CHAPTER- V

Marketing Problems of Manufacturers in Rural Areas
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MARKETING PROBLEMS OF
MANUFACTURERS IN RURAL AREAS

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Chapter-V
Marketing Problems of
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The growth and development of small sector units has been constrained by several factors including technological obsolescence, inadequate and irregular supply of raw materials, lack of organized marketing channels, imperfect knowledge of market conditions, unorganized nature of operations, inadequate availability of credit, constants of infrastructure facilities including power and deficient managerial and technical skills. There has been a lack of effective cooperation among the various support organizations set up over the period for the promotion and development of these small industries and quality consciousness has not been generated to the desired level. Some of the fiscal policies pursued have resulted in unintended splitting up of the capacities into uneconomic operations and have inhibited their smooth transfer to the medium and large sectors. All these constraints have resulted in a skewed cost structure placing the sector at a disadvantage in relation to large industries both in the domestic and export market.

There has been a concentration of units in few areas which are either metropolitan or large cities or industrial complexes. In other words, the dispersal of small-scale units far away from the metropolitan areas and large cities has not taken place to an appreciable extent. There has been no appreciable penetration of small-scale units in relatively less advanced states
or in the backward regions of the industrially advanced states or in the backward regions of the industrially advanced states. This has tended to limit the spread of entrepreneurial base in the country to the desired extent.¹

The village and small industries (VSI) constitute an important segment of the economy. It provides maximum employment next only to the agricultural sector and accounts for more than one-third of the total exports of the country. In terms of value added, it contributes about fifty per cent to that of the manufacturing sector. The growth in this sector facilitates self-employment, results in a wider dispersal of industrial and economic activities and ensures maximum utilization of local resources, both labour and material.

5.1. Importance of Rural Industries:

The rural industries have certain inherent advantages for the overall development and they have an important role to play in the national economy.²

1. Utilization of Local Resources: Rural industries facilitate tapping of the local resources like raw material, labour, etc., for productive purposes. They can mobilize rural savings, which may otherwise be spent on unproductive purposes.

2. Limited Capital: Rural industries can be started with a limited capital. In a country like India, where the investment capacity of the people is low, Rural industries are most suitable to all. Those who have small
surpluses in the rural areas can easily mobilize small investment and start these industries.

3. **Less Risk:** There is not much of risk involved in rural industries. The output from these industries is limited and it is generally intended for the local market only. Often, production is undertaken with a clear knowledge of market conditions. Hence, the risk element is negligible.

4. **Short Gestation Period:** In the case of village industries, the time lag between investment and returns is very short, and therefore, these industries would give quick benefits. Further, village industries will not create slums, housing problems and problems of sanitation, etc.

5. **Good of Consumer’s Choice:** In the cottage and village industries, goods of individual consumers choice and taste can be produced. For example, Jewellery, Sarees, etc., meeting the requirements of the tastes of different women, are product in these categories of industries.

6. **Earning of Foreign Exchange:** Rural industries facilitate earning of foreign exchange through export of products produced in the rural industries. India is earning considerable foreign exchange through, for example, export of Kondapalli toys and Dharmavaram silk sarees (in Andhra Pradesh). In 1984-85 items worth of Rs. 4557.56 crores were exported out of the total production of village and small industries.
7. **Employment Generation**: Rural industries are generally labour-intensive and they create more employment opportunities to the rural people. In India, the basic problem is one of large-scale unemployment and underemployment. The problem can be effectively tackled through rural industrialization. In drought-prone and other "problem areas," where agricultural production is low and fluctuating, through industrialization, employment opportunities can be increased and assured income can be ensured. In 1984-85 as many as 315.00 lack persons were employed in village and small industries.

8. **Prevention of Exodus of Rural Poor**: Nearly 50 percent of the rural people live below the poverty line. With a population pressure, the rural poor are forced to move to the urban areas seeking jobs. Under these circumstances, the rural industries are a potential source of gainful employment and better incomes. With the development of rural industries, the exodus of rural poor to the urban areas can be prevented.

9. **Regional Development and Industrial Dispersal**: The Concentration of major industries in selected places has resulted in an imbalance in the regional development and incomes. Through rural industries, the concentration can be checked and industrial dispersal can take place leading to even development of different regions in the country. Further, the establishment of village industries will prevent the migration of people from rural to urban areas.
10. Entrepreneurial Development: Village industries are in a position to encourage young and promising entrepreneurs in the rural areas. If only the necessary facilities, in terms of provision of supply of credit, raw material, marketing facilities, etc., are provided, certainly a cadre of entrepreneurs can be material, marketing facilities, etc., are provided, certainly a cadre of entrepreneurs can be developed in the rural areas, which will finally facilitate the development of rural areas. In the context of rural development, there is need for encouraging rural entrepreneurship.3

The importance of village and small industries has been well recognized and their development is one of the items in the 20-point programme which lays emphasis on giving handicrafts, handlooms, small and village industries all facilities to grow and to update their technology. The Reserve Bank of India has advised the banks to ensure that at least 40 percent of their total advances are extended to priority sectors by the end of 1985 and the small-scale sector is one of the sectors within the priority categories. However, it should be noted that the priority sector, including the small-scale sector, needs still higher credit facilities to meet the immediate requirements of development.4

5.2. Problems of Village Industries:

The importance of rural industries has been well recognized; yet, they continue to face many problems in connection with the procurement of
raw materials, technology, credit and marketing of products, etc. Some of the important problems of village industries are discussed below: 5

1) **Raw Materials**: The large-scale industries compete with rural industries for raw material, etc. Further, some of the small-scale industries depend on large-scale industries for their raw materials. For example, the handloom industry is dependent on the supply of yarn from the cotton mills. In the absence of proper organization, for channelising the flow of the raw material from the large-scale sector to the small-scale sector, those engaged in rural industries are exploited by the middlemen and they have to incur a high cost on the raw material.

2) **Low Level of Technology and Skill**: The development of village industries is hampered by the present low level of technology and skills. Many units in the small-scale sector carry on production with outdated and obsolete implements and the method of production is also antiquated. They do not have the facilities of research and training to increase output with modern equipment.

3) **Lack of Adequate Credit**: The village industries find it difficult to secure credit from the banks and other institutions, mainly due to inability to offer the required security. Like small farmers, small-scale producers also have to depend on moneylenders for finance at a high rate of interest, with all its adverse effect on the business.
4) **Marketing**: Marketing is a major problem of village industries. The organized large-scale sector produces similar products, which are close substitutes for the products of village artisans. Recent surveys have indicated that in some cases, the demand for artistic goods so far generated by the rich category is declining as these upper strata of the society prefer to use prestigious imported goods like television sets, electrical appliances, etc., in preference to artistic goods of the village industries.

5) **Lack of Transport Facilities**: Village industries face the problem of transport, both to get the raw material and to market the products. Some villages do not have link roads connecting the nearby towns and urban centers. In such a situation, running an industry becomes very difficult.

6) **Lack of Knowledge Relating to Facilities Available**: Even in cases where there are facilities for running of the village industries, some of the producers are not able to derive benefit out of them. It may be due to lack of knowledge about the facilities available. And in the absence of motivation of development, some may be indifferent to utilizing the available facilities.

In this chapter, the researcher has surveyed the marketing problems of rural manufacturers. This chapter is based an primary and
secondary data. The major problems faced by rural manufacturers can be classified in two broad categories follows.

1. General Problems of Rural Manufacturers:

2. Marketing Problems of Rural Manufacturers:

These are discussed in the following pages.

5.3. General Problems of Rural Manufacturers:

The general problems faced by the rural manufacturers as revealed by the primary survey are discussed here.

5.3.1. Shop Environment Premises: A Shop is a place where manufacturing activity is carried on. The type of premises decides the shop environment. The premises exercise a direct effect upon the productivity. Similarly, it also effects the flow of customer and there by indirectly effect marketing of products. Therefore the researcher has surveyed the premises of the sample manufacturers. This is following Table No. 5.1.

Table No. 5.1.
Premises of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Rented</td>
<td>15</td>
<td>60.00</td>
<td>7</td>
<td>28.00</td>
<td>06</td>
<td>24.00</td>
</tr>
<tr>
<td>2</td>
<td>Owned</td>
<td>10</td>
<td>40.00</td>
<td>18</td>
<td>72.00</td>
<td>19</td>
<td>76.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey
Following observations can be noted from the above table.

1. Out of the total 25 rural manufacturers, respondents in Nanded Tq., 15 (60%) are having rented shop premises, whereas 10 (40%) are having owned shop premises.

2. Out of the total 25 rural manufacturers, respondents in Kandhar Tq., 7 (28%) are having rented shop premises, whereas 18 (72%) are having owned shop premises.

3. Out of the total 25 rural manufacturers, respondents in Hadgaon Tq., 6 (24%) are having rented shop premises, whereas 19 (76%) are having owned shop premises.

4. Out of the total 25 rural manufacturers, respondents in Kinwat/Mahur Tq., 17 (68%) are having rented shop premises, whereas 8 (32%) are having owned shop premises.
Thus, it can be said that on an average 12 rural manufacturers (48%) are having rented shop premises, whereas an average of 13 rural manufactures (52%) are having owned shop premises. The percentage of both is more or less the same.

5.3.2. Shop Environment - Machinery: The shop environment is decided also by the type of machinery. The machinery exercises a direct effect upon the quality of product. The quality in-turn effects the marketing of products. Therefore, the researcher has surveyed the machinery of the sample manufacturers. This is following Table No.5.2.

Table No.5.2

<table>
<thead>
<tr>
<th>No.</th>
<th>Particulars</th>
<th>New</th>
<th>Old</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Traditional</td>
<td>68</td>
<td>16</td>
<td>84</td>
</tr>
<tr>
<td>2</td>
<td>Modern</td>
<td>04</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>72</td>
<td>28</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Survey

Graph No.5.2

Machinery of the Sample Manufacturers

[Graph showing the machinery distribution]

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Following observations can be noted from the above table.

1. Out of the total 100 rural manufacturers, respondents 68 (80.95%) are having traditional new machinery.

2. Out of the total 100 rural manufacturers, respondents 16 (19.5%) are having traditional old machinery.

3. Out of the total 100 rural manufacturers, respondents 4 (25%) are having modern new machinery.

4. Out of the total 100 rural manufacturers, respondents 12 (75%) are having modern old machinery.

Thus, it can be noted that, majority (84%) of the rural manufacturers are having traditional machinery, so production cast is increasing comparatively to modern machinery, so they cannot compete with modern manufacturers, whereas very few (16%) are having modern machinery.

5.3.3. Shop Environment - Tools & Equipment: The shop environment is decided also by the type of tools & equipment. The tools & equipment exercise a direct effect upon the quality of product & productivity of labour. The quality in-turn effects the marketing of products. Therefore, the researcher has surveyed the tools & equipments of the sample manufacturers. This is following Table No. 5.3.
Table No. 5.3

Tools & Equipment of the Sample Manufacturers
(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>New</th>
<th>Old</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>Traditional</td>
<td>64</td>
<td>76.19</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Modern</td>
<td>03</td>
<td>18.75</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>67</td>
<td>67.00</td>
<td>33</td>
</tr>
</tbody>
</table>

Source: Primary Survey

Following observations can be noted from the above table.

1. Out of the total 100 rural manufacturers, respondents 64 (76.19%) are having traditional new Tools & Equipment.

2. Out of the total 100 rural manufacturers, respondents 20 (23.81%) are having traditional old Tools & Equipment.

3. Out of the total 100 rural manufacturers, respondents 3 (18.75%) are having modern new Tools & Equipment.

4. Out of the total 100 rural manufacturers, respondents 13 (81.25%) are having modern old tools & equipment.

Thus, it can be noted that, majority (84%) of the rural manufacturers are having Traditional Tools & Equipment, so production cast is increasing comparatively to modern machinery, so the can not competed with modern manufacturers, whereas very few (16%) are having modern Tools & Equipment.
5.3.4. Availability of Raw Material: Raw material is a common problem for rural manufacturers. The raw material of right quality, at the right time, at the right price should be available. The quality of raw material decides the quality of products. The quality product decides the sales as well as the competitive ability of the rural manufacturers. Therefore, the researcher has surveyed the tools & equipment of the sample manufacturers. This is following Table No. 5.4.

Table No. 5.4
Availability of Raw Material of the Sample Manufacturers
(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Local</td>
<td></td>
<td>14</td>
<td>56.00</td>
<td>16</td>
<td>64.00</td>
<td>19</td>
<td>76.00</td>
</tr>
<tr>
<td>2</td>
<td>Within the State</td>
<td></td>
<td>08</td>
<td>32.00</td>
<td>06</td>
<td>24.00</td>
<td>07</td>
<td>28.00</td>
</tr>
<tr>
<td>3</td>
<td>Within the Country</td>
<td></td>
<td>04</td>
<td>16.00</td>
<td>02</td>
<td>8.00</td>
<td>01</td>
<td>4.00</td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td></td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

Following observations can be noted from the above table.

1. Out of the total 25 rural manufacturers, respondents in Nanded Tq. 14 (56%) are reported that they are getting raw material from local sources, 8 (32%) are reported that they are getting raw material from state sources, 4 (16.00%) are reported that they are getting raw material from Country sources.
2. Out of the total 25 rural manufacturers, respondents in Kandhar Tq. 16 (64%) are reported that they are getting raw material from local sources, 6 (24%) are reported that they are getting raw material from state sources, 2 (8.00%) are reported that they are getting raw material from Country sources.

3. Out of the total 25 rural manufacturers, respondents in Hadgaon Tq. 19 (76%) are reported that they are getting raw material from local sources, 7 (28%) are reported that they are getting raw material from state sources, 1 (4%) have reported that they are getting raw material from Country sources.

4. Out of the total 25 rural manufacturers, respondents in Kinwat/Mahur Tq., 13 (52%) are reported that they are getting raw material from local sources, 7 (28%) have reported that they are getting raw material from state sources, 1 (4.00%) have reported that they are getting raw material from Country sources.

Thus, on an average 16 rural manufactures are getting raw material from local sources, 7 rural manufactures are getting raw material from state sources, 2 rural manufactures are getting raw material from Country sources, none rural manufactures are getting raw material from Imported sources, comparatively there are none rural manufacturers getting raw material from imported sources.
5.4. Labour Problems:

Labour is another common problem of rural manufacturers. The Labour of skilled, semi-skilled and unskilled quality must be available at the right time and at the right prices. The quality of Labour also decides the quality of products. The quality product decides the sales as well as the competitive ability of the rural manufacturers. The labour problems have various aspects, such as:

1. Labour Requirement,
2. Labour Source,
3. Labour Availability.

These are discussed here as follows:

5.4.1. Labour Requirement: The researcher has surveyed the labour requirement of the sample manufacturers. This is following Table No. 5.5.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Black Smith</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>Skilled</td>
<td>02</td>
</tr>
<tr>
<td>2</td>
<td>Semi-Skilled</td>
<td>03</td>
</tr>
<tr>
<td>3</td>
<td>Un-skilled</td>
<td>02</td>
</tr>
<tr>
<td>4</td>
<td>Administrative</td>
<td>01</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>08</td>
</tr>
</tbody>
</table>

Source: Primary Survey
It can be observed that...

1. Black smiths have reported that total requirement of labour is about 8 persons, out of which 2 (25%) should be skilled, 3 (37.50%) should be semi-skilled, 2 (25.00%) should be un-skilled, 1 (12.50%) should be administrative.

2. Carpenters have reported that total requirement of labour is about 7 persons, out of which 3 (42.86%) should be skilled, 2 (28.57%) should be semi-skilled, 1 (14.29%) should be un-skilled, 1 (14.29%) should be administrative.

3. Potters have reported that total requirement of labour is about 7 persons, out of which 2 (28.57%) should be skilled, 2 (28.57%) should be semi-skilled, 2 (28.57%) should be un-skilled, 1 (14.29%) should be administrative.

4. Bamboo workers have reported that total requirement of labour is about 7 persons, out of which 3 (42.86%) should be skilled, 2 (28.57%)
should be semi-skilled, 1 (14.29%) should be un-skilled, 1 (14.29%) should be administrative.

5. Cobblers have reported that total requirement of labour is about 8 persons, out of which 3 (37.50%) should be skilled, 2 (25.00%) should be semi-skilled, 2 (25.00%) should be un-skilled, 1 (12.50%) should be administrative.

6. Others have reported that total requirement of labour is about 7 persons, out of which 3 (42.86%) should be skilled, 2 (28.57%) should be semi-skilled, 1 (14.29%) should be un-skilled, 1 (14.29%) should be administrative.

Thus, on an average a rural manufacturer requires 3 skilled workers, 2 semi-skilled workers, 2 un-skilled workers, 2 semi-skilled workers & 1 administrative workers. The total requirement worker is about 7 on an average.

5.4.2. Labour Source: The researcher has surveyed the labour source of the sample manufacturers. This is following Table No. 5.6

Table No. 5.6
Labour Source of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Manufacturers</th>
<th>Ave.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Black Smith</td>
<td>Carpenter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Local</td>
<td>12</td>
<td>66.67</td>
</tr>
<tr>
<td>2</td>
<td>Within the State</td>
<td>05</td>
<td>27.78</td>
</tr>
<tr>
<td>3</td>
<td>Within the Country</td>
<td>01</td>
<td>5.55</td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td>18</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey
It can be observed that...

1. Out of the total 18 Blacksmiths, 12 (66.67%) have reported that labour source is local, 5 (27.78%) have reported that labour source is within the state, 1 (5.55%) have reported that labour source is within in the country.

2. Out of the total 17 Carpenters, 9 (52.94%) have reported that labour source is local, 4 (23.53%) have reported that labour source is within the state, 4 (23.53%) have reported that labour source is within in the country.

3. Out of the total 14 Potters, 8 (57.14%) have reported that labour source is local, 4 (28.57%) have reported that labour source is within the state, 2 (14.29%) have reported that labour source is within in the country.

4. Out of the total 14 Bamboo workers, 10 (71.43%) have reported that labour source is local, 3 (21.43%) have reported that labour source is within the state, 1 (7.14%) have reported that labour source is within in the country.

5. Out of the total 16 Cobblers, 12 (75%) have reported that labour source is local, 2 (12.50%) have reported that labour source is within the state, 2 (12.50%) have reported that labour source is within in the country.

6. Out of the total 21 Others, 3 (14.29%) have reported that labour source is local, 2 (9.52%) have reported that labour source is within the state,
1 (4.76%) have reported that labour source is within in the country, 1 (4.76%) is having foreign source.

Thus, on an average 9 rural manufacturer are having local labour source, 3 rural manufacturers are having state labour source, 2 rural manufacturers are having country labour source, none are having foreign source. Majority of the rural manufacturer are having local source of labour.

5.4.3. Labour Availability: The researcher has surveyed the labour availability of the sample manufacturers. This is following Table No. 5.7.

<table>
<thead>
<tr>
<th>Table No. 5.7</th>
<th>Labour Availability of the Sample Manufacturers (No. of Persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sr. No.</td>
<td>Particulars Labour</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>0 to 1</td>
</tr>
<tr>
<td>2</td>
<td>1 to 3</td>
</tr>
<tr>
<td>3</td>
<td>3 to 5</td>
</tr>
<tr>
<td>4</td>
<td>5 to 7</td>
</tr>
<tr>
<td>5</td>
<td>7 to 10</td>
</tr>
<tr>
<td>6</td>
<td>Above 10</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Primary Survey

It can be observed that...

1. Out of the total 18 Black smiths, 4 (22.22%) have reported that labour availability is 0 to 1, 8 (44.4%) have reported that labour availability
is 1 to 3, 3 (16.67%) have reported that labour availability is 3 to 5, only 1 (5.56%) have reported that labour availability is 5 to 7, only 1 (5.56%) have reported that labour availability is 7 to 10, only 1 (5.56%) have reported that labour availability is above 10.

2. Out of the total 17 Carpenter, 2 (11.76%) have reported that labour availability is 0 to 1, 9 (52.94%) have reported that labour availability is 1 to 3, 4 (23.53%) have reported that labour availability is 3 to 5, only 1 (5.88%) have reported that labour availability is 5 to 7, only 1 (5.88%) have reported that labour availability is 7 to 10, none have reported that labour availability is above 10.

3. Out of the total 14 Potter, 1 (7.14%) have reported that labour availability is 0 to 1, 7 (50.00%) have reported that labour availability is 1 to 3, 4 (28.57%) have reported that labour availability is 3 to 5, only 1 (7.14%) have reported that labour availability is 5 to 7, only 1 (7.14%) have reported that labour availability is 7 to 10, none have reported that labour availability is above 10.

4. Out of the total 14 Bamboo workers, 2 (14.29%) have reported that labour availability is 0 to 1, 5 (35.71%) have reported that labour availability is 1 to 3, 4 (28.57%) have reported that labour availability is 3 to 5, only 2 (14.29%) have reported that labour availability is 5 to 7, only 1 (7.14%) have reported that labour availability is 7 to 10, none have reported that labour availability is above 10.
5. Out of the total 16 cobblers, 3 (18.75%) have reported that labour availability is 0 to 1, 5 (31.25%) have reported that labour availability is 1 to 3, 4 (25.00%) have reported that labour availability is 3 to 5, only 3 (18.75%) have reported that labour availability is 5 to 7, only 1 (6.25%) have reported that labour availability is 7 to 10, none have reported that labour availability is above 10.

6. Out of the total 21 Others, none have reported that labour availability is 0 to 1, 5 (23.81%) have reported that labour availability is 1 to 3, 5 (23.81%) have reported that labour availability is 3 to 5, 6 (28.57%) have reported that labour availability is 5 to 7, 3 (14.29%) have reported that labour availability is 7 to 10, 2 (9.52%) have reported that labour availability is above 10.

Thus, on an average 2 rural manufactures are having labour availability 0 to 1, 7 rural manufactures are having labour availability 1 to 3, 4 rural manufactures are having labour availability 3 to 5, 2 rural manufactures are having labour availability 5 to 7, 1 rural manufactures are having labour availability 7 to 10, 1 rural manufactures are having labour availability above 10. Majority of the rural manufactures are having labour availability of 1 to 3 workers.
5.5. Power Source:

Power source is a common problem of rural manufacturers. The sources of power of rural manufacturers are different such as, coal, wood, wastage, electricity etc. Therefore, the researcher has surveyed the power source of the sample manufacturers. This is following Table No. 5.8

Table No. 5.8
Power source of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Manufacturers</th>
<th>(No. of Persons)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Black Smith</td>
<td>Carpenter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No. %</td>
<td>No. %</td>
</tr>
<tr>
<td>1</td>
<td>Manual</td>
<td>18 100.00</td>
<td>17 100.00</td>
</tr>
<tr>
<td>2</td>
<td>Coal/Wood</td>
<td>15 83.33</td>
<td>00 00.00</td>
</tr>
<tr>
<td>3</td>
<td>Elec.</td>
<td>03 16.67</td>
<td>05 29.41</td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td>18 100.00</td>
<td>17 100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

Graph No. 5.4
Power source of the Sample Manufacturers
It can be observed that...

1. Out of the total 18 Black smiths, all have reported that they are using manual power, 15 (83.33 %) have reported that they are using coal/wood power, only 3 (16.67%) have reported that they are using electricity power, none have reported that they are using animal, oil/gas or other power source.

2. Out of the total 17 Carpenter, all have reported that they are using manual power, 5 (29.41%) have reported that they are using electricity power, none have reported that they are using animal, coal/wood, oil/gas or other power source.

3. Out of the total 14 Potter, all have reported that they are using manual, animal, coal wood, 7 (50%) are using electricity power. None have reported that they are using oil/gas or other power source.

4. Out of the total 14 Bamboo workers, all have reported that they are using manual power. None have reported that they are using animal, coal/wood, elec., oil/gas or other power source.

5. Out of the total 16 cobbler, all have reported that they are using manual power, 6 (37.50%) are using electricity power. None have reported that they are using animal, coal/wood, oil/gas or other power source.

6. Out of the total 21 other, all have reported that they are using manual power, 5 (23.81%) are using coal/wood, 4 (19.05%) are using elec.
power, 12 (57.14\%) are using others power source, none have reported that they are using animal, oil/gas power source.

Thus, on an average 17 rural manufactures are using manual power, 2 are using animal power, 6 are using coal/wood, 4 are using elec. Power, none are using oil/gas, 2 are using other power source. Majority of the rural manufactures 17 are having manual power source.

5.6. Process Period:

The process period is different for different products. It varies from few hours to few days. This has an indirect bearing upon marketing practices; therefore, the researcher has surveyed the process period of the sample manufacturers. This is following Table No. 5.9.

Table No. 5.9
Process Period of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Blacksmith</th>
<th>Carpenter</th>
<th>Potter</th>
<th>Bamboo Workers</th>
<th>Cobbler</th>
<th>Other</th>
<th>Ave.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
</tr>
<tr>
<td>1</td>
<td>1 day or less</td>
<td>06</td>
<td>33.33</td>
<td>03</td>
<td>17.65</td>
<td>08</td>
<td>57.14</td>
<td>05</td>
</tr>
<tr>
<td>2</td>
<td>7 day or less</td>
<td>09</td>
<td>50.01</td>
<td>06</td>
<td>35.29</td>
<td>04</td>
<td>28.58</td>
<td>07</td>
</tr>
<tr>
<td>3</td>
<td>15 day or less</td>
<td>01</td>
<td>5.55</td>
<td>06</td>
<td>35.29</td>
<td>01</td>
<td>7.14</td>
<td>01</td>
</tr>
<tr>
<td>4</td>
<td>1 month or less</td>
<td>01</td>
<td>5.55</td>
<td>02</td>
<td>11.76</td>
<td>01</td>
<td>7.14</td>
<td>01</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>18</td>
<td>100.00</td>
<td>17</td>
<td>100.00</td>
<td>14</td>
<td>100.00</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: Primary Survey
It can be observed that...

1. Out of the total 18 Black Smith, all have reported that they 06 (33.33%) are having a process period of 1 day or less, 9 (50.01%) have reported that they are having a process period of 7 day or less, 01 (5.55%) have reported that they are having a process period of 15 day or less, 01 (5.55%) have reported that they are having a process period of 1 month or less.

2. Out of the total 17 Carpenter, all have reported that they 3 (17.65%) are having a process period of 1 day or less, 6 (35.29%) have reported that they are having a process period of 7 day or less, 6 (35.29%) have reported that they are having a process period of 15 day or less, 2 (11.76%) have reported that they are having a process period of 1 month or less.

3. Out of the total 14 Potter, all have reported that they 08 (57.14%) are having a process period of 1 day or less, 4 (28.58%) have reported that they are having a process period of 7 day or less, 01 (7.14%) have reported that they are having a process period of 15 day or less, 01 (7.14%) have reported that they are having a process period of 1 month or less.

4. Out of the total 14 Bamboo workers, all have reported that they 05 (35.71%) are having a process period of 1 day or less, 7 (50.01%) have reported that they are having a process period of 7 day or less, 01
(7.14%) have reported that they are having a process period of 15 day or less, 01 (7.14%) have reported that they are having a process period of 1 month or less.

5. Out of the total 16 Cobbler, all have reported that they 6 (37.50%) are having a process period of 1 day or less, 10 (62.50%) have reported that they are having a process period of 7 day or less, none have reported that they are having a process period of 15 day or less, 1 month or less.

6. Out of the total 21 Other, all have reported that they none are having a process period of 1 day or less, 8 (38.10%) have reported that they are having a process period of 7 day or less, 10 (47.62%) have reported that they are having a process period of 15 day or less, 3 (14.29%) have reported that they are having a process period of 1 month or less.

Thus, on an average 5 rural manufacture are having process period of 1 day or less, 7 rural manufacture are having process period of 7 day or less, 3 rural manufacture are having process period of 15 day or less, 2 rural manufacture are having process period of 1 month or less, none rural manufacture are having process period of above 1 month. Majority is having a process period of 7 days or less.
5.7. Capital Requirement:

Capital is an important factor of production. The capital requirement of rural manufacturers is comparatively less. The capital required is of two types:

1) Fixed capital,

2) Working capital.

5.7.1. Fixed capital: Fixed capital is long-term investment in premises, plant and machinery etc; working capital is short-term investment in raw material, labour & expenses. The process period is different for different products. It varies from few hours to few days. The researcher has surveyed the fixed capital of the sample manufacturers. This is following Table No. 5.10.

Table No. 5.10
Fixed Capital Requirement of the Sample Manufacturers
(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars (Rs.)</th>
<th>Black Smith</th>
<th>Carpenter</th>
<th>Potter</th>
<th>Bamboo Workers</th>
<th>Cobbler</th>
<th>Other</th>
<th>Ave.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>Below 10000</td>
<td>03</td>
<td>16.67</td>
<td>02</td>
<td>11.76</td>
<td>04</td>
<td>28.57</td>
<td>05</td>
</tr>
<tr>
<td>2</td>
<td>10000 to 20000</td>
<td>08</td>
<td>44.44</td>
<td>11</td>
<td>64.71</td>
<td>05</td>
<td>35.71</td>
<td>05</td>
</tr>
<tr>
<td>3</td>
<td>20000 to 30000</td>
<td>04</td>
<td>22.22</td>
<td>02</td>
<td>11.76</td>
<td>03</td>
<td>21.43</td>
<td>02</td>
</tr>
<tr>
<td>4</td>
<td>30000 to 40000</td>
<td>02</td>
<td>11.11</td>
<td>01</td>
<td>5.88</td>
<td>01</td>
<td>7.14</td>
<td>02</td>
</tr>
<tr>
<td>5</td>
<td>40000 to 50000</td>
<td>01</td>
<td>5.56</td>
<td>01</td>
<td>5.88</td>
<td>01</td>
<td>7.14</td>
<td>00</td>
</tr>
<tr>
<td>6</td>
<td>Total</td>
<td>18</td>
<td>100.00</td>
<td>17</td>
<td>100.00</td>
<td>14</td>
<td>100.00</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: Primary Survey

233
It can be observed that...

1. Out of the total 18 Black smiths, 3 (16.67%) have reported that they are having a capital requirement of below Rs. 10000, 8 (44.44%) have reported that they are having a capital requirement of Rs. 10000-20000, 4 (22.22%) have reported that they are having a capital requirement of Rs. 20000-30000, 2 (11.11%) have reported that they are having a capital requirement of Rs. 30000-40000, 1 (5.56%) have reported that they are having a capital requirement of Rs. 40000-50000, none have reported that they are having a capital requirement of Above a Rs. 50000.

2. Out of the total 17 Carpenters, 2 (11.76%) have reported that they are having a capital requirement of below Rs. 10000, 11 (64.71%) have reported that they are having a capital requirement of Rs. 10000-20000, 2 (11.76%) have reported that they are having a capital requirement of Rs. 20000-30000, 1 (5.88%) have reported that they are having a capital requirement of Rs. 30000-40000, 1 (5.88%) have reported that they are having a capital requirement of Rs. 40000-50000, none have reported that they are having a capital requirement of Above a Rs. 50000.

3. Out of the total 14 Potter, 4 (28.57%) have reported that they are having a capital requirement of below Rs. 10000, 5 (35.71%) have reported that they are having a capital requirement of Rs. 10000-
20000, 3 (21.43%) have reported that they are having a capital requirement of Rs. 20000-30000, 1 (7.14%) have reported that they are having a capital requirement of Rs. 30000-40000, 1 (7.14%) have reported that they are having a capital requirement of Below Rs. 40000-50000, none have reported that they are having a capital requirement of Above a Rs. 50000.

4. Out of the total 14 Bamboo Workers, 5 (35.71%) have reported that they are having a capital requirement of below Rs. 10000, 5 (35.71%) have reported that they are having a capital requirement of Rs. 10000-20000, 2 (14.29%) have reported that they are having a capital requirement of Rs. 20000-30000, 2 (14.29%) have reported that they are having a capital requirement of Rs. 30000-40000, None have reported that they are having a capital requirement of Rs. 40000-50000 & Above a Rs. 50000.

5. Out of the total 16 Cobbler, 2 (12.50%) have reported that they are having a capital requirement of below Rs. 10000, 5 (31.25%) have reported that they are having a capital requirement of Rs. 10000-20000, 7 (43.75%) have reported that they are having a capital requirement of Rs. 20000-30000, 1 (6.25%) have reported that they are having a capital requirement of Rs. 30000-40000, 1 (6.25%) have reported that they are having a capital requirement of Rs. 40000-50000.
50000, none have reported that they are having a capital requirement of above Rs. 50000.

6. Out of the total 21 Other, none have reported that they are having a capital requirement of below Rs.10000 & 5(23.81%) have reported requirement of Rs. 10000-20000, 3 (14.29%) have reported that they are having a capital requirement of Rs. 20000-30000, 4 (19.05%) have reported that they are having a capital requirement of Rs. 30000-40000, 9 (42.85%) have reported that they are having a capital requirement of Rs. 40000-50000, 5 (23.81%) have reported that they are having a capital requirement of above Rs.50000.

Thus, it can be seen that, on an average 3 rural manufactures are having a capital requirement of below Rs.10000, 7 rural manufactures are having a capital requirement of Rs. 10000-20000, 4 rural manufactures are having a capital requirement of Rs. 20000-30000, 2 rural manufactures are having a capital requirement of Rs. 30000-40000, 2 rural manufactures are having a capital requirement of Rs. 40000-50000, none rural manufactures are having a capital requirement of Rs. above 50000. Majority of rural manufacturers are having capital requirement of 10000 – 20000.

5.7.2. Capital Source : Capital source is an important factor of production. The capital source of rural manufacturers is deferent. This is shown in the following table No. 5.11
Table No. 5.11
Capital Source of the Sample Manufacturers

(Source of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Black Smith</td>
<td>Carpenter</td>
</tr>
<tr>
<td></td>
<td>No. %</td>
<td>No. %</td>
</tr>
<tr>
<td>1</td>
<td>Own funds</td>
<td>18100.00</td>
</tr>
<tr>
<td>2</td>
<td>Relatives</td>
<td>06 33.33</td>
</tr>
<tr>
<td>3</td>
<td>Pvt. Moneylender</td>
<td>06 33.33</td>
</tr>
<tr>
<td>4</td>
<td>Bank</td>
<td>08 44.44</td>
</tr>
<tr>
<td>6</td>
<td>Total</td>
<td>18100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

It can be observed that...

1. Out of the total 18 Black smiths, all have reported that they are having own funds as a capital source, 6 (33.33%) are having relatives as a capital source, 6 (33.33%) are having Pvt. Money lender as a capital source, 8 (44.44%) are having Bank as a capital source, only one (5.56%) are having Other as a capital source.

2. Out of the total 17 Carpenter, all have reported that they are having own funds as a capital source, 5 (29.41%) are having relatives as a capital source, 3 (17.65%) are having Pvt. Money lender as a capital source, 4 (23.53%) are having Bank as a capital source, none are having Other as a capital source.

3. Out of the total 14 Potters, all have reported that they are having own funds as a capital source, 7 (50.00%) are having relatives as a capital source.
source, 6 (42.86%) are having Pvt. Money lender as a capital source, 5 (35.71%) are having Bank as a capital source.

4. Out of the total 14 Bamboo Workers, all have reported that they are having own funds as a capital source, 4 (28.57%) are having relatives as a capital source, 3 (21.43%) are having Pvt. Money lender as a capital source, 5 (35.71%) are having Bank as a capital source.

5. Out of the total 16 Cobbler, all have reported that they are having own funds as a capital source, 5 (31.25%) are having relatives as a capital source, 3 (18.75%) are having Pvt. Money lender as a capital source, 5 (31.25%) are having Bank as a capital source.

6. Out of the total 21 other, all have reported that they are having own funds as a capital source, 3 (14.29%) are having relatives as a capital source, 5 (23.81%) are having Pvt. Money lender as a capital source, 2 (9.52%) are having Bank as a capital source.

Thus, on an average 17 rural manufacturers are having own fund as a capital source, 5 are having relatives as a capital source, 4 are having pvt. money lender as a capital source, 5 are having bank as a capital source. Majority of the rural manufacturers are having own fund as a capital source.
5.8. Entrepreneurs Knowledge and Experience:

This also plays an important role in the development of small industries in rural areas. The marketing practices adopted depend upon the knowledge and experience of the entrepreneurs. This has 3 aspects such as:

1. Technical Qualifications,

2. Technical Experience,

3. Technical Training.

These aspects are discussed here as follows.

5.8.1. Technical Qualifications: Technical qualifications of the sample manufacturers as revealed from the responses to the primary survey are shown in the following table no. 5.12

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Ave.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>ITI</td>
<td>05</td>
<td>20.00</td>
<td>05</td>
<td>20.00</td>
<td>02</td>
<td>8.00</td>
<td>02</td>
</tr>
<tr>
<td>2</td>
<td>Other</td>
<td>20</td>
<td>80.00</td>
<td>20</td>
<td>80.00</td>
<td>23</td>
<td>92.00</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Primary Survey
An analysis of the above table shows that,

1. Out of the total 25 rural manufacturers in Nanded Tq., only 5 (20%) are having ITI qualification, 20 (80%) are having Other qualification. None are having Polytechnic, Pvt. Institute, Engg. Qualification.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 5 (20%) are having ITI qualification, 20 (80%) are having other qualification, none are having polytechnic, Pvt. institute, Engg. qualification.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only 2 (8%) are having ITI qualification, 23 (92.00%) are having other qualification, None are having Polytechnic, Pvt. Institute, Engg. Qualification.
4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 2 (8.00%) are having ITI qualification, 23 (92%) are having other qualification, None are having Polytechnic, Pvt. Institute, qualification.

Thus, it can be said that, on an average majority (22) of the rural manufacturers are having others qualifications, very few (3) are having ITI qualification, none of qualified Engg.

5.8.2. Technical Experience: Technical experience of the sample manufacturers as revealed from the responses to the primary survey are shown in the following table No. 5.13.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Nanded Total</th>
<th>Kandhar Total</th>
<th>Hadgaon Total</th>
<th>Kinwat/Mahur Total</th>
<th>Ave. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>Yes</td>
<td>23</td>
<td>92.00%</td>
<td>19</td>
<td>76.00%</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>2</td>
<td>8.00%</td>
<td>06</td>
<td>24.00%</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>25</td>
<td>100.00%</td>
<td>25</td>
<td>100.00%</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Primary Survey

An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., only 2 (8%) are not having technical experience, whereas 23 (92%) are having technical experience.
2. Out of the total 25 rural manufacturers in Kandhar Tq., only 6 (24%) are not having technical experience, whereas 19 (76%) are having technical experience.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only 3 (12%) are not having technical experience, whereas 22 (88%) are having technical experience.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., only 4 (16%) are not having technical experience, whereas 21 (84%) are having technical experience.

Thus, on an average majority (21) of the rural manufacturers are having technical experience, very few (4) are not having technical experience.

5.8.3. Technical Training: Technical Training of the Sample Manufacturers as revealed from the responses to the primary survey are shown in the following table No. 5.14.

Table No. 5.14
Technical Training Details of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Nanded Kandhar Hadgaon Kinwat/Mahur Total Average</td>
</tr>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Yes</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Primary Survey
An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., only 10 (40%) are having technical training, whereas 15 (60%) are not having technical training.

2. Out of the total 25 rural manufacturers in Kandhar Tq., only 5 (20%) are having technical training, whereas 20 (80%) are not having technical training.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only 2 (8%) are having technical training, whereas 23 (92%) are not having technical training.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., only 2 (8%) are having technical training, whereas 23 (92%) are not having technical training.

Thus, on an average Majority (20) of the rural manufacturers are not having technical training, very few (5) are having technical training.

5.9. Marketing Problems of Rural Manufacturers:

In addition to the above the general problems faced by the rural manufacturers, there are a number of marketing problems as revealed by the primary survey are discussed here.
5.9.1. Storage Facility: Availability of storage facility the word 'storage' means holding the stock of goods for a relatively longer period as the goods are not immediately in demand. Warehousing involves more than storage. The rural manufactures normally face storage problems. The researcher has surveyed the storage facility available of the sample manufacturers. This is shown in the following Table No. 5.15.

Table No. 5.15
Storage Facility Available of the Sample Manufacturers
(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Nanded</td>
<td>Kandhar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Yes</td>
<td>04</td>
<td>16.00</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>21</td>
<td>84.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

An analysis of the above table shows that,

1. Out of the total 25 rural manufacturers in Nanded Tq., only 4 (16%) are having Storage facility, whereas 21 (84%) are not having Storage facility.

2. Out of the total 25 rural manufacturers in Kandhar Tq., only 13 (52%) are having Storage facility, whereas 12 (48%) are not having Storage facility.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only 15 (60%) are having Storage facility, whereas 10 (40%) are not having Storage facility.
4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., only 18 (72%) are having Storage facility, whereas 7 (28%) are not having Storage facility.

Thus, on an average Majority (13) of the rural manufacturers are having Storage facility. Expect on an average all the rural manufacturers are having storage facility at their own house, none has separate godown own, separate godown-rented and Govt. godown facility are available for storage.

5.9.4. Old Stocks: An old, obsolete, non-moving stock is a common problem of all manufactures. It creates inventory problems. Inventory management is the heart of the game of physical distribution. This is shown in the following Table No. 5.16.

Table No. 5.16
Old Stocks of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>One month</td>
<td></td>
<td>10</td>
<td>40.00</td>
<td>07</td>
<td>28.00</td>
<td>05</td>
<td>20.00</td>
</tr>
<tr>
<td>2</td>
<td>3 Months</td>
<td></td>
<td>04</td>
<td>16.00</td>
<td>13</td>
<td>52.00</td>
<td>17</td>
<td>68.00</td>
</tr>
<tr>
<td>3</td>
<td>6 Months</td>
<td></td>
<td>02</td>
<td>8.00</td>
<td>04</td>
<td>16.00</td>
<td>01</td>
<td>4.00</td>
</tr>
<tr>
<td>4</td>
<td>Other</td>
<td></td>
<td>09</td>
<td>36.00</td>
<td>01</td>
<td>04.00</td>
<td>02</td>
<td>08.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

*Source: Primary Survey*
An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers, in Nanded Tq., 10 (40%) have reported that they are having one month old stock, 4 (16.00%) have reported that they are having 3 months old stock, 2 (8.00%) have reported that they are having 6 months old stock, none have reported that they are having other old stock, 10 (40.00%) have reported that they are having no old stock.

2. Out of the total 25 rural manufacturers, in Kandhar Tq., 7 (28.00%) have reported that they are having one month old stock, 13 (52%) have reported that they are having 3 months old stock, 4 (16%) have reported that they are having 6 months old stock, 2 (8.00%) have reported that they are having other old stock, none have reported that they are having no old stock.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., 5 (20%) have reported that they are having one month old stock, 17 (68%) have reported that they are having 3 months old stock, 1 (4%) have reported that they are having 6 months old stock, none have reported that they are having other old stock, 3 (12%) have reported that they are having no old stock.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 10 (40%) have reported that they are having one month old stock, 03 (12%) have reported that they are having 3 months old stock, 02 (8%) have
reported that they are having 6 months old stock, 10 (40%) have reported that they are having other old stock, 1 (4%) have reported that they are having no old stock.

Thus, on an average 8.00 rural manufacturers are having 1 month old stock, 9.25 are having 3 months old stock, 2.25 are having 6 months old stock, 5.50 is having other old stock, none are having no old stock. Majority of the rural manufacturers are having 3 months old stock.

5.10. Type of Transportation:

A commodity cannot be said to have been produced unless it is placed in the hands of users or consumers. Thus, transportation the physical movement of goods or commodities from the place of production to the place of consumption- is a stage of production. It is an important function of marketing as it creates place and time utilities. The researcher has surveyed the type of transport used by the sample manufacturers. This is shown in the following Table No. 5.17.
Table No. 5.17

Type of Transportation of the Sample Manufacturers

(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
<td>No</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Bullock Cart</td>
<td>10</td>
<td>40.00</td>
<td>16</td>
<td>64.00</td>
<td>19</td>
<td>76.00</td>
</tr>
<tr>
<td>2</td>
<td>Pvt. Vehicles</td>
<td>19</td>
<td>76.00</td>
<td>21</td>
<td>84.00</td>
<td>13</td>
<td>92.00</td>
</tr>
<tr>
<td>3</td>
<td>Bus</td>
<td>06</td>
<td>24.00</td>
<td>03</td>
<td>12.00</td>
<td>07</td>
<td>28.00</td>
</tr>
<tr>
<td>4</td>
<td>Railway</td>
<td>02</td>
<td>8.00</td>
<td>00</td>
<td>0.00</td>
<td>01</td>
<td>4.00</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>37</td>
<td>148.00</td>
<td>40</td>
<td>160.00</td>
<td>48</td>
<td>192.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

Graph No. 5.6

Type of Transportation of the Sample Manufacturers

An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., 10 (40%) have reported that they are using bullock cart as a means of transportation, 19 (76%) have reported that they are using Pvt. vehicles as a means of
transportation, 6 (24%) have reported that they are using bus as a means of transportation, 2 (8%) have reported that they are using railway as a means of transportation, 12 rural manufacturers are using more than one means transportation this is shown by the overlapping figure. because there is more than manufacturers are adopted by more than one means of transportation by the sample manufacturers.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 16 (64%) have reported that they are using bullock cart as a means of transportation, 21 (84%) have reported that they are using Pvt. vehicles as a means of transportation, 3 (12%) have reported that they are using bus as a means of transportation, none have reported that they are using railway, others no means of transportation, 15 rural manufacturers are using more than one means transportation this is shown by the overlapping figure, because there is more than manufacturers are adopted by more than one means of transportation by the sample manufacturers.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., 19 (76%) have reported that they are using bullock cart as a means of transportation, 21 (84%) have reported that they are using Pvt. vehicles as a means of transportation, 7 (28%) have reported that they are using bus as a means of transportation, 1 (4%) have reported that they are using railway as a means of transportation, None have reported that they are
using others or no a means of transportation, 23 (92%) rural manufacturers are using more than one means transportation this is shown by the overlapping figure, because there is more than manufacturers are adopted by more than one means of transportation by the sample manufacturers.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 13 (52%) have reported that they are using bullock cart as a means of transportation, 23 (92%) have reported that they are using Pvt. vehicles as a means of transportation, 13 (52%) have reported that they are using bus as a means of transportation, 7 (28%) have reported that they are using railway as a means of transportation, None have reported that they are using others or no a means of transportation, 31 (124%) rural manufacturers are using more than one means transportation this is shown by the overlapping figure, because there is more than manufacturers are adopted by more than one means of transportation by the sample manufacturers.

Thus, on an average 15 rural manufacturer are using bullock cart as a means of transportation, 21 are using Pvt. vehicles as a means of transportation, 7 are using bus as a means of transportation, 3 are using railway as a means of transportation. Majority of the rural manufacturer Pvt. vehicles.
5.10.1. After Sales Service: This is also one of the common problems faced by rural manufacturers, customers require after sales service in durable products. The researcher has surveyed the after sales service by the sample manufacturers. This is shown in the following Table No. 5.18

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Nanded Kandhar Hadgaon Kinwat/Mahur Total Average</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No. % No. % No. % No. % No. %</td>
</tr>
<tr>
<td>1</td>
<td>Yes</td>
<td>15 60.00 19 76.00 13 52.00 21 84.00 68 17</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>10 40.00 06 24.00 12 48.00 04 16.00 32 08</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25 100.00 25 100.00 25 100.00 25 100.00 100 25</td>
</tr>
</tbody>
</table>

Source: Primary Survey

An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., 15 (60%) are having after sales service, whereas 10 (40%) are not having after sales service.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 19 (76%) are having after sales service, whereas 6 (24%) are not having after sales service.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., 13 (52%) are having after sales service; whereas 12 (48%) are not having after sales service.
4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 21 (84%) are having after sales service, whereas 4 (16%) are not having after sales service.

Thus, on an average Majority (17) of the rural manufacturers are having after sales service very few (8) are not having after sales service.

5.10.2. Mode of After Sales Service: The researcher has surveyed the mode of after sales service by the sample manufacturers. This is shown in the following Table No. 5.19

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Self</td>
<td></td>
<td>14</td>
<td>93.34</td>
<td>18</td>
<td>94.74</td>
<td>12</td>
<td>92.31</td>
</tr>
<tr>
<td>2</td>
<td>Representative</td>
<td></td>
<td>01</td>
<td>6.66</td>
<td>01</td>
<td>5.26</td>
<td>01</td>
<td>7.69</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>15</td>
<td>100.00</td>
<td>19</td>
<td>100.00</td>
<td>13</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

An analysis of the above table shows that:

1. Out of the total 15 rural manufacturers having after sales service in Nanded Tq., 14 (93.34%) having after sales service all are providing the same by self, 1 (6.66%) having representative.
2. Out of the total 19 rural manufacturers having after sales service in Kandhar Tq., 18 (94.74%) having after sales service all are providing the same by self, 1 (5.26%) having representative.

3. Out of the total 13 rural manufacturers after sales service in Hadgaon Tq., 12 (92.31%) having after sales service all are providing the same by self, 01 (7.69%) having representative.

4. Out of the total 21 rural manufacturers after sales service in Kinwat/Mahur Tq., 19 (90.48%) having after sales service all are providing the same by self, 02 (9.52%) having representative.

Thus, on an average Majority (16) of the rural manufacturers are having after sales by self and one has appointed a sales representative.

5.10.3. Competition: manufactures in rural area are facing completion is from urban sector as well as the foreign sector. Globalization has brought new problems. Large-scale industries, organized as they are on modern lines, using latest production technology and having access to many facilities can easily outsell the small producers. The small producers cannot, therefore, stand up against them in the market. The researcher has surveyed the competition by the sample manufacturers. This is shown in the following Table No. 5.20.
Table No. 5.20
Competition of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>1</td>
<td>Local Mfg.</td>
<td></td>
<td>15</td>
<td>60.00</td>
<td>19</td>
<td>76.00</td>
<td>13</td>
<td>52.00</td>
</tr>
<tr>
<td>2</td>
<td>Big Mfg.</td>
<td></td>
<td>04</td>
<td>16.00</td>
<td>05</td>
<td>20.00</td>
<td>05</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>None</td>
<td></td>
<td>06</td>
<td>24.00</td>
<td>01</td>
<td>4.00</td>
<td>07</td>
<td>28.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey

An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., 15 (60%) have reported that they are having competition from local manufacturers, 4 (16%) have reported that they are having competition from big manufacturers, 6 (24%) have reported that they are having competition from none of manufacturers.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 19 (76%) have reported that they are having competition from local manufacturers, 5 (20%) have reported that they are having competition from big manufacturers. 1 (4%) have reported that they are having no competition.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., 13 (52%) have reported that they are having competition from local manufacturers, 5 (20%) have reported that they are having competition from big
manufacturers. 7 (28%) have reported that they are having no competition.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 15 (60%) have reported that they are having competition from local manufacturers, 6 (24%) have reported that they are having competition from big manufacturers, others manufacturers, 4 (16%) rural manufacturers have reported that they are having competition from more than one source.

Thus, on an average 16 rural manufacturers are having competition local manufacturers, 5 are having competition big Manufacturers, only 4 are having competition no manufacturers. Majority rural manufacturers are having competition from local or big manufacturers.

5.10.4. Type of Marketing Help Needed: The development of the village and small-scale industries in hampered by the present low level of technology and shortage of trained and experienced supervisory personnel. So that the methods and art of marketing technique especially the producers for want of information, know very little about modern technologies, which have revolutions marketing in small units. Therefore rural manufacturers need help and guidance. The researcher has surveyed the type marketing help needed by the sample manufacturers. This is shown in the following Table No. 5.21.
An analysis of the above table shows that,

1. Out of the total 25 rural manufacturers in Nanded Tq., 1 (4%) have reported that tie-up arrangement is needed, 3 (12%) have reported that Buy-back is needed, 12 (48%) have reported that mkt. assistance is needed, None have reported that Advt. Assistance is needed, 5 (20%) have reported that Other help is needed, 4 (16%) have reported that no help is needed.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 2 (8%) have reported that tie-up arrangement is needed, 3 (12%) have reported that Buy-back is needed, 14 (56%) have reported that mkt. assistance is needed, 1 (4%) have reported that Advt. Assistance is needed, 4 (16%)
have reported that Other help is needed, 1(4%) have reported that no help is needed.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., 3 (12%) have reported that tie-up arrangement is needed, 4 (16%) have reported that Buy-back is needed, 10 (40%) have reported that mkt. assistance is needed, 2 (8%) have reported that Advt. Assistance is needed, 7 (28%) have reported that Other help is needed, 1 (4%) have reported that no help is needed.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 2 (8%) have reported that tie-up arrangement is needed, 3 (12%) have reported that Buy-back is needed, 14 (56%) have reported that mkt. assistance is needed, 1 (4%) have reported that Advt. Assistance is needed, 4 (16%) have reported that Other help is needed, 1 (4%) have reported that no help is needed.

Thus, on an average majority of the rural manufacturers (13) in needed Mkt. assistance in general, very few have expressed need for tie-up or buy back arrangement.

5.10.5. Market Information: Information is the basis of managerial decisions. A manager is a decision maker. Information provides the means by which problems are recognized, defined, and eventually solved. If the information is better, more complete, more
reliable and timely, it is easier for the manager to make a final decision.\textsuperscript{10}

The researcher has surveyed the market information by the sample manufacturers. This is shown in the following Table No. 5.22

\begin{table}[h]
\centering
\caption{Market Information of the Sample Manufacturers}
\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|}
\hline
Sr. No. & Particulars & Sample Talukas & \multicolumn{3}{c|}{No.} & \multicolumn{3}{c|}{%} & \multicolumn{2}{c|}{Total} & \multicolumn{2}{c|}{Average} \\
\hline
 & & & Nanded & Kandhar & Hadgaon & Kinwat/Mahur & & & & & & \\
\hline
1 & Personal Contact & 25 & 100.00 & 25 & 100.00 & 25 & 100.00 & 25 & 100.00 & 100 & 25 & & \\
2 & Hearsay & 22 & 88.00 & 22 & 88.00 & 25 & 100.00 & 25 & 100.00 & 94 & 24 & & \\
3 & Traveler Trader & 01 & 4.00 & 03 & 12.00 & 04 & 16.00 & 10 & 40.00 & 18 & 05 & & \\
4 & Radio & 09 & 36.00 & 05 & 20.00 & 16 & 64.00 & 18 & 72.00 & 52 & 12 & & \\
5 & News Paper & 15 & 60.00 & 10 & 40.00 & 16 & 64.00 & 16 & 64.00 & 57 & 14 & & \\
6 & T.V. & 06 & 24.00 & 04 & 16.00 & 09 & 36.00 & 12 & 48.00 & 31 & 08 & & \\
7 & Total & 78 & 312.00 & 73 & 292.00 & 95 & 380.00 & 106 & 424.00 & 352 & 88 & & \\
8 & Total & 25 & 100.00 & 25 & 100.00 & 25 & 100.00 & 25 & 100.00 & 100 & 25 & & \\
\hline
\end{tabular}
\textit{Source: Primary Survey}
\end{table}

An analysis of the above table shows that:

1. Out of the total 25 rural manufacturers in Nanded Tq., all have reported that personal contact is the means market information, 22 (88\%) have reported that hearsay is the means market information, 1 (4\%) have reported that traveler trader is the means market information, 9 (36\%) have reported that radio is the means market information, 15 (60\%) have reported that newspaper is the means market information, 6 (24\%) have reported that TV. is the means
market information, rural manufacturers are having more than one source of market information this is shown by the overlapping figure.

2. Out of the total 25 rural manufacturers in Kandhar Tq., all have reported that personal contact is the means market information, 22 (88%) have reported that hearsay is the means market information, 3 (12%) have reported that traveler trader is the means market information, 5 (20%) have reported that radio is the means market information, 10 (40%) have reported that newspaper is the means market information, 4 (16%) have reported that TV. is the means market information, rural manufacturers are having more than one source of market information this is shown by the overlapping figure.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., all have reported that personal contact is the means market information, 25 (100%) have reported that hearsay is the means market information, 4 (16%) have reported that traveler trader is the means market information, 16 (64%) have reported that radio is the means market information, 16 (64%) have reported that newspaper is the means market information, 9 (36%) have reported that TV. is the means market information, rural manufacturers are having more than one source of market information this is shown by the overlapping figure.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., all have reported that personal contact is the means market information, 25
(100%) have reported that hearsay is the means market information, 1(40%) have reported that traveler trader is the means market information, 18 (72%) have reported that radio is the means market information, 16 (64%) have reported that newspaper is the means market information, 12 (48%) have reported that TV. is the means market information, rural manufacturers are having more than one source of market information this is shown by the overlapping figure.

Thus, on an average majority of the rural manufacturers are using personal contact (25) or hearsay (24) as a means of market information, very few other means.

5.11. Govt. Agency Help:

Rural development and poverty alleviation in India has always been one of the main objectives of planning since its inception. But till the third five-year plan, the emphasis was on the growth in gross national product and it was assumed that it would trickle down to masses and enhance their income levels. There are a number of government schemes for rural manufactures.\textsuperscript{11} The researcher has surveyed the Govt. Agency help by the sample manufacturers. This is shown in the following Table No. 5.23.
Table No. 5.23.

Govt. Agency Help of the Sample Manufacturers

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Sample Talukas</th>
<th>No.</th>
<th>%</th>
<th>No.</th>
<th>%</th>
<th>No.</th>
<th>%</th>
<th>No.</th>
<th>%</th>
<th>No.</th>
<th>%</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DIC</td>
<td>Nanded</td>
<td>04</td>
<td>16.00</td>
<td>03</td>
<td>12.00</td>
<td>01</td>
<td>4.00</td>
<td>00</td>
<td>0.00</td>
<td>08</td>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>KVIC</td>
<td>Kandhar</td>
<td>01</td>
<td>4.00</td>
<td>01</td>
<td>4.00</td>
<td>02</td>
<td>8.00</td>
<td>02</td>
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<td>06</td>
<td>01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>LIDCOM</td>
<td>Hadgaon</td>
<td>01</td>
<td>4.00</td>
<td>01</td>
<td>4.00</td>
<td>01</td>
<td>4.00</td>
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<td>4.00</td>
<td>04</td>
<td>01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Bank</td>
<td>Kinwat/Mahur</td>
<td>01</td>
<td>4.00</td>
<td>01</td>
<td>4.00</td>
<td>03</td>
<td>12.00</td>
<td>03</td>
<td>12.00</td>
<td>08</td>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>Total</td>
<td>01</td>
<td>4.00</td>
<td>03</td>
<td>12.00</td>
<td>01</td>
<td>4.00</td>
<td>01</td>
<td>4.00</td>
<td>06</td>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>None</td>
<td>Nanded</td>
<td>17</td>
<td>68.00</td>
<td>16</td>
<td>64.00</td>
<td>17</td>
<td>68.00</td>
<td>19</td>
<td>76.00</td>
<td>69</td>
<td>17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Total</td>
<td></td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>25</td>
<td>100.00</td>
<td>100</td>
<td>25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Survey

Graph No. 5.7

Govt. Agency Help of the Sample Manufacturers

An analysis of the above table shows that,

1. Out of the total 25 rural manufacturers in Nanded Tq., 4 (16%) have reported that they have obtained assistance from DIC, only 1 (4%) has
reported that they have obtained assistance from KVIC, only 1 (4%) have reported that they have obtained assistance from LIDCOM, Bank and other majority 17 (68%) have not taken assistance from any of the institutions.

2. Out of the total 25 rural manufacturers in Kandhar Tq., 3 (12%) have reported that they have obtained assistance from DIC, only 1 (4%) has reported that they have obtained assistance from KVIC, only 1 (4%) have reported that they have obtained assistance from LIDCOM, Bank and other majority 16 (64%) have not taken assistance from any of the institutions.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only one (4%) has reported that they have obtained assistance from DIC, 2 (8%) have reported that they have obtained assistance from KVIC, only one (4%) have reported that they have obtained assistance from LIDCOM, 4 (16%) have reported that they have obtained assistance from Bank and majority 17 (68%) have not taken assistance from any of the institutions.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., none has reported that they have obtained assistance from DIC, 2 (8%) have reported that they have obtained assistance from KVIC, only one (4%) have reported that they have obtained assistance from LIDCOM, 3 (12%) have reported that they have obtained assistance from Bank and
majority 19 (76%) have not taken assistance from any of the institutions.

Thus, on an average majority 17 rural manufacturers have not taken assistance from any of the institutions, very few 8 rural manufacturers have taken assistance from Govt. schemes.

5.11.1. New Economic Policy: In 1991, Government of India launched economic reforms. Dimensions of entrepreneurship were changed after economic reforms brought in India. It is a well-known fact that India’s real resource advantages are entrepreneurship, intellectual capital and knowledge workers. So, only the new dimensions of rural entrepreneurship can adjust the changing situations. The researcher has surveyed the awareness of the new economic policy by the sample manufacturers. This is shown in the following Table No. 5.24.

Table No. 5.24.
New Economic Policy & the Sample Manufacturers
(No. of Persons)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Nanded</th>
<th>Kandhar</th>
<th>Hadgaon</th>
<th>Kinwat/Mahur</th>
<th>Total</th>
<th>Average</th>
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<td>1</td>
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<td>04</td>
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<td>17</td>
<td>68.00</td>
<td>24</td>
<td>96</td>
</tr>
<tr>
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<td>25</td>
<td>100.00</td>
<td>26</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Survey
An analysis of the above table & Graph shows that,

1. Out of the total 25 rural manufacturers in Nanded Tq, only 6 (24%) have reported that they have faced impact of the new economic policy, whereas majority 19 (76%) have reported that they have not faced any impact of the new economic policy, whereas majority 19 (76%). That there is no impact of new economic policy.

2. Out of the total 25 rural manufacturers in Kandhar Tq., only 8 (32%) have reported that they have faced impact of the new economic policy, whereas majority 17 (68%) have reported that they have not faced any impact of the new economic policy, whereas majority 17 (68%). That there is no impact of new economic policy.

3. Out of the total 25 rural manufacturers in Hadgaon Tq., only 1 (4%) has reported that they have faced impact of the new economic policy,
whereas majority 24 (68%) have reported that they have not faced any impact of the new economic policy, whereas majority 24 (96%). That there is no impact of new economic policy.

4. Out of the total 25 rural manufacturers in Kinwat/Mahur Tq., 25 (68%) have reported that they have not faced any impact of the new economic policy.

Thus, on an average majority (21) rural manufacturers have expressed the opinion that there is no impact of new economic policy.

Urbanizing the rural areas is another strategy, which would tend to equalize the countryside with the towns, generate incomes to lift the quality of life in these pockets, and above all, prevent migration to towns in search of income and employment. If enough infrastructures are provided in a time-bound frame, small and large industries could be invited to start ventures, which create employment.

In view of the above, there is an urgent need for developing rural industrialization and entrepreneurial activities will have to promote rural industries.

Congenial atmosphere plays an important role in the promotion of entrepreneurship. Today, our rural entrepreneurs are facing a lot of constraints of numerous characters, which have retargeted the spirit of entrepreneurship. The situation is very deplorable in interior villages. It is the lack of
opportunities in keeping with skills. Rural entrepreneurs are not able to reach market themselves and the middlemen are making huge profits. Rural entrepreneurs do not know how to synchronies their skills with what the markets want. They have problems of not being able to add values to their products by way of finishing, packing and advertising. There is abundance of artisan-oriented skills in profitable activities. Rural entrepreneurs have to cope with a number of constraints and difficulties in various fields such as technological innovations, governmental procedures and regulations, scarcity and paucity of funds, market communications, logistic problems, etc.

To sum-up, in rural areas, the entrepreneurs are facing the following problems like:

1. Lack of finance,

2. Shortage of raw materials,

3. Lack of market coverage,

4. Lack of technical/managerial skills,

5. Improper project planning,

6. Shortage of power,

7. Lack of transport/communication facilities,

8. Lack of research and development facilities.
Several steps are taken by both the Central and State Governments to promote entrepreneurship in rural areas through various financial institutions and organizations. Khadi and Village Industries Commission is one of the organizations for developing entrepreneurship in rural areas in particular.

The next part of this thesis focuses on the potentialities of employment opportunities available in Khadi and Village Industries in particular. It is the central & state government to take proper steps to find solution for the same.

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Notes & References:


