

**C H A P T E R - 3**

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**SCOPE, OBJECTIVES AND RESEARCH METHODOLOGY**

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### SCOPE, OBJECTIVES AND RESEARCH METHODOLOGY

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#### 3.1 PROLOGUE

Plastic Industry is recognised as one of the basic industries of our country. Modern Plastic Industry made beginning in 1926 and has grown significantly to the present status because of it's versatile applicability, durability and substitutability.

Some two thousand articles are, said to be turned out from plastics for use in houses and hospitals, in agriculture and industry and in different sectors. Their application embraces industries as diverse as buildings, engineering, electrical, railway, automobile, ship building aircraft, chemical, radio, pharmaceutical, telephone and textiles.

Plastics have a rapidly expanding field and more and more everyday articles, materials and fittings are being made with various kinds of plastics.

During the past decade the world plastics has played a very important role in our lives. Not only into our kitchen appliances but also into other parts of house for surfacing walls, floors and ceilings, wall covering,

curtains, etc.

Varieties of plastic products have been prepared from number of raw materials giving varigated applicability. In view of the growing field of plastics, the present study is planned to be focussed on the problems and prospects of plastic industry.

### 3.2 SCOPE OF THE STUDY

For the purpose of present study the researcher has intended to narrow down the scope of the present study to the plastic industries in Kolhapur and nearby area.

As regards Kolhapur region is concerned, it is observed that the plastic industry consists of Injection Moulding, Blow Moulding and Tubing. Injection Moulding consists of manually operated hand moulding machines, chiefly operated by the householders; semi-automatic and fully automatic machines operated by small-scale units. Blow Moulding consists of semi-automatic and fully automatic machines by the plastics unit holders. Tubing includes semi-automatic and Fully-automatic machines operated by the entrepreneurs.

In view of this, the scope of the study was restricted to the plastic processing units which have one

or more machines of the one or more type of processing technique. The entrepreneurs considered for the present research work were selected from Kolhapur city, nearby industrial estates and towns.

### 3.3 OBJECTIVES OF THE STUDY

The objectives of the present study are listed bellow.

1. To study the types of plastic processing units, techniques and methods.
2. to understand the teething problems of injection moulding, blow moulding and tubing units.
3. To examine varieties of problems and their causes.
4. to study different dimensions such as sources of finance, problem of working capital, respondents opinion about raw material rates, credit facility, etc.
5. to understand the opinions & experiences of selected respondents of plastic units with reference to production and marketing of products.

6. To suggest possible remedies to these problems by studying varieties of environmental factors.

#### 3.4 RESEARCH METHODOLOGY

It was planned to segregate the plastic processing units into injection moulding, blow moulding and tubing type of units, on the basis of nature of operations, size, types of operations and types of production.

##### 1. SOURCES OF INFORMATION & DATA

In order to fulfil the above said objectives the researcher has collected information and data from the following sources.

- a. the literature review and the information about the plastics and status of plastic industry in India compared to the world plastic industry was collected from library, through periodicals, journals, news papers and text books.
- b. The primary data was collected with the help of a detailed questionnaire covering different points such as source of idea, education & experience of the respondents, source of finance, investment, subsidy, source of working capital, reasons for under utilisation of capacity, raw materials sources and opinion about the rates of raw

materials, credit facility, information about the labourers and wage rates, sales turnover and area of marketing, and advertising policy etc.

- c. A structured questionnaire was prepared and administered to selected number of units from different categories. The questionnaire is shown in the Appendix. The questionnaire was translated into Marathi for the understanding of entrepreneurs of plastic units to facilitate their responses.
- d. to get more information the researcher discussed with the plastic unit holders.

## 2. SELECTION OF SAMPLE

The sample selection was done as follows -

It is estimated after discussion with the unit holders there are 42 units in injection moulding 12 units in tubing and 6 units in blow moulding in Kolhapur and nearby area. However actual figures were very difficult to trace because all the units have not been registered in the record of DIC in Kolhapur. thus from the total number of plastic units it was proposed to take 50 percent, as the respondents, that is 20 respondents in injection moulding, 6 respondents in tubing and 3 respondents in blow moulding.

TYPES OF PRODUCTIONWISE SAMPLE OF PLASTIC UNITS

<u>Types of Production</u>	<u>Total</u>	<u>Sample</u>
Injection Moulding	42	21
Blow Moulding	6	3
Tubing	12	6
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TOTAL	60	30
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The selection of plastic units for the purpose of administration of the questionnaire from these 30 selected plastic units was done as above. The working time of plastic units is from 8.00 a.m. to 6.00 p.m. Hence the researcher visited all the above selected respondents throughout the day. But some respondents are engaged in marketing in the city and some have other work. So the researcher visited them in the evening at their home.

On visiting the particular respondent, the researcher used to record the name of the respondent. The required information was collected through administering the questionnaire.

When the initial interest was very poor, the researcher discussed with them the matters of their own benefits and facilities they may get from Government and



other institutes. Thereafter the respondents were ready for answering the questionnaire.

Initially every respondent was taken into confidence and then the researcher filled in the responses personally. This ensured free and frank exchange of opinion and information and a major hurdle in data collection was removed.

### 3.5 SIGNIFICANCE OF THE STUDY

The western zone of India, especially the state of Maharashtra is well known for the industries, Kolhapur is also famous for the small scale industries & entrepreneurship. But plastic industry is not well developed compare to the plastic industry in Bombay & Pune. The following study is significant from the point of determining the problems faced by the entrepreneurs of plastic industry in Kolhapur. The thrust of this study is in analysing the financial aspects of the industry. The study is expected to throw some light on the problems faced by the existing plastic processing units and offer some suggestions.

### 3.6 LIMITATIONS OF THE STUDY

The researcher feels that the present study & the

findings reported in this dissertation has the following limitations.

1. The study is based only on select group of plastic processing units in Kolhapur and has not taken into consideration all the existing units.
2. It was very difficult to know the exact number of such units in Kolhapur city from any authentic sources, since these units are tiny & some of them are not even registered their names with DIC Office.
3. the entrepreneurs seemed to be reserved in responding to the questionnaire in responding to the questionnaire and in informal discussion due to one or the other reasons. Hence, the findings should not be extrapolated to all the units.
4. Many of the respondents were managing the entire unit by themselves and hence could spend very little time in data collection efforts of the researcher.
5. Time available with the researcher was another limitation most of the businessmen were busy

throughout the day and were unwilling to spare time in the evening especially at their residence with the researcher.

The plastics processing units in Kolhapur city have bright prospects ahead. The existing and the prospective units have to adopt aggressive marketing strategies so as to compete with the Bombay and Pune based units. Being local units they have added advantage over the rest.

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