of District Industries Centre for designing the interview schedule.

SAMPLING DESIGN

The researcher has adopted a stratified sampling technique. The sampling was made in two dimensions, namely, size of enterprise and block. As the population of Micro, Small and Medium enterprises in Virudhunagar district differed significantly, different percentage of samples were taken. A sample of 414 units was decided upon, which is 2 per cent of 16,655 (333) Micro enterprises, 20 per cent of 360 (72) Small enterprises and all the 9 units of Medium enterprises.

The number of Micro, Small enterprises in each block of the district is highly varying among different blocks. For the study, the samples were taken from the blocks with more than 1000 units. Hence, the blocks namely, Aruppukottai, Rajapalayam, Sattur, Sivakasi, Srivilliputhur and Virudhunagar were taken for the survey. From each block, samples were selected proportionately.

AREA OF THE STUDY

The area of the study is limited to the Virudhunagar district of Tamilnadu. It has eleven blocks namely Aruppukottai, Kariapatti, Narikudi, Rajapalayam, Sattur, Sivakasi, Srivilliputhur, Tiruchuli, Vembakottai, Virudhunagar and Watrap.

TOOLS OF ANALYSIS

Most of the analysis was based on the responses shown in the form of frequency tables. Firstly, simple tables were prepared for understanding the general profile of the respondents and simple statistical techniques such as percentages, mean and weighted mean were used for analysing the data and finding differences in the responses. Likert scale was used to analyse the opinion of the respondents.

PROFILE OF SAMPLES STUDIED

The basic facts about the formation, working and nature of venture undertaken by the sample enterprises are highly useful to understand the characteristic features of them.

Industrial vocation

Industrial vocation refers to the nature of work undertaken by the industries. The study classified the industrial vocation under three heads, namely, (i) Manufacturing, (ii) Processing and (iii) Assembling. Manufacturing refers to the process of converting the raw material into finished goods. Processing refers to the conversion of the material / semi – finished goods from one form to another. Assembling refers to the process of fitting together the various parts of the product and making a complete product. The survey data showed that out of 414 units studied, a significant majority of respondents, 336 in number, accounting for 81.16 per cent, were engaged in manufacturing, followed by 60 respondents (14.49 per cent) undertook processing and the remaining 18 respondents (4.35 per cent) were engaged in assembling. Table 1 gives the industrial vocation of study units.

Table 1 : Industrial Vocation

Sl. No	Industrial Vocation	Number of Units	Percentage to total
1.	Manufacturing	336	81.16
2.	Processing	60	14.49
3.	Assembling	18	4.35
	Total	414	100.0

Source: Primary data

Table 2 : Age wise Classification Of Sample Units

Sl. No	Age group	Number of Units	Percentage to total
1.	Upto 5 years	54	13.0
2.	6 to 10 years	121	29.2
3.	11 to 15 years	74	17.9
4.	16 to 20 years	42	10.1
5.	21 to 25 years	30	7.2
6.	26 to 30 years	38	9.2
7.	31 to 35 years	29	7.0
8.	above 35 years	26	6.3
	Total	414	100.0

It is inferred from the table 1 that a significant majority of 81.16 per cent of the MSMEs in Virudhunagar district undertake manufacturing activities.

Age of the Units

Age of the unit is useful to know the number of years of contribution of an industrial unit to the growth of an economy. It is the primary factor that speaks about the consistency of its contribution and the acceptability of its offerings by the consumers. The study examined the age of the units under eight heads, namely, (i) upto five years, (ii) 6 to 10 years, (iii) 11 to 15 years, (iv) 16 to 20 years, (v) 21 to 25 years, (vi) 26 to 30 years, (vii) 31 to 35 years and (viii) above 35 years. The scrutiny of the data collected revealed that out of 414 sample MSMEs, 26 respondents, representing 6.3 per cent, had history of over 35 years, followed by 29 respondents (7 per cent) enjoyed the life span of 31 to 35 years, 38 respondents (9.2 per cent) had the life span of 26 to 30 years and so on. Table 2 exhibits the classification of MSMEs on the basis of their age.

A clear inference of the table 2 is that a majority of 70.2 per cent (13.0+ 29.2+ 17.9+ 10.1) of the respondents in Virudhunagar district have the life span of less than 20 years.

Form of Organisation

Form of organization of an industrial unit influences the performance of various activities like the time needed for formation, easiness in raising funds for formation and expansion, efficiency of decision making and speed of decision making. Over the years, when the level of activities of small scale industrial units increases, they change the form of organisation from sole proprietorship or partnership to private limited company.

The study enquired into the form of organization at the time

of commencement and as on date under four heads, namely, (i) sole proprietorship, (ii) partnership, (iii) private limited company and (iv) co-operative society. The survey data disclosed that at the time of commencement of their business, out of 414 sample MSMEs, a majority of 229 MSMEs, representing 55.3 per cent, were under sole proprietorship, followed by 181 MSMEs (43.7 per cent) under partnership and the remaining four MSMEs, representing one percentage, under private limited company. The examination of data also revealed that out of 414 MSMEs studied, a majority of 250 MSMEs, representing 60.4 per cent, were under partnership at present, followed by 140 MSMEs, representing 33.8 per cent, were under sole proprietorship and the remaining 24 units, representing 5.8 per cent, were under private limited company. The table furnished below shows the form of organization of sample units.

It is clear from the table 3 that a majority of 55.3 per cent of the MSMEs is sole proprietorship concern at the time of commencement whereas as on date, a majority of 60.4 per cent of the respondents is partnership firm.

Mode of Acquisition

Usually a business firm is acquired in any of the ways such as (i) on lease, (ii) outright purchase, (iii) inheritance and (iv) started afresh. The investigation of mode of acquiring the Micro, Small and Medium Units revealed that among 414 sample MSMEs, a majority of 233 MSMEs (56.3 per cent) were started afresh, followed by 121 MSMEs (29.2 per cent) were taken on lease and 23 MSMEs (5.6 per cent) were acquired through outright purchase by the present owners. The fact, that 37 MSMEs (8.9 per cent) were inherited shows that the life of MSMEs had continued quite astonishingly enough from one generation to another. The table 4 discloses the particulars of mode of acquisition of sample units.

Table 3 : Organization Pattern Of MSMEs

Sl. No	Type of Ownership	At the time of Commencement		As on date	
		Number of Units	Percentage to total	Number of Units	Percentage to total
1.	Sole Proprietorship	229	55.3	140	33.8
2.	Partnership	181	43.7	250	60.4
3.	Cooperative society	---	---	---	---
4.	Private Limited Company	4	1.0	24	5.8
Total		414	100.0	414	100.0

Source: Primary data

It is understood from the table 4 that the two significant modes of acquiring MSMEs are newly started (56.3 per cent) and taken on lease (29.2 per cent).

ANALYSIS OF MARKETING ASSISTANCE PROGRAMMES

Market Research and Information

In Tamilnadu, MSME Development Institute guides prospective entrepreneurs in selection of products and location. It periodically prepares District Industrial Potentiality Survey Reports of all the districts of Tamilnadu and Union Territory of Pondicherry. Market Surveys and

Area Surveys are conducted on payment of prescribed fee. It was observed during the survey that out of 414 sample units, a great majority of 339 units, accounting for 81.88 per cent had conducted the marketing research in a systematic manner and the remaining 75 units (18.12 per cent) had not conducted the market research for their products. The analysis revealed that out of 339 units which had conducted the market survey, 261 units belonged to micro enterprises category, 69 units to small enterprises category and nine units to medium enterprises category. The market survey conducted by the sizes of the enterprises is shown in table 5.

Table 5 Market Survey – Sizes Of Enterprises

Sl. No	Size of Enterprises	Market survey				Total	
		Yes		No			
		Number	Per cent	Number	Per cent	Number	Per cent
1.	Micro	261	78.38	72	21.62	333	100.00
2.	Small	69	95.83	33	45.83	72	100.00
3.	Medium	9	100.00	--	--	9	100.00
Total		339	81.88	75	18.12	414	100.00

Table 6 Market Survey– Categories Of Enterprises

Sl. No	Category of enterprise	Market survey				Total	
		Yes		No			
		Number	Per cent	Number	Per cent	Number	Per cent
1.	Food products	18	81.82	4	18.18	22	100.00
2.	Textile products	75	80.65	18	19.35	93	100.00
3.	Wood, paper and leather	91	85.05	16	14.95	107	100.00
4.	Rubber products	13	72.22	5	27.78	18	100.00
5.	Chemical products	78	75.00	26	25.00	104	100.00
6.	Nonmetal mineral products	7	87.50	1	12.50	8	100.00
7.	Engineering products	57	91.94	5	8.06	62	100.00
Total		339	81.88	75	18.12	414	100.00

It is vivid from table 5 that the market survey conducted by the small (95.83 per cent) and medium enterprises (100 per cent) is high compared to the micro enterprises (78.38 per cent).

The categories of enterprises wise analysis revealed that out of 339 units which had conducted market survey, 18

units belonged to food products category, 75 units to textiles, 91 units to wood, paper and leather products, 13 units to rubber products, 78 units to chemical products, seven units to nonmetal mineral products and 57 units to engineering products. The nature of market survey done by categories of enterprises is shown in table 6.

Table 7 Respondents' Participation In Trade Fairs / Exhibitions – Sizes Of Enterprises

Sl. No	Size of enterprises	Trade fairs and exhibitions				Total	
		Yes		No			
		No.	per cent	No.	per cent	No.	per cent
1.	Micro	186	55.86	147	44.14	333	100
2.	Small	42	58.33	30	41.67	72	100
3.	Medium	9	100.00	--	--	9	100
Total		237	57.25	177	42.75	414	100

Table 8 Respondents' Participation In Trade Fairs – Categories Of Enterprises

Sl. No	Category of enterprise	Trade fairs and exhibitions				Total	
		Yes		No			
		Number	Per cent	Number	Per cent	Number	Per cent
1.	Food products	11	50.00	11	50.00	22	100.00
2.	Textile products	57	61.29	36	38.71	93	100.00
3.	Wood, paper and leather	59	55.14	48	44.86	107	100.00
4.	Rubber products	7	38.89	11	61.11	18	100.00
5.	Chemical products	64	61.54	40	38.46	104	100.00
6.	Nonmetal mineral products	3	37.50	5	62.50	8	100.00
7.	Engineering products	36	58.06	26	41.94	62	100.00
Total		237	57.25	177	42.75	414	100.00

Source: Primary data

Table 6 brings to lime light that the market survey is conducted by a very great majority of units in engineering units (91.94 per cent), nonmetal mineral products (87.50 per cent) and wood, paper and leather products (85.05 per cent).

Regional market surveys

Concerning the regional market surveys undertaken by the SISI and Tamilnadu Industrial Technical Consultancy Organization, the analysis of the data collected revealed that out of 414 units, only 90 units have heard such surveys, only 19 units are benefited by such surveys and the remaining 71 units are not benefited by such surveys. Among 71 units who were not benefited by these surveys, 11 units said that no publicity is given to the findings of the survey; 41 entrepreneurs, thought that these surveys are more theoretical exercises without much relevance to the practical problems faced by them; 10 respondents reported that the market studies are not updated and the remaining nine entrepreneurs thought that the data collected by these surveys have no commercial value.

Publicity of products

Trade Fairs

The analysis revealed that out of 414 sample MSMEs, a majority of 237 units, representing 57.25 per cent participated in trade fairs. Of these 186 units (55.86 per cent), 42 units (58.33 per cent) and nine units (100 per cent) belonged to micro, small and medium enterprises category respectively. The nature of participation in trade fairs / exhibitions by the sample units during the five years is shown in table 7.

It is vivid from table 7 that all the medium enterprises (100 per cent) have participated in trade fairs. A majority of small (58.33 per cent) and micro enterprises (55.86 per cent) have participated in trade fairs.

Further, of those 237 units who participated in trade fairs, 11 (50 per cent) units belong to food products, 57 (61.29 per cent) units to textile products, 59 (55.14 per cent) units to wood, paper and leather products, 7 (38.89 per cent)

units to rubber products, 64 (61.54 per cent) units to chemical products, 3 (37.5 per cent) units to nonmetal mineral products and 36 (58.06 per cent) units to engineering products. It could be also noted that from the above table that all the nine units which participated in the trade fairs at international level belong to medium investment group. The participation in trade fairs / exhibitions by different categories of enterprises during the five years is shown in table 8.

8 brings to lime light that the participation of trade fairs is high in case of textile products (61.29 per cent), chemical products (61.54 per cent) and engineering products (58.06 per cent).

QUALITY MARKING

In the present sample survey, only a paltry portion of 33 units (eight per cent) out of 414 units, were members of the various quality marking centres. This showed that these centres were not popular with the entrepreneurs in Virudhunagar district.

Further, a majority of manufacturers of engineering goods produced parts and do not assemble the whole product. They stated that the parts produced by them adhere to the specifications of the assembler. Most of the entrepreneurs also alleged that the members of the staff of these centres are only certificate holders and do not have the practical experience to help them to bring about improvement in quality. Table 9 shows this phenomenon.

Table 9 makes it clear that the quality marking is made by a small portion of eight per cent of MSMEs in Virudhunagar district.

Development of Ancillary Industries – Selling Goods to Large Scale Industries through Sub-Contracting Exchange

The present study indicated that out of 405 units (excluding medium enterprises) only 17 units (4.2 per cent) sell their goods to large and medium scale industries. With a view to promoting effective support to small enterprises in securing sub-contracting jobs from large and medium undertakings

Table 9 Quality Marking Of The Respondents

Sl. No	Quality Marking	Number of Units	Percentage to total
1.	Yes	33	8.0
2.	No	381	92.0
Total		414	100.0

in the country, the SIDO has established 16 sub-contracting exchanges at the SISIs. The main functions of these sub-contracting exchanges are to invite small scale units to register with the exchange of their installed capacity on specific machines; to approach large industries with a view to listing out items which may be manufactured in small units and to furnish information to large and small undertakings about the needs of the former and the capacity available in the later.

Regulatory Programme – Reservation of Items for Exclusive Manufacture

The study noted that among 405 sample units (excluding medium enterprises), a majority of 296 (73.09 per cent) units did not know whether they were producing a reserved item or not. The units numbering 46 reported that large scale industries were also producing the same items. Table 10 explains this phenomenon.

Table 7.7 brings to lime light that a great majority of 73.09 per cent of the units do not have the awareness about the

items reserved for exclusive manufacture by micro and small enterprises.

Level of satisfaction towards marketing programmes

An attempt was made to analyse the level of satisfaction towards the marketing programmes provided by government among MSMEs. The survey brought to sharp focus that a great majority of (12.56+ 61.35) 73.91 per cent of the units were satisfied with the nature of marketing assistance schemes of the government. 69.08 per cent of the units were satisfied with the amount of assistance provided by the government and only 1.93 per cent of the units were dissatisfied. 45.41 per cent of the units were satisfied with the accessibility of the government schemes and only 3.14 per cent of the units were dissatisfied with this issue.

Table 11 shows the findings of the study on level of satisfaction towards marketing programmes of government.

Table 10 Producing Reserved Items For Exclusive Manufacture By Mses

Sl. No	Reservation of items	Number of Units	Percentage to total	Produced by large enterprises	
				Number of Units	Percentage to total
1.	Yes	51	12.59	46	90.20
2.	No	58	14.32	1	1.96
3.	Don't know	296	73.09	4	7.84
Total		405	100.00	51	100.00

Source: Primary data

Table 11 Level Of Satisfaction Towards Marketing Programmes Of Government

Sl. No	Marketing assistance of government	Level of satisfaction					Total
		Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	
1.	Nature of schemes	52 (12.56)	254 (61.35)	108 (26.09)	--	--	414 (100)
2.	Amount of assistance	98 (23.67)	188 (45.41)	120 (28.99)	8 (1.93)	--	414 (100)
3.	Accessibility	76 (18.36)	112 (27.05)	213 (51.45)	5 (1.21)	8 (1.93)	414 (100)

Note: Figures in parenthesis indicate percentages to the row total

Source: Primary data

From the table 12, it is inferred that the respondents are satisfied with the amount of assistance provided by the government (3.91 points) and nature of schemes (3.86 points).

Level of satisfaction towards marketing assistance programmes among the sizes of enterprises

An attempt was made to analyse the level of satisfaction towards the marketing assistance programmes among the size of enterprises. For this purpose, the null hypothesis (H09) framed was that "There is no significant relationship between the sizes of enterprises and the level of satisfaction towards the marketing assistance provided by government." The chi-square test was applied to test the hypothesis. The analysis disclosed that the chi square value for nature of schemes, amount of assistance and accessibility of assistance were 10.795, 11.194 and 68.054 respectively. Table 13 shows the results of chi-square test

From table 13, it is inferred that since the P value is more than 0.05 (5% level of significance) the null hypothesis formulated is accepted relating to the amount of assistance

provided by the government. Hence, it is concluded that there is no significant relationship between the sizes of enterprises and the level of satisfaction towards the amount of assistance provided by the government. It means that the satisfaction with reference to amount of assistance is same irrespective of the size of enterprises.

It also shows that since the P value is less than 0.05 the null hypothesis formulated is rejected with reference to the nature and accessibility of the schemes of government. Hence, it is concluded that there is significant relationship between the sizes of enterprises and the level of satisfaction towards the nature of government schemes and accessibility of assistance. It means that the level of satisfaction with reference to nature and accessibility of government schemes differ with the sizes of enterprises.

Level of satisfaction towards the marketing assistance programmes among the categories of enterprises

An attempt was made to analyse the level of satisfaction towards the marketing assistance programmes provided by

Table 12 Weighted Average Score For Level Of Satisfaction Towards Marketing Assistance Programmes Of Government

Sl. No	Marketing assistance of government	Level of satisfaction					Total Score	Average Score	Rank
		HS (2)	S (1)	NO (0)	DS (-1)	HDS (-2)			
1.	Nature of schemes	104	254	0	-	-	358	0.865	II
2.	Amount of assistance	196	188	0	-8	-	376	0.908	I
3.	Accessibility	134	112	0	-5	-16	225	0.543	III

Note: HS – Highly Satisfied, S – Satisfied, NO – No opinion, DS – Dissatisfied, HDS – Highly dissatisfied.

Source: Computed data.

Table 13 Level Of Satisfaction Towards The Marketing Assistance Programmes Among The Sizes Of Enterprises

Sl. No	Level of satisfaction	Chisqu are Value	P value	Result
1.	Nature of schemes	10.795	0.029	Significant
2.	Amount of assistance	11.194	0.083	Not significant
3.	Accessibility	68.054	0.000	Significant

Source: Computed data

Table14 Level Of Satisfaction Towards The Marketing Assistance Programmes Among The Categories Of Enterprises

Sl. No	Level of satisfaction	Chi square Value	P value	Result
1.	Nature of schemes	40.886	0.000	Significant
2.	Amount of assistance	96.592	0.000	Significant
3.	Accessibility	36.145	0.053	Not significant

Source: Computed data

the government among the different categories of enterprises. For this purpose, the null hypothesis (H011) framed was that "There is no significant relationship between the category of enterprise and the level of satisfaction towards the marketing assistance provided by government." The chi-square test was applied to test the hypothesis. Table14 shows the results of chi-square test.

From table14, it is inferred that the null hypothesis formulated is accepted since the P value is more than 0.05 (5% level of significance) with reference to the accessibility of government assistance programmes. Hence, it is concluded that there is no significant relationship between the categories of enterprises and the level of satisfaction towards the accessibility of assistance provided by the government. It means that the satisfaction with reference to the accessibility of government schemes is same irrespective of the categories of enterprises.

It also shows that null hypothesis formulated is accepted since the P value is less than 0.05 relating to the nature and accessibility of government schemes. Hence, it is concluded that there is significant relationship between the categories of enterprises and the level of satisfaction towards the nature of government schemes and amount of assistance. This means that the satisfaction with reference to nature and amount of assistance of government schemes differ with the categories of enterprises.

CONCLUSION

It is to be appreciated that marketing is the primary responsibility of MSMEs and not that of the government because they are privately owned and the marketing efforts depend essentially on the initiative of the owner manager. The governments can only assist and advice on such matters as quality, product, costing, pricing, promotion and selection of distribution channels. It cannot take up ownership and management. This chapter makes it clear that all the assistance programmes provided by the central and state government are utilized by more number of small and medium enterprises. The number of micro units utilizing the government programmes is very low as

compared to small and medium units. The areas not reached to micro units are particularly Government Stores Purchase Programme and Quality marking of products. It is due to lack of awareness about the assistance of government and the fear to avail the assistance. This can be reduced by the government by making proper awareness among the micro units about their assistance programmes and to reduce the cumbersome procedures for availing such assistance

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