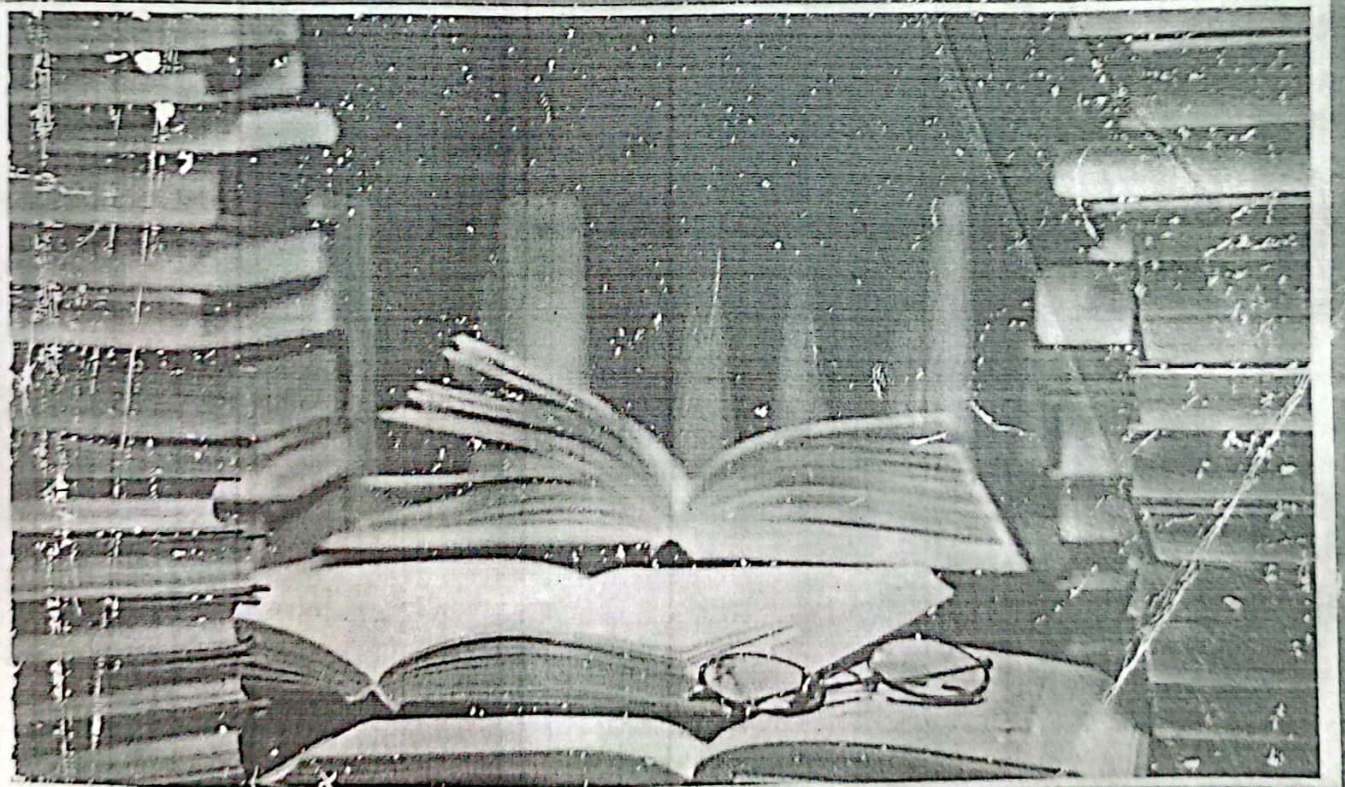


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Shree L.R. Tiwari Degree College of Arts, Commerce and Science



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The impact of small and medium scale industry on sustainable industrial development in Mumbai region of Maharashtra state in India was jurisdiction if this study with a major focuses on mumbai region. Other areas focus by the study was critical examination of the role of small and medium scale industry on national economic development of Indian economy.

Literature Review

Mattew, et al (1998) delineated in his article, "Research and Development – Recent Trends" that India should give high quality products by use of indigenous advanced technologies. Industries should upgrade its present facilities and products to international standard.

IRJC Asia Pacific Journal of Marketing & Management Review Vol.1 No. 2, October 2012, ISSN 2319-2836 www.indianresearchjournals.com 195 Collaborating with MNCs can help in increasing research and development. Good method should be placed in the production of drug delivery system. Research and development can also be used to develop other system of medicine.

J. Stamely and Michael (1998) In International Marketing under the chapter "Exporting not just for small business show the problems for small exporter and found that A relatively large domestic market and lack of exposure to other cultures, making the selection of markets and identification to customers abroad difficult Definition of small and medium scale industry:

There is no universal definition of small and medium scale industry. Definition always changes overtime, advance to technology, owing to changes in price level, and other consideration. A criterion that may be used in the definition of SSI often includes turnover, gross output, and employment. These factors are usually used because they are functional and easy to measures.

"The Micro, Small and Medium Enterprises Development (MSMED) Act 2006, is the first single comprehensive legislation in India, covering micro, small and medium enterprises. Under this Act the terms defined for the first time. Also, the concept of "Industries" has been classified broadly into two categories namely enterprise engaged in the manufacture /production of goods pertaining to an industry and enterprises engaged in providing/rendering of services. The term "enterprise" has been defined in terms of investment in plant and machinery/equipment (excluding land and building Accordingly the definition of micro, small and medium enterprise is:

Investment in Plant and Machinery Equipment (Excluding land and building)

Table 1

Enterprise	Manufacturing enterprise	Service Enterprises
Micro	Up to Rs.25 lakhs	Up to RS. 10 lakhs
Small	More than 25 lakhs and up to 5 core.	More than Rs.10 lakhs and up to Rs.2 core.
Medium	More than Rs.5 core and up to Rs.10 core.	More than Rs. 2 core and up to Rs. 5 core

Source: Monthly Public Survey –July, 2012. P.21,

The First Industrial Policy Resolution of 6th April 1948 passed by the Government of India has stressed the importance of small scale industries in the development of national economy.

The world commissions an environment and development WCED (Brundtland commission) defined sustainable development as "Development that meets the need of present without compromising the ability of future generation to meet their own needs."



Table 4 above shows thirty five (35) respondents representing (31%) of the sample size were single while eighty (80) respondent representing (70%) of the sample size were married. This majority of the respondents were married.

presentation and Analysis data according to research statement

Determining the impact of small and medium enterprises an employment generation and sustainable industrial growth in Thane region the responses were determined by requesting the output of their responses on a scale ranging from strongly agree to strongly agree to strongly disagree 5 to 1 respectively. The results of the analysis were represented in the table below

The economy depends on its working condition for economic growth and development Table. 2

Description	Code	Frequency	Percentage
Strongly agree	5	41	36.00
Agree	4	50	44.00
Undecided	3	11	08.00
Dis-agree	2	13	11.00
Strongly Dis-agree	1	--	---
Total		115	100.00

Table 2 above shows that forty one (41) respondents representing (36%) of the sample size were strongly agree. Fifty (50) Respondent representing (44%) of the sample size was agreed. Eleven (11) respondents representing (08%) of the sample size were undecided. Thirteen (13) respondents representing (08%) of the sample size disagree. Thus majority of the respondent were agreeing with the statement.

Table 3

Small and Medium Scale enterprises contributes to global economic growth and development

Description	Code	Frequency	Percentage
Strongly agree	5	51	46.00
Agree	4	43	36.00
Undecided	3	11	13.00
Dis-agree	2	06	05.00
Strongly Dis-agree	1	04	03.00
Total		115	100.00

Table 3 above shows that fifty one (51) respondents representing (46%) of the sample size were strongly agree. Forty three (43) Respondent representing (36%) of the sample size was agreed. eleven (11) respondents representing (13%) of the sample size were undecided. six (06) respondents representing (05%) of the sample size disagree. four (04) respondents representing (03%) of the sample size strongly disagree. Thus majority of the respondent were strongly agreeing with the statement

Table 4

Sustainable employment generation solve socio-economic problem inherent in Mumbai Region c Maharashtra state in India.



Description	Code	Frequency	Percentage
Strongly agree	5	43	37.00
Agree	4	38	33.00
Undecided	3	23	20.00
Dis-agree	2	08	07.00
Strongly Dis-agree	1	03	3.00
Total		115	100.00

Table 4 above shows that forty three (43) respondents representing (37%) of the sample size strongly agree. Thirty eight (38) Respondent representing (33%) of the sample size was agree. Twenty three (23) respondents representing (20%) of the sample size were undecided. Eight respondents representing (07%) of the sample size disagree. Four (03) respondents representing of the sample size strongly disagree. Thus majority of the respondent were strongly agreeing with statement

Table 5

Promotion of SMEs and improvement in employment generation are related

Description	Code	Frequency	Percentage
Strongly agree	5	41	36.00
Agree	4	37	32.00
Undecided	3	29	25.00
Dis-agree	2	06	5.00
Strongly Dis-agree	1	02	2.00
Total		115	100.00

Table 5 above shows that forty one (41) respondents representing (36%) of the sample size strongly agree. Thirty seven (37) Respondent representing (32%) of the sample size was agree. Twenty nine (29) respondents representing (25%) of the sample size were undecided. Six respondents representing (05%) of the sample size disagree. Two (02) respondents representing of the sample size strongly disagree. Thus majority of the respondent were strongly agreeing with the statement.

Table 6

Small and Medium Scale enterprises and sustainable development of the Mumbai region Maharashtra in India

Description	Code	Frequency	Percentage
Strongly agree	5	48	42.00
Agree	4	42	37.00
Undecided	3	13	11.00
Dis-agree	2	08	07.00
Strongly Dis-agree	1	04	04.00
Total		115	100.00

Table 6 above shows that forty eight (48) respondents representing (42%) of the sample size strongly agree. Forty two (42) Respondent representing (37%) of the sample size was agree. Thirteen (13) respondents representing (11%) of the sample size were undecided. Eight respondents representing (07%) of the sample size disagree. Four (04) respondents representing of the sample size strongly disagree. Thus majority of the respondent were strongly agreeing with the statement.



Significance of Small and Medium Scale Industry (SMEs) in India:

Small and Medium Scale industry has emerged as a vibrant and dynamic sector of the Indian economy that contributes around 40 per cent of the total industrial production and over 34 per cent of national export. In the words of Dr. Manmohan Singh "the key to our success of manufacturing is the small scale sector. The small-scale sector is important not only for its contributions to GDP but for its stellar performance in exports and generating employment."

Sampling and sources of data:

Due to nature of this study primarily data will be appropriate for this study. To source for this both questionnaire and interview will be adopted. Secondary data were used only for definition of concept of small and medium industry.

Method of data analysis:

To derive useful meaning from the data generated the following statistical techniques and procedures were used.

Simple percentage:

This was used in analysis of each of the questionnaire and was presented in tabular form.

Chi-square:

This was adopted in testing the hypotheses formulated the chi-square formulated is stated below

$$X^2 = (O - E)^2 / E$$

Where

O = Observe frequency

E = Expected frequency

X^2 = Chi- square.

All the statically test and analysis were carried out at the conventional 5% level of significance.

Decision Rule:

1. If the calculated value is less than critical value accepted H0 and rejected H1.
2. If the calculated value is more than critical value accepted H1 and rejected H0.

Administrative of data collection instrument:

The research personally visited the two hundred small and medium industries enterprises which locate in Thane region of Maharashtra state in India and also made contact with selected business owner in the area to schedule an interview adopted for this study. This was achieved in a period of two weeks. The questionnaires were handed over to the respondent who happens to be the owner of small and medium enterprises in Thane region of Maharashtra State in India.

Data presentation, interpretation, and analysis:

This chapter supplies analysis of data collected through the questionnaire distributed and in order to ascertain if small and medium scale enterprises are profitable.

